



United Way
of Buffalo & Erie County

the western new york **21-DAY RACIAL EQUITY CHALLENGE**

COMPANY NAME team,

By now you may have heard that thousands of individuals and hundreds of local organizations have joined together to take a community-wide 21-Day Racial Equity Challenge. The Challenge is a powerful opportunity to collectively develop a deeper understanding of how inequity and racism affect our lives and community. *COMPANY NAME* is dedicated to learning and taking action to create an equitable community for all, and has chosen to participate in the 21-Day Racial Equity Challenge.

WHAT THIS MEANS FOR YOU

Option 1

We encourage you to visit uwbec.org/21daychallenge to sign up for the Challenge. After you sign up, you will receive an email from racialequitychallenge@uwbec.org with articles, podcasts and videos that will provide opportunities to develop a deeper understanding of how racism and inequity affect our lives and community, offer suggestions for reflection and options to continue your learning or take action.

Option 2

Beginning on *INSERT START DATE HERE* you will receive an email from *EMPLOYEE/DEPARTMENT NAME*, who will forward articles, podcasts and videos from the Western New York 21-Day Racial Equity Challenge. These emails will provide opportunities for self-guided learning, offer suggestions for reflection and options to continue your learning or take action.

OPTIONAL ADDITION: *Our company will also offer [a lunch and learn during the Challenge to allow for employee discussion, a company town hall/department meeting time to reflect on your learnings as a team, begin/continue reviewing our organization's policies and practices to examine how we can ensure equity remains a focus.]*

Thank you for standing with *COMPANY NAME* to confront racism, bias and other social injustices to create a just and equitable community for all.