

the western new york

# 21-DAY RACIAL EQUITY CHALLENGE

[uwbec.org/21daychallenge](http://uwbec.org/21daychallenge)

## STAND TOGETHER TO WORK TOWARD EQUITY IN WESTERN NEW YORK.

**Become a participating organization in Western New York's 21-Day Racial Equity Challenge.** Originally developed by racial justice educators Dr. Eddie Moore Jr., Dr. Marguerite Penick-Parks, and Debby Irving, this renowned program has been embraced by a coalition of local leaders and is being adapted for Western New York.

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. Self-directed

learning opportunities will encourage a deeper understanding of race, power, privilege, and leadership. Education is the first step. Be a part of the community conversation to inspire action. **It takes only 21 days to develop a new habit. It takes leaders to set the path.**

### WHY AN EQUITY CHALLENGE?

As Western New York becomes more attuned to the problem of racial injustice, you can leverage the interest and awareness of your employees to increase understanding and education around racial equity. The Challenge will provide your team with demonstrated tools and resources to learn and take action to support a more racially just workplace and community.

### A PATH TO POWERFUL CHANGE

Equity is good for communities and good for business. Organizations that embrace equity benefit through<sup>1</sup>:

- Improved employee motivation and achievement
- Decreased employee turnover
- More success at attracting talent
- Broader perspectives and more creativity
- More experiences, talent, and skills
- Improved financial performance
- Broader knowledge base for new market opportunities
- Greater innovation
- Improved organizational reputation

### AN EASY WAY TO ENGAGE YOUR STAFF IN EQUITY WORK

Choose one of two ways to get your organization involved in the Challenge:

- 1** Direct your staff to [uwbec.org/21daychallenge](http://uwbec.org/21daychallenge) to register as individuals.
- 2** Have a team member lead the Challenge internally by forwarding the daily email or by sharing with staff via the intranet or other employee relations system.

Whichever way you choose to participate, send your logo to [racialequitychallenge@uwbec.org](mailto:racialequitychallenge@uwbec.org) to be included in the list of participating workplaces on the 21-Day Racial Equity Challenge web page.

There is no deadline to sign up. One email will be sent each day for 21 days. Each email will focus on a specific topic with links to articles, videos, and podcasts that will help participants expand their personal perspectives on equity along with information and links to local resources, initiatives, and ways to turn education into action.

To sign up, ask questions, or learn more, simply email [racialequitychallenge@uwbec.org](mailto:racialequitychallenge@uwbec.org).



<sup>1</sup>Houston Chronicle, "The Advantages of Equity in the Workplace"; and Tate, "5 Benefits of Equality and Diversity in the Workplace"