raiseRED Dance Marathon

Diversity and Inclusion Audit

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Preface: raiseRED Dance Marathon Diversity & Inclusion Audit

We must do better. As a prominent student organization, raiseRED needs to evaluate our place on campus and find ways to make all students feel welcomed. We have failed in the past to make diversity, accessibility, and inclusivity priorities and to examine the financial barriers facing potential dancers and members. Historically, raiseRED has been predominantly composed of members of the Greek Community who are predominantly white. We have outlined three main aspects of the organization that we must reevaluate. They are diversity, inclusivity, and accessibility -- especially in terms of financial and service barriers. To best enact our mission of ending childhood cancer, we must broaden our membership and become a more inclusive organization. This will require that every member of raiseRED, from the Executive Board to the dancers, concentrates on improving these three values.

As we approach raiseRED's eighth year of operation, the Executive Board and its advisors have reflected on our organization's successes in addition to its shortcomings. This reflection, along with feedback from students, partners, and faculty, has allowed us to see and understand the points of our organization needing to be revamped and improved. This audit will serve as a rolling log of efforts raiseRED has and will continue to take to ensure that this organization continues to serve and represent our participants properly.

This audit serves to address the past, current, and future state of raiseRED through reviewing all areas of the organization and outlining plans of action, modifications, and ideas to help enhance both the present and future of raiseRED. The primary focus of these enhancements is how we can continue to make raiseRED more diverse, accessible, and inclusive for all individuals. There is much to do before raiseRED becomes representative of the entire

student body of the University of Louisville. It is noted that our university has one of the most diverse populations in the state, made possible through a commitment to diversity. Too many years have passed with little consideration in our efforts unless there is a financial gain. Due to this attitude, we have failed to find reflective representation among our participants, members, and leaders.

The modifications outlined in this audit are only the beginning. By ensuring that these themes are consistently upheld we can better serve our communities by incorporating people of all races, genders, orientations, and abilities into our organization. Modifications raiseRED will use in approaching and future marathons can be found under the *Organizational Commitments*, beginning on page 10.

Pillars of Change

To become a more well-rounded organization, raiseRED Dance Marathon must act in accordance with the pillars of diversity, inclusivity, and accessibility as defined below.

Diversity	The variation of human differences including but not limited to race, ethnicity, gender, sexual orientation, socioeconomic
	status, ability, or beliefs.
Inclusivity	The intention to implement and provide a space that is safe and welcoming for all individuals regardless of race, ethnicity, gender, sexual orientation, socioeconomic status, ability, or beliefs.
Accessibility	Both the quality and ability to easily obtain, use, or enter something regardless of physical or mental abilities, as well as socioeconomic status. Any financial cost or service barrier that prevents an individual or group of individuals from involving themselves or participating in events or activities to their full potential.

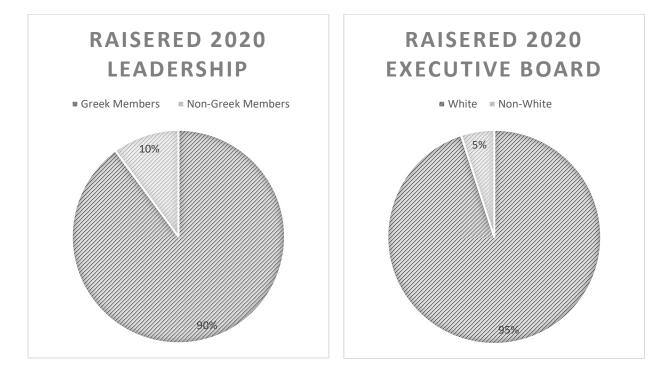
Diversity

RaiseRED Dance Marathon faces a lack of diversity and a year-to-year decrease in the already small number of non-Greek participants. Since the dance marathon's conception, we have struggled to effectively diversify our organization in the areas of the Executive Board, committee, dancer community, sponsorships, and partners.

Our organization has historically been composed of a predominantly white, Greek population of college students. At the 2020 Dance Marathon, only 11.46% of non-leadership dancers registered through a non-Greek organization. Worse, this number represents a decrease from the 2019 Marathon where 14.19% of non-leadership dancers were non-Greek. While raiseRED does not keep track of the race of our participants, IFC and Panhellenic Greek life at the University of Louisville are primarily white institutions. Because Greek life has such a high composition of white students, that same composition is reflected in raiseRED's make-up.

For a quick rundown of numbers from cultural organizations at the 2020 marathon, the Black Student Union had one non-leadership registrant, the Indian Student Association had eleven, the Vietnamese Student Association had six, and the Multicultural Association of Pre-Med Students had three. Both the Porter Scholar Program, an organization working to provide community as well as academic, personal, and professional support for African American students, and the Muslim Student Organization have participated in past marathons but had zero registrants under their banners. RaiseRED needs to find ways to involve these cultural organizations. Both the cause and effect of this lack of diversity is the homogeneity of our leadership. For the 2020 marathon, only one member of the 20-person Executive Board was

not involved in Greek life and only one member was non-white. Out of the 129 members of



raiseRED's overall leadership team, only 13 had never been involved in Greek Life.

Our university takes great pride in the diversity and inclusivity of our campus, and raiseRED must reflect those same principles. As stated previously, the University of Louisville is consistently one of the most diverse campuses in the area and is nationally recognized as top-LGBT-friendly institution. It is evidenced by the people we serve that cancer and blood disease fail to discriminate. Our Cardinal Crew and their families are a diverse group of people with varying identities and ethnicities. We must do better to ensure that the families we serve and the students that make up our organization are represented properly.

Inclusivity

With diversity comes inclusion, and raiseRED has to make sure that as we become more diverse that we provide a welcoming environment for all races, genders, and sexual orientations. It requires us to be culturally sensitive in all of our operations. When people feel included in something, it improves productivity within the things they are a part of. Inclusivity allows individuals to feel equally important in the operations and goals of an organization. It also leads to better engagement and retention which all contribute to an organization's overall success. These are all issues that raiseRED has come to face and it is due to the continuous lack of inclusivity.

Effective inclusion starts first with our rhetoric and language. For example, using gender-neutral terminology and pronouns on social media and our website. Inclusive environments are also successful when individuals are being mindful of their attitudes and actions. Every position, from the Executive Board down, needs to think about inclusivity with each decision they make, each event we hold, and subsequent marketing. These will be evaluated by members of the Executive Board to ensure that inclusion is kept in mind. This will take a combination of education, openness, and diversity and inclusion training to initiate this structural change.

Modifications to address the lack of diversity and to promote inclusivity in raiseRED are obviously overdue and necessary. First, we must initiate a bridge of communication between raiseRED and non-participating organizations at the University of Louisville. We must strive to recruit Student Involvement Staff (SIS) members for all organizations, new and old. SIS members serve as a liaison for a registered student organization, school, sorority, or fraternity

that is responsible for recruitment and guidance. Making sure all dancers have a Student Involvement Staff member allows for better outreach and assistance when dancers have questions or concerns about raiseRED.

Diversity among our leadership is also an area for improvement since these people are the face of our organization. Leadership diversity is important not only because it provides various perspectives and ideas, but it also widens the range of outreach for the organization. Finally, diversity includes more than just leadership and participants. Therefore, we need to be intentional in our efforts to reach out to a more diverse pool of sponsors and businesses we partner with. To ensure we accomplish this, we must use deliberate actions to diversify our sponsorship pools and business partners. This would include working with various cultural groups at UofL to put on events, supporting locally owned businesses through percentage nights, or other partnerships with various populations we have not yet reached. As years pass and raiseRED continues to grow, new ideas, plans, and decisions will be made with a great understanding of the affects they have on the welcoming environment we are trying to seek.

Accessibility

We have to become more accommodating towards the needs of our dancers, sponsors, and Cardinal Crew families. Not every dancer can stand, dance, or participate for the full 18 hours of the dance marathon. RaiseRED must also be mindful that many students at the University of Louisville face financial barriers that might prevent them from participating in various aspects of the organization. Accessibility and inclusivity go hand in hand here because as the organizations becomes more accessible through conscious accommodations that allow all individuals to participate to their greatest extent. When making plans for an upcoming year, accessibility options and solutions must be taken into account to ensure that all individuals with varying abilities can comfortably participate. Catering to the accessibility needs of all individuals of our organization is vital in establishing an inclusive environment and we will be striving to accomplish this from this point on.

Financial barriers are a bit more complex since raiseRED is primarily a fundraising organization. RaiseRED needs to understand that many students lack sufficient resources and networks to become part of raiseRED or meet the minimum fundraising to enter the marathon. Where Greek organizations have large networks of alumni to ask for donations, many cultural organizations must depend on their own personal networks to raise funds. Some solutions that will be implemented in approaching and future years are as follows:

- Fundraising Packet which includes resources, ideas, and templates to assist dancers in their fundraising attempts,
- The raiseREaDy program, which equips dancers with ways to raise \$100 in their first week of registration and gives them a fundraising support group, and

- Addition of the "Sponsor a Dancer" sponsorship level for potential businesses or organizations.
- Dancer sponsorships provided by Alumni to cover dancer registration fees.

There are also other barriers present that preclude dancer participation on a year-to-year basis. The issues extend further than just financial and include service barriers as well. Some of these include transportation to events, student's work schedule, access to technology, or Issues like these have not be focused on in the past and are prevalent in the community of people who participate every year as well as those raiseRED has not reached. Moving forward, alternatives and accommodations have to be made to make this organization available for individuals who feel that they are unable to participate for these reasons. Being mindful of all these things allows raiseRED to strive to become as accommodating as we can in now and in years to come.

Organizational Commitments

Position	Modifications
Executive	 Evaluate each area of the organization to identify the gaps and develop actionable solutions Work alongside Student Involvement Coordinator to recruit Student Outreach Coordinators for all organizations new and old to raiseRED on campus Aid in the development of methods that will make the organization more accessible financially and more inclusive overall Make sensitive moments of the marathon 'opt-in' opportunities for dancers Create a fundraising support hotline, for all dancers to get additional fundraising support
Finance	 Update the fundraising packet containing resources and ideas to assist with raising money available on our website and sent to all dancers following registration (Dancer Survival Guide) Waive the fundraising minimum for Service Ambassadors
Programming	 Address and deconstruct the stigma of sitting at the marathon Hire translators and add closed captioning for videos and speakers at the dance marathon Improve meal accommodations for various dietary restrictions at the marathon Implement a Dancer Accommodation and Quiet Room at the marathon Ensure that social workers and counselors are present during "Why I Dance" and" Angel Hour" for emotional support Create a virtual component of the event to ensure it is accessible for everyone Ensure that all accommodations for dancers, families, sponsors, and guest are all catered to upon request on dancer applications or direct communication with Dancer Relations, Family Relations, or Programming

Communications	 Implement an approval process for all pictures and graphics to ensure that they represent our audience appropriately. Collaborate with the UofL Office of Communications and Marketing to craft raiseRED outreach, media and other marketing resources
Dancer Relations	 Include a space on the dancer registration form for registrants to identify any accommodations or financial support needed Add pronoun indication on the dancer registration form – 'what's this?' Assess raiseRED marathon awards to ensure that they include all participation organizations Collaborate with the College of Arts and Sciences to present about raiseRED in First Year Experience classes for freshman exposure (Gen 101, Honors 101, Engineering 101, etc.)
Design	 Continually use gender-neutral terminology and pronouns on social media and website Create media post translations Ensure that there is Alternative Text on all social media posts for screen-readers Utilize our social media to uplift, support, or promote other organizations on campus
Morale and Student Involvement	 Use transparency in the speech and descriptions of committee positions (time commitments, responsibilities, etc.) Plan & implement training for all committee members Recruit committee members for all participating organizations Expand dialogue with student organizations by sending hiring, outreach, and informational emails whether involved previously or not Improve fundraising support and resources to committee members Revamp organizational rhetoric, ideology, and wording when it comes to raiseRED through conversation with the executive board, committee, and executives of participating organizations

Family Relations	 Provide translations of all applications and forms for English as a Second Language (ESL) families Relocate the Family Room at the in-person marathon to a quiet, more private area for Cardinal Crew Families Provide & organize fee waivers and transportation to Cardinal Crew and their families for all held events Foster relationships with Cardinal Crew mentees and mentors with similar backgrounds or demographics Plan & implement diversity and inclusion training for Service Ambassador members and Cardinal Crew mentors Remove the leadership-only Cardinal Crew requirement and open Cardinal Crew to all UofL students
Fundraising	 Collaborate with Finance to ensure that materials are helpful and accessible to dancers Provide dancers and leadership with fundraising workshops across the year to prepare and assist in fundraising attempts Pilot a Quick Start Program: financial support and community for dancers that will assist them in raising \$100 in the first week of registration
Technology	 Consistently review the raiseRED website to ensure that it is American with Disabilities Act (ADA) compliant Work to find ways to ensure that the marathon and other events are technologically accessible to students, families, and members of the community
Sponsorship	 Partner with organizations or businesses that value diversity and inclusivity as well as exhibit social consciousness Add the "Sponsor a Dancer" sponsorship level for potential businesses or organizations
Service and Stewardship	 Work alongside Cardinal Crew and the Clinic to amplify the service branch of the organization Create the Service Ambassadors program which will allow an opportunity for involvement for students who are not usually involved and offer financial accessibility by wavering the fundraising minimum inn exchange for service Provide a way for dancers and students to be involved with the organization outside of normal fundraising efforts

Analytics	 Improve retention tracking within organizations involved with raiseRED as well as committee and the Executive Board to be aware of areas for improvement
Internal Projects	 Ensure that all events have a component that is accessible for all (virtual option, alternatives for variations of ability) Improve meal accommodations for various dietary restrictions at events Ensure that COVID-consciousness is used in the planning of events Create non-fundraising opportunities and events available for all students
Community Relations	 Initiate percentage nights or sponsorships with local businesses that more diverse or value diversity and inclusivity and are socially conscious Provide various opportunities for partnership with various businesses in Louisville (yoga, workout, or art classes, percentage nights, etc.) Ensure that COVID-consciousness is used in the planning of events
Youth Philanthropy	 Provide schools with multiple options of fundraising (dance marathon, percentage nights, etc.) Partner with Service & Stewardship to provide schools with service opportunities
University Outreach	 Partner with various offices on campus to provide educational opportunities and support Collaborate with U of L faculty and raiseRED alumni for possible dancer sponsorships
Staff Members	 Dedicate their work to fostering an inclusive and accessible community Complete leadership development training that includes diversity and inclusion training
Dancers	 Encourage each other in registration and fundraising attempts Commit to help foster an inclusive and accessible community throughout the year

Dance Marathon & Event Modifications

Торіс	Modifications
Pledge to Stand	 Programming change from Pledge to Stand to Pledge to Stay Pledging to stay is a more accessible and accommodating to all participants RaiseRED won a national award in 2022 for Programming of the Year due to implementing the Pledge to Stay
Mr. & Mrs. raiseRED – Our annual talent show that is held to conclude our fundraising event "25k in a Week". In recent years we have realized that the naming of our event failed to take into consideration our students, businesses, and families who use non-binary classifications.	 Name change from Mr. and Mrs. raiseRED to raiseRED Royalties for use of more inclusive language Reach out to more areas of campus to provide a more diverse group of participants
Why I Dance & Angel Hour	 Social workers, therapists, or counselors available for emotional support Our most sensitive moments of raiseRED will become opt-in opportunities moving forward
Accessibility	 The Accommodation Form will be used to allow dancers and families to let us know what accommodations they will need during our events and the Dance Marathon. It will be attached to the dancer registration form and accessible on our website. A form will also be available for our raiseRED families. Accommodation Plans are going to be sent out to those who express needed accommodations, outlining accessibility instructions, contact information, and other important information regarding their said accommodation. Virtual Accessibility: The addition of a virtual component to many events including the dance marathon.

Meal Accommodations and Dietary Restrictions	 Variety of foods available during meal and snack times of the Dance Marathon Accommodations for various meal and dietary restrictions including but not limited to vegetarian, vegan, gluten-free, nut allergy, and kosher. Appropriate labeling for all foods during meal and snack times See 'Accommodation Plans' under Accessibility
Dancer Accommodation and Quiet Room	 A room located at the marathon for dancers who need any kind of accommodation. The contents of this room include chairs, yoga mats, headphones, a dark, quiet area, water, and snacks, etc. Some examples of this include but are not limited to individuals with a physical or mental disability, who are unable to stand for extended periods of time, who need to sleep or rest, or would like a calm and quiet atmosphere.

raiseRED Glossary

Term	Definition
Executive Board & Positions	 Executive (previously known as Operations) Director: A Director responsible for serving as the chief liaison between the raiseRED Executive Board and the Office of the President, planning retreats and meetings, and overseeing members of the Executive Board. The Executive Director is also responsible for creating applications for the next board and organizing interviews. Finance Director: A Director that serves as the chief financial arm of the organization and is responsible for the creation and maintenance of the budget, raiseRED inventory, and the overall fundraising plan. Co-Programming Directors (2): Directors that are responsible for planning the 18-hour dance marathon in its entirety as well as helping other positions plan various events throughout the year. External Director: A director responsible for managing all relationships with external entities and raiseRED records, working with raiseRED advisors to create an institutional
	knowledge database while maintaining those relationships, and acting as the liaison for all community organizations.
	Communications Director:
	 A director responsible for writing, managing, and creating marketing materials to create a cohesive brand for raiseRED, including a branding guide, strategizing marketing tactics to enhance raiseRED's image, and serving as a liaison between the organization and the UofL Office of Communications and Marketing
	 Analytics Coordinator: Responsible for coordinating the fundraising platform and monitoring all dancer fundraising for the organization, they are also responsible for

forecasting, troubleshooting, and implementing data analysis to advance the organization in various areas. Dancer Relations Coordinator:

 Responsible for planning and executing registration and retention of dancers for the dance marathon as well as focusing on the needs of dancers throughout the year and coordinating recruitment tactics.

Family Relations Coordinator:

- Responsible for overseeing the Cardinal Crew program which includes matching students with patients who apply for the program and programming subsequent Crew events. They serve as liaison between families participating in the Cardinal Crew program and their respective raiseRED mentors.
- Responsible for holding regular meetings with the clinic staff as well as planning and coordinating special events for the clinic, patients, and families throughout the year. They serve as a liaison between the Pediatric Hematology and Oncology clinic staff and raiseRED

Service and Stewardship Coordinator:

- Tasked with analyzing the organization to find actionable modifications that can be made to construct raiseRED into a more well-rounded organization, drafting and reviewing the Diversity and Inclusion Audit, and providing students with volunteer opportunities.

Design Coordinator:

 Responsible for designing the website, merchandise, and all digital materials, especially those for marketing purposes. Works closely with the Marketing Coordinator to run the social media and edit videos for promotional purposes.

Co-Morale Coordinators (2):

 Responsible for managing, training, and preparing roughly 50 Morale Staff members for everything before and during the dance marathon. This includes creating the line dancer and assisting the rest of the Executive Board in facilitating smaller committees composed of morale captains.

Student Involvement Coordinator:

- Responsible for managing, training, and preparing all Student Involvement Staff members of participating organizations, schools, and groups for everything before and during the marathon. This includes Sponsorship Coordinator:
 - Responsible for maintaining working relationships with all of raiseRED's corporate and local sponsors and act as the main business representatives for the organization. This includes maintaining sponsorship contacts, creating sponsorship packets, and upholding contract agreements with our sponsors.

Youth Philanthropy Coordinator:

 Responsible for working with local and state schools of all grade levels to partner, plan, and perform philanthropic events for the school benefiting raiseRED!

Internal Projects Coordinator:

 Responsible for the creation, planning, and implementation of all pre-events that appeal to the student body, as opposed to the Louisville community as a whole. This includes registration focused events, fundraising focused events, dancer appreciation, homecoming events, and more.

Community Relations (previously known as External Projects) Coordinator:

 Responsible for the creation, planning, and implementation of all pre-events that appeal to the Louisville community as a whole, as opposed to the student body. This includes pre-events such as canning, percentage nights, community events, and more.

University Outreach Coordinator:

 Responsible for communication and involvement with University Departments and Alumni. The University Outreach Coordinator acts as the liaison between raiseRED and the Athletics Department, Professors and Staff, and the Alumni Council.

Technology Coordinator:

 Responsible for maintaining the raiseRED website, coordinating videography at pre-events, implementing our mobile application, and being the

	 point of contact for any technical difficulties and Student Activities Center technology. Fundraising Coordinator: Responsible for overseeing creative strategic fundraising initiatives, developing fundraising goals and metrics, creating a calendar of fundraising pushes, as well as updating and creating fundraising resources, information sessions and materials for leadership and dancers.
MS	 Morale Staff A Staff member who is responsible for assisting in the flow of the marathon, keeping morale up, encouraging the people and participants at the event, and facilitating Quick Start groups prior to the event A Staff member responsible for encouraging up to 50 dancers on their respective color teams to fundraise and foster a great experience for everyone at the marathon
SIS	 Student Involvement Staff A Staff member who serves as the liaison between raiseRED and their RSO, school, fraternity, or sorority and is responsible for recruitment from their organization
SS	 Service Staff A Staff member who serves as a task force for Cardinal Crew, Clinic Needs, and Service. This position works to promote service in the organization, work with Cardinal Crew, and help provide individualized services to the clinics.
Cardinal Crew	 A mentorship program that pairs two college students with one of the Cardinal Buddies who is a current or former patient at the clinic we serve. Through this program, students can develop an amazing relationship with their Buddy and provide support to them and their families.
Inpatient and Outpatient Clinics	 Two of the treatment centers for the inpatients or outpatients we help fund

	 7 West: inpatient treatment center located at Norton Children's Hospital Novak Center: outpatient treatment center
18-Hour Dance Marathon	 Annual raiseRED event happening in February that where we are able to celebrate our fundraising efforts. We do not dance for the full 18 hours! This event includes various theme hours, stories from patients and their families, Why I Dance, Angel Hour, a line dance, Silent Disco, and a plethora of other events and activities during the course of the marathon.
Why I Dance	 An hour of the Dance Marathon dedicated to allowing dancers, committee members, and the Executive Board the chance to open up about why they participate with raiseRED. **this is an opt-in opportunity.
Angel Hour	 An hour of the Dance Marathon dedicated to loved ones who have lost their battle with cancer or blood disease. **this is an opt-in opportunity.
Community Hour	 An hour towards the end of the Dance Marathon that welcomes families, friends, and community members to share the last hour of the marathon with us. This hour includes words from families, doctors, UofL's President, and more as well as the line dance and the number reveal.
The Reveal	 A moment at the dance marathon following the line dance where our total fundraising amount for the year is unveiled.
Dancer Minimum	- The minimum amount of money a dancer has to raise for entry to the marathon.
Color Team	 One of 18 teams that include a group of dancers from different dancer groups lead by two team leaders with their respective colors. Color teams are

	put together prior to the marathon and take part in events and competition during it.
Comma Club	 The fundraising incentive level met when a dancer raises at least \$1,000. Comma Club dancers also get a Kosair Charities match.
Mini Marathon	- Smaller dance marathons similar to ours that raiseRED assists local high schools to put on.
Week of Hope	- Annual raiseRED event that includes various events throughout the week that will encourage dancers, committee members, and the Executive Board to raise at least \$25,000 in that week.
Day of Giving/Raise Some L	 A fundraising event that the University of Louisville puts on annually, encouraging organizations to obtain the largest number of unique donors.
Dancer Appreciation Week	- A week filled with various events to appreciate and celebrate dancers for all their hard work.
raiseRED Royalties/Talent Show	 Annual talent show hosted by raiseRED during Week of Hope. Participants cans sign up to preform and the first 3 placed winners get money to their pages!

The raiseRED Diversity & Inclusion Audit is a living document. Last updated on October 8th, 2022

Contact Information

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