



Once again, we'll lead up to the Race Against Racism with the YWCA's **21-Day Racial Equity and Social Justice Challenge, starting April 1!**

The challenge is designed to create dedicated time and space to build more effective social justice habits, particularly those dealing with issues of race, power, privilege, and leadership.

Participation in an activity like this helps us to discover how racial and social injustice impact our community, to connect with one another, and to identify ways to dismantle racism and other forms of discrimination.

This is an exciting opportunity to dive deep into racial equity and social justice.

We hope you will join us on this journey and we can't wait to get started!

A Message from the **CEO**

“In 2020, we launched two brand new initiatives to raise awareness and engagement in support of the YWCA’s vision of a just community for all.

Today, our work continues as we challenge YOU, our community, to build more effective social justice habits alongside us, which is why we are once again offering our 21-Day Racial Equity and Social Justice Challenge.

Daily communication will feature relevant topics with ways to engage, act, reflect, and inspire in a meaningful way around a unifying principle.”

- Mary Quinn, CEO



Creating Meaningful Dialogue

& Providing the Tools to Start the Conversation

More than 700 participants of the Racial Equity & Social Justice Challenge joined us last year to build better racial and social justice habits.

We know each organization that supported this campaign used the content in a way that was meaningful to them by facilitating dialogue to use in their own Diversity & Inclusion initiatives.

We strive to offer this again in 2022 to companies and individuals.

We provide the content and the tools to facilitate these discussions. It's really up to participants to decide how to frame the conversations within their daily lives and workplaces.

Our work continues as we challenge YOU, our community, to build more effective social justice habits alongside us, which is why we are bringing you the **21-Day Racial Equity and Social Justice Challenge.**

This campaign will lead up to our virtual 18th Annual Race Against Racism!



The 21-Day challenge is designed to create dedicated time and space to engage in learning more about issues of race, power, and privilege.

Participants in the challenge will receive a daily email centered around racial and social injustice, asking them to read an article, watch a video, listen to a podcast, or reflect on a personal experience through unique categories of engagement and interaction.

From April 1, 2022 to April 30, 2022, our community can participate virtually in this 5k run/walk. The Race Against Racism is a mission-driven event promoting awareness of

racism in our community, and raises critical funds to support our racial justice programs throughout the year. This challenge will engage our community towards the work of racial justice even further, whether they plan to participate in the race or not.

We hope that you will consider the opportunity to join with the YWCA as a sponsor of this event. Together, we can collaborate to raise awareness and financial support for important racial justice work in the Capitol Region. Now, we continue our efforts to help organizations look at their mission through a lens of social justice.

Does your organization share our commitment to eliminating racism?
There are sponsorship opportunities available.

The 21 Day Challenge

& the Race Against Racism

Join us!

As a sponsor of the Race Against Racism and the 21 Day Racial Equity and Social Justice Challenge, you will have the opportunity to be featured in one of our daily emails, register a team for free, feature your logo on the T-shirts, plus much more! Benefits vary based on sponsorship level; details are enclosed.

Race Against Racism

We're going virtual again this year! Mark your calendars for the 18th Annual Race Against Racism from April 1 - April 30.

The race supports the YWCA's mission to eliminate racism, empower women and girls, and promote peace, justice, freedom and dignity for all. The funds we raise are crucial to sustaining our racial justice programs throughout the year ahead.

What is a virtual race?

A virtual race is not something new and has been successfully executed for numerous walks, 5K and 10K races, as well as half marathons. Our runners will participate in the Race Against Racism Virtual Race by running or walking a distance of 5K or 3.1 miles. This can be done any time between April 1 and April 30, however we encourage runners to participate in the race on the 30th so that even though we won't be together, we'll be united!

How can you participate?

This can be done wherever they are—on a treadmill, on a rails to trails path, around a track, or even the race course!

Then, participants will connect their experiences and offer encouragement to others by posting on Facebook, Instagram, or Twitter and tagging us and utilizing the hashtags #RARHBG #VirtualRace. In addition, the Kids Fun Run - 100 yard dash for children 12 and under will take place virtually too.

Take the Challenge



The YWCA believes in an inclusive environment. Engaging others in a common goal adds to the good of our society.

We think the Challenge is one of the most powerful interventions an organization can do to build community and create an inclusive culture.

The Challenge can lead to transformative results, including:



Building Your Networks

Joining a 21-Day Challenge Facebook group to share ideas, reflections, and experiences.



Changing Your Habits

Building new, positive habits that can change ourselves, our teams, our organizations and our communities.



Acting as a Team

Taking small actions alongside one another to create momentum and a sense of teamwork.



Taking Action

Creating a profound, elevating experience to increase the likelihood that participants will take action.



Opening Dialogue

Participating in meaningful conversations about racism and social justice.

How do I sign up?

Registration Cost

\$30 for individuals

\$20 for teams – use code TEAMCHALLENGE

Registration Includes

Registration includes access to the 21 Day Challenge content, race participation, a 21-Day Challenge Certificate of Completion, and a branded T-shirt. Registration must be completed by April 1 to guarantee a T-shirt.

Register

Registration will open on February 1.

www.ywcahbg.org/events

Engaging Peers

& Challenging Others

Let's create a more just community together.

Here are some ideas 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?

Challenge Leaders can 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.
- Avoid critiquing others' experiences; focus on your own experiences.
- 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 judgment. Be open to the kernel of truth in each person's story.

A Day in the 21 Day Challenge

Each daily email will be formatted as such to include the following categories
(and many more!)

Example Daily Topic

- **Reflection:** Participants will be asked to consider their own experiences and how they may intersect with the topic of the day.
- **Action:** Participants will be provided with an actionable option to support the day's topic.
- **Engage:** Participants may be asked to engage others in meaningful dialogue.
- **Additional Resources:** Participants will receive content in the daily emails in the following categories.
 - **Read:** an article will be included.
 - **Watch:** a video will be linked.
 - **Share:** We will also encourage participants to share messaging each day.

Emails will only be sent
Monday through Friday,
starting April 1, 2022

2021 topics included:

- Racism as Trauma
- Wealth Gap
- Creating Inclusivity
- Having Difficult Conversations about Racial & Social Injustice
- Why Your Vote Matters
- Practicing Self Care

Sponsor the 21 Day Challenge & the 17th Annual Race Against Racism.

Peace Sponsor \$750

21-Day Challenge Daily Emails

- Registration for two (2) participants!

Social/Digital Media Shout-Outs

- Two (2) social media mentions
- Listing on the YWCA Greater Harrisburg's website and 21-Day Challenge landing page.
- Recognition in the YWCA e-Newsletter

Justice Sponsor \$1,500

Premiere Sponsor Benefits

- Invitation to create a video to be shared on YWCA social media about your participating in the challenge.
- *Deadline for video submission is Monday, March 14.*

21-Day Challenge Daily Emails

- Registration for five (5) participants!

Promotional Product Perks

- Logo on the 21-Day Challenge T-shirts
- *Deadline for logo submission is Friday, March 4.*

Social/Digital Media Shout-Outs

- Five (5) social media mentions
- Logo on the YWCA Greater Harrisburg's website and 21-Day Challenge landing page.
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "21-Day Challenge" tagline** in your company's email signature block.
- *Graphic for signature block will be distributed on Monday, March 14.*

Participation Levels from \$20 - \$10,000

Take the Challenge

\$30 Individual or \$20 Team Registration

Premiere access to the 21-Day Challenge

- Daily emails designed to create dedicated time and space to build more effective social justice habits, particularly those dealing with issues of race, power and privilege.

Silver \$3,000

Premiere Sponsor Benefits

- Opportunity to display signage at your offices to show your support and commitment to equality.
- *Signage will be distributed the week of Monday, March 29.*
- Invitation to create a video to be shared on YWCA social media about your participation in the challenge.
- *Deadline for video submission is Monday, March 14.*

21-Day Challenge Daily Emails

- Registration for ten (10) participants!

Promotional Product Perks

- Logo on the 21-Day Challenge T-shirts
- *Deadline for logo submission is Friday, March 4.*

Social/Digital Media Shout-Outs

- Seven (7) social media mentions
- Logo on the YWCA Greater Harrisburg's website and 21-Day Challenge landing page.
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "21-Day Challenge" tagline** in your company's email signature block.
- *Graphic for signature block will be distributed on Monday, March 14.*

Premiere Sponsorship Opportunities

Gold Sponsor \$5,000

Premiere Sponsor Benefits

- Opportunity to display signage at your offices to show your support and commitment to equality.
 - *Signage will be distributed the week of Monday, March 14.*
- Invitation to create a video to be shared on YWCA social media about your participation in the challenge.
 - *Deadline for video submission is Friday, March 4.*

21-Day Challenge Daily Emails

- Registration for twenty (20) participants!
- Logo placement on each daily email

Promotional Product Perks

- Logo on the 21-Day Challenge T-shirts
 - *Deadline for logo submission is Friday, March 4.*

Social/Digital Media Shout-Outs

- Ten (10) social media mentions
- Logo on the YWCA Greater Harrisburg's website and 21-Day Challenge landing page.
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "21-Day Challenge" tagline** in your company's email signature block.
 - *Graphic for signature block will be distributed on Monday, March 14.*

Premiere Platinum Level of the 21 Day Challenge & Race Against Racism \$10,000

Premiere Sponsor Benefits

- Opportunity to display signage at your offices to show your support and commitment to equality.
 - *Signage will be distributed the week of Monday, March 14.*
- Invitation to create a video to be shared on YWCA social media about your participation in the challenge.
 - *Deadline for video submission is Friday, March 4.*

21-Day Challenge Daily Emails

- Registration for thirty (30) participants!
- Logo placement on each daily email

Promotional Product Perks

- Logo on the 21-Day Challenge T-shirts
 - *Deadline for logo submission is Friday, March 4.*

Social/Digital Media Shout-Outs

- Twenty (20) social media mentions
- One (1) paid promotion on social media with logo attached to 21-Day Challenge campaign
- Logo on the YWCA Greater Harrisburg's website and 21-Day Challenge landing page.
- Recognition in the YWCA e-Newsletter
- **Opportunity to feature an exclusively branded "21-Day Challenge" tagline** in your company's email signature block.
 - *Graphic for signature block will be distributed on Monday, March 14.*

**eliminating racism
empowering women**

ywca

Greater Harrisburg

Our Mission

The YWCA Greater Harrisburg is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Contact Tiffanie Keck at 717-724-2250 or tkeck@ywcahbg.org for more information.