

Topic	Instead of this...	Try this...
<p>WHO WE SERVE (person-first)</p>	<p>Communities/Groups/People</p> <ul style="list-style-type: none"> - High-poverty, vulnerable, in need, high need, under-resourced, low-income, marginalized, at-risk, high-risk, disadvantaged, underprivileged, poor - Communities/children of color, black and brown communities - Nonwhite - Caucasian - African-American - Native Americans - Latino/Latina/Latinx - Physically challenged, mentally challenged, specials needs <p>Humans</p> <ul style="list-style-type: none"> - Males and females - He/She pronouns - Avoid using individual kids' names 	<p>Communities/Groups/People (3-18 years old)</p> <ul style="list-style-type: none"> - Communities that have been historically underserved, communities that have been historically and intentionally excluded, communities that have been historically marginalized - Communities with high need, children in communities with high need - BIPOC communities (this term is still limiting because it is a catch-all, collective term) - BIPOC - White - Black - Indigenous peoples or native peoples - Latino/Latina/Latinx - People/person with a disability, people/person with a mental illness <p>Humans</p> <ul style="list-style-type: none"> - Youth, young people/person, kids, children, athletes - They/She/He pronouns
<p>WHAT WE SERVE</p>	<ul style="list-style-type: none"> • Grant(s) • Equipment grant 	<ul style="list-style-type: none"> • Sports and fitness gear/equipment/apparel/footwear • Equipment Donation • (Specific sport) gear, athletic gear
<p>WHO WE SERVE WITH</p>	<ul style="list-style-type: none"> • Equipment vendors – <i>Internal use only</i> 	<ul style="list-style-type: none"> • Sporting goods/equipment manufacturers • (Equipment) partners • Funding partners
<p>GENERAL TERMINOLOGY</p>	<ul style="list-style-type: none"> • Purchase – <i>Internal use only</i> • Equality • Disparities • Social problems/issues 	<ul style="list-style-type: none"> • Source • Equity • Inequities • Social injustice(s)