



THE LADY ALLIANCE
FOUNDATION

Unifying our community

A guide to becoming a moderator



What these guidelines include

The Lady Alliance History

Our Why

Brand, Values, Mission and Vision

Goals

Inclusion

Values

Brand Voice

Photography - *giving credit*

Voice

Expectations

Our Brand History

After being told too many times that she was "brave for a girl", Kieren Britton, founder of The Lady Alliance, had had enough. We have this bravery in all of us, it's not restricted by gender. Kieren was determined to bring this to light.

The Lady Alliance started as an online social community where women had the chance to share their story. Whether it was a photo or adventure article, ladies could submit their adventures and speak through The Lady Alliance.

Shifting from a social / Instagram community into a retreat, travel and adventure company, The Lady Alliance began offering retreats around the globe in 2018 and 2019. We added festivals and empowerment events in 2019 with outdoor brands around North America. Additionally (and most importantly) we started our local chapters in 2018. Our local chapters allowed for volunteers that aligned with our values and goals to host free Lady Alliance events and meetups across the country.

In 2022 The Lady Alliance Foundation officially became a nonprofit. Now we focus on offering scholarships to change the face of leadership in the outdoor industry. Our hope is to help overcome financial and mentorship barriers in the outdoors. We also have our local chapters offering free fun events to help build confidence and community in adventure across Canada.





Our Why

Before we became a nonprofit, The Lady Alliance shifted into hosting film festivals and events across North America.

Our goal was to amplify the underrepresented voices in the outdoor industry by bringing in as many LGBTQ2S+, BIPOC and diverse ability adventurers and leaders as possible.

It quickly became clear that these individuals were hard to find. They were out there, but the outdoor industry did not celebrate them as they should.

Representation matters. If you can see someone like you accomplishing something, you believe in your capability even more.

Our shift into a nonprofit foundation was motivated by two goals:

- 1) Bring people together to help build confidence and community through adventure by uniting local adventurers through free events
- 2) Break down financial barriers and provide mentor guidance to help diversify the leaders in the outdoor industry, so that everyone can see themselves represented in the outdoors.

Our why is to break down barriers to bring everyone outdoors.

We are you.

That tells you all about where we come from, what motivated us, and how we grew.

But who we are - we are YOU.

We are every single lady, nonbinary adventurer, ally, and supporter that has joined our events, supported our vision, or empowered women+ alongside us.

We are every chapter coordinator that shows dedication to our values, growth, and local communities. We are every woman+ that feel a bit more confident in themselves after joining your events.

We are a nonprofit, we are activists, and we are a community.



Changing the face of leadership in the
outdoor industry by building
confidence and community through
adventure.

Because everyone can be inspired
by women+.



Our Brand

Our brand is unique because of our dedication to activism and adventure. Finding a balance between both equity and adventure within your chapter will help us continue to set The Lady Alliance Foundation apart from other outdoor communities.

Our activism is light, focused on supporting BIPOC, LGBTQ2S+ and diverse ability groups in the outdoors. We stand for equity and human rights.

Our activism comes from the most delicate and empathetic parts of us. It comes from the place of our hearts where we want everyone to feel love as they need love, to feel supported as they need support, and to feel acceptance in all that they do.

Our local chapters focus on one main slogan. **Building confidence and community through adventure.**

As a moderator your role will include maintaining our brand within our local chapter groups. Protecting our brand is something we take seriously. Our trademark, name, logo and taglines produce a brand image that our community has come to know and love. We believe that you share the same values and will represent us well. Logos are available for you to use, please submit a request to kieren@theladyalliance.com if you plan to print banners or marketing material using our logo.

Our Vision

To support adventurers through scholarships and create free, inclusive, supportive and engaged local communities for women+ worldwide.

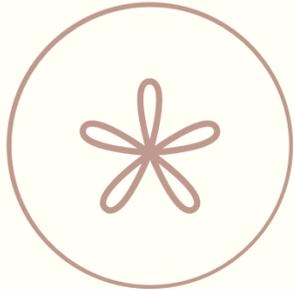
Our Mission

To change the face of leadership in the outdoor industry by building confidence and community through adventure

Women+

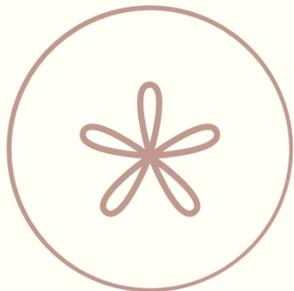
Women+” is an inclusive term which the Foundation uses to recognize different identifies pertaining to the societally defined gender spectrum, including all those that see themselves as women or nonbinary individuals, as well as those exploring gender identity and who feel safety and solace within our community. Please see theladyalliance.com for clarity.

Values



Community

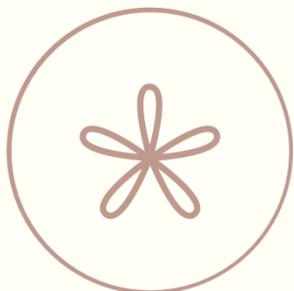
This is what we are all about. Building confidence and community through free events, inclusive invitations, welcoming atmospheres and virtual support systems is the baseline of our Foundation.



Consciousness

Consciousness covers two of The Lady Alliance's key values: environmental consciousness and diversity + inclusion consciousness.

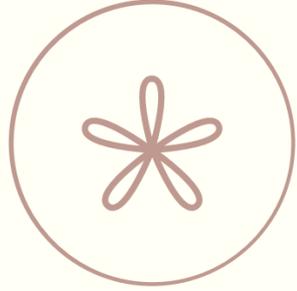
Consciousness to grow our love, to open our eyes, to see our impact, and to make a difference.



Empowerment

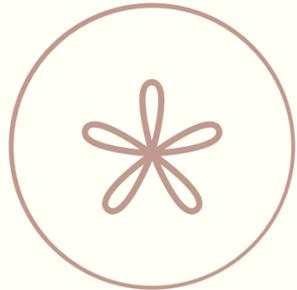
Empowering those around us is our first and foremost value. Ensuring that everyone leaves feeling inspired and uplifted will be a top priority as it is a top value.





Health and Mental Wellness

Our goal is to create a safe space with resources and support as well as increasing awareness for mental health, The Lady Alliance Foundation wants to be a safe space for women+ that struggle with mental health.



Safety

Encouraging safety is also a top priority for The Lady Alliance Foundation. Posts must encourage following rules in the local areas, safety with wild animals, safety with each other, and safe outdoor adventures.



Our Goals

- 1) Grow local chapters - that's where you come in!
 - Local chapters in every province across Canada
 - 500+ women+ in each local chapter
- 2) Build engagement in local chapters - that's where you come in!
 - A minimum of 3 new posts a week
 - Comments on every post
- 3) Share free events within local chapters - chapter coordinators cover this task
 - One free event month (10 months of the year)
- 4) Providing scholarship opportunities to break down barriers to outdoor adventure - our board team covers this task!
- 5) Ensure everyone feels safe and welcome in our groups - that's where you come in!
 - Monitoring posts to ensure they are aligned with our values
 - Sharing welcome posts to new group members





Inclusion

We are anti-discrimination, and are always inclusive!

As a nonprofit, The Lady Alliance Foundation highlights and amplifies many voices. With women+ coming from many backgrounds and experiences, it is our goal to promote diversity and inclusion.

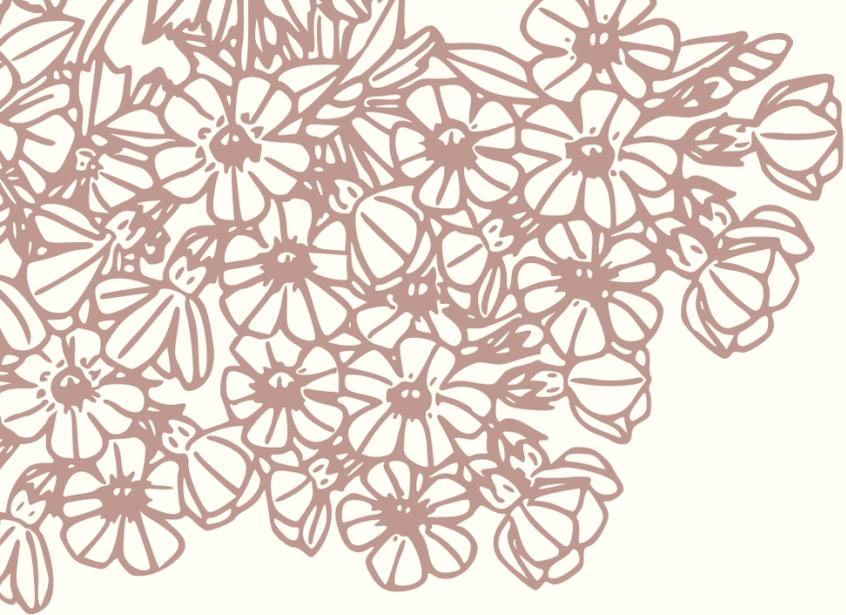
We don't want to have to say this, but we will to ensure there is clarity. When we say inclusive - we mean we are INCLUSIVE. Transwomen, people of colour, Black Women, non-binary, the whole LGBTQ2S+ community - everyone is welcome.

Through this mindset, we have grown our social media community to over 50,000 members - all of which will celebrate your growth and efforts in the diversity and inclusion space. We are here to help encourage people of colour, LGBTQIA, and other diverse identities that have historically been underrepresented to feel welcome within our virtual walls.

We are passionate about promoting equity for all, including being body positive and celebrating people of all skill levels and abilities.

When you work with The Lady Alliance Foundation, we celebrate you. We will celebrate your efforts in diversity and inclusion to our community - helping bring awareness to our efforts without you needing to self-proclaim your growth.

Groups are currently public, so moderators will be ensuring everyone is included and positive with their comments on posts. If the comment does not make someone feel welcome, then the comment is to be removed immediately.



CREATING A BRAND VOICE

OUR BRAND PERSONALITY

As a foundation we are fun, boisterous, engaging, and stoke seeking! We want to help promote representation in the outdoors.

We love when people comment and share in the group and really use those exclamation marks,

TONE OF COMMUNICATIONS

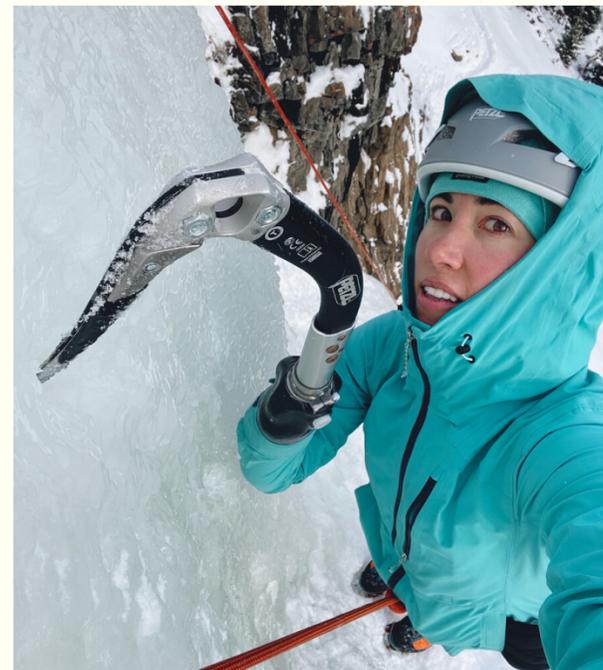
We want to be inclusive and inspiring. Combining adventure and wellness using inspirational quotes and testimonies as well as inclusive terms to make everyone feel apart of this community.

All posts need to consider the point of view of all genders, sexualities, races, ages and ability differences.

WRITING STYLE

We want you to find your voice and hear what you have to say. While using language, topics and a tones that match TLA's brand and values, it is important to incorporate your thoughts and ideas as well.

We want to show all of our collective writing styles. We want you to be you!



Use of Imagery

The Lady Alliance Foundation is an adventure and empowerment community, and we want our photos to represent that.

We want to showcase outdoor adventure and highlight all diverse adventurers and community members with our photos.

If you are posting something other than your own adventure, please consider ensuring diversity is represented in your imagery.

If you are not using your own images, it is important to ask permission to use their photos, and give credit to creators.



Using your voice

We want to amplify individual voices. That means, we want to amplify YOUR voice!

We encourage you to share your own posts, local experiences, questions, quotes and more!

So post your local coffee spots, your favourite hikes, your kids summiting their first summits, and the quotes that speak to you!

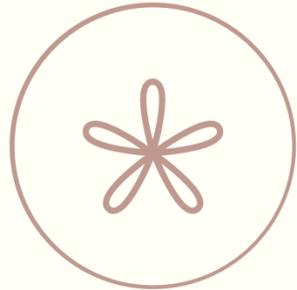
Encourage conversation, ask questions, share videos and connect with incredible women+!

Don't hesitate to share your dreams, create polls, host watch parties, and enjoy your community!

You are creating a place for everyone to use their own voice to bring diversity and individuality to the community.

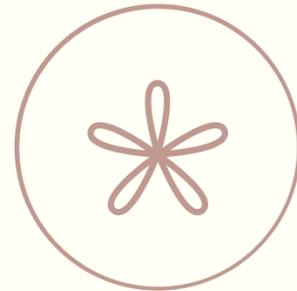
Find people you connect with, that challenge your thoughts and inspire you. Find your voice and share it with the world.

Moderator's Role and Expectations



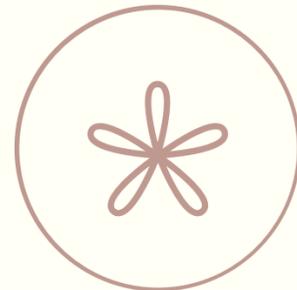
Minimum of 1 new post per week in local chapters

Our moderators post a minimum of 1 new post in each chapter per week. This can be weekend recaps, photos of your adventures, or anything that can get the conversations started. We suggest using the same post across all chapters and pre-scheduling your posts to minimize the time commitment for this task.



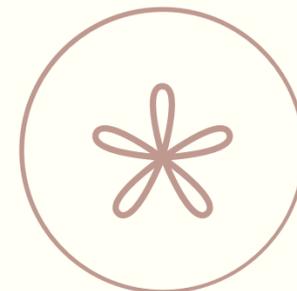
Remove Spam

We will be relying on you to moderate the content being posted into the group. Any company or promotion outside of our brand partners list will need to be removed by moderators. Please ask for clarity on promotion posts if unsure of the brand.



Commenting on others posts

We expect moderators to comment on posts written by others within your community. This will help create a supportive community platform, building confidence in your community members and encouraging them to post.



Commitment of 8 months

We expect your participation for a minimum of 8 months as you will become a trusted voice behind the Foundation that members will recognize and become comfortable reaching out to over time.





NEXT STEP:

[COMPLETE THIS QUIZ](#)

OUR CEO WILL ADD YOU TO YOUR LOCAL CHAPTER!

Be sure to add [Jessie](#) on Facebook!

CONTACT US

FACEBOOK CONTACT

[Jessie Wylie](#)

[Kieren Britton](#)

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jessie@theladyalliance.com

PHONE NUMBER

Jessie: 778-678-5278

