



eliminating racism
empowering women
ywca
Nashville & Middle Tennessee

21 DAY RACIAL EQUITY & SOCIAL JUSTICE CHALLENGE

IN REVIEW

THE BREAKDOWN

2656

Total Participants

1600

from Tennessee

41

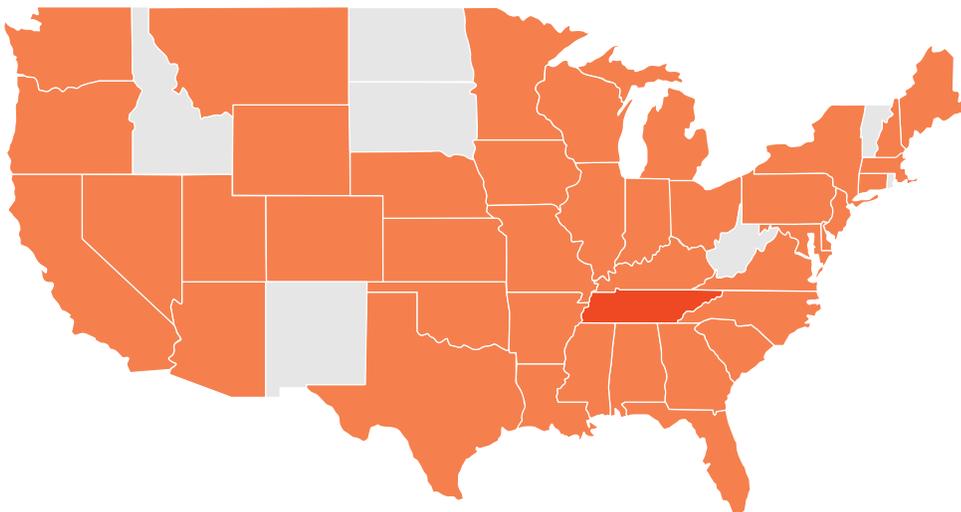
States + District of Columbia

547

ZIP Codes Represented

11

Countries Worldwide



RESOURCES



29

Videos



48

Articles



11

Podcasts



58,432

E-mails



15

Interactive Sites



23

Websites Shared



6,900

Website Views
Avg. of 4 minutes on the site



18,972

Social Media Impressions

THEY'RE SAYING

eye-opening appreciate resources thought-provoking
learning challenge articles information every day
fact interesting enlightening think educational
excellent informative great better engaging helpful

“ I'm excited to **VOTE** and to volunteer to support candidates who will advance anti-racist policies!

“ I realized how much I didn't know, didn't think about, and how much I have stood on the sidelines with regards to the inequities within this country.

“ **It is illuminating.** I have been aware of much of what is presented, but have not seen the data and examination of ways that certain aspects of the problem could be addressed.

“ Engaging, **eye-opening,** educational, thought-provoking.

“ I love it! I have learned so much, and it has moved to take **action.**

“ It's been very **educational and profound.** Many uncomfortable but good conversations have been had with my friends and family that has given all of us a better understanding of the issues of racial equity and justice in America.

“ I appreciate that the challenge does not stay "surface level" in its information - **we go deep!**

“ Filled with such valuable information.... my eyes are open wider.

A LETTER FROM OUR CEO



Dear Friends,

Thank you for accepting *The Challenge*! More than 2,600 individuals signed up and actively participated in this project. We hope our first-ever 21 Day Racial Equity & Social Justice Challenge has given you a foundation for understanding **systemic racism** and its impact. Let us know what you thought by taking this **brief survey**.

The year 2020 marks a significant year of advocacy against racism and injustice. We are also celebrating the 100th anniversary of women's suffrage in this country. Yet even with such a historic and empowering movement for women, we know that this was only a first step in the right to vote for many in our country.

We are grateful you chose to move with us on this journey. In the midst of it, we've experienced intense grief, having lost many souls and several Civil Rights icons, including Reverend C.T. Vivian and Congressman John Lewis. Please **listen to and read the parting words** of the late Rep. John Lewis.

“I urge you to answer the highest calling of your heart and stand up for what you truly believe.”

- Rep. John Lewis

We invite you to **reach out to YWCA Nashville & Middle Tennessee** for opportunities to engage in facilitated discussions and dive deeper into *The Challenge*. There's a role for every single person in our society, especially as we build for a bright, anti-racist future.

In the spirit of carrying the torch, please see below for action steps to take as we challenge ourselves every day to work towards achieving YWCA's mission of eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

Sincerely,

A handwritten signature in black ink that reads "Sharon K. Roberson". The signature is fluid and cursive, written in a professional style.

Sharon K. Roberson, President & CEO
YWCA Nashville & Middle Tennessee

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