



EVERFI®

Toolkit: Awareness Months & Holidays

April 2025

How to Use This Toolkit

Purpose and Benefits

Nationally-recognized awareness months give you a great opportunity to engage your workforce in DEI conversations and learning all year. We’re making it easier for you with our **Awareness Month Toolkit**. It’s packed with resources that save you time, enabling you to focus on helping your employees gain a deeper understanding and appreciation of one another.

Contents

This easy-to-use toolkit contains the following for the month of **April**:

- Tips and resources that you can include in your employee newsletter or intranet
- Employee lunch & learn ideas with suggested activities and discussion questions
- Additional tools to share with your leaders and supervisors
- Ideas for employee giving and community service projects

***Note:** The resources and links in this toolkit are samples and suggested ideas. Please take some time to carefully review each item’s contents before use, to ensure it is a good fit for your organization.*

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1. Sample Content for Your Employee Newsletter or Intranet

This month, we celebrate Earth Day on 22 April. Earth Day is one of the most universal observance days we have as inhabitants of this planet. It is an annual event to demonstrate support for protecting the environment and learn more about how the environment both impacts, and is shaped by, our communities. Some connections between the environment and various communities are not always apparent, however. For example, did you know that in some communities there is a link between a history of racial segregation and the temperatures felt by residents today? Read on to find out more.

Did You Know?

Green spaces—like parks and areas of trees—have a big impact on the temperatures in a particular location. In summer, for example, green spaces help keep areas cooler, which is important not only for humans, but also plants, animals, and aquatic life in nearby waterways. In contrast, higher temperatures can lead to health issues in people, stress on power grids, harm to the ecosystem, and more.

But some communities have far less access to green spaces and the cooler temperatures that they provide, and data indicates there is a connection to discriminatory policies from almost 100 years ago. According to NPR, in a study of 108 urban areas across the United States, neighborhoods that were formerly “redlined” by the U.S. government in the 1930s (a racially-discriminatory housing practice that labeled neighborhoods with a majority of Black households or other households of color as “risky” from a lending perspective) in nearly every city studied were hotter today than those neighborhoods not subjected to redlining. The temperature difference in some areas was nearly 13 degrees.

Moreover, a study conducted by a team of researchers at the University of British Columbia shows that access to green space mirrors broader class and racial disparities. The most pronounced divisions occurred along income and educational lines. Higher income and greater education levels (measured by the proportion of college graduates) are both strongly and positively linked to access to green spaces.

Dig Deeper

- **Read:** [The Inequality of America's Parks and Green Space](#)
- **Watch/Listen:** This Scientific American video about the connections between civil rights issues and the environment: [The Father of Environmental Justice Reflects on the Movement He Helped to Start](#) (5 minutes) (Content notice: there is a brief use of profanity in the first 40 seconds)
- **Explore:** Inclusion And Diversity Education Resources from [EARTHDAY.ORG](#)
- **Learn:** An overview of [Climate Equity](#) and how climate action can revitalize global economic growth
- **Do:** Here are actions and tips to make a difference, every day of the year: [52 Ways To Invest In Our Planet](#)

2. Employee Lunch & Learn

Suggestion: Earth Day Quiz and Discussion

- For a fun activity to foster conversation and challenge employees to expand their knowledge about different aspects of the environment, try out one of the [quizzes on EARTHDAY.ORG](#).
- For example, this quiz dives into the connection between [Nature and Happiness](#), which can lead into conversations around employee wellbeing, mental health, as well as the unequal access to green spaces across different demographic groups, as referenced in this [article](#).
- See who can get the highest score. After the activity, ask employees to share something they learned, and facilitate an open discussion around the connection of environmental protection, DEI, and employee wellbeing.
- Here are some sample questions to get you started:
 - What role does the weather, environment, and access to green spaces play in your wellbeing?
 - How might environmental issues impact different communities, particularly marginalized groups, and what are the best ways to incorporate diversity and inclusion into environmental advocacy?
 - What should corporations' roles be in observing Earth Day and supporting environmental protection and climate equity?
 - What are efforts individuals can make to protect the planet in the workplace and in our personal lives?

Tip: If you have an employee resource group/affinity group representing employees that champion sustainability or individuals that may be disproportionately affected by climate change, consider seeking the groups' input and asking if its members would like to be involved in sponsoring, planning, or holding an employee event or any other company effort to honor Earth Day.

3. Additional Resources to Share with Leaders and Supervisors

Blog: [What is ESG?: A Look at Environmental, Social, and Governance Criteria](#)

4. Foster Collaboration and Conversation Through Employee Resource Groups

Commemorate Earth Day by creating or engaging existing Sustainability Groups in your organization. This type of group—whether structured as an employee resource group/affinity group or as a company-sponsored committee for example—can be a great way to bring together employees that are passionate about environmental protection and brainstorm ideas for what the company can do to support. Consider hosting a collaborative meeting across all of the employee resource groups/affinity groups you have in your organization to discuss the close link between environment, DEI, and social justice, which can also set the stage for important intersectional conversations.

- Strongly encourage company leaders to participate in regular ERG meetings, including as an ally. Visible, ongoing leader support for employee groups is critical, but unfortunately, [most leaders are missing the promise and challenges faced by ERGs](#), according to Great Place to Work.





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