

eliminating racism
empowering women

ywca

Greater Harrisburg

21 Day

RACIAL JUSTICE CHALLENGE

ywcahbg.org



21 Day Racial Equity and Social Justice Challenge

“In this space, we seek to turn down the volume of the outside world“ ~ Micky ScottBey Jones

In a world filled with distractions and resistance to racial justice, the YWCA Greater Harrisburg is proud to stand with YWCA USA in bringing back the 21-Day Racial Equity and Social Justice Challenge. This powerful experience is designed to help you cut through the noise, reflect deeply, and develop meaningful habits that promote racial equity, social justice, and effective leadership.

By joining this challenge, you'll gain a deeper understanding of how race, power, and privilege shape our communities. More importantly, you'll connect with others who are committed to making a difference and discover actionable ways to help dismantle racism and discrimination. Are you ready to be part of the change?

Join the Movement: Engage, Learn and Take Action!

From **March 31 to April 28**, we're bringing you a powerful opportunity to deepen your understanding of racial justice. Each weekday, you'll receive an email with carefully curated content of thought-provoking articles, videos and podcasts designed to spark meaningful conversations in your daily life and workplace.

But this is more than a learning experience - it's a **call to action**. By participating, you'll help raise crucial funds to support the **YWCA Greater Harrisburg's racial justice programs**, driving real change in our communities.

We also invite you to take it a step further by organizing your own **Race Against Racism** - a virtual or in-person 5K run/walk to raise awareness and stand against racism in your community. Whether you walk, run, or simply engage in the discussions, your participation makes a difference.



TAKE THE CHALLENGE

YWChallenge25.givesmart.com

REGISTER NOW

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MARCH 31 – APRIL 28, 2025

EQUITY IN ACTION

Register today

Cost:

\$30 for individuals

\$20 for teams - use code

TEAMCHALLENGE at checkout (look for “have a discount code, enter it here”



Register at YWChallenge25.givesmart.com or scan the QR Code

Registration includes: **access to the 21 Day Challenge content and a branded t-shirt.** Registration must be completed by March 15 to guarantee a t-shirt.

The Racial Justice Challenge can lead to transformative results including:



Building Networks

Start a 21 Day Challenge Facebook group to share ideas, reflections and experiences



Acting as a Team

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



Opening Dialogue

Participating in meaningful conversations about racism and social justice



Changing Habits

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



Taking Action

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



21 DAY RACIAL EQUITY & SOCIAL JUSTICE CHALLENGE

Sponsorship Opportunities

Taking place from March 31-April 28, the **21 Day Racial Equity and Social Justice Challenge** leads up to the annual Race Against Racism, which we encourage individuals and organizations to organize and participate in their own. The 21 Day Challenge is a series of emails filled with information and articles designed to raise awareness and prompt meaningful conversations about racism and social justice.

Freedom - \$5,000

Benefits include:

- Registration and t-shirts for 20 participants
- Logo placement on each daily email
- Logo on 21 Day Challenge t-shirts
- Social media mentions
- Logo on YWCA website
- Opportunity to feature an exclusively branded “21 Day Challenge” tagline in your company’s email signature block

Dignity - \$3,000

Benefits include:

- Registration and t-shirts for 15 participants
- Listing on each daily email
- Logo on 21 Day Challenge t-shirts
- Social media mentions
- Logo on YWCA website

Justice - \$1,500

Benefits include:

- Registration and t-shirts for 10 participants
- Listing on each daily email
- Logo on 21 Day Challenge t-shirts
- Social media mentions
- Logo on YWCA website

Peace - \$750

Benefits include:

- Registration and t-shirts for 5 participants
- Social media mentions
- Logo on YWCA website and t-shirts
- Listing on YWCA emails

Sponsorship commitments must be made by March 15 to be included on t-shirts