

This is our moment to shift the sands and help the tide rise for all.

This partnership brings together the strengths of both organizations:

- **The Chairs Circle**

offers deep community insight, lived experience, and a focused mandate to drive gender equality.

- **United Way of PEI, part of United Way Maritimes**

provides trusted stewardship, proven community impact, funding expertise, and long-term sustainability.

Together, we aim to raise \$50,000 by April 2026 to begin investing in programs that uplift women, girls, and gender-diverse individuals across PEI.

Marram grass (*Ammophila arenaria*), common on PEI's coastal dunes, stabilizes sand with its deep root system and helps form protective dune barriers against wind, erosion, and flooding—essentially holding the Island together. Its role mirrors the idea of "shifting sands" and symbolizes how matriarchal foundations create more peaceful, equitable, and sustainable societies.



About United Way Maritimes

United Way Maritimes Brings People And Resources Together To Help Everyone In Our Region Thrive By Keeping Them Safer And Healthier, Included And Welcome, Housed, Fed, And Ready To Successfully Work And Learn.

We Invest In Programs Guided By Local Voices, Grounded In Data, And Measured For Real Impact. Donors Trust Us Because Funds Stay Local, Decisions Are Transparent, And Outcomes Matter.



Across PEI, organizations advancing gender equality are doing vital work, yet many face unstable funding and rising demand.

The Chairs Circle for Gender Equality was founded in 2022 by past Chairs and leaders of equity-seeking organizations who saw a gap: the need for a collaborative effort that strengthens the whole gender-equality ecosystem.

When funding is unstable, progress becomes fragile. When support is strong and sustained, progress grows.

To meet this need, the Chairs Circle has partnered with United Way of PEI, part of United Way Maritimes, to launch:

Your Impact

- The problem: Gender-equality organizations on PEI face increasing demand and unstable funding.
- The solution: Strategic investment in proven community programs that empower women, girls, and gender-diverse people.
- The impact: This investment fuels safety, wellness, inclusion, leadership opportunities, and long-term systemic change.
- Your role: Your gift is the catalyst. It provides stability where it's needed most, ensuring vital programs don't just survive, but grow.

By giving to Shifting Sands | Gender Equality PEI, you are helping build a stronger, more inclusive PEI where everyone has the chance to realize their full potential.



This is how progress becomes lasting. This is how your generosity becomes impact. And this is how together, we rise.

Shifting Sands Gender Equality PEI

When you give to Shifting Sands | Gender Equality PEI, you help:

- Keep women and gender-diverse individuals safer and supported
- Expand access to mental health, housing, and well-being services
- Strengthen leadership and employment opportunities
- Reduce systemic barriers and create more inclusive communities
- Build a sustainable, resilient gender-equality sector on PEI

Ways To Give:

Cheque

Payable to **United Way Maritimes**

Include "Shifting Sands Appeal" in the memo line
Mail to United Way of PEI's office: 119 Queen Street Suite 106,
Charlottetown, PE C1A 4B3

Online

Visit give.unitedwaymaritimes.ca/shifting-sands/ to make a gift.

Gift of Securities

A tax-efficient way to make a greater impact.
Visit give.unitedwaymaritimes.ca/gift-of-securities/ to get started.

Legacy Gift

Leave a gift in your will and help ensure a stronger, more equitable future for generations to come.
Contact kathryn.levandier@unitedwaymaritimes.ca for more information.

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Charitable Registration Number:
11927-8232-RR0001