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, privileged 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 a personal experience

Participation in an activity like our 21-Day Challenge helps individuals discover how racial inequality and social injustice impact our community to connect with one another and identify ways to dismantle racism and other forms of discrimination. This is an exciting opportunity to dive deep into racial equity and social justice and set the stage for moving forward with actionable change that helps fulfill YWCA’s mission to eliminate racism and empower women. Are you ready for the Challenge? If so, read on!

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.

In this first image, it is assumed that everyone benefits from the same support. They are being treated equally.

Individuals are given different support to make it possible for them to have equal access to the view. They are being treated equitably.

All three can see the view without any support because the cause of inequality was addressed. The systemic barrier has been removed.

Source: Bourke & Dillon, “The diversity and inclusion revolution: Eight powerful truths” Deloit
Why should a group or team at my organization do this Challenge?

We think the Challenge is one of the most powerful interventions an organization can do to build community and create an inclusive culture. This journey starts with learning, and 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 run a Challenge?

Here are some ways to get you started:

- Host a launch event to generate excitement and introduce participants to the benefits and goals of the Challenge.
- Encourage participants to use the reflection log provided in the program, and teams can meet weekly to discuss and reflect on the Challenge together.

Questions to explore could include:

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

Use our conversation guidelines as a way to help people feel safe when discussing their personal experiences:

- What you share within the context of the group is confidential, honored and respected.
- Use “I” statements; no one speaks for another or for an entire group of people.
- Be honest and willing to share.
- Listen with curiosity and the willingness to learn and change. Resist the desire to interrupt.
- Be brief and share time equally.
- Suspend judgement. Be open to the kernel of truth in each person’s story.

How can my organization get support with running a Challenge?

WE CAN HELP.
YWCA of Central Virginia would be happy to help facilitate this conversation with your organization or group.

Contact us at director@ywca-cva.org or visit our website at www.ywca-cva.org to request more information.