



In the US, DEI is under attack. But under a different name, it might live on



Donal Trump file pic

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To fund this, Ms Ashby first relied on her own savings and then some small-scale grants. But in 2023, the Walmart Foundation - the philanthropic arm of one of America's largest corporations - awarded her over \$100,000 (£80,000), as part of a \$1.5m programme to fund "community-based non-profits led by people of colour". "I cried a little bit," she says. "It was just one of those times where, like, somebody actually sees what you're doing."

Two years ago, this was the kind of programme that attracted sponsorship from major companies across America, as the country grappled with racism past and present following the murder of George Floyd, a black man suffocated under the knee of a Minneapolis police officer during an arrest in 2020. But now, those same companies are pulling back. Walmart announced in November that it was ending some of its diversity initiatives, including plans to close its Center for Racial Equity, which supported Ms Ashby's grant.