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United Way of Olmsted County Launches Annual Giving Campaign with Community Equity Challenge

Rochester, MN—Each year the Olmsted County community unites to help people reach their full potential by raising millions of dollars through the United Way of Olmsted County annual giving campaign. This year, to help raise awareness of issues facing our community, United Way is challenging residents to listen, learn, reflect, and act through a 21-Day Equity Challenge.

Olmsted County is a vibrant and hard-working community, but it's not without its problems—hungry families, a lack of affordable housing, and social disconnection. But not everyone experiences those challenges in the same way. United Way's 21-Day Equity Challenge is designed to build awareness of the ways that bias, prejudice, privilege, and oppression show up in our community.

The 21-Day Equity Challenge is a free email campaign for individuals of all identities who are committed to undoing racism and bias to build a thriving community where people can reach their full potential. Participants can expect to spend 15 minutes each day of the Challenge exploring readings, videos, and local resources sent right to their inbox. As a community, Olmsted County residents will deepen their understanding of equity through topics like housing, healthcare, the justice system, and more.

"United Way is working with individuals and organizations from across our community to dismantle systemic barriers based on race, gender, and other identities so they no longer impact the education, health, and financial stability of Olmsted County residents," says Amy Wilfahrt, Advocacy and Engagement Coordinator at United Way of Olmsted County. *"We have work to do, and we can't do it alone. That's why we're inviting our neighbors to join us by listening, learning, acting, and reflecting together."*

The Challenge begins October 4. Interested community members are encouraged to sign up online at www.uwolmsted.org/equity-challenge.

"For nearly 100 years, United Way of Olmsted County has been tackling our community's most pressing challenges," says President Jerome Ferson. *"Now more than ever, we are called to address longstanding inequities that keep people in our community from reaching their full potential. We're committed to living united, and we're not leaving anyone behind. We invite each and every person in our community to get involved by signing up for the 21-Day Equity Challenge and giving as they are able during our annual campaign."*

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**About United Way of
Olmsted County**



United Way of Olmsted County is a social change organization that fights for the education, health, and financial stability of every person in our community.

We do this in a variety of ways. We operate programs and provide shared resources that support the community, such as our 211 information and referral service or our Get Connected volunteer matching portal. We work collaboratively with partners from many organizations and walks of life to create system change and solutions that elevate our community more than any single program or organization could. We provide financial, technical, and volunteer support for programs that make a difference.

At United Way, we LIVE UNITED with the change-makers, risk-takers, and problem-solvers as we seek, find, and create lasting solutions to the challenges that face our community.