

April 7, 2025

**Re: Strengthening Our Commitment to Diversity, Equity, Inclusion, and Accessibility**

Dear Esteemed NFHA Partner, Client, and/or Supporter:

In light of recent Executive Orders<sup>1</sup> and other administration actions designed to undermine our nation's progress toward a more inclusive and equitable future for all, we urge you to stand united in the defense of diversity, equity, inclusion, and accessibility (DEIA) programs – and in support of the enduring promise of the American Dream. These principles – diversity, equity, inclusion, and accessibility – are fundamental to ensuring that all Americans have and enjoy the benefits of an open society and a healthy democracy. Now, more than ever, our collective strength and unity in defense of these principles are critical to protect the future of our nation.

**Diversity, equity, inclusion, and accessibility programs are not just the right thing to do – they are a proven business imperative.** They directly impact your company's bottom line by fueling innovation, expanding your market reach, and enhancing your ability to recruit and retain top talent. Here's how DEIA programs create a strategic advantage for your company:

- **Employees.** DEIA efforts significantly enhance your company's ability to attract and retain high-performing employees who drive success. Diverse teams offer a range of perspectives, leading to better problem-solving, increased innovation, and stronger decision-making.
- **Customers.** Creating an inclusive environment ensures your business resonates with customers from all walks of life, ensuring a broad base and varied revenue streams. Customers are more likely to support companies that reflect and understand their identities, experiences, and needs – and having a diverse group of employees is key to connecting with and creating a broad customer base.
- **Suppliers.** Diversity in the supplier base, including appropriate attention to small and historically underrepresented businesses, fosters creativity and innovation, encourages competition, and can increase the quality of goods and services your company can offer. An inclusive procurement strategy also enables you to select the best partners to meet your customers' needs.

**Let's be clear: Diversity, equity, inclusion, and accessibility programs are legal, necessary, and aligned with our country's values.**<sup>2</sup> While the recent Executive Orders are designed to intimidate you and others into rolling back DEIA programs, they do not override the Constitution or long-standing civil rights laws.

Here are the facts:

- Diversity, equity, inclusion, and accessibility initiatives are legal measures designed to create opportunities based on talent, skills, and merit – not quotas.

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<sup>1</sup> See, e.g., [Exec. Order No. 14151](#), *Ending Radical and Wasteful DEI Programs and Preferencing*, 90 Fed. Reg. 8339 (Jan. 20, 2025); [Exec. Order No. 14168](#), *Defending Women from Gender Ideology Extremism and Restoring Biological Truth to the Federal Government*, 90 Fed. Reg. 8615 (Jan. 20, 2025); [Exec. Order No. 14173](#), *Ending Illegal Discrimination and Restoring Merit-Based Opportunity*, 90 Fed. Reg. 8633 (Jan. 21, 2025).

<sup>2</sup> See *Multi-State Guidance Concerning Diversity, Equity, Inclusion, and Accessibility Employment Initiatives* (Feb. 13, 2025) available at <https://www.mass.gov/doc/multi-state-guidance-concerning-diversity-equity-inclusion-and-accessibility-employment-initiatives/download>

- Our country's fair housing, fair lending, and other civil rights laws are rooted in ensuring fairness and opportunity for everyone, which has been central to our nation's financial strength and our leadership in the community of nations.
- Inclusion means ensuring everyone has access to the protections and benefits of our laws – regardless of their background or identity.
- Accessibility ensures that all people can fully participate in and benefit from vital opportunities.
- There is nothing illegal about pursuing the goals of diversity, equity, inclusion, and accessibility.

**Diversity, equity, inclusion, and accessibility are NOT a political agenda – they are fundamental civil rights principles firmly rooted in law.** That's why the [National Fair Housing Alliance®](#) (NFHA™) and other civil rights organizations have moved swiftly to uphold DEIA measures in federal court and challenge any attempts to force all of us to weaken these protections.

**Moreover, diversity, equity, inclusion, and accessibility programs are integral to a strong compliance program.** DEIA programs serve as robust risk management tools that help your company prevent discrimination, protect your brand, and maintain regulatory compliance. By expanding your applicant pool and ensuring fair, merit-based recruitment and services practices, DEIA efforts help you select the best talent, serve all customers equitably, and reduce legal exposure.

**Now is not the time to retreat.** Our shared efforts have strengthened businesses, developed a broad customer base for companies, provided fair chances for all based on competency and merit, and expanded opportunities – which helps create a more just and inclusive society.

**NFHA is here to support you in advancing this vital work.** Through our Consulting and Compliance Division, NFHA delivers customized projects—including, but not limited to, qualitative and quantitative research, policy reviews, implementation support, community assessments, training, and internal audits—to ensure fair housing and fair lending compliance. Leveraging in-house expertise, we provide strategic guidance that advances equity and mitigates legal risk with practical, result-driven solutions.

Thank you for your continued partnership and leadership in building a future where everyone can thrive. We're proud to stand with you – ready to support you every step of the way. Should you have any questions or would like to discuss this further, please contact me at [oherring@nationalfairhousing.org](mailto:oherring@nationalfairhousing.org).

Onward,



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