



FACT SHEET: ToRC & 1 MILLION DEVICES NOW

The [Take on Race Coalition](#) is a group of like-minded companies that have committed to define, declare and demonstrate the role Corporate America must play to advance racial equity in the U.S. The coalition includes the nation's leading companies, from Dell, Intel, Dow Jones, Fidelity, Intel, Microsoft, PNC Bank, PolicyLink, Walmart, Comcast and others.

Companies have partnered with the Coalition to help eliminate inequities and to provide access and advancement for communities of color. The Coalition combines synergistic social advancement efforts that have previously been led by individual companies. Leveraging corporate collaboration, Coalition programs improve access and opportunity for people of color across education, workforce preparedness and career development, health care, wealth creation, social justice and bias.

ONE MILLION CONNECTED DEVICES NOW INITIATIVE

- **1 Million Connected Devices Now** is the latest effort from the Take on Race Coalition – a group P&G developed in leadership with CEO Action for Diversity & Inclusion [CEO Action for Diversity & Inclusion](#).
 - The Coalition will put one million devices with reliable internet connectivity in the hands of students for the 2020/2021 academic year, in an effort to close the digital divide worsened by COVID-19.
- Take on Race has raised \$25 million for **1 Million Connected Devices Now** and partnered with leading corporations and community organizations to put 1 million connected devices in the hands of students in underserved communities.
- Dell, Intel, Dow Jones, Fidelity, Intel, Microsoft, PNC Bank, PolicyLink, Walmart, Comcast and others join P&G and the Coalition in the **1 Million Connected Devices Now** movement

DIGITAL DIVIDE IN AMERICA

- The internet is now a fundamental part of the U.S. economy and culture, yet internet access is not ubiquitous. While broadband service is available to 93% of the U.S. population, over 73 million Americans (23% of the population) live in neighborhoods where in-home subscription rates fall below 40%
- Nearly 5 million children under age 18 live in neighborhoods where 25 Mbps broadband is unavailable. The largest gaps are 2.8 million youth in rural America and 1 million youth in suburban America.
- Data reveals that today's youngest students are most vulnerable to falling behind. **1 Million Connected Devices Now** reflects this urgent need and its importance in the near-term delivery of academic instruction.
- The Coalition has launched this project due to its urgency. As school districts across the country continue to determine how they will deliver educational services during the COVID-19 pandemic, virtual instruction is a choice for many. With this reality, students who lack access to an appropriate computing device and reliable wi-fi connectivity will simply not have access to education.



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- The data clearly indicates Black and Brown children disproportionately lack these resources and are rapidly falling behind on expected learning outcomes.
 - Black householders are least likely to own or use each type of device or to have a broadband subscription. The gap is 25 percent for desktop or laptop ownership and usage.

HOW IT WORKS

- Take on Race believes the impact of the digital divide is greatest in primary and secondary education and that Black and Brown students are disproportionately affected. Our youngest students will be most vulnerable to falling behind their classmates without the essential tools required to access and interact with remote learning platforms.
- To scale, distribute and drive enduring impact in communities across America, the Coalition has formed strategic partnerships with community organizations experienced in connecting students, families and communities.
- Community partners include Harlem Children's Zone, StriveTogether, and INROADS. Harlem Children's Zone – a New York-based nonprofit which reaches more than 22,500 children and families will scale and execute the **1 Million Connected Devices Now** effort to better serve students nationwide.
- Harlem Children's Zone is leading a city-by-city community coordination in seven Phase One markets: New York City, Atlanta, Chicago, Detroit, Minneapolis, Newark and Oakland. The organization will activate its national network of community partners to meet a pre-identified need and drive scale.
- The Coalition's partnership with StriveTogether – an organization dedicated to dismantling the cycle of inequitable outcomes for youth – will expand the reach of **1 Million Connected Devices Now** to 70 markets in Phase Two.
- INROADS – an organization focused on career development for minority youth – will provide additional support with distributing devices. Joining as fiduciary partner for the effort is
- PolicyLink, a national non-profit organization founded to advance racial equity in the U.S.
- School districts will assist with student selection and will recommend where eligible households should receive one or multiple devices.

HOW CORPORATE PARTNERS CAN GET INVOLVED

- A need magnified by COVID-19, the Coalition is mobilizing existing corporate partners and invites new partners to join the movement to support students of color with reliable internet connectivity for virtual education.
- Corporate partners can get involved: visit [TakeOnRace.org](https://www.TakeOnRace.org) to support, and:
 - Make a cash donation to the **Take on Race – Million Connected Devices Fund**
 - Donate physical devices, computers and/or hotspots, for distribution
 - Donate wi-fi or broadband access for use by the 1 million students who will benefit from this initiative



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- Connect the Take on Race team to principle players at companies across the connected device industry
- Amplify the **1 Million Connected Devices Now** movement via social media
- [Learn more](#) about **1 Million Connected Devices Now** and the Coalition's goal to help achieve racial equity in America

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