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September 27, 2021

**The Consumer Health Foundation Rebrands itself as if, A Foundation for Radical Possibility**

**WASHINGTON, D.C., September 2021** – **if,** A Foundation for Radical Possibility, formerly known as the Consumer Health Foundation, is announcing an organizational rebrand, with the unveiling of a new strategic plan, website and social media pages. The foundation’s new name, stylized simply as **if**, represents the possibility of radically transforming philanthropy and society so that Black people and people of the global majority can live powerfully, abundantly and beautifully in healthy, self-determined communities free of social, economic, and ideological violence.

**if** is excited to announce four community members to its Board of Trustees and an evolution from a focus on health--a singular, albeit multi-faceted issue--to a focus on racial justice. Wendy Chun-Hoon, the chair of **if**’s Board of Trustees reveals, “We had many vigorous debates about our identity as a health foundation, but we ultimately decided that without racial justice, inequities in health will continue to afflict communities of color.”

The foundation has five core pillars for implementing its racial justice approach in order to center the voices, leadership, and experiences of Black and BIPOC people living at the sharpest intersection of oppression: *community power, culture, healing justice, institutions and structures, and reparations and economic justice*.

Dedicated to using innovative means to envision a new form of philanthropy, **if** has begun launching comprehensive and impactful initiatives. The organization has formed a participatory grantmaking committee made up of 15 community members from across the region who are currently reviewing applicants for its 2021 grants program, which prioritizes community-based and nonprofit organizations in the District of Columbia, suburban Maryland, and Northern Virginia that are advancing racial equity and racial justice through community organizing, community engagement and advocacy.

This year, **if** has partnered with Boston University’s Center for Anti-Racist Research led by author and historian Dr. Ibram X. Kendi to pilot a “DC Policy Tracker” to rate housing policies in DC as racist or anti-racist. **if** has also launched a “Government Leaders in Action Table” to support leaders tasked with advancing racial equity in their jurisdictions; a project in partnership with the National Committee for Responsive Philanthropy on foundation reparations; and a “Guaranteed Income Pilot” for DC-area hospitality workers who lost their jobs due to COVID-19 called Let’s GO (Guarantee Opportunity) DMV!

Yanique Redwood, **if**’s President and CEO, lauds the rebrand by stating “This has been a long time coming. Over the years, we have evolved from a focus on healthcare access to a focus on health and racial equity and the social determinants of health. But, as we have continued to witness the devastation in our communities and the ways in which our communities are showing up for justice, it became clear to us that we needed to take a stronger stance. Race, gender and class oppression negatively impacts financial resources, it impacts education, it impacts employment, it impacts housing by imposing segregation and it chips away at an individual’s mental and physical health. Rebranding is our way of letting the world know that we’re showing up, doing the work and we are serious about this fight to realize our vision for Black people and people of the global majority.”

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Founded in 1994, **if,** A Foundation for Radical Possibility is a private foundation that has given away more than $27 million in grants to nonprofits in the Washington, DC region. We are committed to a vision where Black people and people of the global majority live powerfully, abundantly and beautifully in healthy, self-determined communities free of social, economic, and ideological violence.