

# Our Rebrand

## *a letter to our community*

June 28, 2024

Dear Supporters,

**We have a new name, a new logo, and a new brand!** We are thrilled to announce that we are now *Jahajee*. Under this new name, we are moving into a new chapter that boldly declares who we are, unapologetically.

“Sisters” felt appropriate when we were founded. It indicated women bonding together to support each other in the face of sexism and the violence it produces. It reflected family relationships and a commitment to protect one another. Before 2007, there wasn’t any prominent feminist organizing in New York’s Indo-Caribbean community. As the first to do this, it felt important to use the word as a counterweight to male-dominated leadership.

In 2024, the word no longer feels right. Moreover, we recognize the harm it has caused for LGBTQ+ people in our network who do not identify as women. We want everyone we serve to know they belong here, and this change is a move toward that.

**After 16 years, we are aligning our name with our belief that  
LGBTQ+ liberation is gender justice.**

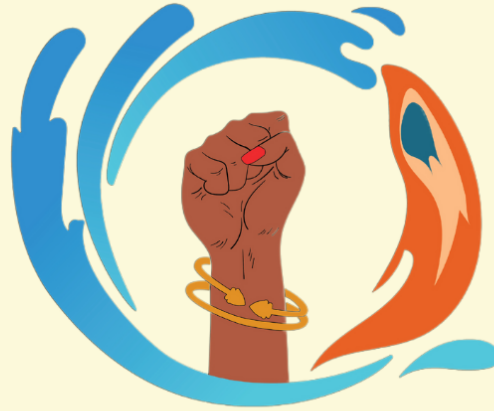
This decision is in sync with our values. Our work is heart-driven. We lead with love and fight to protect those we care about. We believe everyone is deserving of respect and should be treated with dignity.

Our organizing is well known for pushing against patriarchal expectations. These traditional norms deny many in our community respect and dignity. Our shift from *Jahajee Sisters* to *Jahajee* represents our long-standing fight for gender justice, including the fight against homophobia, transphobia, and the traditional gender binary.

Patriarchal ideas about what women should and should not do, can and can’t be, are also behind homophobia and transphobia. When we don’t follow the rules, we face ridicule and violence. Women who disobey their husbands are often beaten. Women who embrace their sexuality are called sluts. People who dare to find pleasure with those of the same sex and people who exist outside of the gender binary are mocked and even killed for being who they are.

Our work in gender justice requires us to expand the possibilities for our existence beyond binaries and toward the freedom to be who we are without judgment or violence.

**Our decision reflects the people driving our mission forward.** The Jahajee network is diverse, and includes a large number of queer and gender nonconforming people. While our LGBTQ+ population is mostly made of newer, younger members, our founding family and initial audiences also included queer people. Jahajee has always been a place LGBTQ+ women and gender-nonconforming people sought out - a place where they could feel safer than in other Indo-Caribbean environments.



Our new logo is perfect for this moment because it reflects our ability to transform. It also reflects Indo-Caribbean culture and our bold, loving approach - our fire and our flow.

**Fire and water** symbolize who we are. Both elements create and nurture: Water gives life to everything on earth and cleanses us. Fire feeds us and keeps us warm. Both elements can be ferocious: Water can take the form of crashing waves and tsunamis. Fire can burn down everything in sight. They both have the ability to change things from one state to another. Like these elements, Jahajee comforts, rages, and transforms.

**The fist** represents our activist spirit and belief in people power, dating back to the days when our ancestors demanded their rights on sugar plantations. It also symbolizes power in numbers - all digits coming together in one mighty show of strength.

**The bangles** adorning the wrist are *bera bangles*, traditionally worn by all genders in Indo-Caribbean families. The bera bangle is commonly passed down from generation to generation as a way to build generational wealth. Not having money or assets, our ancestors saw these as important gifts to their progeny. For Jahajee, the bera bangle symbolizes the economic prosperity we seek for our people, and it is a way to remember our ancestors.

**With the launch of our new brand, we are delighted to welcome a new look and deepen into the spirit of our jahajee ancestors — all for one, and one for all.**



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