



WOMEN UNITED™

HOW TO BUILD **EQUITY** IN YOUR COMMUNITY

1

Listen First, Then Follow the Lead

Those closest to an issue often have the clearest vision for solutions. When we tap into their wisdom and lived experience, we create better outcomes for everyone.

2

Step Outside Your Comfort Zone

Real change starts with brave conversations. Speak up when you hear hurtful comments, and reframe stereotypes with positivity — even when it's uncomfortable.

3

Share Resources & Create Opportunities

We all have something to offer — whether that's money, time, professional skills, networks, or platform. When we share generously with others, everyone's capacity grows.

4

Take Responsibility for Your Own Learning

Learn about the barriers people face without placing the burden of education on those experiencing them. Read, watch, and listen to content exploring how identity shapes experience.

5

Normalize Everyday Advocacy

Advocacy starts close to home. Speak up, reframe stereotypes, affirm potential, support equity, and create space for all voices. Small, positive actions ripple outward.

6

Welcome Feedback & Stay Open

We will make mistakes on this journey of building a more inclusive community. What matters is how we respond — with openness, gratitude, and a commitment to grow.

7

Commit for the Long Haul

Finding sustainable ways to stay engaged makes all the difference. Is it a monthly donation to United Way? A volunteer shift? A quarterly learning goal?

8

Remember We're All Connected

Research shows that when women and girls have opportunities to succeed, everyone benefits. Investing in women and girls is one of the most powerful ways to build thriving communities.



United Way
Alberta Capital Region

 **DO LOCAL GOOD**

SCAN HERE TO
LEARN MORE
& DONATE

