

Case Study: Equitas

For the past half-century, Equitas has been fighting for human rights in Canada and around the world. Equitas provides education, skills and resources to human rights defenders and policy-makers, as well as children and youth, to combat inequality, exclusion and other forms of human rights abuse.

TD has been a supporter of Equitas since 2006, a collaboration built upon a set of shared values and falling in line with our own work in the field of diversity and inclusion. We have contributed over \$1.2 million – including \$450,000 pledged in 2015 – to help the organization continue making a difference through educational activities such as the Play It Fair! program. Designed for children aged six to 12, the award-winning program has reached over 600,000 kids since being piloted in 2005.

For example:

- The National Child Day Postcards to Parliament campaign enables over 10,000 children to share their ideas about what children's rights mean to them with the Canadian Prime Minister.
- Equitas trained 60 Cree youth to lead Play it Fair! activities with younger children in their communities and worked with them to create video messages about what they wanted the world to know about Cree youth.

Our new funding will support ongoing program activities over the next three years and expansion of Equitas's work in schools and in Aboriginal communities.

TD's support has allowed Equitas to equip summer day camps, after-school programs and classrooms in over 30 communities across Canada with tools to integrate human rights education in their programs to promote values such as equality, inclusion and respect for diversity while addressing challenges related to bullying, discrimination and exclusion.

Ian Hamilton, Executive Director, Equitas



In 2015, TD renewed and increased its support for Equitas' Play if Fair! program.