



Advocating

Act of Speaking

Advocacy means to speak up, to plead the case of another, or to fight for a cause. Derived from the Latin word ‘advocare’, which means “coming to the aid of someone,” advocacy is an important function of most nonprofit organizations. It describes a wide range of expressions, actions and activities that seek to influence outcomes directly affecting the lives of the people served by the organization. All nonprofits advocate varying degrees. For some, advocacy is the focus of their work, while other organizations may use advocacy to respond to issues pertaining to their mission. Advocacy should not be confused with lobbying. Lobbying involves attempts to influence legislation at the local, provincial or federal level. Lobbying always involves advocacy, though advocacy does not always involve lobbying.

What Did John Say?

“Gentleness is not weakness; it is a way of being that is filled with respect and a belief in the dignity of every human being.”

John McGee believed advocacy was crucial because it addressed the inherent dignity of every individual. For John, advocating was essential in shifting the community narrative, promoting compassionate, person-centered care. By giving a voice to the voiceless, John sought to empower individuals to experience love, safety, and belonging. He saw advocacy as a moral responsibility to create environments where everyone could thrive and be treated with respect and kindness.

Q1

In what ways are you individually and as a team able of advocating on behalf of those you serve?

How do your words shape the intent of your advocacy? What are the most important aspects you personally need to take into consideration?

Q2

Q3

Advocacy takes a lot of hard work. What support do you need to effectively serve and speak up on behalf of others?

Connecting to Our Purpose

Our ‘Central Purpose’ in the lives of others is to Nurture, Teach & Sustain the experiences of Connectedness, Companionship & Community

- Advocacy nurtures a supportive environment where all people can thrive together.
- Advocacy aligns with the values and roots of Gentle Teaching by prioritizing the safety, dignity and emotional wellbeing of all people
- Advocating within the framework of Gentle Teaching creates inclusive communities by challenging social and economic barriers and fostering acceptance
- Practicing advocacy ensures that people’s voices are heard, fostering companionship through mutual relationship and ensuring that all people have a place of belonging.