



## Core Principles of the Savvy Women's Alliance

*As a volunteer, leader or representative I understand that the Savvy Women's Alliance works to preserve and maintain the following core principles:*

**COMMUNITY:** Use virtual and real communities to make the topics of nontoxic living simplified, discussionable, shareable, and provide a welcoming intimate environment to learn.

**EDUCATION:** Create and disseminate educational tools based on appropriate learning curve stages, unfolding science, and evolving needs of the members.

**UNITY:** Reach the tipping point of environmental health movement, which lies in numbers, by unifying women at all levels of awareness, to create a powerful, actionable army.

**ACTION:** Unite women with sister nonprofits and better-for-us businesses through collaboration, so that we may use our strength to not just better our own homes and health but to create lasting change.

**EQUALITY:** Use our growing strength to contribute to closing the gap for those who do not have the resources to care for their families, ability to learn, or who are urgently affected by toxic chemicals through an annual campaign at national and local level.