

21  
DAY

# RACIAL EQUITY CHALLENGE

OCTOBER 23 - NOVEMBER 20

## GETTING STARTED

Welcome to the [21-Day Racial Equity Challenge](#). Thank you for making the time to connect, reflect, and participate in this Challenge to develop a deeper understanding of how inequity and racism affect our lives and our community.

**Why a racial equity challenge?** This challenge is an opportunity for all of us to learn and grow together while building a habit of gaining a deeper understanding of racial equity. When change starts within enough of us, together, we can make progress toward becoming an equitable community - for all.

More than 70,000 individuals and [300 local companies](#) in the Greater Rochester region are taking the Challenge. Whether you signed up directly, received this email from a colleague, or were enrolled in the Challenge by your employer, we're happy to have you participate with us in this Challenge. Together, we will deepen our awareness of and willingness to confront racism, bias, and other social inequities.

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## TAKE THE PRE-CHALLENGE SURVEY

You may be here for personal growth, to expand your knowledge, engage with people from different backgrounds, shift ways of interacting, get involved in building an equitable community, or for another important reason. Everyone has a different "why" for taking the Challenge. Please take the anonymous pre-event survey below to set your intention and share your goals for the Challenge.

[TAKE THE SURVEY](#)

## WHAT TO EXPECT

The challenge begins TOMORROW, October 23 and for the next 21 weekdays, you will receive an email to help you explore, develop deeper interpersonal understandings, build a stronger awareness of current systems, and be offered opportunities to take action.

There are many ways to embrace and interact with the challenge, including:

- **LEARN** – Read, watch, or listen to the content that is shared each day.
- **REFLECT** – Think about the questions that are offered for self-reflection.
- **CONNECT** – Talk with your colleagues, family, and friends about what you are experiencing.
- **TAKE ACTION** – Join the many events and opportunities to contribute to equity and racial justice in our community.
- **SHARE** – Share the 21-Day Racial Equity Challenge badge on your social media to invite others to join (download the badge below).

We recognize information shared during the Challenge may be emotionally and intellectually challenging to engage with, especially for people who have experienced racism and oppression. We understand and encourage you to take a break from the Challenge, whenever you may need and return when you are ready. All content provided throughout the Challenge is accessible at any time and will remain available at [www.ROCequitychallenge.org](http://www.ROCequitychallenge.org).

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## SHARE THAT YOU'RE TAKING THE CHALLENGE



Download the Challenge badge [here!](#)  
Share on social media and in your email signature to invite friends and family to join.

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If you have questions, please email [info@ROCequitychallenge.org](mailto:info@ROCequitychallenge.org). Thank you, again, for taking part in this important work to grow and better our community. Be on the lookout for the first Challenge email tomorrow morning to get started.