

# Savvy

## WOMEN'S ALLIANCE

### **What is the Savvy Women's Alliance?**

The Savvy Women's Alliance is a nonprofit member-style association focused on exploring nontoxic living through enrichment and community, and shifting nontoxic living to the new mainstream norm.

### **Who is Savvy Women's Alliance for?**

The Savvy Women's Alliance community is designed for women beginning down a similar path: from those just starting to learn, to women battling breast cancer or fertility problems or whose children have inexplicable health problems, to women simply looking to be around like-minded women who are also curious about how to take baby steps, make small changes to improve the health of those around them.

### **Do I have to be an expert in non-toxic living?**

Participating in a Chapter doesn't mean you have to be an expert in healthier living. You may be in the early stages of your own journey toward a nontoxic life and that's completely okay. In fact, that's the point of Chapters. With Savvy Women's Alliance's support, the fellowship of a few other women in your community, and your own positive attitude, you have everything you need to forge ahead in your journey toward nontoxic living and improve the health of your family, your community, and the planet.

### **What are Savvy chapters?**

In short, Chapters are the heart and soul of the Savvy Women's Alliance. They are informal communities, as simple as five or more women getting together five times per year. While that doesn't sound like much, we know how powerful it can be. During these "gatherings," women share their stories, exchange tips and tricks, provide nonjudgmental support, and have fun, all in the name of simplifying their journey toward nontoxic living. We even provide ideas and resources for Chapters so gathering activities can range from discussions to workshops or speakers, or book clubs, movies and field trips to DIY fun.

### **Who is Founder Kristi Marsh?**

After enduring chemotherapy and cancer as a young mom of three, Kristi Marsh skyrocketed to become one of our generation's leading advocates on the swelling topic of personal environmental health. She founded the organization Choose Wiser, authored the book Little

Changes, and has spoken at numerous events from the Senate building in Washington D.C. to the Sustainable Cosmetics Summit.

### **What is Savvy Women's Alliance's mission?**

Founder and Executive Director Kristi Marsh created the Savvy Women's Alliance to nurture women's strengths to truly make change in their own lives, the lives of their families, and on a bigger scale. Savvy connects women eager to make a difference to a thriving community of change-makers; with companies making safe products and food so that they can flex their economic muscles to move the market; and with other nonprofits running campaigns so that they can take action on policies that protect our health.

### **What makes Savvy Women's Alliance unique?**

The Savvy Women's Alliance is unique in that it embraces a hybrid strategy of combining online communities with local on-the-ground chapters. Savvy recognizes that true change happens in a personal community network that fosters connection, sharing of local ideas through a positive culture of enthusiasm, encouragement and the celebration of little and big steps. When we unite through a whole-focus structure, we become powerful agents of change in our homes, schools and community.

### **What is the Savvy Women's Alliance Bill of Rights?**

- We have the right to pursue and place health of individuals, family, home, workplace, and planet as a guiding value.
- We have the right to know what's in the products we bring into our homes and put in, on, and around our bodies and those of our children.
- We have the right to learn in a safe, intimate space, on our own time, with like-minded women, without aggressive, vulgar, attacking, negative or salesy influence.
- We have the right to a transparent relationship between consumer and business with respect to ingredients, screening processes, and supply chains.
- We often use the new and evolving tools, databases and apps for product research, but a core essence of women's learning curve is to seek coveted personal recommendations.
- We are an essential player in creating a safer world, and when united, our power - through the pocketbook, voting or education, growing leadership - contributes to a massive shift towards a safer culture for generations to come.
- We recognize that true changes are activated when there is a personal community network, infused with connection, sharing of local ideas, leadership, enthusiasm and encouragement. When women unite through a community, local businesses and initiatives flourish.
- We are part of a crucial generation who bears the honor of shifting the nontoxic movement to the new norm for future generations.

### **How can I become involved?**

Savvy Women's Alliance chapters are being established all over the country. To become involved and find a chapter near you, visit [www.savvywomensalliance.org](http://www.savvywomensalliance.org).