



PRESS RELEASE



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United Way Invites all Rhode Islanders, Local Businesses to Join its 2024 Equity Challenge

7-day curated experience will support participants' learning of Justice, Equity, Diversity, and Inclusion and enhance understanding of equity-related topics

Providence, R.I. (May 21, 2024) – As part of United Way of Rhode Island's ongoing commitment to and demonstration of diversity, equity, and inclusion, the organization is preparing to host its 2024 Equity Challenge. All Rhode Islanders, individuals, and families, as well as local businesses, organizations, and groups are invited to participate in the challenge, which is being offered at no cost. It begins on Juneteenth – June 19 – and [online registration](#) is now open.

Powered by United Way, the Equity Challenge is a 7-day curated experience that supports participants' learning of Justice, Equity, Diversity, and Inclusion, and enhances understanding of equity-related topics. It supports United Way's work to create opportunity for all Rhode Islanders.

"This is a valuable opportunity for small businesses and organizations to provide a level of DEI training to employees without the barrier of the expense often associated with it," says Kevin Matta, United Way's Senior Director of People & Culture. "Diversity, Equity, and Inclusion has moved beyond 'buzzwords' and toward action-oriented results, and embarking on a learning journey around these critical topics represents dedication to the values that foster a culture of belonging."

Over the course of the 7-day challenge, participants will be able to participate in various activities designed to broaden their perspective and inspire meaningful conversations while demonstrating individual and organizational commitment to equity. Each day will focus on a different topic, like Justice, Diversity, Advocacy, and Equity, and will offer different ways for participants to learn, such as daily reading prompts, listening options, and watch/view options.

On the launch day – [Juneteenth](#) – United Way will host a pop-up experience to offer a more interactive learning atmosphere, where equity challenge participants can connect and engage through an in-person experience. A total of three pop-up experiences are planned.

Individuals who complete the challenge will receive a certificate of recognition, while organizations with a participation rate of 85 percent of all employees will receive a special badge that publicly demonstrates their competency and commitment to equity. Badges can be proudly shown on websites, social media, and in email signatures.

"Community members, customers, employees and future talent have all gained awareness around the principles of equity, and there's no question it actively informs how they engage in business and with their talents," adds Matta. "The benefits to participating in learning such as this are incredibly far-reaching, not only for individuals and employers, but for our state as a whole."

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To learn more about the 2024 Equity Challenge, please visit [United Way's website](#), or email Kevin Matta at kevin.matta@unitedwayri.org.

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United Way of Rhode Island is uniting our community and resources to build racial equity and opportunities for all Rhode Islanders. As a member of the world's largest nonprofit network, we bring together individuals, business, nonprofit, community leaders and government to tackle the root causes of inequity and achieve specific, measurable goals. Our programs include 211, the statewide front door connecting Rhode Islanders with social services, resources, and vital programs. Both directly and through grants to nonprofits, we are investing to build economic opportunity, advance childhood learning, expand philanthropy, and to drive policy and participation. To learn more, visit unitedwayri.org, or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [X \(formerly known as Twitter\)](#), or [YouTube](#).