



## Mission & Purpose

ADA Watch and the Coalition for Disability Rights & Justice (CDRJ) work to AMPLIFY the voices of the U.S. Disability Rights Movement. We unite leaders and organizations from the disability, civil rights and social justice communities, to promote the history of our movement, and to defend and advance the human rights of people with all types of disabilities.

## Goals and Objectives



### Growth & Engagement

- ADA Watch/CDRJ seeks to build upon a strong legacy while developing forward-looking, engaging content and messaging.
- ADA Watch/CDRJ seeks to engage a whole new audience to enable its work and continue growing its impact.



### Coalition & Unity

- ADA Watch/CDRJ seeks to break down silos within the DRJ movement in order to build one powerful movement that collaborates to uplift both shared and distinct messages and goals.
- ADA Watch/CDRJ seeks to act as a convener and coordinator with a single strategic framework.



### Inclusion & Protections

- ADA Watch/CDRJ seeks to address/protect against cultural/political/legal threats to the fundamental rights protected by the Americans with Disabilities Act.
- ADA Watch/CDRJ seeks to position the DRJ movement as a critical component of the broader cultural conversation around DEI/inclusion/belonging.

## Values

- 1 Disability-led:**  
Empowering, amplifying, collaborative
- 2 Community-Driven**  
Commonality, Solidarity, Cooperative
- 3 Dignity of all individuals**  
Respect, Rehumanization
- 4 Accessible**  
Inclusive, Representative, Open
- 5 Justice**  
Liberation, Transformative Justice, Rights for All
- 6 Protective**  
Vigilant; upholding/furthering a legacy
- 7 Evidence-based**  
Person-centered philosophy; scientific; effective; proven

## Programs

Program	Strategy
<b>ADA Watch</b>	A national grassroots campaign and action network informing and mobilizing the disability community, policymakers, media and the public in response to current threats to the ADA and other disability rights protections
<b>National Coalition</b>	Alliance of Disability Rights, Civil Rights, Human Rights & Social Justice Organizations to build and support coalition between social change movements.
<b>Road To Freedom Bus Tour</b>	Our national, cross-state award-winning bus tour promoting disability rights as fundamental civil and human rights.
<b>Disability Rights Concert</b>	Partnership with Grammy Award-winning musicians and music industry leaders, producing national and local public awareness events promoting disability rights as fundamental civil and human rights.
<b>Campaign for Fair Judges</b>	Campaign to inform and mobilize the disability community, policymakers and the public regarding federal judicial nominees who, based on their public records, pose a threat to civil and human rights protections under the Americans with Disabilities Act (ADA) and other disability rights laws.
<b>Alliance of State Disability Coalitions</b>	Uniting and strengthening state disability coalitions via resource sharing, best practices, and fundraising.
<b>Media &amp; Public Awareness Campaign</b>	Targeted messaging and promotional efforts raising awareness and mobilizing support for policies and initiatives consistent with our mission. Target audience includes people with disabilities, family members, advocates, policy makers and the public.