



Building Meaningful Partnerships

Ottawa's Equity, Diversity, and Inclusion Resource Hub for Sport

Understanding Why

To foster a more inclusive sport environment, we need to create programs that meet the needs of everyone we wish to serve. On this journey, the foundational first step involves establishing meaningful connections with equity deserving groups to better understand their needs and how they want sport to look within their communities. It's vital to recognize that it is not their responsibility to solve the challenges of exclusion or discrimination that they often encounter within the current systems. This infographic provides valuable insights to consider when forging these crucial relationships.





Relationship Building with Equity Serving Organizations

Strengthening ties with equity-serving organizations in sports involves a commitment to inclusivity, understanding, and collaboration. Let's follow these steps to build better relationships:

1

Educate Yourself

To drive meaningful change and strong relationships, we need to understand the challenges of equity-serving organizations and their communities.

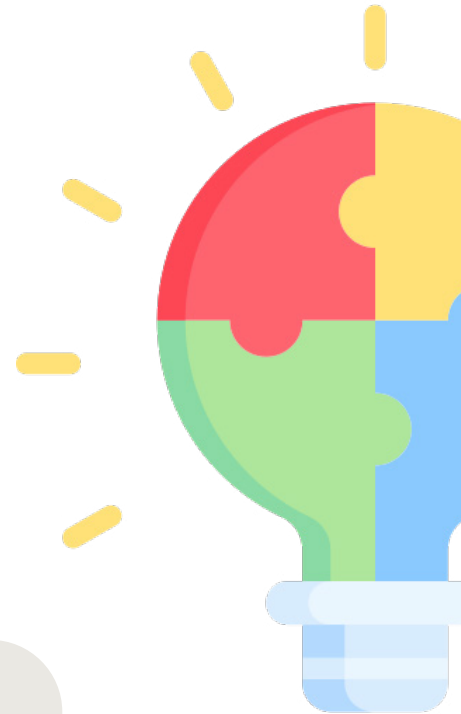
Start by embracing education on equity, diversity, and inclusion.

Inclusion Audit of Current Policies & Practices

With increased education, let's assess policies that hinder participation from equity deserving groups.

Examples include biased team selection, limited accessibility, and negative stereotypes in marketing.

2





3

Understanding the Community

There are two crucial considerations that come into play.

A: Avoid Taking on Too Much

When building relationships, avoid overextending by focusing on one to two equity deserving groups at a time as each group is unique.

B: Do Not Start From Scratch

Connect with existing community groups or non-profits supporting equity deserving groups.

Engage in open dialogue with representatives, listen to their perspectives, and be willing to learn and adapt your approach. Respect and align with the cultural competence of community partners.

Work with the Community to Work for the Community

Shift the focus from creating exclusive programs to co-creating with equity deserving groups.

Embrace the “**nothing about us, without us**” principle for active involvement in decision-making, recognizing the importance of underrepresented voices.

Refresh traditional methods with new, diverse programming approaches, ensuring no harm is caused.

4

5

Attain Feedback and be Accountable

Regularly measure progress and establish clear, community-friendly feedback channels.

Provide safe and anonymous options, implementing timely feedback into programming. Be accountable for actions, acknowledge mistakes transparently, and work to rectify them.