WHAT IS THE 21 DAY RACIAL EQUITY & SOCIAL JUSTICE CHALLENGE?

YWCA South Florida’s 21-Day Racial Equity and Social Justice Challenge is based on the notion that it takes 21 days to change a habit. It was introduced last year by YWCA Cleveland and their impact and success with the campaign have become a model for YWCAs nationwide. We are honored to present the challenge to South Florida as a way to encourage discussion, action, and change in our community.

OUR PARTICIPANTS

4,534 participants
153 cities
25 states
477 enrolled and engaged on our Facebook Group

We extend a heartfelt thank you to our corporate sponsors who supported the 21-Day Racial Equity & Social Justice challenge.


Thank you for standing up for equity.
The 21-day challenge has been a very eye-opening experience. I have been a permanent legal resident of the USA for 19 years now and have never had much reason to believe I should obtain citizenship, thinking my vote is not that impactful, however, having taken part in this challenge, I have realized the value and importance of every vote and the struggles that so many people endured to obtain that right. As a result, I have applied for American Citizenship and for that I thank you and this program.

BERNARD (BERNIE) ROY

This challenge has been the best thing. I am seeing the world in a whole new perspective! THANK YOU!!

PATTI NORRIS HOMES

Thank you so much to you and your team for putting on such a far-reaching, thoughtful, intentional, and powerful initiative. I am eager to continue reading, experiencing, and co-learning with this community that you have assembled, and I am excited to see the impact this will have in the future.

NICKY ZARCHEN

I will continue to join challenges such as this and others and do all that is in my power to get rid of the effects of racism on Blacks, especially women. I will continue because there needs to be a sense of urgency to get rid of what has been declared a public health crisis, racism.

DEBORAH RUSHING

I want to thank you for your leadership, especially in creating the 21 day racial equity challenge. Our team has been listening, reading, learning and connecting in such meaningful ways because of it. I am grateful for you and your work.

KRISTINA DASILVA

WHO ACCEPTED THE CHALLENGE

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<tr>
<th>AGE</th>
<th>%</th>
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<tbody>
<tr>
<td>18 - 24</td>
<td>4.9%</td>
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<tr>
<td>25 - 34</td>
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<tr>
<td>35 - 44</td>
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<td>55 - 64</td>
<td>20.2%</td>
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<table>
<thead>
<tr>
<th>GENDER</th>
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<tbody>
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<td>Female</td>
<td>71%</td>
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<tr>
<td>Male</td>
<td>19%</td>
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<tr>
<td>Unknown</td>
<td>9.2%</td>
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RESOURCES

Our Challenge featured:
- 18 Videos
- 37 Articles
- 7 Podcasts
- 6 Infographics/Interactive
- 4 IG Lives
- 4 Forward Friday Interviews
DID YOU STAY ENGAGED THE FULL 21 DAYS?

73.7% Yes

DID YOU HAVE A REWARDING EXPERIENCE WITH THE 21-DAY CHALLENGE?

95.2% Yes

ON AVERAGE, HOW MANY PEOPLE HAVE YOU SHARED THE CHALLENGE WITH OR HAD ANTI-RACISM CONVERSATIONS?

21,164 CONVERSATIONS IN 21 DAYS

Based on our post-challenge survey, participants reported sharing the challenge, or having conversations pertaining to the challenge, with at least 1 person.

58% of participants shared with 1-5 people | 21% shared with 5-10 people | 16% shared with 10 people or more

WHICH GOALS AND INTENTIONS BEST DESCRIBE WHAT YOU ACHIEVED THROUGH THE 21-DAY CHALLENGE?

- Shared lessons with my family members and children: 4%
- Helped me recognize patterns and areas in need of advocacy: 1%
- Improved my vocabulary and understanding of definitions: 1.2%
- Provided tools for dialogue and advocacy: 2.9%
- Learned the extent of systemic racism: 2.9%
- Gained a historical perspective on the issue: 3.3%
- Changed my way of thinking: 4.7%
- Deepened my knowledge and awareness of issues of racial equity and social justice: 9.5%
- Led or joined in efforts to make change in my community: 21.4%
- Changed how I interact with others in my community: 24.1%
- Engaged with people from different backgrounds: 24.9%
- Learned more about myself: 25.5%
- Helped my team/employer address issues of racial equity and social justice: 38.9%
- Learned how to get involved with advocacy and make changes in my community: 51%
For a century, YWCA South Florida’s direct services have promoted racial justice and personal empowerment and delivered measurable results. Our work has never been more critical—and neither has your support.

JOIN THE MOVEMENT

You can ensure that YWCA South Florida continues:

- building the collective voice and knowledge on racial & social justice
- fighting for racial justice through programs that address racial inequities
- giving a powerful voice for those served in our community

You can join us in our ongoing efforts and become part of YWCA South Florida’s Justice Movement, serving as an ambassador in the community and expanding our resource collection on racial and social justice.

As a Justice Mover, you will works hands-on with other like-minded leaders in hosting events around timely topics, leading conversations on important issues, and gathering and organizing resources to help launch future programs like the 21-Day Racial Equity & Social Justice Challenge.

In honor of our 21-Day Racial Equity & Social Justice Challenge, we invite you to also make a monthly gift to YWCA South Florida’s Race & Gender Justice Framework, investing in our programs that directly empower over 5,000 families experiencing economic disparities, educational inequities, and limited to access to health care.