

# GENDER EQUITY BUILDS BETTER SPORT

## BUT WHAT IS THE DIFFERENCE BETWEEN EQUALITY AND EQUITY?

### EQUALITY

Equality is giving everybody the same tools and resources – the same starting line.



VS.

### EQUITY

Equity ensures fair access for all based on their needs – a focus on getting people to the finish line.



Concept adapted from: Robert Wood Johnson Foundation

*"We're hosting a competition that features both men's and women's events."*



*"We're scheduling the women's events in a primetime slot on the schedule to increase the number of spectators and highlight the women's program."*

*"We have a similar number of men and women coaching in our sport."*



*"We're providing coaching mentorship opportunities specifically for women so they can advance to higher ranks where they aren't well represented."*

*"We have boys and girls teams of every age group in our club."*



*"We're designing our girls programming and training our coaches to encourage engagement and slow drop out rates."*

*"Our board positions are open to anyone who wants to apply."*



*"Because we want to improve the representation of women on our board, we do outreach and invite them to apply."*



national sport organizations believe gender equity is essential or very important.

**EQUITY IS A CHALLENGE TO NOT ACCEPT A "ONE-SIZE-FITS-ALL" SOLUTION.**

**THE RESULT?**

- MORE COMPELLING OFFERINGS
- LARGER POOL OF POTENTIAL PARTICIPANTS
- STRONGER ORGANIZATIONS