

21 DAYS. UNLIMITED POSSIBILITIES.

Introducing the 21-Day Racial Equity and Social Justice Challenge

eliminating racism
empowering women
ywca
Northeast Kansas



WHAT IS THE 21-DAY CHALLENGE?

The Challenge asks participants to make daily time and space to build more effective social justice habits- particularly those dealing with issues of race, power, privilege and leadership - for 21 days. Participants who have signed up for the Challenge will receive daily tasks via email to

help foster their understanding and awareness, including activities such as:

- Reading an article
- Listening to a podcast
- Reflecting on personal experience

Participation in an activity like our 21-Day Challenge helps us to discover

how racial inequity and social injustice impact our community, to connect with one another and identify ways to dismantle racism and other forms of discrimination.

Are you up for the Challenge?

Read on for more details.

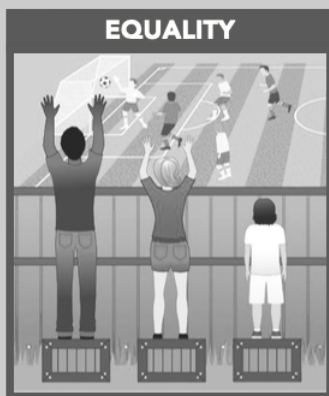
GOING NATIONWIDE

In 2020, over 3,500 participants signed up for the challenge with a dozen YWCAs across the country and reached 700 unique ZIP codes. This year, over 50 sister YWCAs will be hosting and facilitating the challenge from coast to coast.

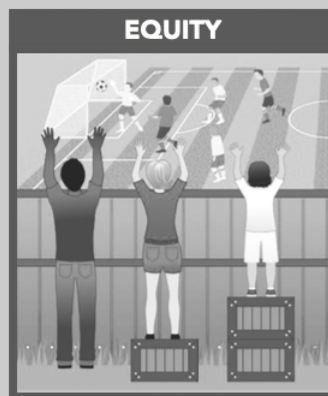
WHAT IS RACIAL EQUITY?

It is both an outcome and a process. As a process, we apply racial equity to policies, systems, structures and institutions by analyzing data so we can identify, uncover and remove barriers that produce disparate (unfavorable) outcomes based on race.

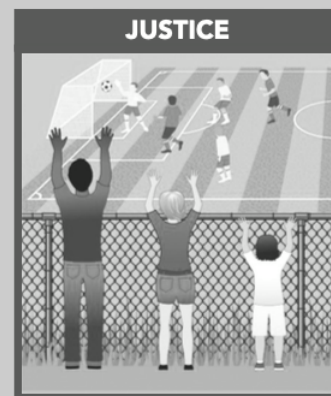
As an outcome, **racial equity** is the condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares in society.



The assumption is that everyone benefits from the same supports.
This is equal treatment.



Everyone gets the support that they need, thus producing equity.



All three can see the game without supports or accommodations because **the cause of the inequity was addressed. The systemic barrier has been removed.**

WHY SHOULD MY ORGANIZATION DO THE CHALLENGE?

We think the 21-Day Challenge is one of the most powerful interventions an organization can do to build community and create an inclusive culture.

The Challenge can lead to transformative results, including:

- Building new, positive habits that can change ourselves, our teams, our organizations and our communities.
- Taking small actions alongside one another to create momentum and a sense of teamwork.
- Creating a profound, elevating experience to increase the likelihood that participants will take action.
- Participating in meaningful conversations about racism and social justice.

HOW CAN MY ORGANIZATION HOST THE CHALLENGE?

Here are some ideas to get you started:

- Launch a kickoff event to generate excitement and introduce participants to the benefits and goals of the Challenge.
- Encourage participants to keep a reflection log. YWCA Northeast Kansas can provide a template for you.
- Host a weekly facilitated dialogue throughout the Challenge to discuss and reflect together.

Questions to explore could include:

1. How did the activities make you feel?
2. What actions have you taken based on the activities?
3. What actions would you like to take?
4. What further resources (reading, research, tools, and/or strategies) do you need to take action?

WHO CAN SUPPORT MY ORGANIZATION IN HOSTING A CHALLENGE?

We can help. YWCA Northeast Kansas has facilitators and trainers who can help support your organization or group on your social justice journey.

Become a Community Partner. Invest in antiracist education for your members and the greater Topeka community with a \$1,092 donation (equivalent to \$21/week for a year) and receive support, toolkits, and discussion guides throughout the Challenge.

Sponsor the Challenge. Leverage your organization as a model for antiracist work with a sponsorship of \$2,500 or more and receive specialized support, toolkits, discussion guides, organization name listed as a Justice Journey Partner on the Challenge website, and facilitated racial justice circle dialogues for your staff throughout the Challenge.

To become a sponsor or to learn more about the 21-Day Challenge, contact Allison Marker, Resource Development Director at resourcedevelopment@ywcaneks.org or 785-233-1750.



THINKING BEYOND RACISM

Although this is primarily a racial equity Challenge, we know that systems of oppression are linked, and there are many other forms of prejudice and discrimination that affect our community.

These include, but are not limited to, discrimination against people of color, women, immigrants, Native Americans, the LGBTQA community, the homeless population and people from different religious communities.

All of these are detrimental to our community. In the Challenge, you will see many of these issues addressed—not just racism.

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