



United Way
of Buffalo & Erie County

the western new york

**21 DAY
RACIAL
EQUITY
CHALLENGE**



What is the 21 Day Racial Equity Challenge?

- It is the exploration of 21 days of difficult topics such as structural racism, segregation, and privilege to start a community dialogue on how we can be champions of equity in our personal and professional lives.
- Through broad community engagement, the 21-Day Racial Equity Challenge will increase awareness of critical issues and strengthen our community's capacity to dismantle all forms of racism.
- It will give the community the opportunity to take the time to reflect and learn how racial inequities permeate our community on an individual, institutional and systemic level, and how we are seeing these inequities unfold during an unprecedented time.

How does the Challenge work?

- Participants will sign up via the website to join the Challenge.
- Participants will receive an email with a brief explanation of the day's racial equity related topic.
- Challenge activities include links to recommended articles, videos, podcasts, reflections, and more.

Where does Challenge content come from?

- Challenge originally developed by racial justice educators Dr. Eddie Moore Jr., Dr. Marguerite Penick-Parks, and Debby Irving.
- Localized versions of the 21-Day Racial Equity Challenge have been implemented in dozens of markets across the country.
- Over 60 community partners have helped propose, vet and select content used in the WNY Challenge.

What are some of the topics in the Challenge?

Topics include:

- Race and Equity
- Exploring Bias
- Housing & Inequality
- The Racial Wealth Gap & Financial Stability
- Education & School Aged Children
- And more.....

What is the schedule for the Challenge?

- The WNY 21 Day Racial Equity Challenge is scheduled to launch the week of June 21st.
- Registration for the Challenge will remain open well after the launch date and anyone will be able to start and take the Challenge at any time.

How you can get involved

- Register individually at uwbec.org/21daychallenge.
- Have a team member lead the Challenge internally by signing up and forwarding the daily email or by sharing with staff via intranet or other employee relations system.

THANK YOU!

Contact:

<https://www.uwbec.org/21daychallenge>

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