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Unite to Learn and Grow

United Way’s Racial Equity Work

United Way of Central Carolinas fights for the education, health and financial stability of every person in our community. With more than 90 years of experience, we are a strategic community leader, convener and advocate with in-depth knowledge of the communities we serve across five counties in the Charlotte region.

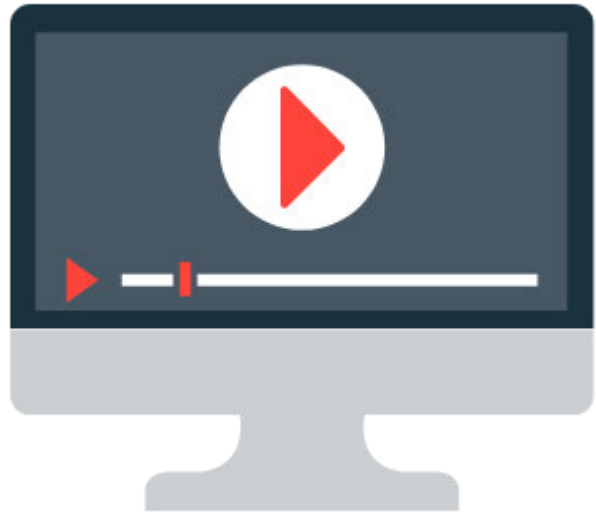
By applying a racial equity lens to our work, we are paying disciplined attention to race and ethnicity, while analyzing problems, seeking solutions and defining successes. We are excited to listen, learn and do the hard work that is required to address the power imbalances that exist as part of systemic racism.

[View Our Work](#)

Join the Challenge

The Racial Equity 21-Day Challenge is a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community.

[Sign Up Now](#)



Watch, Learn and Grow

United Way of Central Carolinas hosted five unique virtual panels about racial equity and the role that inequity plays in various aspects of society—including the workplace, education, health, housing and financial stability.

[View Videos](#)

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Daily Content

Racial Equity 21-Day Daily Content

Below you will find content for all published days' topics.



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DAY 1: Race & Racial Identity

Welcome to the Racial Equity 21-Day Challenge!

The Challenge begins on a day that honors the legacy of slain civil rights leader Dr. Martin Luther King, Jr., whose life's work around equality and service to others remains relevant in light of the many challenges we continue to face as a nation. Embodying Dr. King's commitment to service, United Way of Central Carolinas invites all participants in this learning journey to get involved in the weekly call to action opportunities that benefit area nonprofits.

Individually and collectively, we must continue to confront our country's history and relationship to identity. To do so we must take a closer look at the inequities that are deeply rooted in our systems and institutions and work together to create an America where every individual has the opportunity to succeed, regardless of race, gender, sexuality, religion and identity. Over the next 21 days, we will explore difficult topics such as structural racism, segregation and privilege in order to open up dialogue on how we can be champions of equity in our personal and professional lives.

Each day, we will provide meaningful content that offers multiple perspectives. We encourage you to dedicate 10-15 minutes of learning time each day so you can complete the challenge on time. You may find it best to digest this content slowly to allow adequate time to process what you are learning and avoid burnout over the duration of the Challenge.

Before you get started, please complete this brief [pre-event survey](#) to set your intentions and share your goals for the Challenge with us. We also encourage you to download your [Day 1 Journal](#) – a reflection tool designed to ensure you are taking full advantage of what the Challenge has to offer.

“An individual has not started living until he can rise above the narrow confines of his individualistic concern to the broader concern of all humanity.” –Dr. Martin Luther King, Jr.

Today, we will define race as a concept. However, before sharing this definition, we ask that you reflect on your personal understanding of race by answering the following questions:

- What is race to you?
- Is race science based, or a social construct?
- How does your race impact you on a day-to-day basis?
- Are there any unique events that have occurred exclusively because of your race?

After reflecting on the questions above, use the resources below to learn more about racial equity and the role it can play in your life and the lives of your peers and coworkers. Please find our shared definition of race below.

Race: A socially constructed way of grouping people based on skin color and other apparent physical differences, which has no genetic or scientific basis. The ideology of race has become embedded in our identities, institutions and culture and is used as a basis for discrimination and domination.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read the article [Race and Racial Identity Are Social Constructs](#) by Angela Onwuachi-Willig on how race is not a proven concept, but instead a social construct.

Browse [Talking about Race](#) webpage posted on the National Museum of African American History and Culture discussing race, racial identity and racism.

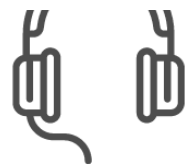


WATCH

Watch the TEDx Talk [Unpacking My Baggage: Re-framing Racial Identity](#) by Abbi Van Hook to see an alternative way of looking at racial identity based on varying cultures.

Watch [Growing Pains from TEDxYouth@Davenport](#) — A collaboration of three lifelong friends, they recount their very different experiences growing up in very similar situations. Nia, Lily and Nina express their unique and similar struggles, using their voices in this story-based speaking performance.





LISTEN

Listen as NPR's Tony Cox launches a [four-part series](#) exploring issues of American identity. Each of the panelists begin the discussion by describing their own concepts of identity, race and ethnicity — and also, how they see the "other" in their own lives.



GIVE BACK

Take part in this week's service activity: Black Authors Children's Book Drive

Encourage literacy in our community's youngest members by collecting and donating new children's books by Black authors. These books will be distributed to children in need by our distribution partners. [Learn more and give back.](#)

NEXT TOPIC: Intersectionality

DAY 1 JOURNAL PAGE

Capture what you learned by journaling your thoughts and feelings about today's content.

Click below to download a journal page for today.



DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



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DAY 2: Intersectionality

“Cultural patterns of oppression are not only interrelated but are bound together and influenced by the intersectional systems of society. Examples of this include race, gender, class, ability, and ethnicity.” – Kimberlé Williams Crenshaw, lawyer and civil rights advocate

According to the Merriam-Webster Dictionary, intersectionality is the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism and classism) combine, overlap or intersect; especially in the experiences of marginalized individuals or groups.

Kimberlé Crenshaw, an American lawyer, civil rights advocate, philosopher and a leading scholar of critical race theory, introduced the theory of intersectionality in 1989. She used the theory to conceptualize and explain the oppression of African-American women through the compounded discrimination experienced as a group belonging to two marginalized communities – African Americans and women.

Each of us has traits of our identities that inform the formation of our experience. Social identities based on groups such as race, gender, sexual orientation, disability status, nationality, religion and class are some of the aspects that impact a person’s life.

Intersectionality takes into account the impact of our overlapping and intersecting social identities and acknowledges the compounding nature of oppression that occurs when an individual or group experiences multiple marginalized social identities. For instance, intersectionality brings to light the differences in experience between white women and women of color and challenges us to examine these differences as the result of systematic oppression.

The framework of intersectionality is critical to social justice work and the fostering of an equitable society. By applying an intersectionality lens, we are able to broaden our perspectives, acknowledge experiences outside our own and recognize that our individual points of view are impacted by our social identities.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read [Why Intersectionality Matters More in 2020](#) to learn why addressing race and gender in the workplace is not enough, you must also address intersectionality.



WATCH

Watch [this TED Talk](#) featuring Kimberlé Crenshaw, where she discusses intersectionality and violence against black women.

Watch [this three-minute video](#) that defines intersectionality and provides an example of how intersectionality impacts individuals differently.



LISTEN

Listen to [this podcast](#) on how COVID-19 is revealing intersectional vulnerabilities and gaps in our systems.



TAKE ACTION

Have a conversation with someone about intersectionality and discuss how you can be more aware of what you say about others.



GIVE BACK

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DAY 2 JOURNAL PAGE

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NEXT TOPIC: Levels of Racism

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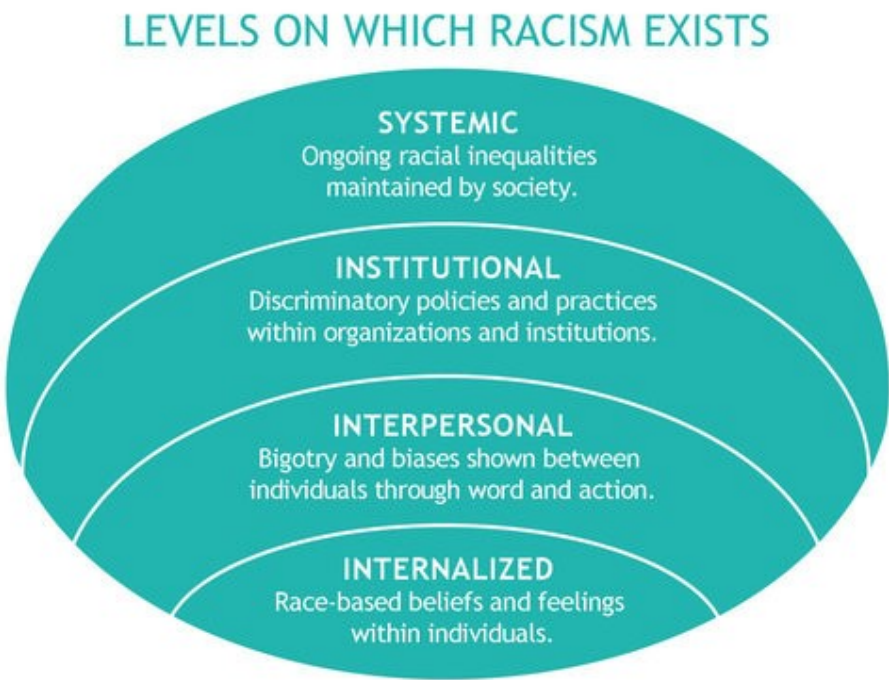


DAY 3: Levels of Racism

“Race matters. Race matters because of persistent racial inequality in society – inequality that cannot be ignored and that has produced stark socioeconomic disparities.” –Sonia Sotomayor, Associate Justice of the U.S. Supreme Court

In order to address racism effectively, we have to understand how it operates at multiple levels. Often what people think of first and foremost is interpersonal racism. Only seeing this level means that we fail to see the full picture that keeps the system of racism in place.

Without a clear understanding of each level of racism, it will be hard to dismantle the systems that support the oppression of others based on their race. Each level needs to be addressed to make progress towards an equitable society. The graph below illustrates all of the domains in which racism operates.



[PEOPLE MAY NOT KNOW](#)).

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read the article [Historical Foundations Of Race](#) from the National Museum of African American History and Culture. The term “race,” used infrequently before the 1500s, was used to identify groups of people with a kinship or group connection. The modern-day use of the term “race” is a human invention.

Examine [this article](#) published by the Interaction Institute for Social

Change to understand the historic and present-day manifestations of racism as well as intentional ways to take action against racism.



WATCH

Watch the video [Systemic Racism Explained](#) by act.tv. Systemic racism is evident in every area of life in the U.S., with disparities in family wealth, incarceration rates, political representation, education and other areas. Trying to solve these problems requires changes in major parts of our system. Here's a closer look at what systemic racism is, and how we can solve it.



TAKE ACTION

Think about the various levels of racism and what you can do to eliminate them. The first part has already begun with you joining this challenge and doing the interpersonal work!

Next, pay attention to policies that may pose barriers for others – organizational policies from by-laws to hiring practices. Speak up when you notice them. Reducing and eliminating systemic racism comes from changing laws and policies in our government and other institutions. Find out who your local elected officials are, and connect with them.





GIVE BACK

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DAY 3 JOURNAL PAGE

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NEXT TOPIC: Understanding Bias

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DAY 4: Understanding Bias

“It is never too late to give up your prejudices.” –Henry David Thoreau

Everyone is biased, however, we may not be aware of the biases that we subconsciously hold. Research shows that years of structural and cultural constructs have deeply embedded stereotypes into our culture, and, consequently into our own subconscious. For example, according to a recent study, companies are more than twice as likely to call minority applicants for interviews if they submit resumes with white sounding names.

Research further shows that we can actively rewire the brain’s neural function by being more intentional about acknowledging our biases.

Today’s focus is on personal reflection and taking the time to uncover some of our own biases by reflecting on how we take control of these unconscious constructs.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read the article [Cognitive Biases: What They Are and How They Affect You](#). Cognitive or unconscious biases affect every area of our life, from how we form our memories and shape our beliefs to how we form relationships with other people. Learn more about cognitive biases, understand why we experience them, identify various types, and find out

what you can do to mitigate them successfully.

Go deeper and take the [Harvard Implicit Bias test](#) created by psychologists at top universities to uncover some of your unconscious biases. Remember, having biases doesn't make you a bad person, it makes you human. TIP: Proceed as a guest to access their library of tests and find out your implicit associations about race, gender, sexual orientation, skin tone and more.



WATCH

Watch the video [Let's Talk Bias](#) from PBS Learning Media. Bias can take many forms and impacts various groups in different ways. In this Youth Collective video produced by Reel Works, five young people share stories of experiencing bias targeted at their unique identities.



LISTEN

Listen to [the podcast](#) on NPR from Emily Kwong about unconscious bias.



TAKE ACTION

Identify an anti-bias accountability partner who will help you check your bias. Ask your accountability partner to take the Challenge with you.



GIVE BACK

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DAY 4 JOURNAL PAGE

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NEXT TOPIC: Privileged – Who Me?

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DAY 5: Privileged – Who Me?

“The very ink with which all history is written is merely fluid prejudice.” – Mark Twain” –Henry David Thoreau

White privilege is defined as the unearned social, political, economic and psychological benefits of membership in a group that has institutional and structural power. Peggy McIntosh, senior research scientist at Wellesley Centers for Women, explores several privileges in [White Privilege: Unpacking the Invisible Knapsack](#). A few of these privileges are depicted in the diagram below.



SOURCE: Peggy McIntosh. "Unpacking the Invisible Knapsack."

We commonly hear about privilege because of race or gender. However, privilege also exists for different groups based on religion, sexuality, ability, class and education level. It is important to recognize that privilege can give you advantages in life, but having privilege is not a guarantee of success.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read the article [Who Gets to Be Afraid in America?](#), written by Ibram X Kendi, director of the Boston University Center for Antiracist Research. It highlights the relationship between Black people and American perceptions of them.



WATCH

Last year, comedian Chelsea Handler produced a documentary on Netflix, “Hello Privilege. It’s Me, Chelsea,” where she explores the concept of white privilege. Watch this two-part interview with her ([Part 1](#), [Part 2](#)) to hear more about how and why she decided to produce this documentary.

Watch [Unequal Opportunity Race](#), a short but powerful African American Policy Forum video to demonstrate how inequality exists throughout our society.



LISTEN

Listen to the podcast [Addressing White Privilege](#) from Salud America! discussing white privilege and its impact on communities of color, featuring Dr. Rogelio Sáenz, dean of the College of Public Policy and the Mark G. Yudof Endowed Chair at University of Texas at San Antonio.



TAKE ACTION

Discover where you are on the privilege spectrum by taking this [self-assessment](#) by UCA Education.



GIVE BACK

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[give back.](#)

DAY 5 JOURNAL PAGE

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NEXT TOPIC: Talking About Race is Challenging for Some People. Here's Why.

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DAY 6: Talking About Race is Challenging for Some People. Here's Why.

*“The key to moving forward is what we do with our discomfort. We can use it as a door out – blame the messenger and disregard the message. Or we can use it as a door in by asking, ‘Why does this unsettle me? What would it mean for me if this were true?’” –Dr. Robin DiAngelo, author, *White Fragility**

What is White Fragility? [Dr. Robin DiAngelo](#) describes White Fragility as the defensive reactions that white people have when their racial worldviews, positions or advantages are questioned and/or challenged. For many white people, the mere suggestion that their whiteness equates to advantage triggers a deep, defensive response.

Common responses include the outward display of emotions such as anger, fear and guilt and behaviors such as argumentation, silence and leaving the stress-inducing situation. This defensiveness serves to maintain both their comfort and their positions in a racially inequitable society from which white people benefit.

TODAY'S CHALLENGE: Do one or more of the following...





READ

[Take this short quiz](#) from Dr. Robin DiAngelo, professor and author of *White Fragility: Why It's So Hard for White People to Talk about Racism*, to see if you exhibit white fragility traits.

Review this list of [28 common racist attitudes](#) and behaviors that indicate a detour or wrong turn into white guilt, denial or defensiveness.



WATCH

Watch this video of professor and author Dr. Robin DiAngelo talk about [How White Fragility Reinforces Racism](#).



LISTEN

Check out season 2, episode 2 of [How Race Was Made](#) on the “Seeing White” podcast. Radio host and producer John Biewen, along with an array of leading scholars, takes a deep dive into the following questions: Where did the notion of whiteness come from? What does it mean? What is whiteness for?

Listen to NPR’s [Interrupt the Systems](#) conversation with Dr. Robin DiAngelo as she shares ideas about ways that white people can use their power and voices to make a difference.



TAKE ACTION

Discuss what you have read about privilege and white fragility the last two days with someone who is not participating in the 21-Day Equity Challenge. Don’t be afraid to have uncomfortable conversations. Consider taking a deeper dive and reading the book *White Fragility* by Dr. Robin DiAngelo.



GIVE BACK

Take part in this week's service activity: Sock Drive

Nonprofit agencies serving our homeless neighbors have a constant need for socks, as well as current needs for facemasks, hand sanitizer and hats/gloves. NEW items (no used items, please) will be provided to these local organizations active in serving homeless individuals in our region. [Learn more and give back.](#)

DAY 6 JOURNAL PAGE

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DISCUSSION GUIDE

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NEXT TOPIC: Trauma to Healing



Save the Date

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

Registration coming soon.

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DAY 7: Trauma to Healing

“It took many years of vomiting up all the filth I’d been taught about myself, and half-believed, before I was able to walk on the earth as though I had a right to be here.” –James Baldwin

Trauma is damage to the mind that occurs as a result of a distressing event. Trauma is often the result of an overwhelming amount of stress that exceeds one's ability to cope or integrate the emotions involved with that experience.

In #RacialTraumalsReal, Maryam M. Jernigan and colleagues state, “Similar to survivors of other types of trauma (e.g. sexual assault survivors), people of color often experience fear and hypervigilance, headaches, insomnia, body aches, memory difficulty, self-blame, confusion, shame and guilt after experiencing racism. When the experiences of racism are more frequent, the consequences tend to be more acute and deleterious. These experiences of racism never exist in isolation; racial trauma is a cumulative experience, where every personal or vicarious encounter with racism contributes to a more insidious, chronic stress.”

Being seen and heard is essential to healing the trauma caused by distressing events in life. As such, it is integral to connect with friends or colleagues who are able to engage in racially conscious conversations and willing to help you process your thoughts and emotions.

We recognize that symbolic action will not cure the systemic problem of racialized violence and trauma. However, the right support can make this ongoing trauma feel more manageable.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read [The Link Between Racism and PTSD](#) article from Psychology Today by Dr. Monnica T. Williams to learn about race-based stress and the trauma that Black Americans face.

Read this list of [8 ways to practice self-care](#) to support you and your loved ones when you are personally affected by racism.



WATCH

[Take five minutes](#) to watch this video about racial trauma and the effect racism has on an individual's mental and physical health.



LISTEN

Listen to [Therapy for Black Girls Podcast](#). Hosted by Dr. Joy Harden Bradford, a licensed psychologist, it provides resources to work through racial trauma, information on how we can advocate for ourselves and how that might look different for each of us.



TAKE ACTION

Donate, volunteer or get involved with a local nonprofit that educates the public and/or provides services to individuals impacted by disparities like access to health care and mental health services.



GIVE BACK

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DAY 7 JOURNAL PAGE

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DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help

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Facilitate discussion.



NEXT TOPIC: Financial Stability and the Wealth Gap



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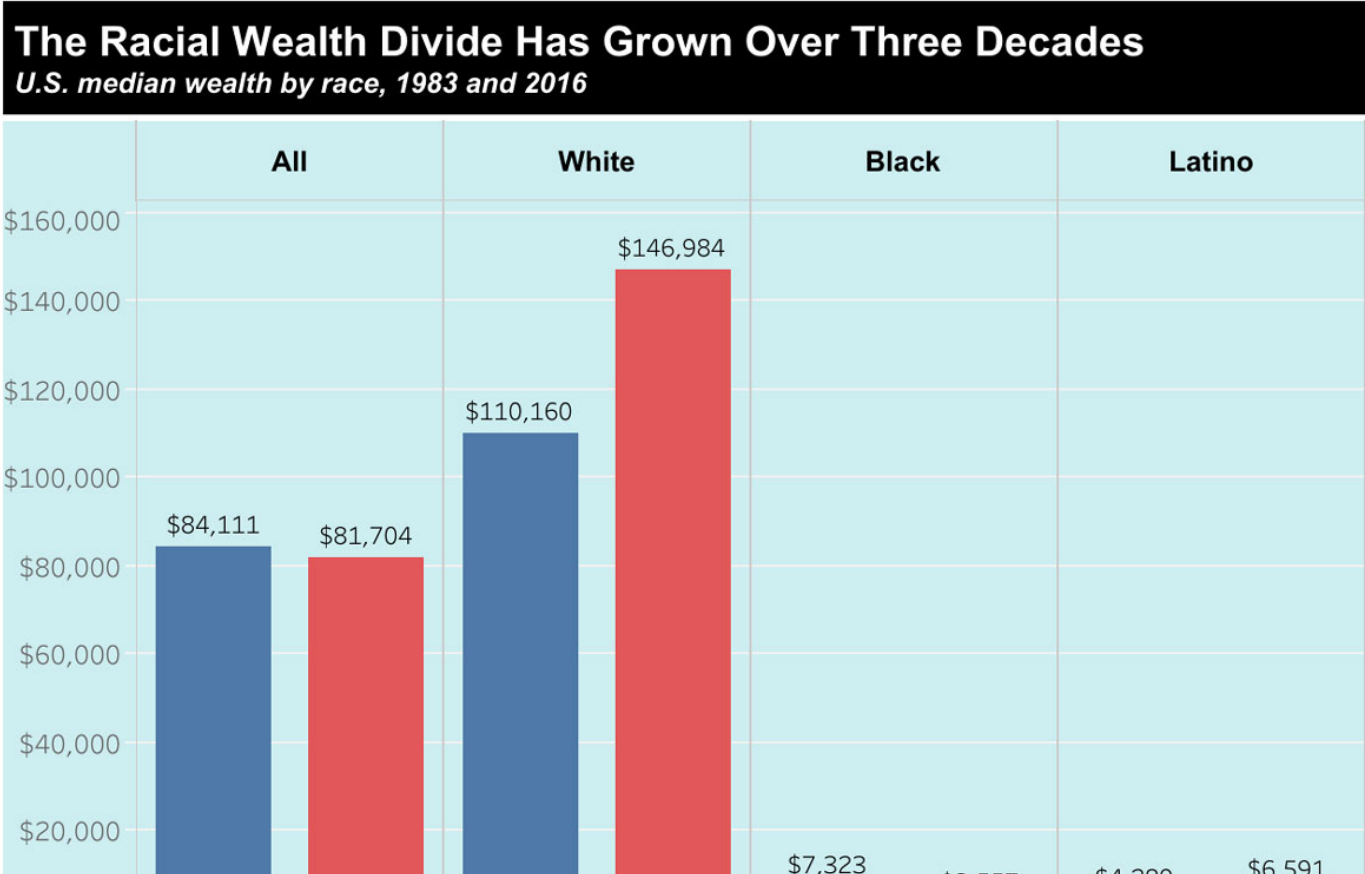
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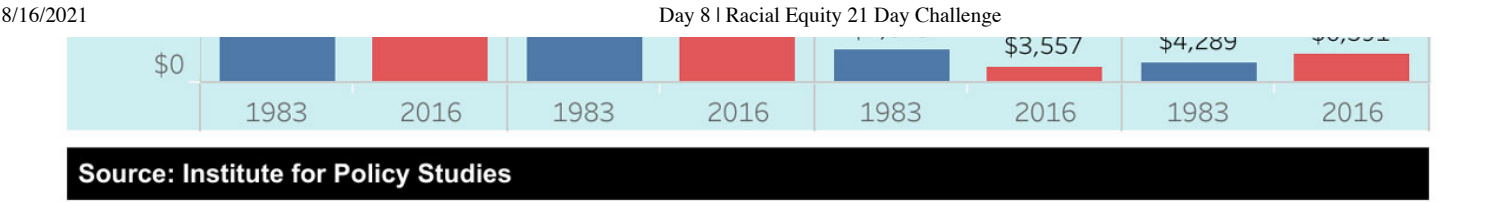


DAY 8: Financial Stability and the Wealth Gap

“For Black families, each dollar creates only sixty-nine cents in total wealth. This is why the wealth gap between Blacks and Whites can continue to grow even when discrimination ended decades ago.” –Mehrsa Baradaran, The Color of Money: Black Banks and the Racial Wealth Gap

According to the U.S. Federal Reserve, white households have a median net worth that is almost 10 times higher than that of Black households. To create an economy that works for all of us, we need to understand and address racial wealth inequality.





Did You Know?

- In the U.S., the average Black family – with just over \$3,500 – owns just 2% of the wealth of the average white family, with nearly \$147,000. In other words, the average white family has 41 times more wealth than the average Black family.
- Black households headed by a person with a college degree have [less than 70 percent of the wealth](#) of households headed by a white person who did not finish college.
- Whites owning homes have nearly \$140,000 more in net worth than Black homeowners.
- White households with bachelor or post-graduate degrees are more than three times as wealthy as Black households with the same degree attainment.
- 72% of whites own homes while only 42% of Blacks own homes.
- White households report a median income of \$55,656 – nearly \$20,000 more than Black households.

Source: Racial Wealth Divide Report

View [this interactive map](#) to see income inequality in Charlotte-Mecklenburg and Anson, Cabarrus, Iredell and Union counties.

The racial wealth gap matters because of the central role wealth plays in enabling families to both handle current financial challenges and make investments in their future. Families that have accumulated some wealth are better equipped to manage unanticipated expenses like an emergency medical bill or disruptions in household income such as a layoff, without falling into debt or poverty.

Over the longer term, wealth can expand the prospects of the next generation – helping to pay for college, provide a down payment for a first home or start a new business. As long as a substantial racial wealth gap persists, white households will continue to enjoy greater advantages than their Black neighbors in meeting the financial challenges of everyday life and create generational wealth.

TODAY’S CHALLENGE: Do one or more of the following...



READ

[Read this article](#) from the Brookings Institution examining the Black-White wealth gap, and [read this article](#) from The Harvard Gazette discussing the financial fallout from the destruction of the 1921 Tulsa Race Massacre.

Take a look at [Asset Types Held by Race](#), by Jenna Ross, author at Visual Capitalist. Reflect on the asset types held by the race you identify with and those of other race identity groups.

[Explore these nine charts](#) on wealth inequality in America via the Urban Institute.



WATCH

Watch [How America Created its Shameful Wealth Gap](#). Solana Rice, co-founder of Liberation in a Generation, explains how a combination of institutional racism and white supremacy created America’s racial wealth gap.



LISTEN

Listen to the [Wealth Gap in U.S.](#) to learn what is driving economic inequality and examine how race and zip code affect prosperity.

[Listen to this quick excerpt](#) from NPR's *All Things Considered* about how recent protests have placed a spotlight on wealth inequality.



TAKE ACTION

Make a commitment to seek out and support Black-owned business in your community.

United Way Takes Action:

United Way of Central Carolinas believes everyone should have the opportunity to acquire the knowledge and skills they need to become financially stable. By connecting people to job training, employment opportunities and career counseling options, we help create an opportunity for independence and a better quality of life. We accomplish this with nonprofit partners across the Charlotte region, including [Cooperative Christian Ministry](#), [Goodwill Industries of the Southern Piedmont](#) and [Urban League of Central Carolinas](#).



GIVE BACK

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DAY 8 JOURNAL PAGE

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NEXT TOPIC: Housing Affordability and Homelessness



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Registration coming soon.

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DAY 9: Housing Affordability and Homelessness

“We have created a caste system in this country, with African Americans kept exploited and geographically separate by racially explicit government policies. Although most of these policies are now off the books, they have never been remedied and their effects endure.” –Richard Rothstein, author, Color of Law

Housing is foundational to everything we value in our community. Providing access to safe, stable and affordable housing is instrumental in building an equitable region for all. Unfortunately, access to housing opportunities has never been equal in this country.

Redlining, deed restrictions and racially restrictive covenants were among many of the legally sanctioned policies used to enforce racial segregation across the United States. Intimidation tactics such as cross burnings and vandalism of property were utilized to discourage African Americans with adequate financial means from integrating racially segregated communities.

Black homeowners are nearly five times more likely to own a home in a formerly redlined area, which results in diminished home equity and overall economic inequality for Black families. Housing discrimination and racial segregation still linger in many communities today. In 2016, 72% of white families owned their homes, compared to just 44% of Black families.

Homelessness disproportionately affects Black communities in North Carolina. In 2019, [9,314 people](#) were counted homeless in North Carolina and Blacks accounted for 51% of the homeless population, despite only representing 22% of the state’s population.

The North Carolina Housing Coalition states that housing is affordable when it comprises no more than 30% of the family’s budget. Families that spend more than this on housing are cost-burdened.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Review the [North Carolina Housing Coalition County Profile](#) to see if housing is affordable across the five-county service area for United Way of Central Carolinas in Anson, Cabarrus, Iredell, Mecklenburg and Union counties.

Read the [Center for American Progress 2019 article](#) to see how structural racism in the U.S. housing system has contributed to stark and persistent racial disparities in wealth and financial well-being, especially between Black and white households.



WATCH

Watch The Roots [How Redlining Shaped Black America As We Know It](#).



LISTEN

Listen to an NPR interview with Richard Rothstein, author of [The Color of Law](#), to learn how federal housing policies in the 1940s and 50s mandated segregation and undermined the ability of Black families to own homes and build wealth.



TAKE ACTION

Talk with friends of different backgrounds than yours and learn about their experiences with housing.

Research local policies that maintain housing disparities and advocate for their removal.

United Way Takes Action:

United Way of Central Carolinas starts with the basics like food, shelter and safety to make sure people have what they need to establish a path toward stability and self-sufficiency. By investing in programs and initiatives that provide support during crises, we help people get back on their feet for good. We accomplish this with nonprofit partners across the Charlotte region, including [The Bulb](#), [Roof Above](#) and [Union County Crisis Assistance Ministry](#).



GIVE BACK

Take part in this week's service activity: Sock Drive

Nonprofit agencies serving our homeless neighbors have a constant need for socks, as well as current needs for facemasks, hand sanitizer and hats/gloves. NEW items (no used items, please) will be provided to these local organizations active in serving homeless individuals in our region. [Learn more and give back.](#)

DAY 9 JOURNAL PAGE

Capture what you learned by journaling your thoughts and feelings about today's content. Click below to download a journal page for today.



DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



NEXT TOPIC: Segregation



Save the Date

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

Registration coming soon.



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DAY 10: Segregation

“Institutional racism is defined as ‘the systematic distribution of resources, power and opportunity in our society to the benefit of people who are white and the exclusion of people of color.’” –Solid Ground, nonprofit organization

When you hear the word segregation, what comes to mind? Many of us usually recall the Civil Rights Movement. Yet, many American cities and counties remain segregated today. North Carolina and the surrounding areas are no different. Over the past several years, schools and neighborhoods have become more segregated due to the increasing wealth gap and more people moving away from minority neighborhoods.

In an article that appears in *The Economist*, [Segregation in America](#), the author reveals that we are still a divided nation and the argument can be made that the divide is growing wider. Although landmark legislation passed in the 1960s – including the Civil Rights Act, Voting Rights Act and Fair Housing Act – in the U.S. glaring disparities for Blacks remain in education, housing and wealth. According to David Cutler, Professor of Economics at Harvard University, young Blacks in highly segregated cities have dropout rates that were 19% higher and wages that were 16% lower than those in more integrated cities. In addition, Black people living in marginalized communities suffer unusually high rates of unemployment, mortality and single-parenting.

Present-day racism was built on a long history of racially distributed resources and ideas that shape our view of others and ourselves. It is a hierarchical system that comes with a broad range of policies and institutions that perpetuate it.

Policies shaped by institutional racism that enforce segregation include redlining, predatory lending, the exclusion of Black veterans from the GI Bill and the forced segregation of neighborhoods by the Federal Housing Authority. Because of these institutional inequities persist in employment, housing, education, health care, government and other sectors.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read [Segregation Had to Be Invented](#) to see how policies and practices have contributed to a segregated North Carolina.

Review [The Racial Dot Map](#) that provides a visualization of geographic distribution, population density and racial diversity of the people throughout the United States.

Read the [Leading on Opportunity](#) executive summary to learn more about key findings and recommendations on how to create a more equitable Charlotte community.



TAKE ACTION

Advocate and give a voice to issues in your community. For example, lend support or share concerns during a local school board or city council meeting.



GIVE BACK

Take part in this week's service activity: Sock Drive

Nonprofit agencies serving our homeless neighbors have a constant need for socks, as well as current needs for facemasks, hand sanitizer and hats/gloves. NEW items (no used items, please) will be provided to these local organizations active in serving homeless individuals in our region.

[Learn more and give back.](#)

DAY 10 JOURNAL PAGE

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DISCUSSION GUIDE

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NEXT TOPIC: How Race Affects Your Health



Save the Date

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Registration coming soon.

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DAY 11: How Race Affects Your Health

“From the moment of birth, you are more likely to die if you are black in this country than if you are white. You are less likely to have high quality education, access to health care, financial advancement. All of that leads to worse health outcomes, mortality, chronic illness disability, and it’s due to systemic racism in this country.” – Chrissy Kistler, family physician at UNC Health and instructor in the UNC School of Medicine

The COVID-19 pandemic sheds light on the disproportionately high number of deaths in the Black community. You may have heard about the wealth gap, but have you heard about the wealth-health gap?

According to the [NY Times 1619 Project](#), “racial health disparities are as foundational as democracy itself.” Socioeconomic status and institutional racism lead to disparities across living conditions, limit access to quality health care and contribute to chronic stress. These factors lead to shorter life spans and higher likelihood of adverse health outcomes for people living in poverty and people of color.

Health care costs also make up a significant portion of a household’s annual budget, placing additional stress on families that may not have insurance and access to quality medical care.

Compounding these factors that worsen health outcomes for people of color, [Black Americans are much less likely to trust their healthcare providers and healthcare institutions](#). North Carolina’s [Eugenics Program](#) sterilized over 7,000 men and women and was designed to “breed out” nonworking Black residents.

Did You Know?

- Only 18% of Blacks and 27% of Latinx could not see a doctor due to cost, compared to 13%

of White peers. *Source: North Carolina Health Equity Report, 2018*

- Black women are more than two times likely to endure a stillbirth than their white counterparts. *Source: North Carolina Health Equity Report, 2018*
- Only 1 in 3 Black Americans who needs mental health care receives it. *Source: American Psychiatric Association, 2017*
- 34% of Black trans and non-binary individuals have had one or more negative experiences with a health care provider in the last year *Source: National Center for Transgender Equality, 2015*

[A study](#) by the American Bar Association notes that “the poverty in which Black people disproportionately live cannot account for the fact that Black people are sicker and have shorter life spans than their white complements. Racial and ethnic minorities receive lower-quality health care than white people – even when insurance status, income, age and severity of conditions are comparable.”

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read this [article](#) by the Kaiser Family Foundation to learn more about disparities in health and health care.

Review this [fact sheet](#) from the American Psychological Association exploring the compounding impact of socioeconomic status and race on health.



WATCH

Watch [this video](#) explaining historical racial disparities that have been amplified by the COVID-19 pandemic.

Watch this [TEDMED video](#) to hear David. R Williams, a public health sociologist, discuss why race and deep-rooted systemic racism have such a profound impact on health.



LISTEN

[Listen to this podcast](#) from NPR about the U.S. Supreme Court ruling that institutionalized the racist eugenics movement and led to 70,000 forced sterilizations of people of color and people with physical and mental disabilities.



TAKE ACTION

Advocate for health equity to be considered in all policies and processes.

Get involved with your local Community Health Improvement Plan.

United Way Takes Action:

United Way of Central Carolinas is committed to supporting programs and initiatives that reduce health disparities and strengthen the overall well-being of our community. By providing greater access to high-quality health and mental health services, we help people manage and treat all aspects of their health. We accomplish this with nonprofit partners across the Charlotte region, including [Care Ring NC](#), [Community Health Services Union County](#), and [Lake Norman Community Health Clinic](#).

[Donate](#) to United Way of Central Carolinas to help advance the fight for health equity.



GIVE BACK

Take part in this week's service activity: Food Drive

Food insecurity in our region impacts a growing number of families due to the coronavirus pandemic. Our food distribution partners have asked for

the following donations: canned entrees (e.g., spaghetti-o's, chili, etc.), canned meat, canned soup or stews, canned low-sodium vegetables and canned fruit. [Learn more and give back.](#)

DAY 11 JOURNAL PAGE

Capture what you learned by journaling your thoughts and feelings about today's content. Click below to download a journal page for today.



DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



NEXT TOPIC: Adverse Childhood Experiences (ACEs)



Save the Date

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 12: Adverse Childhood Experiences (ACEs)

“Until the legacy of remembered and reenacted trauma is taken seriously, Black America cannot heal.” –Bell Hooks, author

In order for children to meet developmental milestones, learn, grow and lead productive lives, it is critical that they are healthy. Good social-emotional skills and mental health are key components of children’s healthy development.

Poverty, trauma and inadequate treatment are three factors shown to have a sustained, negative impact on children’s social-emotional skills and mental health. [Adverse Childhood Experiences \(ACEs\)](#) is a term given to describe all types of abuse, neglect or other traumatic experiences that happen to individuals under the age of 18 years old. Racism is now recognized within ACEs – a toxic source of stress with the potential to disrupt a child’s ability to learn, relate, grow, play, communicate and problem solve.

In addition to experiencing trauma within our systems and environments, stress can change a person’s genetic code, influencing how future generations respond to stress within their bodies and their risk of poor health outcomes. While trauma impacts all racial and socio-economic groups, groups that report higher rates of childhood trauma include adults of color, women and people in poverty.

According to the 2016 National Survey of Children’s Health, [Black children are disproportionately](#) represented among children with ACEs. Over 6 in 10 have ACEs, representing 17.4% of all children in the U.S. with ACEs.

TODAY’S CHALLENGE: Do one or more of the following...



READ

View this [infographic](#) that explains the effects of ACEs and summarizes findings from a landmark Kaiser study that looks at the link between ACEs and long-term well-being.

Read [Disrupting Toxic Stress in Children to Prevent Long-Term Health Impacts](#) by Kate Vidinsky about an innovative health care model to screen and address toxic stress and trauma in children.

Read [The Future of Healing: Shifting From Trauma Informed Care to Healing Centered Engagement](#) by Shawn Ginwright, Ph.D., about a more holistic and culturally responsive approach to trauma and historical trauma.



WATCH

Watch [Pediatrician Nadine Burke Harris](#) on TEDMED explain how repeated stress of abuse, neglect and parents struggling with mental health or substance abuse issues has real, tangible effects on the development of the brain and bodies of children.

Watch this video about [Black Students More Likely to be Suspended](#) from U.S. public schools, even as preschoolers.

Watch [We Can Prevent ACE's video](#) from the Center for Disease Control about the role communities can play in preventing and mitigating ACEs.



LISTEN

[Listen to this podcast](#) from NPR about the U.S. Supreme Court ruling that institutionalized the racist eugenics movement and led to 70,000 forced sterilizations of people of color and people with physical and mental disabilities.



TAKE ACTION

Assess your [ACEs score](#) to see how childhood trauma may be impacting your life. Then, assess your [resilience score](#) and explore resources on how to support yourself and others by building resilience.



GIVE BACK

Take part in this week's service activity: Food Drive

Food insecurity in our region impacts a growing number of families due to the coronavirus pandemic. Our food distribution partners have asked for the following donations: canned entrees (e.g., spaghetti-o's, chili, etc.), canned meat, canned soup or stews, canned low-sodium vegetables and canned fruit. [Learn more and give back.](#)

DAY 12 JOURNAL PAGE

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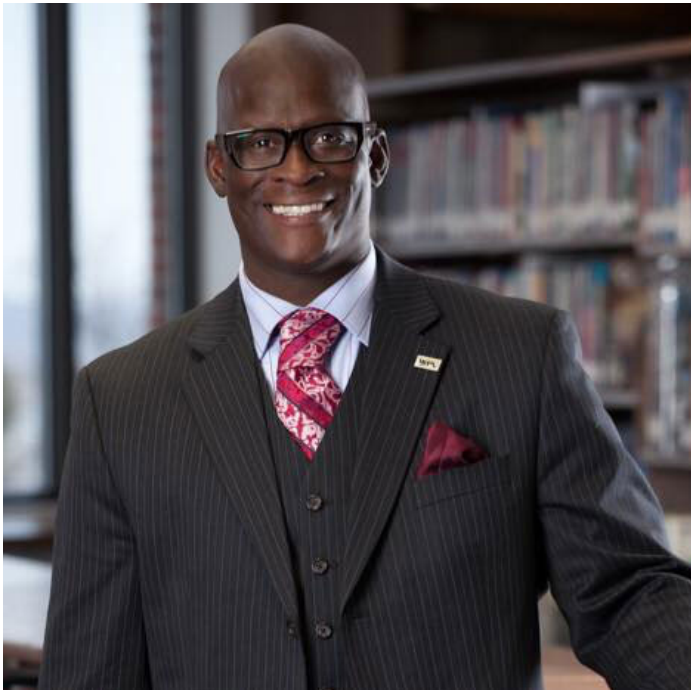


DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



NEXT TOPIC: Early Childhood Education



Save the Date

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

Registration coming soon.



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DAY 13: Early Childhood Education

“We must acknowledge the broader diversity in and of the African American experience and celebrate that all Black children are born geniuses. Black students continue to pursue educational excellence despite the many unnecessary obstacles they face due to constructions and perceptions of race, class, gender, and sexual orientations in America.” —David J. Johns, executive director of National Black Justice Coalition

No matter the adverse conditions under which Black people have found themselves, they have excelled in many ways, including academically. In 1879, Harriet Beecher-Stowe observed that right out of slavery, Black people rushed not to the grog shop but to the schoolroom. They cried for the spelling book as bread and pleaded for teachers as a necessity for life.

Not only have Black people historically valued education, research confirms their innate capability to excel. Studies show that there is no achievement gap at birth – at least not one that highlights differences between white children and Black children. According to research, Black children outperform their white counterparts on most measures until they start school. *Source: Delpit, L. (2012). Multiplication is for White People: Raising Expectations for Other People’s Children. New York, NY: The New Press.*

Then, what happens? Unfortunately, deficit thinking can come into play for some educators. It is a frame through which the Black child can be viewed as either being intellectually inferior, or inept because of their race and culture. For these teachers, this framing device allows them to blame factors such as poverty instead of examining and changing lesson plans.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read chapter 23, “*White Teachers and the Power to Transform: Early Childhood Educators and the Potential for Lasting Harm*,” from the book [The Guide for White Women Who Teach Black Boys](#) by Dr. Eddie Moore Jr., Ali Michael and Marguerite W. Penick-Parks. This chapter provides a list of 10 important things to know for white educators who teach students of color in order to provide these students equitable learning conditions and opportunities.



WATCH

Watch this clip from [Anderson Cooper 360](#), which reveals children’s attitudes and biases toward race. With the help of Dr. Margaret Beale Spencer, renowned child psychologist and University of Chicago researcher, CNN recreates the groundbreaking “doll test” from the 1940s performed by Mamie and Kenneth Clark, a husband-and-wife team of Black psychologists who devoted their life’s work to understanding and helping heal children’s racial biases.



LISTEN

Listen to [Bias Isn’t Just a Police Problem, It’s A Preschool Problem](#), an NPR ED podcast with Cory Turner that examines the issue of implicit bias in preschool teachers and sheds light on how subconscious racial stereotypes related to students of color guide the expectations and interactions of teachers, and the negative effects of these beliefs.

Listen to the podcast about the dangers of [deficit thinking](#) with Zaretta Hammond, author of *Culture Responsive Teaching and the Brain*.



TAKE ACTION

Children watch and listen to adults for racial cues. Get conversations going with [this age-appropriate guide](#) for talking to very young children about race. And for reading time, choose a culturally responsive book like the ones at [Lee & Low Books About Everyone, For Everyone.](#)

United Way Takes Action

United Way of Central Carolinas knows that in order to positively influence our community’s future, we must set our youngest minds and their families up for success. By investing in efforts to improve childhood literacy, eliminate the digital divide and foster entrepreneurship, we ensure people have the skills and resources needed to reach their full potential. We accomplish this with nonprofit partners across the Charlotte region, including [Families First in Cabarrus County](#), [E2D](#) and [Stiletto Boss University](#).

[Donate](#) to United Way of Central Carolinas to help advance the fight for

education equity.



GIVE BACK

Take part in this week's service activity: Food Drive

Food insecurity in our region impacts a growing number of families due to the coronavirus pandemic. Our food distribution partners have asked for the following donations: canned entrees (e.g., spaghetti-o's, chili, etc.), canned meat, canned soup or stews, canned low-sodium vegetables and canned fruit. [Learn more and give back.](#)

DAY 13 JOURNAL PAGE

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DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help

facilitate discussion.



NEXT TOPIC: Education: The School to Prison Pipeline



Save Your Seat

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 14: Education: The School to Prison Pipeline

“For education among all kinds of men always has had, and always will have, an element of danger and revolution, of dissatisfaction and discontent.” –W.E.B. Dubois, author

Our public educational institutions are intended to be a place where all students regardless of their identity or background can learn and grow. However, disciplinary practices in many school districts today are not consistently enforced between racial groups. Black kids receive harsher disciplinary actions in schools. This results in diminished opportunity and undue punishment known as the School to Prison Pipeline. This systemic flaw funnels students, especially students of color, out of schools and into the criminal justice system.

The Pro Publica data for [Anson](#), [Cabarrus](#), [Charlotte-Mecklenburg](#) and [Iredell-Statesville](#) county school districts reveals similar trends, with Charlotte-Mecklenburg Schools suspending or expelling Black students almost six times more likely than white students.

Based on data from the American Civil Liberties Union, students who have been suspended are twice as likely as their peers to repeat a grade, three times as likely to drop out of school and three times more likely to be in contact with the juvenile justice system. Taken together, these facts lead us to an alarming conclusion that students of color are at a particularly high risk of moving from the school system to the criminal justice system.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Learn about [North Carolina's School-to-Prison Pipeline](#), your local school district policies and how they may disproportionately affect certain students.

Read this [article](#) about how the school-to-prison pipeline continues today despite local, state and national efforts to change the disciplinary practices.

[Check out](#) this study to better understand how Black girls are being pushed out of school with suspension rates six times that of white girls.



WATCH

Watch [this video](#) outlining the school-to-prison pipeline and how it disproportionately impacts students of color. Out-of-school suspensions have doubled since the 1970s and continue to increase even though juvenile crimes have continued to drop.

Watch [this TEDx video](#) featuring Dr. Benjamin Williams, Ph.D., current principal and founder of Ron Brown College Preparatory High School, an all-male public school. Dr. Williams discusses using the school system as a tool for empowering young men of color through the lens of restorative justice.

Watch [this TED Talk](#) featuring Dr. Monique Morris, author and social justice scholar focusing on the experience of Black girls in the education system.



LISTEN

[Listen](#) to this podcast featuring Bob Kim, author of Elevating Equity and Justice: 10 U.S. Supreme Court Cases Every Teacher Should Know, discuss Supreme Court cases that continue to shape our education system.



TAKE ACTION

Get to know your school board and, most importantly, vote in school board elections.



GIVE BACK

Take part in this week's service activity: Food Drive

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the coronavirus pandemic. Our food distribution partners have asked for the following donations: canned entrees (e.g., spaghetti-o's, chili, etc.), canned meat, canned soup or stews, canned low-sodium vegetables and canned fruit. [Learn more and give back.](#)

DAY 14 JOURNAL PAGE

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DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



NEXT TOPIC: Legal System Inequities



Save Your Seat

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 15: Legal System Inequities

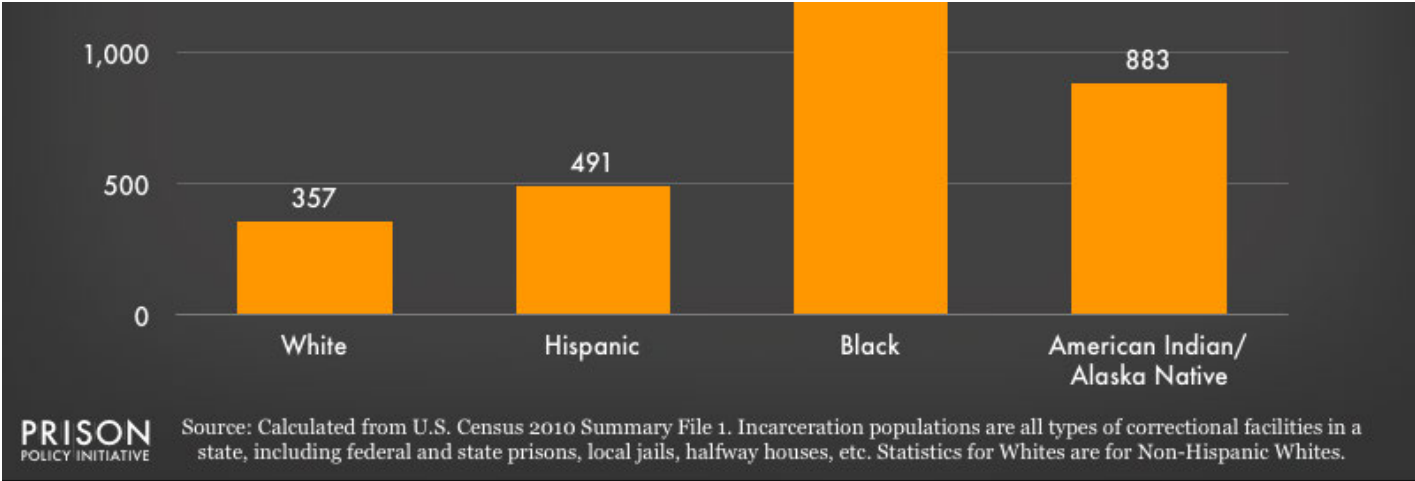
“The true measure of our character is how we treat the poor, the disfavored, the accused, the incarcerated and the condemned.” –Bryan Stevenson, executive director, Equal Justice Initiative

The legal system is an institution that works to distribute justice while often perpetuating inequities within the communities it aims to protect. Over-policing, excessive use of force by law enforcement, lack of access to adequate legal aid and mass incarceration all disproportionately affect communities of color.

America’s approach to punishment often lacks a public safety rationale, disproportionately affects minorities and inflicts overly harsh sentences. According to [The Sentencing Project](#), one out of every three Black males born today can expect to go to prison in his lifetime, as compared to one out of every 17 white males. In addition, women are the fastest growing incarcerated population in the U.S. with an increase of 716% since 1980.

In North Carolina, the fairness of the justice system has been called in to question. According to the ACLU a Black person is over three times more likely to be arrested than a white person for marijuana possession in North Carolina, even though both groups use marijuana at the same rate. Use the [interactive map](#) to view the arrest rate for marijuana possession in Anson, Cabarrus, Iredell, Mecklenburg and Union counties.





Despite making up close to 5% of the global population, the U.S. has nearly 25% of the world’s prison population. Since 1970, our incarcerated population has increased by 700% to 2.3 million people in jail and prison today.

The increased documentation of acts of police brutality shared through social media combined with the efforts of social justice organizers has drawn wide-spread public attention towards matters of racial injustice, something communities of color have recognized and reckoned with for generations.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read [“Fatal Force,”](#) a Washington Post article with a database of every fatal shooting made by a police officer nationwide since 2015.



WATCH

Watch [this TED Talk](#) by Baratunde Thurston, writer, activist and comedian who explores the phenomenon of white Americans calling the police on Black Americans who have committed the crime of “living while black.”

Watch [The Origins of Law Enforcement in America](#). Khalil Gibran Muhammad and Chenjerai Kumanyika explain how American policing grew out of efforts to control the labor of poor and enslaved people in the 19th century and beyond.



LISTEN

Listen [to this podcast](#) from Black Lives Matter addressing the killing of Breonna Taylor, the Say Her Name movement, and police violence against Black communities.



TAKE ACTION

Concerned about reforming the criminal justice system here in North Carolina? If so, get involved with [ACLU Smart Justice](#) or [Race Matters for Juvenile Justice](#).



GIVE BACK

Take part in this week's service activity: Food Drive

Food insecurity in our region impacts a growing number of families due to the coronavirus pandemic. Our food distribution partners have asked for the following donations: peanut butter, dried beans, canned meat, canned low-sodium soup or stew, canned low-sodium vegetables and canned fruit. [Learn more and give back.](#)

DAY 15 JOURNAL PAGE

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DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.



NEXT TOPIC: Environmental Justice



Save Your Seat

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!



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DAY 16: Environmental Justice

“The idea of environmental racism is, like all mentions of racism in America, controversial. Even in the age of climate change, many people still view the environment mostly as a set of forces of nature, one that cannot favor or disfavor one group or another. And even those who recognize that the human sphere of influence shapes almost every molecule of the places in which humans live, from the climate to the weather to the air they breathe, are often loathe to concede that racism is a factor.” –Vann R. Newkirk II, journalist, The Atlantic

Despite wanting the best for their families, people with limited means are often less geographically mobile and have fewer affordable choices when deciding where to live. This has led to residents with low incomes, often people of color, living in areas with high rates of air and water pollution – places like industrial areas, near highways or in close proximity to toxic waste sites.

Studies show that Black people are exposed to more environmental pollutants than white people. Pollution and particulate matter exposure are linked to asthma, low birth weights, high blood pressure and other adverse health conditions. This is [environmental racism](#) and it is a [public health](#) issue.

Environmental racism exists because those with resources – most often non-minority communities – can raise awareness, money, and public attention to ensure that their communities are not impacted, leading to an inequitable distribution of environmental burdens.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Read North Carolina’s [Environmental History Is Littered With Racial Injustice](#) to learn how residents have suffered as a result of their proximity to animal feeding operations.

Read the article about the Historic West End to find out how they are [fighting pollution with data](#).



WATCH

Watch this [short video](#) explaining environmental justice.



LISTEN

Listen to Frank Stasio, radio host of The State of Things, North Carolina Public Radio, talk about environmental justice and how it [impacts NC's drinking water](#).



TAKE ACTION

Get involved in environmental justice with organizations like [North Carolina Environmental Justice Network](#) or [Sierra Club](#).



GIVE BACK

Take part in this week's service activity: Shop Online

This week, give virtually by shopping local nonprofits' Amazon Wish List for new children’s books by Black authors or socks, facemasks, hand sanitizer and hats/gloves. [Learn more and give back](#).

DAY 16 JOURNAL PAGE

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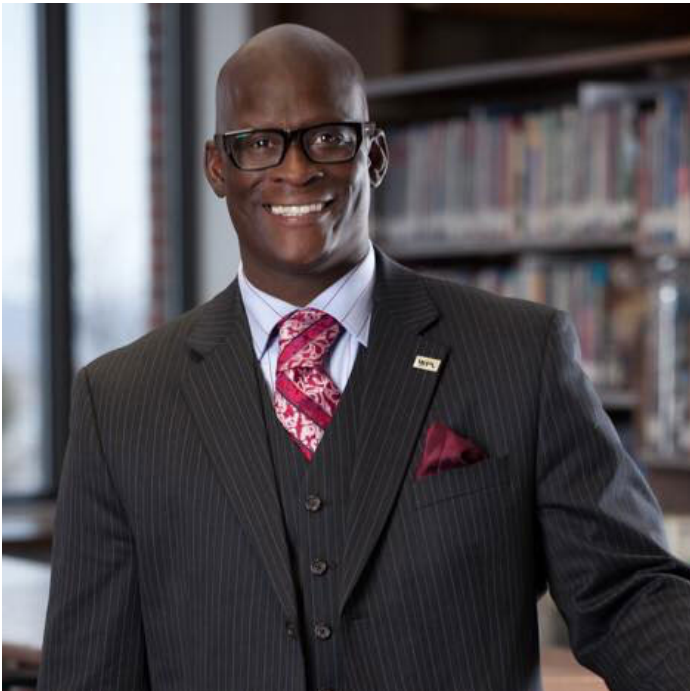


DISCUSSION GUIDE

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NEXT TOPIC: Allyship



Save Your Seat

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.– 12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 17: Allyship

“The circle of human concern should include everyone, including those with whom we disagree. We are all a part of each other. We don't like it, but we're connected.” –John A. Powell, Leader of UC Berkeley Othering & Belonging Institute

What does it mean to be an ally? An ally seeks to understand what it feels like for another person or group to be oppressed, and despite knowing you will never fully understand how it feels, is committed to valuing and supporting people who are marginalized. Now, more than ever, our society has become a polarizing place.

We all have personal experiences that impact how we view the world around us – these experiences have shaped our conscious and unconscious biases. A major component of being an ally is the ability to reflect and understand that your own lens is your starting point. From there, you can seek out information about the group you are supporting before moving in to action. Reflection and action are critical steps in allyship.

In order to build your allyship knowledge, you should:

- Intentionally engage with people whose background and experiences are different from yours,
- Listen to what other people have to say, and
- Identify ways that you can use your privilege to offer support.

Keep in mind, being an ally you must regularly listen to those around you, adapt your thinking and challenge what you believe to be correct and become comfortable being uncomfortable.

TODAY’S CHALLENGE: Do one or more of the following...



READ

In this open source starter guide from Amélie Lamont, writer and creator of the Guide to Allyship, consider [the Do’s and Don’ts of Allyship](#) that are important to know as you practice and evolve your role in supporting equity and inclusion.

Read about how to be a better ally in the workplace in the article [“Allyship - The Key To Unlocking The Power Of Diversity”](#) from Sheree Atcheson, a global change maker in pushing for equality in industry. Looking for a place to start? She recommends taking time to really listen to the experiences of those around you.



WATCH

Watch this video with Franchesca Ramsey, actress, comedian and activist, on the [5 Tips For Being An Ally](#). It’s short and energizing.



LISTEN

Listen to entrepreneur and business consultant Jennifer Brown discuss the [Allyship Continuum](#) and learn how you can go from apathetic to an advocate.



TAKE ACTION

Identify five ways that you can become an ally to someone.



GIVE BACK

Take part in this week's service activity: Shop Online

This week, give virtually by shopping local nonprofits' Amazon Wish List for new children’s books by Black authors or socks, facemasks, hand sanitizer and hats/gloves. [Learn more and give back.](#)

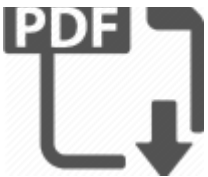
DAY 17 JOURNAL PAGE

Capture what you learned by journaling your thoughts and feelings about today's content. Click below to download a journal page for today.

DISCUSSION GUIDE

If you are participating in the Challenge as part of a group, download this free guide to help facilitate discussion.





NEXT TOPIC: Building a Race Equity Culture



Racial Equity Town Hall

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.– 12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 18: Building a Race Equity Culture

“And I saw that what divided me from the world was not anything intrinsic to us but the actual injury done by people intent on naming us, intent on believing that what they have named us matters more than anything we could ever actually do.” –Ta-Nehisi Coates, author, Between the World and Me

While the focus throughout this 21-Day Challenge is on racial equity, it is important to acknowledge that people from various marginalized identities and experiences are negatively impacted by inequitable processes and policies. When equitable systems and policies are created, everyone is lifted up, ensuring our collective success.

Every day in the workplace, we all face the challenge of showing our authentic selves. Company leadership teams are tasked with the responsibility to foster a work environment that prioritizes inclusivity. Diversity in the workplace makes room for a variety of perspectives to enrich the overall work experience and a [number of studies](#) show that involving diverse voices improves performance, problem solving and decision making.

Despite these studies, [people of color](#) are not represented as often in C-Suite, upper management and board roles compared to their representation in the overall working population. The culture of an organization provides insight into the racial dynamics and racial equity/parity within the organization.

TODAY’S CHALLENGE: Do one or more of the following...



READ

[Awake to Woke to Work: Building a Race Equity Culture](#), from Equity in the Center, outlining ways that organizations can dismantle structural racism and inequities both inside and outside their organizations. *(Agree to their license agreement to download the report.)*

- Read the executive summary on pages 2-3.
- Read the explanation of dominant culture in the context of building a race equity culture, found in the box on top of page 10.
- Read [Building a Race Equity Culture in the Social Sector 2-pager](#).

Read this [article from The Harvard Business Review](#) discussing the importance of achieving racial equity in the workplace and the challenges that come with that commitment.

Review Racial Equity Tools' new [Glossary of Racial Equity Terms](#), with over 60 terms and definitions. The words and language we use hold significant meaning. Staying educated on these terms can help us engage in more inclusive and respectful dialogue.



WATCH

View this [#InclusionStartsWithI video](#) about the importance of a positive, inclusive work environment. The video demonstrates that bias can appear in both expected and unexpected ways – and that each of us has the power to make a difference.



LISTEN

Listen to [The Harvard Business Review discussion](#) on how race affects your workplace.



TAKE ACTION

Reflect on the InclusionStartsWithI video and answer the questions below:

- Is there someone you need to know better so you can see them as more than a stereotype?
- How might you forge a friendship with them that is authentic, respectful and inclusive?



GIVE BACK

Take part in this week's service activity: Shop Online

This week, give virtually by shopping local nonprofits' Amazon Wish List for new children's books by Black authors or socks, facemasks, hand

sanitizer and hats/gloves. [Learn more and give back.](#)

DAY 18 JOURNAL PAGE

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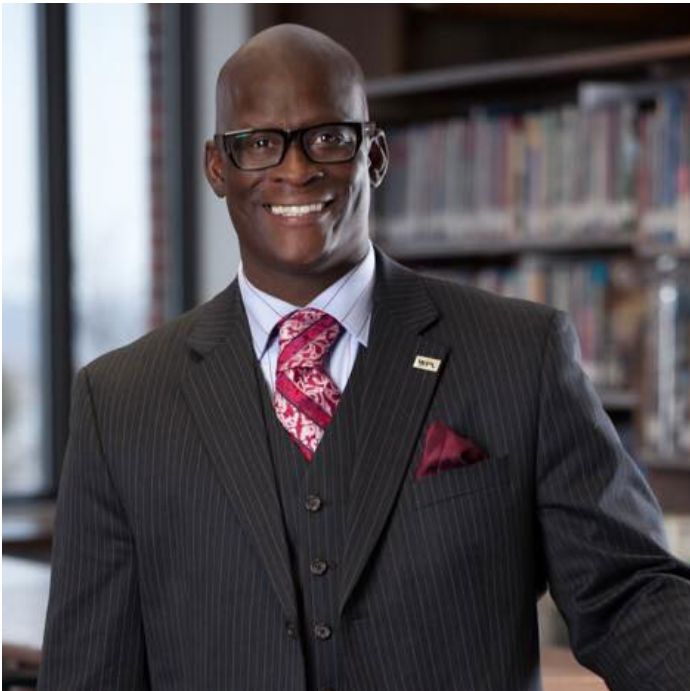


DISCUSSION GUIDE

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NEXT TOPIC: Racial Equity Tools



Racial Equity Town Hall

Join us for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!

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DAY 19: Racial Equity Tools

“Americans have long been trained to see the deficiencies of people rather than policy. It's a pretty easy mistake to make: People are in our faces. Policies are distant. We are particularly poor at seeing the policies lurking behind the struggles of people.” –Ibram X. Kendi, author, How to Be an Antiracist

Over the past 18 days, we have learned how racial inequities permeate our communities on individual, institutional and systemic levels. We are all impacted by the system of racism in our country and, therefore, all responsible for dismantling the structures that allow it to persist.

Change is possible when we work together toward a shared vision of a more equitable and stronger community. There are many tools we can employ as individuals and organizations to drive individual and community transformation. By continuing to listen and learn we can identify opportunities in our daily life to leverage our personal power and privilege, wherever we find it, to create a society in which one's identity does not predict their outcome.

We highlight a few of these tools below, but encourage you to explore [Racial Equity Tools](#), a comprehensive site of resources designed to support learning, planning, acting and evaluating efforts to achieve racial equity.

Creating equitable outcomes requires us to unite our voices – speaking up and speaking out. It requires that we change the way we talk about members of our community, to focus on their aspirations rather than their challenges. In practice, this is called asset-framing and uses narratives to change the unconscious associations ingrained in our society.

TODAY’S CHALLENGE: Do one or more of the following...



READ

Learn more about how the [Skillman Foundation](#) is using asset-framing in their work with Detroit Children, and watch videos from Trabian Shorters, founder and CEO of BMe Community, discuss how to put asset-framing into practice.

Read this [Beginner's Guide to Asset Framing](#) to learn more about why the way we communicate impacts our ability to achieve racial equity.

Check out the [Being Antiracist](#) article from the National Museum from African American History and Culture.

One of the best ways to continue to build empathy and learn about race is to start a conversation. Read Race Forward’s [10 Ways to Start a Conversation About Race](#) to learn more about how to start a conversation with friends, at school, at work and more.



LISTEN

[Listen](#) to this podcast, hosted by NPR, featuring Ibram X. Kendi, the author of the New York Times bestseller How to Be an Antiracist.



TAKE ACTION

[Register](#) for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., creator of the equity challenge concept, attend breakout sessions and more!



GIVE BACK

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DAY 19 JOURNAL PAGE

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DISCUSSION GUIDE

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NEXT TOPIC: Final Reflections

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DAY 20: Final Reflections

Today's challenge is to take time to reflect on your experience. Research shows that a critical component to learning is taking time to reflect or being intentional about processing the lessons being taught by your experiences.



REFLECTION QUESTIONS:

1. What are my identities and in what ways have my identities impacted my life? Are there identities of mine that have provided me higher social capital or privilege in certain environments, or vice versa?
2. What were some of my assumptions about race and racial inequity before I started this 21-day challenge? In what ways have these assumptions been challenged? In what ways have they been reinforced?
3. Where have I seen evidence of inequities and systemic and structural racism in my community?
4. What are two or three shifts, changes or actions that I can take to create a more inclusive and equitable environment in my home, workplace and community?

Retake the [Harvard Implicit Bias test](#) from Day 4. Have your results changed? Reflect on ways you can build authentic relationships across racial lines and positively impact your implicit biases.

As you prepare to complete the 21-Day Equity Challenge, we encourage you to write down a goal that you can do moving forward. Research shows that when you write down your goals, you are more likely to commit to them and achieve them.

TODAY’S CHALLENGE: Do one or more of the following...



TAKE ACTION

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DAY 20 JOURNAL PAGE

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DISCUSSION GUIDE

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NEXT TOPIC: Call to Action: Last Day of Challenge

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DAY 21: Call to Action- Last Day of Challenge

You've made it to the end of the 21-Day Challenge! Thank you for spending time and energy learning, listening and willing to hear new perspectives. We'd love to hear your feedback about the Challenge. Please [complete this survey](#) over the next few days to capture your current thoughts and feelings.

We invite you to join us for a special [Racial Equity Virtual Town Hall](#) on Monday, February 23 at 8:30 a.m., that features co-creator of the 21-Day Equity Challenge Dr. Eddie Moore, Jr. as our keynote speaker and includes panel discussions with area experts working to advance equity in our community.

Everyone will leave this challenge feeling something different – energized, angry, drained, sad or more curious about the experiences of others. You might be feeling powerless. *I am only one person – how can I do anything that really makes a difference?*

Here are a few resources to help you get started.

- **Disrupt racism. Have a conversation.** People are much more likely to listen to someone they have a relationship with. [DoSomething.org](#) provides clear guides to help you have anti-racist conversations with friends and family.
- **Change how you consume media.** Do a media audit of what you read, listen to and watch. Are you getting your news from only one source? Do you listen to any podcasts hosted by people of color, or read news sites from a perspective other than your own? Purposely add in a few different sources. [Here are some ideas.](#)
- **Read different history books.** A few examples: A People's History of the United States, An Indigenous Peoples' History of the United States for Young People, An African American and Latinx History of the United States.
- **Donate** to United Way of Central Carolinas to support our racial equity work. [Click here.](#)
- **Talk with your kids about racism.** [Here are some resources](#) for kids and adults to read,

- 8/16/2021

Day 21 | Racial Equity 21 Day Challenge
- listen to and watch. [Watch this TED Talk](#) about ending silence around race with children.
- **Use this list of resources** from [Racial Equity Tools](#) or [Foundation for the Carolinas](#) to help you continue to learn more about racial inequities and what you can do.
 - **Consider getting involved in local advocacy.** You can create change in a more impactful way than you might think, just by attending meetings of your city council, local school board, a neighborhood council or by writing/calling your local legislators.
 - **Continue to seek out information and different perspectives.** Here are some additional [videos from Race Forward](#) you can watch and share.
 - **Read the guide [Speak Up](#),** compiled by the Southern Poverty Law Center, outlining ways you can respond to everyday bigotry in a variety of situations.
 - **Share this challenge.** Challenge your co-workers, friends and family to go through the Challenge with you as a group. The Racial Equity 21-Day Challenge content will be available at [uwccEquityChallenge.org](#) until March 23.
 - **Join additional conversation.** [Register](#) for the virtual Racial Equity Town Hall event on Tuesday, February 23, 8:30 a.m.–12:30 p.m. (EST). Hear from Dr. Eddie Moore, Jr., co-creator of the equity challenge concept, attend breakout sessions and more!
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