



# “Boot the Braids” Victories



*Boot the Braids* is a nationwide movement of student and city governments urging their universities and communities to refuse business with Wendy's until it joins the Fair Food Program (FFP). With 10+ victories and counting, the campaign recalls a major moment of the Campaign for Fair Food when students successfully “booted the bell” from 25 high schools and universities in the 2000s, resulting in Taco Bell joining the program.

## **1) Methodist Theological School in Ohio (MTSO) - endorsed!**

Located just miles from Wendy's corporate headquarters, MTSO became the first educational institution to endorse the Wendy's boycott after a unanimous vote by its Board of Trustees in October 2018.

## **2) Ann Arbor City Council - endorsed!**

In February 2019, Ann Arbor City council passed a resolution encouraging community members and the University of Michigan to boycott Wendy's.

## **3) University of Michigan (UM) - booted!**

After years of organizing against Wendy's, an overwhelming student petition, and a student government resolution, UM's Union Board of Representatives released a powerful statement supporting the FFP and rejecting the corporation from its campus in February 2019.

## **4) Carrboro Board of Aldermen - endorsed!**

After learning about the “Boot the Braids” campaign from University of North Carolina students, Carrboro's Board of Alderman passed a unanimous resolution in March 2019 urging Wendy's to join the FFP.



## **5) Gainesville City Commission - endorsed!**

In March 2019, the Gainesville City Commission passed a resolution encouraging residents and businesses to support farmworkers, Wendy's to join the FFP, and UF to cut ties with Wendy's until they do so.

## **7) Florida Atlantic University (FAU) - booted!**

In the wake a unanimous student government resolution urging its administration to remove Wendy's from its campus passed in 2019 and of years of student protests, FAU decided not to renew its contract with Wendy's in the spring of 2022.

## **6) University of Florida (UF) - booted!**

Following the Gainesville City Commission resolution and a 300+ march — one of the largest in the school's history — the UF Student Senate passed a resolution urging its administration to remove Wendy's from campus. Continued student organizing led to UF's ultimate decision to end its business with the corporation in the fall of 2022.



## **8) Florida Gulf Coast University (FGCU) - endorsed!**

Despite not having a Wendy's on campus, FGCU students showed their support for the boycott by passing a unanimous student government resolution encouraging Wendy's to join the FFP and calling on the university not to work with the corporation until it does.

## **9) Ohio State University (OSU) - endorsed & active!**

In 2017, after OSU broke its promise not to renew its contract with Wendy's, OSU SFA organized a week-long fast and 500+ person march. Students marched again in 2019, holding a sit-in in their president's office. Finally, in 2021, OSU's Student Government passed a unanimous resolution endorsing the boycott and urging OSU to cut its contract.

## **10) University of North Carolina (UNC) - bootied!**

For three consecutive years from 2017 to 2019, UNC students held marches, vigils, and other actions to protest against their university's contract with Wendy's. Finally, in June of 2022, after continued student pressure, UNC announced its removal of Wendy's from campus.

## **11) Florida State University (FSU) - endorsed!**

In July 2022, following FGCU's lead, FSU students added their voice to the campaign against Wendy's (despite not having one on campus) by passing a student government resolution encouraging the corporation to join the FFP and endorsing Wendy's boycott.

## **12) New York City Council - endorsed!**

In April 2023, thanks to incredible student and community organizing through New York Fair Food, nearly 90% of the New York City Council adopted a resolution calling on Wendy's – and specifically, New York-based Trian Partners and Wendy's Board Chairman Nelson Peltz — to support farmworkers' human rights by joining the FFP.



## **Want to add your school or city?**

As the "Boot the Braids" campaign continues, we invite you to take part in the fight by passing a resolution through your university or city.

visit [sfalliance.org](https://sfalliance.org) or email us at [organize@sfalliance.org](mailto:organize@sfalliance.org)

