

Dear Colleagues and Friends,

In response to newly available data on the wellbeing of households in our State who are Asset-Limited, Income-Constrained, and Employed (ALICE), United Ways across Michigan are launching a special State Edition of the 21 Day Equity Challenge. **We are writing to personally invite you to register for this version of the Challenge, which is designed to take participants through a state-level exploration of the history and impacts of racism and how it has shaped the lives of people in Michigan.** Along the way, participants will be equipped with resources and tools to take action for racial equity in their work and lives. Join us.

United Way of Washtenaw County, has a vision that by 2030 your zip code will no longer determine your opportunity in life. At present--in Washtenaw County and our State-- [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 people's lived experience in our State, 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?" .

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. The Challenge will feature content that speaks to diverse identities and expressions and it is being prepared knowing that our audience is not homogenous. This is not a Challenge just for white people. It has something for all people.

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

**About the 21 Day Equity Challenge:**

- You (along with thousands of others in Michigan) commit to deepening your understanding of and willingness to confront racism for 21 consecutive days.
- 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.
- Explore this work on your own, with friends and family, or organization-wide. [Click here to access a discussion guide to help you facilitate these conversations.](#)
- Share your reflections and "a ha" moments using the hashtags #miequitychallenge and #UWWCequity. Don't forget to follow us on FaceBook, Twitter and Instagram. [Use our activity log to help remember content that resonates with you.](#)

Thank you for your consideration,



Pam Smith  
President & CEO  
United Way of Washtenaw County



Linda Koos  
United Way Board Chair  
Managing Director, Burns & Wilcox