

Women's March Canada Chapter Agreement



PRIVATE AND CONFIDENTIAL

We are excited to have you on board and even more excited that you are interested in getting involved in the Women's March Canada (WMC) Chapter in your community, representing the city of: _____.

Women's March Canada Chapters and University Clubs aim to increase public awareness and provides ways to act around issues based on the H.E.R.S. Framework surrounding women's health, economic security, representation and safety by hosting events, providing networking and mentoring opportunities, and organizing annual Women's Marches.

As a Women's March Canada Chapter Leader, you will have control over recruitment, outreach, sponsorship, logistics, events, budgets – plus more! We highly recommend that each local community have 2-3 Chapter Leaders in order to share in the work. As well, the Women's March Canada National Team will be there at every step to make it easier for you.

Women's March Canada Chapter Leaders will have:

- experience organizing either the Women's March in their community in 2017 or 2018, or other advocacy/political and/or intersectional feminist events;
- proven leadership in advocacy, social justice and/or women's rights movements/organizations in their community;
- an in depth understanding of the importance of intersectionality in the feminist movement and awareness of issues impacting Indigenous, immigrant, black, racialized, LGBTQIA+, trans and disabled women's communities in Canada and in the local Chapter area;
- excellent interpersonal and communication skills;
- strong and positive relationships with community-based social justice and women's/human rights agencies in the local Chapter area;
- solid conflict resolution and negotiation skills;



Women's March Canada Chapter Agreement

- political acumen gained through working or volunteering in areas that require the appreciation of political functioning and nuances at the municipal, provincial and federal levels;
- the capacity to lead, engage and inspire a diverse team of Chapter members;
- Experience and / or knowledge of fundraising for charities or not for profit events would be an asset but is not necessary. We can provide guidance around this.
- the ability and intent to commit for at least one year as Chapter Lead and to devote several hours per week in order to build sustainable Chapter membership and local partnerships, and to ensure stability and continuity in Chapter leadership.

Through our experience in organizing such events, we have gathered and compiled a set of 'best practices' as well as a list of 'do's and don'ts.' So before you jump in, please read through our Chapter Organizing Guide (available on our [Resources for Chapter Leaders web page](#)), and come back to it as you need in the course of organizing your Chapter's events.

Please note that the *Chapter Organizing Guide* is a living document. We are committed to its improvement so that it and we can provide better support and direction. We know you will come up with practices that make an event better or a Chapter stronger.

Benefits of being a Women's March Canada Chapter Leader

As a Women's March Canada Chapter Leader in your community, you become an important player in a greater movement that helps and empowers women locally and across the country. You will:

- gain opportunities to be actively engaged in local service;
- attend national conferences with national leaders held in your community;
- participate in local and national advocacy activities;
- develop leadership and advocacy skills;
- network with like-minded individuals across the country;
- share cross-cultural experiences and learn about the lived experiences of marginalized women in your community and across Canada;
- enhance your understanding of local and national issues that impact women across the country;
- build lifelong friendships.

You will have an Executive Director assigned to your community by the Women's March Canada National Team to support you in developing your Chapter. Consider this person to be part of your local team and include them in any conversations concerning Women's March Canada.



Women's March Canada Chapter Agreement

By signing this agreement, you undertake with us to build a safe and supportive environment that promotes our movement's worldwide H.E.R.S. vision. H.E.R.S. is a unifying framework that encapsulates our priorities for women: Health, Economic Prosperity, Representation and Safety. To this end, we expect you to respect the Women's March Canada (WMC) brand and what it stands for as we work together to drive WMC in a positive and powerful direction.

As you go through the License Agreement and work to build your local Chapter, feel free to contact us with any questions. That is what we are here for. We thank you for your desire to be part of Women's March Canada. We are looking forward to experiencing how a small group of thoughtful, committed people will change the world.

The Women's March Canada National Team

Women's March Canada Chapter Agreement



Your Women's March Canada Local Chapter

Women's March Canada (WMC) Chapters and University Clubs aim to increase public awareness and provide leadership in actions and advocacy related to issues based on the H.E.R.S. Framework surrounding women's health, economic security, representation and safety by hosting events, providing networking and mentoring opportunities, and organizing annual Women's Marches.

Some example activities that our local Chapter may lead include, but are not limited to:

- annual Women's Marches / events in your community every January;
- fundraising activities for local planned parenthood and reproductive health organizations;
- hold local Lean In Circles using Lean In's [meeting guides](#);
- organize local [women's political campaign schools or work to support and promote campaign schools and supports that exist in the Chapter community](#)
- partner with local sexual assault support centres, women's shelters, or other related organizations to [raise awareness](#) and prevent violence against women in your community

Who makes up your Chapter?

We recommend your Women's March Canada chapter's leadership team involve the following positions, where applicable:

- Co-chairs (2)
- Vice Chair
- Secretary
- Communications Coordinator
- Membership Coordinator
- Treasurer
- Student Lead*
- Faculty Lead*
- Members at Large (2)

**per each local post secondary institute*

Think of Women's March Canada, and your Chapter as an integral part of Women's March Canada, leading or linking with local women's organizations to collectively address issues that impact the health, economic security, representation or safety of women (H.E.R.S.) in your community.

Limited License:

- I understand that this license to use the Women's March Canada name, logo, trademarks and materials made available for the purposes of organizing WMC events is revocable at any time.



Women's March Canada Chapter Agreement

- I understand that all events organized through this license must be focused on women's issues related to health, economic security, representation and safety (H.E.R.S.) and must stay aligned with the vision and mission of Women's March Canada.
- I understand that all events organized through this license do not exclude men or any other groups from participating in our events. In fact, diversity and inclusion in our movement is encouraged.
- I understand that all events organized through this license or supported by same are undertaken with a clear commitment to adhere to Women's March Canada's principles of non-violent and peaceful protest
- I understand the term of this license agreement will commence once I sign my name below in full agreement to these key points.
- I understand that the license term will end after a one-year period from the date of this agreement and that I can apply for a renewal after the one-year period is over. Upon dissolution of a chapter under my name, the Chapter brand will be made available to pass along to the next licensee if required. See the "[Merging and Dissolving Chapters](#)" section on our Resources for Chapter Leaders webpage.
- I understand that the license allows me to organize local events that demonstrate an inclusive nature. Possible Women's March Canada event ideas may include but are not limited to: workshops, fundraisers, marches, conferences, etc.
- I understand that Women's March Canada can terminate this agreement at any point if I breach the terms outlined in this agreement.
- I understand that the responsibility for assigning licenses is solely the domain of Women's March Canada and I cannot transfer or assign the license to someone else.

Privacy of Information and User of Resources:

1. I understand that I cannot at any time use any of the above (including emails and personal information of participants) for my personal/professional use or gain. All resources and information can only be used for Women's March Canada-related matters and in the best interests of our participants.
2. I understand that I cannot pass on, share or sell any information collected on behalf of Women's March Canada to any unauthorized individual or corporation for their use.
3. I will not use funds collected for Women's March Canada events for personal gain or use. These funds are solely meant for WMC-related events.

General Women's March Canada Event Guidelines and Values

1. I will comply, as an ambassador for Women's March Canada in my community, by all the relevant branding and general event guidelines. I understand that these guidelines might change over time according to the movement's strategy.
2. I confirm that I am at least 18 years of age.



Women's March Canada Chapter Agreement

3. I understand that I am a representative of Women's March Canada in my city / community and will not portray differently (such as acting as a representative of WMC, the overall organization).
4. I understand that Women's March Canada has the right to use photos, videos, database and any information or resources collected by my team provided that the individuals or organizations portrayed provide consent.
5. I confirm that I will maintain my Chapter's webpage on the Women's March Canada website, event pages and any public-facing information relevant to WMC in my community.
6. As a Women's March Canada license holder, I will also ensure my Chapter team follows all the rules and guidelines in relation to this license.

Liability and Transparency

1. I understand that Women's March Canada is not legally liable for anything that may happen at the events I am organizing under the WMC brand. If I intend to include any physical/athletic activities, or if I assess that there is a probable risk inherent to any undertaking, I will ensure there is proper insurance coverage available at the venue and that WMC is included in all applicable insurance policies.
2. I understand that I am responsible for all resources, equipment, staff, food or other materials needed for my local Women's March Canada events unless otherwise specified in agreement with WMC national team.
3. I understand I am responsible for all finances related to Women's March Canada events in my city / community as well as for the outcome for each event and that I may be reimbursed funds spent based on fundraised by my Chapter and receipts submitted to WMC's head office.
4. I will be fully transparent with Women's March Canada and share any information pertaining to local WMC operations when asked by Women's March Canada.

Fees

Experience shows that relationships built on trust, transparency and communication can overcome most challenges that may arise. Transparency regarding any financials is an extremely important part of your partnership with Women's March Canada and our partnership with you. Transparency between partners is essential so that both parties have a shared understanding of the financial processes required.

I agree to the following fee structure and understand that:

1. I will be able to fundraise for my local chapter through my chapter's webpage on the Women's March Canada website, e.g., <http://www.womensmarchcanada.com/ottawa>



Women's March Canada Chapter Agreement

2. Fundraising for my chapter should primarily done through my chapter's webpage on the Women's March Canada website and **not** through a third party site, e.g., GoFundMe.
3. 10% of any funds raised by my chapter will remain with Women's March Canada at the national level and these funds will be put towards administrative costs that are connected to a wide benefit to the organization.
4. 90% of any donations raised over by my chapter will be kept for my Women March Canada chapter's use by Women's March Canada's national office.
5. At any point in time, a WMC Chapter will be able to see through their webpage's dashboard what amounts have been donated, pledged and fundraised to their Chapter, for example:

The screenshot shows a dashboard for the Ottawa, Ontario chapter. At the top, it displays the chapter name and location: "Ottawa, Ontario (Ottawa, ON, Canada)". Below this, there is a social media post from the chapter acknowledging the traditional territory of the Algonquin, Haudenosaunee, and Anishinabek peoples. The dashboard includes a navigation menu with options like "Dashboard", "Edit", "Location", "Finances", "Profile", "Network", "Relationships", "Social capital", "Paths", and "Merge duplicates". A financial summary bar shows: "\$0.00 donated", "\$0.00 pledges", "\$10.00 fundraised", "\$0.00 revenue", "\$0.00 credit", "\$0.00 prepaid", and "\$0.00 expenditures". At the bottom, there are buttons for "New donation", "Donations", "Monthly plans", and "Installment plans".

6. I understand that all funds forwarded to Women's March Canada are reinvested to support the not-for-profit organization and its national operations as overseen by its Board of Directors.

By signing my name below, I agree to all the terms outlined above and understand that this is a legally binding agreement for the city of _____.

FULL NAME OF LICENSEE

NAME OF WOMEN'S MARCH CANADA REPRESENTATIVE

Women's March Canada Chapter Agreement



SIGNATURE OF LICENSEE

SIGNATURE OF WOMEN'S MARCH CANADA
REPRESENTATIVE

DATE DATE

DATE



Appendix A:

Women's March Canada chapters may organize Women's March Canada local events such as town halls, cafe gatherings, participation in street festivals, marches, conferences, etc. Local events will be related to our H.E.R.S mandate. Here are examples from other organizations of past events that your chapter **could** be involved in developing and holding:

- **HEALTH**
 - a. **Women's Health, Women's Rights Tour.** ...alongside [Action Canada for Sexual Health and Rights](#) and [Octopus Books](#) for the Women's Health, Women's Rights Tour. Join us for a discussion of sexual and reproductive health and rights. Event page: <https://www.facebook.com/events/220263718475513>
 - b. **Hacking Health Cafes:** Lyndsey Butcher, Executive Director at the SHORE Centre (Planned Parenthood Kitchener-Waterloo) presented on the development of online portal for abortion services. Event page: <https://www.meetup.com/Hacking-Health-Waterloo/events/232586747/>
- **ECONOMIC PROSPERITY:**
 - a. **Equal Pay Day March** | April 11, 2017. Event page: <https://www.facebook.com/events/1219945191458665>
 - b. **Lean In Circles:** small groups who meet regularly to learn and grow together, and they're changing lives. Women are asking for more, stepping outside their comfort zones, and leaning in. Event page: <https://www.facebook.com/events/362167624162563/>
- **REPRESENTATION:**
 - a. **An Equithon:** ...the University of Waterloo's first gender-equity hackathon! The Equithon is a HeForShe student-lead initiative, run by the Faculty of Mathematics' HeForShe committee. Event page: <https://www.facebook.com/UWEquithon/>
 - b. Waterloo Region Women's Municipal Campaign School: Host two workshops. "Am I ready to Run?" and "Running for Office". Website: <http://www.learnhowtorun.com/>
- **SAFETY**
 - a. **F That! Photo Show:** The Toronto Newsgirls Boxing Club's "F-That!" photo show in honor of the "International Day for the Elimination of Violence Against Women" and the "Global 16 Days of Activism Against Gender-Based Violence" Campaigns. Event page: <https://www.facebook.com/events/596445037233240>
 - b. **Fundraising for Zumbathon for Domestic Violence Victims:** Come dance with us and support our local organization, Women's Crisis Services of Waterloo Region. Event page: <https://www.facebook.com/events/1673120956047383/>



Appendix B:

Note this area is underdevelopment

FAQs

- Sample Event Budget
- Onboarding for team members
- Slack
- Insurance providers
- Background checks for chapter leaders (?)

Other Resources

- <http://www.illalliance.org/leaders-pre-application-packet/>
- <http://now.org/leaderdoc/resources-for-chapter-leaders/>
- <http://www.sPCA.bc.ca/assets/documents/about/volunteer/bc-sPCA-volunteer-orientation.pdf>
- http://decoda.ca/wp-content/uploads/WorkingWithVolunteers_25Ideas-1.pdf
- <https://www.thegoodpartnership.com/>