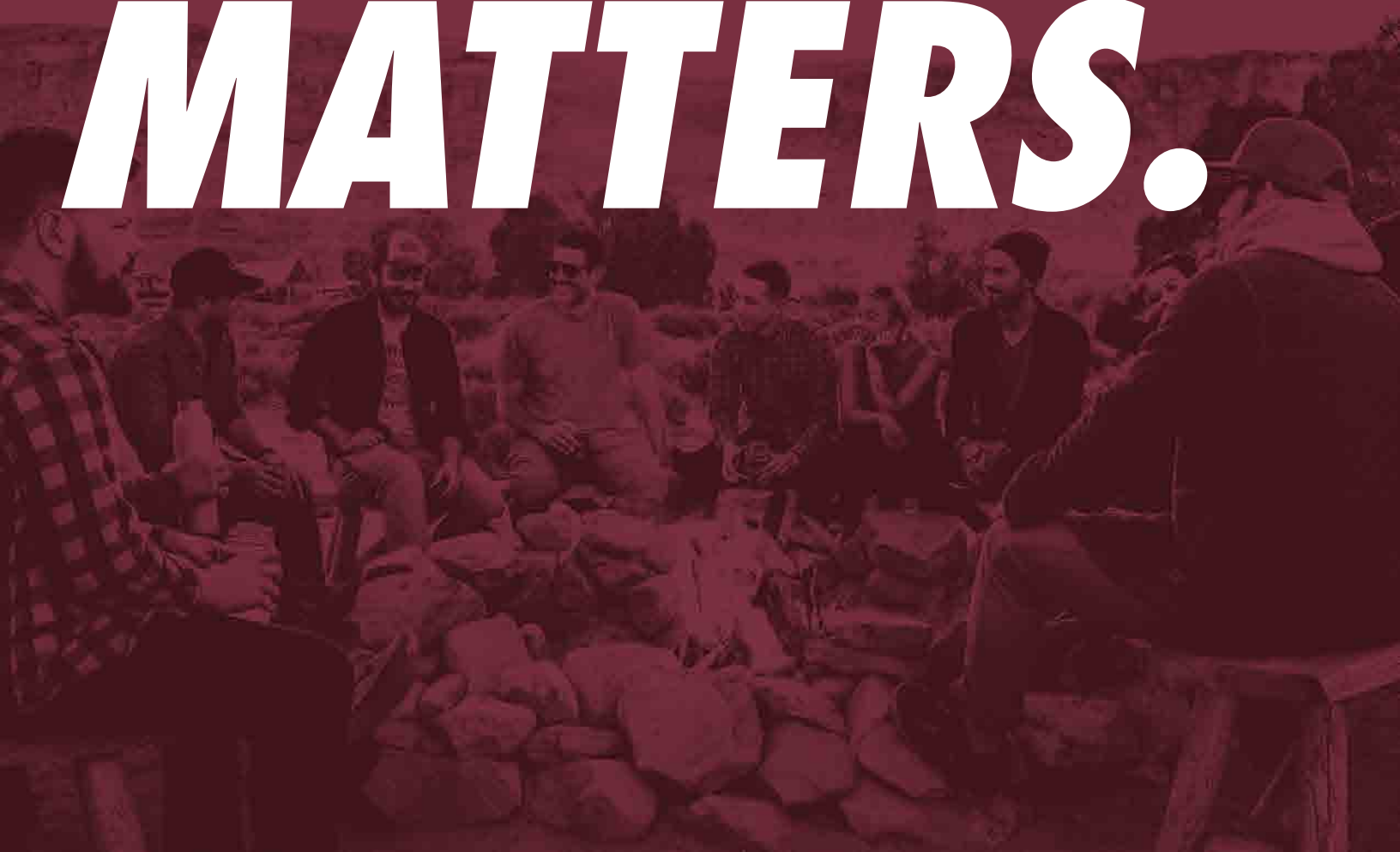


TRUENITY      

WHAT 
WE SAY
MATTERS.



the **TRUENITY** movement



A Medicine Hat Women's Shelter Initiative

The Truenity Movement exists to mobilize men and boys to challenge a culture where family violence is an accepted reality. Educating men and boys on family violence, respect, and true identity through grassroots partnerships, media presence, and graphic product. With the ultimate goal of creating a community where men speak out against violence, and advocate for the equality and safety of women and girls.

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It's time that we say what needs to be said, show nothing but mutual respect for the women around us, and spark a movement of men who know their true identity and help others discover their own.

Raising awareness of family violence and changing norms through public information, events and campaigns.



Create safe spaces for growth and development to talk about reducing family violence and promoting gender equity.



Train spokespersons who will confront outdated concepts of manhood. Coaches, trainers, teachers, leaders and mentors of youth groups.



Using mediums like wearable product and public art, the community will be reminded of and engaged with our message on a daily continuous basis.

The Goals of TRUENITY



Public awareness, through an event in a well known venue downtown Medicine Hat, will give Truenity a strong launching pad to spread our message to the rest of the community.



Wearable products, like these simple T-shirts, are universal and help to keep the Truenity message at the fore front of people's minds, without having to continually push the message to stay relevant and current.

Station Coffee Co.

What We Say Matters T-Shirt mock-up



Though plans and programs are important, the biggest way we will impact individuals, and our community as a whole, is through consistent positive input in their lives.



HOW YOU CAN HELP.

get involved with truenity

WHAT WE SAY MATTERS.

#truenity



Not everyone has the capability or time available to be a hands on mentor to young men and boys on a continuous basis, but that doesn't mean your input is not valuable. From donating to programs, helping plan events, and even simply sharing the Truenity message, the support of our community is hugely important.

Here are some ways you can get involved with Truenity.

If you have any creative ideas that you would like to share with us or would simply like to be put on the Truenity email list, please contact:

Joshua Swanson - josh@mhws.ca



planning & brainstorming

If you've got creative ideas or skills you feel you could contribute to developing Truenity programs and campaigns we'd love to hear from you.



collaboration & promotion

We are going to need individuals or groups who would like to help host events, collaborate on campaigns, and help to promote the Truenity message.



leadership & mentorship

Perhaps you are someone who knows they can truly put in the time to be a consistent role model to young men & boys, let us know how you might fit in the Truenity vision.