



Dear Colleagues and Friends,

America is struggling to come to terms with its painful legacy of racism. But while many feel “the fierce urgency of now,” not everyone knows where or how to engage. We are writing today to invite **you** to begin by joining a statewide journey of personal discovery called the **21-day Racial Equity Challenge** (August 17 –September 6, 2020). Led by United Way of Delaware and YWCA Delaware, the *21-Day Racial Equity Challenge* is an opportunity to learn about the history of racism in Delaware, and to identify ways you can use that knowledge to help build a more equitable society. Our goal is for at least 5,000 people to take up the Challenge and to lend their power to fuel a statewide social movement.

What is the Equity Challenge?

- The 21-day Racial Equity Challenge is a personal commitment to devote 5-30 minutes a day, for 21 days, to learn about the history and impact of racism in Delaware, and the ways that bias, prejudice, privilege, and oppression show up in our everyday lives.
- With this awareness and understanding of how racism shapes each of our lived experiences, we can all become part of making positive change in our community.
- The *21-Day Racial Equity Challenge* is an enlightening journey, for everyone – no matter where you come from or how you identify yourself. Along with new perspectives, you’ll receive examples and tools of how you can help undo racism and build a more just and equitable community here in Delaware.
- While we encourage everyone to share their participation with others and to join the conversation, your employee information will remain both private and confidential.

How does it work?

- Every morning of the *21-Day Racial Equity Challenge*, registered participants will receive an email featuring links to readings, videos, and/or podcasts that are 5-30 minutes long. Participants pick one or more of the “challenges” and begin their journey of discovery.
- Participants can share reflections and “Aha!” moments using the hashtags #unitedforequity, #equitychampions, and #DEequitychallenge, and can follow the conversation on Facebook, Twitter and Instagram. A private, monitored Facebook group will be available for deeper discussions.
- A downloadable discussion guide will help participants explore topics with friends, family, and colleagues. We are also inviting anyone to sign up as a community partner—so **please share this flyer with your network**.

Become An Equity Challenge Champion

As an early participant in the *21-Day Equity Challenge*, you commit to adding your logo to the marketing and communication tools, including a link to the challenge on your website/social media pages, and inviting others (Board members, employees, personal circles, professional relationships, vendors/contractors).

History of the Equity Challenge

The Equity Challenge was developed by Dr. Eddie Moore, Jr., Dr. Marguerite Penick-Parks, and Debby Irving and was adapted by Food Solutions New England. From there, it was made available to other organizations. The Delaware Racial Equity and Social Justice Collaborative (under the guidance of United Way of Delaware) and the YWCA of Delaware committed to adapt the Equity Challenge with our community and partners as an important part of broader efforts to build a more equitable community for all in Delaware.

De-Brief: Save the Date

A Racial Equity Challenge De-Brief will be held the second week of September (Date TBA). Participants will de-brief together and identify ways we can use the experience to advance equity and inform the purpose of The Delaware Racial Equity and Social Justice Collaborative.

The 21-Day Racial Equity and Social Justice Challenge is an opportunity to dive deeply into racial equity and social justice issues. United Way of Delaware and YWCA Delaware are honored to host this statewide event and look forward to you joining us.

Will you accept the challenge?

Accept the challenge by emailing Tierra Fair, Director of Community Engagement, with your *name, organization, email address, phone number, and logo* to tfair@uwde.org or call 302-494-5442.