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FOR IMMEDIATE RELEASE

January 27, 2022

United Way Launches Equity, Diversity, and Inclusion Education Series

In partnership with The Mary Lou & Arthur F. Mahone Fund, Herzing University and Snap-on Incorporated, Building Unity in CommUNITY will focus on increasing individual awareness and more equitable workplaces

January 27, 2022 (Kenosha, WI) — United Way of Kenosha County (UWKC), in partnership with The Mary Lou & Arthur F. Mahone Fund, Herzing University, and Snap-on Incorporated, launches Building Unity in CommUNITY: An Equity, Diversity, and Inclusion Education Series. The goal of the series is to provide small businesses and nonprofits in Kenosha County with a training resource that increases individual awareness and understanding of equity, diversity, inclusion, and unconscious bias, and ultimately, leads to more equitable workplaces for customers and employees.

The first installment of Building Unity in CommUNITY will occur February 24-25, 2022, at Herzing University. The cost to attend is \$50.00, including lunch. Space is limited to 50 people. Registration is open on the UWKC's website until February 11.

"United Way of Kenosha County is proud to partner with The Mary Lou & Arthur F. Mahone Fund, Herzing University and Snap-on Incorporated to provide small businesses, nonprofits, and community members with this important and needed resource," says Carolynn Friesch, chief executive officer at UWKC. "To address issues of equity in our community, we must have a common understanding of our history and how each one of us can make more equitable decisions in the workplace and at home."

The two-day workshop will focus on laying a foundation for participants with the introduction of commonly used terminology, historical materials, and practical techniques for utilizing information from the course in the workplace and throughout the community. Roger Moreano, founder of Bridges 4 Justice, and Jasmin M. Robinson, founder and CEO of I.D.E.A.L. Education, LLC, will lead the workshop.

"As we expand the landscape of opportunities in Kenosha County, this education series creates a platform for attendees to address systemic bias and focuses on the inherent strengths of our unique individual talents and life's experiences," says Tim Mahone, chairman of Mahone Found. "It's imperative that we foster a more equitable workplace for our small businesses and nonprofit organizations and remain competitive with our regional economic development partners. The Mahone Fund CEO mentoring program is excited to partner with the United Way of Kenosha as we continue to create career opportunities for our young people right here in Kenosha."

UWKC extends a warm thank you to Tamarra Coleman for her inspiration and assistance, as well as Building Our Future and Kenosha Area Chamber of Commerce for their in-kind support.



“I’m extremely grateful to United Way, the Mahone Fund CEO Mentoring program, Herzing University, and Snap-on for making my vision of this training a reality,” said Tamarra Coleman, executive director at Shalom Center.

To register, participants can visit <https://www.kenoshaunitedway.org/edi> or for more information and questions, contact Carolyn Friesch at cfriesch@kenoshaunitedway.org or (262) 658-4104.

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About UWKC

United Way of Kenosha County fights for the health, education, and financial stability of every person. For almost 100 years, UWKC has created positive change throughout Kenosha County by mobilizing the caring power of the community, improving lives, and striving for lasting, positive transformation. Through partnerships and collaborations, UWKC both supports local initiatives with an annual community investment process and manages programs such as Readers are Leaders, Volunteer Income Tax Assistance, SingleCare Prescription Discounts and more.



Mobilizing the caring power of our community since 1923.