



United Way
of Washtenaw County

December 9, 2019

Dear Colleagues and Friends,

We are writing to personally invite you to register for the **21-day Equity Challenge** being provided by United Way for Washtenaw County with the support of many other partners throughout our county.

United Way of Washtenaw County (UWWC), has a vision that by 2030 your zip code will no longer determine your opportunity in life. At present in Washtenaw County, [it does](#). We have work to do and invite you to join the conversation to be part of the change and lend your power to fuel a social movement.

If every person who receives this invitation commits to taking the Challenge, and taking action, we know that this can be a transformative experience. Not only is it a way to develop a deeper understanding of how inequity and racism affects our lives in Washtenaw County, it is a powerful opportunity for shared learning and growth. Our hope is that as a result of the Challenge more people in our community, instead of asking “what will someone else do?” will ask “what must I do?”

The [self-guided learning journey](#) examines the history and impacts of racism and how it shapes people’s lived experience in Washtenaw County. Along the way, you’ll also receive examples and tools on how to undo racism and build racial equity and justice.

We need you. We believe united action is powerful and it benefits us all to have greater collective capacity and courage to identify and address the different ways that bias, prejudice, privilege, and oppression show up in our work and lives. We've learned so many lessons as we developed the Challenge. Mindful not to do intentional harm, we've consulted local experts to guide us. The Challenge will feature content that speaks to diverse identities and expressions and it is being prepared knowing that our audience is not homogenous. We are striving to ensure that the Challenge is meaningful, enlightening and emboldening for every person that signs up. This is not a Challenge just for white people. It has something for all people.

This Challenge was originally developed by Dr. Eddie Moore, Jr., Dr. Marguerite Penick-Parks and Debby Irving and has been adapted by Food Solutions New England. United Way of Washtenaw County has committed to adapt the Challenge with our community and partners, building upon local wisdom and lived experience to add meaning to the daily prompts you'll receive.

Sign up for the challenge by [clicking here](#), and sign on your organization/group as a community partner [here](#).

About the 21 Day Equity Challenge:

- During every morning of the Challenge, you'll receive an email "prompt" with readings, videos and/or podcasts. You are encouraged to take about ten to fifteen minutes each day with the material in the prompt.

- You (along with thousands of others in Washtenaw County) commit to deepening your understanding of (and willingness to confront) racism for 21 consecutive days.
- Explore this work on your own, with friends and family, or organization-wide. [Download our discussion guide by clicking here.](#)
- Share your reflections and “a-ha” moments using the hashtags #unitedforequity, #equitychampions, and #uwwcequitychallenge. Don’t forget to follow UWWC on Facebook, Twitter and Instagram.
- Your participation in this challenge is 100% private, free and anonymous.

Thank you for your consideration,



Pam Smith
President & CEO
United Way of Washtenaw County



Yodit Mesfin-Johnson
United Way Board chair
CEO, Nonprofit Enterprise at Work