



**RESOLUTION:**

**Not Your Mascots Against the Misappropriation of Indigenous Identity and Imagery through Mascots, Stereotypes and Racist Behavior**

**WHEREAS**, we, the members of Not Your Mascots, invoking the blessing of the Creator upon our efforts and purposes, in order to preserve for ourselves and our future generations the inherent sovereign rights to our Indigenous Identities, Imagery and Cultures, to educate the public toward a better understanding of who we are as human beings and as Indigenous people, do hereby establish and submit the following resolution; and

**WHEREAS**, Not Your Mascots was established in 2014 to address the misappropriation of indigenous identity and imagery through mascots, stereotypes and racist behaviors as well as the harmful effect that they have on indigenous youth and our communities; and

**WHEREAS**, Professional Sports and Retail Franchises, Educational Institutions (elementary schools, high schools, colleges and universities), independent crafters, and individuals co-opt outdated, stereotypical and racist caricatures and imagery to represent their team, school, organization and self that dehumanize, marginalize, objectify and oppress indigenous people and their culture ; and

**WHEREAS**, the continued exploitation of indigenous identity and imagery for the sake of entertainment and profit creates and promotes disparaging and harmful stereotypes that allow for hostile attitudes and behavior towards indigenous people ; and

**WHEREAS**, the continued exploitation of indigenous identity and imagery by educational institutions creates a hostile environment that has a damaging impact on the psychological and spiritual well-being of native youth exposed and subjected to the racist caricatures and behaviors that allow for the mockery of their culture and existence by their peers and supported by their educators and administrators ; and

***NOW THEREFORE BE IT RESOLVED***, *Not Your Mascots is committed to addressing the misappropriation of indigenous identity and imagery caused by mascots, stereotypes and racist behaviors as well as the harmful effect that they have on indigenous youth and communities;*

***NOW THEREFORE BE IT RESOLVED***, *that through educational and advocacy efforts, Not Your Mascots will strive to provide comprehensive solutions towards the eradication of harmful native mascots, stereotypes, and cultural misappropriation;*

***NOW THEREFORE BE IT RESOLVED***, *that Not Your Mascots will address these issues through the utilization of education, social media, as well as community and media outreach to promote and establish a common understanding of what it is to truly honor and respect indigenous people and their culture;*

***NOW THEREFORE BE IT RESOLVED***, *that Not Your Mascots will strive for cooperation and unity between educational institutions, like-minded organizations, the media and general public to create a future in which we can respect and view each other as human beings.*

**The foregoing resolution was adopted by the Board of Directors of Not Your Mascots, Inc  
on this day of October 28, 2014.**