

21  
DAY

# RACIAL EQUITY CHALLENGE

OCTOBER 23 - NOVEMBER 20

## STAND TOGETHER TO WORK TOWARD EQUITY IN GREATER ROCHESTER

**Become a participating organization in Greater Rochester'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 the Finger Lakes Region.

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 Rochester 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 three ways to get your organization involved in the Challenge:
  1. Contact [equitychallenge@uwrochester.org](mailto:equitychallenge@uwrochester.org) to arrange for a secure transmission of a full list of employee names and work email addresses;
  2. Direct your staff to [uwrochester.org/equitychallenge](http://uwrochester.org/equitychallenge) to register as individuals;
  3. Have a team member lead the Challenge internally by forwarding the daily email or downloading the day's challenge from [uwrochester.org/equitychallenge](http://uwrochester.org/equitychallenge) to send to your staff via email, intranet, or other employee relations system.
- Whichever way you choose to participate, send your logo to [equitychallenge@uwrochester.org](mailto:equitychallenge@uwrochester.org) to be included in the list of participating workplaces on the 21-Day Racial Equity Challenge web page.
- One email will be sent each day for 21 weekdays, from October 23 – November 20. There is no deadline to sign up; those who join after October 23 will be able to share previous days' content at [uwrochester.org/equitychallenge](http://uwrochester.org/equitychallenge).
- 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.
- A daily commitment of only 10-15 minutes will be supplemented with virtual opportunities for group reflection and instructions for employers on initiating meaningful conversations within their organizations.
- To sign up, ask questions or learn more, simply email [equitychallenge@uwrochester.org](mailto:equitychallenge@uwrochester.org).

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