



VIRTUAL BRG UNITY WALK/RUN/ROLL



FCA BRG's First Virtual Unity Walk / Run / Roll Raises Donations for United Way Agencies.

By: Nina Knauf

More than 1,100 FCA employees and contractors participated in FCA's inaugural Virtual Unity Walk/ Run/ Roll event from July 20 - 26. The event was sponsored by FCA's 10 Business Resource Groups (BRGs) in partnership with 4URHLTH and helped support 17 different United Way Agencies.

The virtual event gave North American employees and contractors the ability to pursue unified action on important causes, and remind them to care for their physical and emotional well-being while many of them work from home. Eligible participants also used this as an opportunity to earn Healthy People Rewards, fulfilling two challenges toward their credits when completing a 5K (3.1 miles).

While everyone was encouraged to walk/ run/ roll at a distance of their choosing, they were also empowered to map their course for a 5K or 8.46 miles in remembrance of George Floyd. Members were also able to customize their routes using a free MapMaker App, post pictures along the way and create a virtual bib.



Traditionally, the BRGs pursue projects that enhance the FCA work culture, focusing on networking, mentoring, celebrating multicultural differences and engaging external communities through volunteer and charitable activities.

The BRGs will continue to take essential steps in pursuing activities as a unified team, in what they are calling Unity events. The Virtual BRG Unity Walk/ Run/ Roll was the first of many.

Senior Manager, U.S. and Cross-Regional Marketing Finance, Cassandra Gilliam, played a crucial role in organizing this event. Gilliam is a member of Fiat Chrysler African Ancestry Network (FCAAN) and a Woman's Alliance (WA) board member.

"I am most proud of the ease in which all the BRGs immediately came together to make this happen in a relatively short time - that's UNITY," said Gilliam. "We have a lot of talented and creative people at this company who worked on creating the BRG Unity Logo, building out not only the UNITY campaign page but the individual BRG community pages. I'm simply proud of the concerted team effort to execute the intricate details for this event."

The BRG's slogan is "You don't have to BE to belong," and in that spirit, they welcomed all North American FCA employees and contractors regardless of whether they had an affiliation with a BRG.

Gilliam said, "it was important to show that FCA stands United in our passions and humanity as we walk/run/roll 5K or 8.46 miles to support BRG cause(s) and our United Way partnerships."

Individually, these groups take action with great pride and passion. Standing together, they make a difference and are so much more powerful. Looking forward, the BRGs will continue to promote diversity, inclusion and unity.

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