



TABLE OF CONTENTS

- Want to Learn How To Grow Your Business Using Social Media? By Humna Saqib
- 7 Interview with Eman Khalid by Dana Roller
- Money Saving Tips for College
 Students by Emma Foster and
 Viscette Villalabos
- What is Inflation and What To
 Do About It? By Emma Foster
 and Viscette Villalabos
- To Feel Past the Numbness: How to Deal with Mental Apathy by Eponine Seccafico

TABLE OF CONTENTS



- 11 A Big Change for a Big Future by dana Roller
- 12 Follow us on social media to stay connected!

ONE COMMUNITY, ONE VISION



Who Are We?

Unity For Equality is a non-for-profit community based organization. Our mission is to empower and integrate underserved communities and other immigrants into the civic and economic life.

We assist individuals and families in the areas of advocating for social justice, boosting civic engagement, educational opportunities, healthcare access for all, senior support services.

We change the world one community at a time.

Our mission is to empower and integrate underserved communities and other immigrants into the civic and economic life.

When it comes to education we at Unity For Equality aim to achieve the goal "No Child Left Behind". When it comes to preparing students for college by providing test prep courses, providing college scholarships, aiding in student loan repayment aid, career readiness courses.



Issue #1 Page 1





HER MAJESTY QUEEN ELIZABETH II

In memoriam 1926–2022



Remembering Queen Elizabeth II: A Complex Legacy

By Georgia Mitchell

There's no doubt that Queen Elizabeth II was beloved. From the flowers left outside royal sites across the UK, to the hundreds of tents pitched outside Buckingham Palace ahead of her funeral procession, to the intricate sand art tributes made on beaches around the world (see one such work here), it's clear that the world is trying to express a profound grief in the wake of her loss.

Grief, however, is complex. This is especially true when it involves a world leader, who exists both as an individual and—more dubiously—as a symbol. In this period of mourning, perhaps our greatest challenge is to separate the Queen's individual good works from the problematic legacy she represents.

Queen Elizabeth II was crowned on June 2nd, 1953, during an uncertain moment in British history. The nation was still recovering from the trauma of World War II, rebuilding its destroyed cities and facing an extended shortage of labor and goods. Its overseas colonies, too, were on the decline. India had gained sovereignty in 1947, and independence movements were on the rise across British colonies in Africa. Her Royal Highness had inherited the British Empire while it was rapidly on its way to becoming obsolete. Not only were there significant external pressures to

contend with, but the monarchy itself had recently undergone a tumultuous period, when Edward VIII abdicated from the throne in 1936. Suddenly the former queen's father had become king and had had to regain public trust by acting as a stable leader. And upon his death and her coronation, Queen Elizabeth inherited this responsibility for maintaining public trust. In the twin shadows of abdication and war, she felt the country's need for stability. Addressing the Commonwealth in her Coronation speech, she answered that need with a promise: "Throughout all my life and with all my heart I shall strive to be worthy of your trust."

She fulfilled that promise by being a stable presence over the next seventy years. In that time, she traveled widely, visiting six continents and a total of 110 countries. Always with the goal of strengthening the Commonwealth, she advocated for transnational cooperation and mutual aid.

According to the Queen, the greatest problem in the world was the gap between rich and poor countries. "We shall not begin to close this gap until we hear less about nationalism and more about interdependence," she would declare in her 1983 Christmas broadcast, going on to detail her vision of increased investment

in the developing world, in which new technology would create jobs, provide products to be bought by richer countries and ultimately boost the economies of poorer countries. It was a simple wish—but at the time her remarks met with backlash from politicians, who equated her lack of nationalism with a lack of national pride. The politician Enoch Powell criticized how the Queen seemed to have "the interests and affairs of other countries in other continents as much or more at heart than those of her own people."



The reality was that the Queen's travels had made her more diplomatic and culturally sensible than her critics. They had also brought her face-toface with poverty and equity issues, for which she supported solutions. The Queen was patron of over 600 charities, including many that dealt with public service and civic issues. In her lifetime she gave more to charity than any other monarch in history, raising over \$2 billion. Combine this extraordinary feat with the Queen's diplomatic views, dignified morality and familiar presence, and it isn't hard to see why there have been so many public outpourings of grief in the days since her death. Yet even now, the Queen's legacy is not without controversy. Because she was such a powerful figure, and at the same time because that power was more symbolic than it had been with

any of her predecessors, her legacy—both the choices that she did make, and the choices that she didn't make—is uniquely complex.

For many people in the Commonwealth, Queen Elizabeth II's death has been a reminder of the colonization that affected their countries up through the present day. The most pertinent criticism is not towards actions that Her Royal Highness took, but rather at important actions she did not take. Although she became queen when the British Empire was already in decline, and she saw the unchallenged transition of many former colonies into sovereign nations, many have voiced their disappointment that the Queen did not acknowledge her forebears' crime of colonization more vocally in the years following or compensate for it in a more public manner. For these countries, the Queen's death leaves a lack of closure. In light of this, the conversation has begun shifting to how we can best honor someone even if we don't support everything that they stood for.

In the Queen's case, there is a fine but important line between her symbolic presence and her individual life. Symbolically, as heir to the former British Empire, she inevitably represented oppression. But as an individual, she envisioned a Commonwealth that was united by interdependent bonds and marked by equality; and to that end, she championed causes that promoted civic and economic growth in many nations.

Though the Queen's death is a turning point in history, the work she left behind is far from over. There are the atrocities of the past which continue to require reparations, and there are hopes of a brighter future for all, which continue to require commitment and good faith. As we adjust to this new life without the Queen's familiar guidance, we would do best to remember her as someone who was born into a problematic system but was able to work within it to move us a step closer to global equity.

That is a mission we can all get behind.





ocial media is a strong tool to generate leads. It can do wonders for your business if used correctly. Social media will allow you to better interact with your customers, you will be able to create networks, and advertise your products and services. I know that for many it can be a little challenging to get hold of social media, this beginner guide will tell you exactly why social media is beneficial for your business and how it can lead to increased sales

Start by researching

It is important to research your audience first before you begin to promote your business online. Your audience group depends on the kind of product/service you would be selling online. A few best ways to research your target audience are:

- Have a talk with your customers
- Send out short surveys
- Keep modifying your audience and their needs as you learn more about them
- Look at your competitors.

More research

Research never ends when it comes to growing your business. After having a thorough analysis of your target audience, you want to start by researching which social media platform will prove to be the most beneficial for your business. You have plenty of social media apps to choose from, but your target audience will determine the platform which will be beneficial to your business.



Once platforms have been finalized, make sure to research hashtags. Hashtags are important to reach a wider audience and hashtags make sure that your content is reaching the right audience.

Learn to be creative

People see hundreds if not thousands of ad posts on social media every day. But how do you make sure that your product/service stands out, and can be the most beneficial to your audience? This will require you to get creative; either get creative with your posts or captions, or both! The best way to do this is by identifying the problem of your audience. You want to ask yourself how my product provides the solution to people's problems. Once you resonate with the audience and determine exactly how it solves your problem then you can create creative posts and captions to persuade your audience to choose your business.

Engaging with your audience

It is extremely important to conversate with your customer. Either by replying to their comments, responding to DMs or by coming live. Giving importance to your customers by engaging with them makes them feel valued and they are more likely to remember you and your product. Conversing with your customers also helps you to understand your customers' needs better and gives you a better insight into your future strategies.

Reaching out to influencers

If you are a relatively new and small business, then this might be a little costly for you. But social media influencers can help your business skyrocket in a very short period of time. People tend to trust social media influencers more because a real human is portraying the product and that establishes a sense of trust within them. The best part about sending PRs is that you can customize the ad the way you want, you can portray the product the way you would like or ask the influencer to say certain things about your product. Or you can simply leave it up to the influencer as well and they might have a more creative approach to deliver the message. The opportunities are endless here.

Give them surprises

Your customers are more likely to stick and would be more interested if you gave them some benefit. When they visit your profile, you want to make sure that they leave with a smile on their face. Even if they don't buy something at the moment, they should at least remember your business or recommend it to their family or friends. You can do this by providing them with a gift with a purchase, or simply a coupon code which they could avail themselves of.

You want to ask yourself how my product provides the solution to people's problems.

Staying consistent

Growing on social media can be a tad bit hard, but all it needs is consistency. Make sure that you have a content calendar ready and make sure that you are posting consistently. Staying consistent will make sure that your product stays in the minds of your customers and they never forget about it. You need to constantly advertise and market your product or services using social media.

Conclusion

At the end of the day, there is no fixed pathway to social media. It will require a lot of research and experimentation depending on your business needs. The important thing is to keep testing out new strategies, until you find the right one and then stick to it, stay consistent until results start showing up. Nothing comes easy in life, so even though social media may just be a funsie thing to many, it can do wonders for your business by using the right strategies.



Environmental Equity: Where the World is Falling Short, and What We Can Do to Help

Environmentalism is a social justice issue. This has been common knowledge for a long time and it makes intuitive sense: it is just when all living things can breathe clean air, drink clean water and live without threat of natural disaster or toxic waste. Pollution is inherently an unjust situation which hurts everyone. But it's also a disproportionately unjust situation for low-income communities.

Around the world, there is a direct correlation between low income and exposure to pollution. Air pollution is disproportionately high in developing countries, where up to 98% of cities have air unfit for human health. Among the hardest hit are India and China, which were deemed the deadliest countries in the world for air pollution in 2017. Both are populous countries with rapidly industrializing urban centers, where vehicular traffic has a detrimental impact on air quality.

In addition to vehicles, significant pollution is caused by industry emissions from power plants. factories and oil refineries. In the United States, these pollutants are mainly located in low-income areas. This isn't accidental: it happens when industries, seeking to cut costs in the set-up of facilities, buy out cheap land in poor neighborhoods. The subsequent burden of pollution and toxic chemicals then falls disproportionately on low-income people. It's important to note that other identities, especially race, frequently factor into this trend. In the United States, the risk of adverse health effects from pollution is significantly higher for racial minorities. According to the EPA. 71% of African Americans live in counties which violate federal air pollution standards, compared to 58% of whites. Hispanics are also up to 165 times more likely to live in high-risk counties than non-Hispanic whites. Environmental racism— or the predominant placement of environmental hazards in communities of color- has become an increased talking point in the last few decades.

But the issue continues to extend globally, and has worsened in the digital age. Many countries, including the US and the United Kingdom, now send their electrical equipment waste to Africa and Asia for disposal— often illegally. It's estimated





that 75-80% of e-waste ends up being shipped to lower-income countries, where lack of regulation leads to improper disposal and increased exposure to e-waste toxins.

Regular exposure to pollutants, both chemical and electronic, takes a well-documented toll on the human body. Air pollution from chemical plants, factory and vehicle emissions have been linked to increased rates of chronic illness, cardio-vascular disease and respiratory infections; while toxins from e-waste affect organ function, fertility, behavior, and cell changes, including cancer. Because lower-income communities are affected most by pollutants, they also suffer the resulting health effects to a disproportionate degree.

If unchanged, industrial pollution and waste will continue to devalue the lives and safety of low-income people around the world. There is hope for an environmentally just future, but widespread support is necessary before true change can take place. While the choice whether or not to agree with global environmental goals ultimately rests with world leaders, public opinion is a powerful persuasive tool. We should take advantage of democracy wherever possible to voice the need for environmental equity. Voting for environmentally-conscious leaders and writing letters to policymakers are both viable techniques, as is being intentional about where our money goes. On one hand, we can choose to boycott polluting corporations and purchase instead from eco-friendly alternatives, thereby cutting funds for pollution in low-income communities. We can also vocalize support for initiatives that improve global waste management and prevent the overburdening of developing countries with toxic waste.



Even on a basic level, efforts to reduce your personal carbon footprint have demonstrable ripple effects. In urban centers, this might mean opting for public transportation instead of driving your own car. As a consumer, this might look like researching the environmental impact of companies before you decide to purchase from them. Anyone can contribute to environmental justice in some capacity. We should do so as an act of basic responsibility. After all, it is only just that everyone on this beautiful planet can live free of toxic waste



Environmental Equity: Where the World is Falling Short, and What We Can Do to Help

Environmentalism is a social justice issue. This has been common knowledge for a long time and it makes intuitive sense: it is just when all living things can breathe clean air, drink clean water and live without threat of natural disaster or toxic waste. Pollution is inherently an unjust situation which hurts everyone. But it's also a disproportionately unjust situation for low-income communities.

Around the world, there is a direct correlation between low income and exposure to pollution. Air pollution is disproportionately high in developing countries, where up to 98% of cities have air unfit for human health. Among the hardest hit are India and China, which were deemed the deadliest countries in the world for air pollution in 2017. Both are populous countries with rapidly industrializing urban centers, where vehicular traffic has a detrimental impact on air quality.

In addition to vehicles, significant pollution is caused by industry emissions from power plants. factories and oil refineries. In the United States. these pollutants are mainly located in low-income areas. This isn't accidental: it happens when industries, seeking to cut costs in the set-up of facilities. buy out cheap land in poor neighborhoods. The subsequent burden of pollution and toxic chemicals then falls disproportionately on low-income people. It's important to note that other identities, especially race, frequently factor into this trend. In the United States, the risk of adverse health effects from pollution is significantly higher for racial minorities. According to the EPA, 71% of African Americans live in counties which violate federal air pollution standards, compared to 58% of whites. Hispanics are also up to 165 times more likely to live in highrisk counties than non-Hispanic whites.

Environmental racism— or the predominant placement of environmental hazards in communities of color— has become an increased talking point in the last few decades. But the issue continues to extend globally, and has worsened in the digital age. Many countries, including the US and the United Kingdom, now send their electrical equipment waste to Africa and Asia for disposal— often

illegally. It's estimated that 75-80% of e-waste ends up being shipped to lower-income countries, where lack of regulation leads to improper disposal and increased exposure to e-waste toxins.

Regular exposure to pollutants, both chemical and electronic, takes a well-documented toll on the human body. Air pollution from chemical plants, factory and vehicle emissions have been linked to increased rates of chronic illness, cardiovascular disease and respiratory infections; while toxins from e-waste affect organ function, fertility, behavior, and cell changes, including cancer. Because lower-income communities are affected most by pollutants, they also suffer the resulting health effects to a disproportionate degree.

If unchanged, industrial pollution and waste will continue to devalue the lives and safety of low-income people around the world. There is hope for an environmentally just future, but widespread support is necessary before true change can take place. While the choice whether or not to agree with global environmental goals ultimately rests with world leaders, public opinion is a powerful persuasive tool. We should take advantage of democracy wherever possible to voice the need for environmental equity. Voting for environmentally-conscious leaders and writing letters to policymakers are both viable techniques, as is being intentional about where our money goes. On one hand, we can choose to boycott polluting corporations and purchase instead from eco-friendly alternatives, thereby cutting funds for pollution in low-income communities. We can also vocalize support for initiatives that improve global waste management and prevent the overburdening of developing countries with toxic waste.

Even on a basic level, efforts to reduce your personal carbon footprint have demonstrable ripple effects. In urban centers, this might mean opting for public transportation instead of driving your own car. As a consumer, this might look like researching the environmental impact of companies before you decide to purchase from them.

Anyone can contribute to environmental justice in some capacity. We should do so as an act of basic responsibility. After all, it is only just that everyone on this beautiful planet can live free of toxic waste.



PERSISIE NCE

HOW TO FIND THE RIGHT WORKOUT FOR YOU BY EPONINE SECCAFICO

enough results, and some may not even start at all. These possibilities, as understandable as they are, do leave us with a curious question. Is there an exercise routine that will work for everyone? do not know how to go about exercising. Some may fear that they are not doing it the right way, some may give up after not getting fast minds at least once. Yet very few manage to commit to it. Though the reasons for this are plenty, one of the most common is that they hether it arises from a sudden interest, a New Year's Resolution, or the desire to improve your health, exercise has crossed many people's

go about deciding what works for you and some exercises that can help get what you want out of exercise, will be further detailed down below! Although there is no singular exercise routine that will fit the needs of everyone, there are ways to figure out the routine that is right for you! How to

THE REASONS

When someone decides that they want to start exercising, their most common reason for hitting the gym is wanting to look good! We all want to look good or to look a little better, and one healthy way to achieve that is through exercise! Whether it is to lose belly fat or gain muscle in your limbs, appearance is at the center of it all.

Looking good not only boosts people's self-esteem but also motivates them to strive for more than they ever could have thought before.

In addition to physical appearances, there are more reasons beneath the surface that people decide to exercise. Two of these reasons are to improve their mental health and to become more in tune with their bodies.

Mental health is something that everyone should prioritize to improve, especially if it is poor. Mental illnesses and self-depreciation are excruciating elements that weigh the mind down, and though they cannot be mended completely, some yoga or weights can give you the strength to beat your inner strife. It has also been found that doing such exercise can help decrease the chances of developing life-altering diseases such as dementia.

Becoming more in tune with your body can help you better understand yourself. Exercise helps you to know your limits and helps you aspire to your potential

To know oneself better, can lead to a more happy and more fulfilling life!

Although these reasons are concrete and wonderful motivations, what can be done to help you stick to them?

THE STEPS

Once you prioritize what you want, the next thing to do when deciding the right exercise routine for you is to know what steps you will have to take to achieve your goals. Even if your priority is shared with someone you know (like losing weight for example), you might not go about it in the same way, despite having some steps in common.

First, you have to start slow. Doing too much at once can result in swift injury or damning complications. If you start slow, these can be easily avoided, and you can always progress when you think you are ready. Your mind and body will know when it is time for a change.

Next, is how to go about progressing. Once you feel that you are ready to take on more, you have to find ways to make it fun! It can be slightly straining but it can be done. Take on a little at a time and keep your head high, if you cannot do it all the first time. Do not put yourself down, you will do that and more all in time!

Lastly, and perhaps most importantly, give yourself time to rest. Rome wasn't built in a day, as they say, for your body, it is the same!

There are other steps but they all might not be ones you are willing to take, some journal their progress, and others keep a schedule of what days of the week they work out and down to the last hour.

These steps are not as important or as essential as the ones before them, but it is up to you to see if they are right for you!

WHAT IT TAKES

There is no one way to exercise that is right for everyone, there is one, however, the one that is right for you! No matter the reason that has led you to discover your routine, as long as you go about the basic steps, there is only as far a distance that you are willing to go!

A strong body can help boost a strong mind!

Want to Start a Business? Here are the Pros and Cons

By Humna Saqib

When you decide to start your business, you go through a wide range of emotions from excitement to fear. All the emotions are reasonable because starting a business is a big step. It takes your time and energy, and often time revolves around elevated risk factors. You want to make sure you know what business you want to start, your target audience and the purpose behind your business. You could be selling a service, selling a product, or simply providing consultations. No matter what niche you want to go in, there are always pros and cons to everything.



Pro: Be your own boss

Owning a business comes with a major independence factor. You have the freedom to do a lot of things with your business. You can take time off whenever you desire, you can work at your own flexible time and so on. It also comes with creative freedom, you can perform different experiments with your business, implement new strategies, add cultural values and just overall you are able to unleash your inner creativity. When you own a business, you can dream as big as you want. The sky is the limit here because you do not have anyone putting rules and regulations on your goals. You have the freedom to set your goals and use your own strategies to achieve them.



Pro: You Choose your people

Often in your 9-5 you might be stuck with people who you do not want to work with. Sometimes those people do not possess the soft skills necessary to work in corporations, and since you work with them, you also might not be able to grow professionally. But when it comes to having your business you can choose your own people, you choose who would be the best fit in your company and who would be able to serve your customers. This is a major pro of starting a business because the right team can skyrocket a business.

Pro: Financial advantage

While starting a business comes with a big financial risk, it also pays it back once you dedicate full time and attention to your business. In your 9-5 job, your income is still limited even after several bonuses. But owning your own business makes big money, only if it is handled the right way and given full attention to. But with that you also need to know how to balance cashflow, when more cash comes into your hand, you tend to go out of place. So, make sure you know how to handle your finances.

Pro: Security

Working for yourself comes with security, that means no one can fire you. Sometimes you also tend to have an inferior complex of not doing enough, and not achieving enough. Owning a business also eliminates that factor because you can achieve much more on your own. There are also several learning opportunities on your journey. So, you are not only learning but also interacting with people from all around the country which could help you grow not only professionally but also builds your confidence and gives you a sense of accomplishment. Now we will look at some cons.



Con: Burnout

While starting a business comes with the advantage of being your own boss, it also comes with the disadvantage of being burned-out. Meaning working long hours without any breaks. As a business owner, there are a lot of things which you have to take care of on your own. There are several tasks which you have to look at. Even if someone else is performing those tasks, you still have to keep a check on everything to make sure that everything is running smoothly. So, eventually burnout can happen and often you cannot even take a break from work because you have responsibility over everything and taking a break is not an option.

Con: Unemployed

Starting a business means good money in the long term, but in the initial years of your business you might have to get used to not getting paid well, but just in the initial years. As we know, building a business is a long and tedious process, so obviously it would be unfair to expect a great outcome right away. Everything takes time, and so will your business. It will not generate that much money in the beginning, and at times whatever profit you might generate might have to go back into the business as well. So, make sure to consider this factor before starting your business.

Con: Feeling Lost

Being your own boss is an advantage, but that also means there is no real guidance. Being an entrepreneur, you would have to figure out so many things yourself and take big risks. It is obviously not easy to figure out everything on your own, sometimes you might feel so lost, but in such times, you would need to have a mentor with you. Having a mentor would make sure that you have someone to take advice from and can fall back to whenever you need a helping hand. Consultation and advising services are also available, which you can use if you are ever in need.

Con: Risk

Now, the biggest of all factors; financial risk. You take several different risks when you choose to start a business, economic risk, operational risk, competition risk and so on. All these risk factors cannot be eliminated, you just have to work with them, take the risk, and be careful on your journey. Nothing in life comes easy so you would eventually have to take a risk with whatever you decide to do. Just make sure the risk is worth taking.

Now that you have a list of pros and cons, you can decide if starting a business is something you would want to do. Everything has Its pros and cons, but it is on you to decide which field is worth your time, energy, and risk. I hope this was helpful and gave you an insight into the ups and downs of owning a business.



INTERVIEW WITH EMAN KHALID

In Unity for Equality first, a former department director has returned to the organization after leaving earlier this year: Eman Khalid. Through her work both in and out of Unity for Equality, she has dedicated her life to giving back to communities in need around the world.

Here's what she had to say on a life dedicated to equality and her future with the organization.

What do you do for work? And how did you get into it?

Eman: I am a philanthropist and a social activist by nature, and a writer by passion. Since I was sixteen, I've been writing articles on topics focused on social issues such as depression and mental illnesses amongst high school students, suicide and bullying amongst teenagers, human rights violations, and domestic abuse against women from minority communities.

The reason why I first started writing was to highlight issues people rarely spoke about, issues that people were too afraid to talk about. Working as a freelance journalist, I've interviewed human rights activists, CEOs of nonprofits, and individuals trying their best to make a change in the underserved communities. My passion for social activism has led me to volunteer for organizations such as the United Nations, United **Nations** Development Programme (UNDP) twice, UNHCR, UNICEF, the Ann Foundation, Emergency USA, the Pandemic Professors, and the Jadir Taekwondo Association. The reason why I started social activism through volunteering and writing was because it gave me a sense of happiness. I will be honest, since I was a young girl, I was battling issues with discontentment, and unhappiness. No matter what I had, or whom I was with, I was never happy. But I realized that helping others made me happy, whether it was through raising awareness on sensitive topics through blogging, or by volunteering for a non-profit, or by just lending a shoulder to cry on to a brokenhearted person.

What are some accomplishments you are proud of?

Eman: When talk about we accomplishments, it's mostly professional career-oriented. But accomplishment I am most proud of is being at peace with what I have at present, while working for the future. Most people want more, and more, and more. Their greed can never be satisfied, and I will never be one of those people who are never happy with what they have and their only focus is on what they don't have. My biggest accomplishment is embracing my true identity and realizing that I am not in control of my own destiny. My biggest accomplishment is attaining mental wellbeing and improving my mental health. The only thing I am capable of doing is helping to create a positive impact in the lives of individuals who need my support, whether it is financially, emotionally, or physically. Believe it or not, people in this world are suffering more than we know. Every day, children are dying of hunger while the billionaires keep hoarding their money for useless luxury items.



That's why, if you look at the work I've been doing over the past couple of years, it was mostly for organizations and publications that aimed towards helping others in the best possible way. Even psychological experts confirm that helping others leads to ease stress, where getting involved in assisting others stimulates excretion of Endorphin, a hormone which helps in feeling psychological comfort and excitement. If volunteering, writing, and working for a good cause made me happy, I am sure it can have the same effect on anyone else too!

Every day, dead bodies of women are found in garbage cans, but no one bats an eye if they die because apparently, individuals from underprivileged backgrounds don't matter? Billionaires possess the capability of dissipating poverty from some of the most povertystricken countries around the globe if they combine even a small amount of their wealth and form projects or NGOs that will be of assistance to women and children who yearn to have even basic necessities such as eating a warm meal, living under a roof, or going to school without having to worry about going to sleep hungry.

How did you get into writing?

Eman: It was an accident! I first started writing in my diary as a young child. But it soon turned into a hobby, then into a job I did! Let's see where life takes me! :) but for now, this just makes me happy.

This is your second time being a part of Unity for Equality. How long were you here last time and what was your position before?

Eman: I started my role as a Director of Press in December 2020, but I had to leave this non-profit in February 2022 because of some personal issues. But it is always good to be back!

What was your favorite part of working at Unity for Equality? What made you want to come back?

Eman: I first joined UFE as a writer. Despite it being a volunteering opportunity, it allowed me to write for a non-profit that worked towards positively impacting the lives of immigrants, financially assisting young college students, and providing financial aid to the needy in countries around the world such as Egypt, Bangladesh, and Morocco. UFE on its part has done some heart-warming projects such as providing warm meals, hand sanitizers, and face masks to health care workers during the challenging times of covid-19. They also provided free school supplies to school students in Bangladesh through its Bangladesh chapter in a virtual ceremony. Seeing the happy faces of those young students and how their eyes shone with joy made me cry happy tears and it also made me realize how important it is to give back to the community and the work that we're doing, matters. That is my favorite part of working with Unity for Equality and the positive impact this NGO is having on the lives of individuals globally is what inspired me to come back.

What's your new position going to be and what are you looking forward to most about it?

Eman: My new position is the Director of Communications and Marketing. I am looking forward to working with my team members in designing, creating, and putting together all sorts of creative content that will represent Unity for Equality in a positive light and also increase its awareness so that we can come together and create chapters in countries that require our help the most.

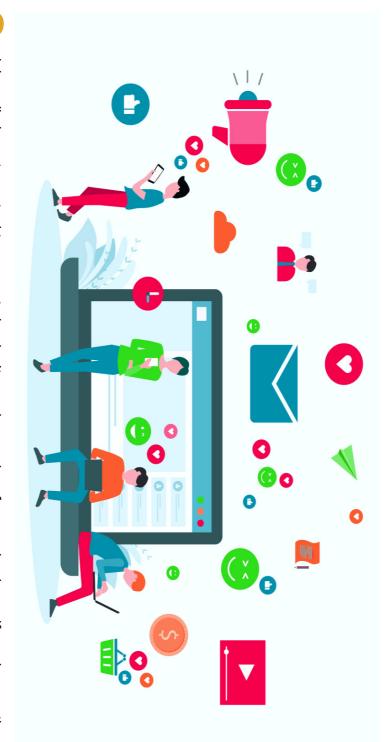
Not only are you the first Department Director to return, but you're also being inducted into the Unity for Equality Hall of Fame. What does that mean to you?

Eman: I am truly honored to be given this privilege. It makes me happy to see that the time I spent volunteering with Unity for Equality has finally paid off. Although even if I was never given this title, I would've still volunteered with UFE because the time spent here was one of the most memorable and beautiful chapters of my personal and professional career.

We're excited to have Eman back on the team and can't wait to see what she does next!



t to learn how to grow your business using social media?



of social media, this beginner guide will tell you exactly why social media is beneficial for your business and how it can lead to increased sales ocial media is a strong tool to generate leads. It can do wonders for your business if used correctly. and advertise your products and services. I know that for many it can be a little challenging to get hold Social media wilk allow you to better interact with your customers, you will be able to create networks

Start by researching

vice you would be selling online. A few best ways to audience group depends on the kind of product/seryou begin to promote your business online. Your research your target audience are: It is important to research your audience first before

- Have a talk with your customers
- Send out short surveys
- needs as you learn more about them Keep modifying your audience and their
- Look at your competitors.

audience will determine the platform which will be of social media apps to choose from, but your target ing the right audience. and hashtags make sure that your content is reachbeneficial to your business. Once platforms have your target audience, you want to start by researchyour business. After having a thorough analysis of Research never ends when it comes to growing Hashtags are important to reach a wider audience been finalized, make sure to research hashtags. most beneficial for your business. You have plenty ing which social media platform will prove to be the

business. You have plenty of soa wider audience and hashtags beneficial to your business. Once termine the platform which will be cial media apps to choose from, to start by researching which of your target audience, you want comes to growing your business Research never ends when it reaching the right audience. Hashtags are important to reach make sure to research hashtags platforms have been finalized, but your target audience will de-After having a thorough analysis make sure that your content is to be the most beneficial for your social media platform will prove

Learn to be Greative

ate creative posts and captions posts or captions, or both! The People see hundreds if not to people's problems. Once you my product provides the solution ing the problem of your audience best way to do this is by identifyative; either get creative with your most beneficial to your audience? vice stands out, and can be the make sure that your product/ser choose your business to persuade your audience to your problem then you can credetermine exactly how it solves This will require you to get cremedia every day. But how do you thousands of ad posts on social resonate with the audience and You want to ask yourself how

Reaching out to Influencers

short period of time. People tend a little costly for you. But social small business, then this might be business skyrocket in a very media influencers can help your to trust social media influencers If you are a relatively new and

> approach to deliver the message. would like or ask the influencer establishes a sense of trust within product. Or you can simply leave portray the product the way you is portraying the product and that more because they a real human it up to the influencer as well and to say certain things about your the ad the way ing PRs is that you can customize The opportunities are endless they might have a more creative them. The best part about sendyou want, you can

your Audience

ued and they are more likely to your future strategies. gives you a better insight into your customers' needs better and ers also helps you to understand Conversating with your customcoming live. Giving importance remember you and your product. with them makes them feel valto your customers by engaging ments, respondi Either by replying to their comversate with your customer. It is extremely important to coning to DMs or by

Give them surprises

a coupon code which they gift with a purchase, or simply smile on their face. Even if sure that they leave with a some benefit. When they visit could avail themselves. this by providing them with a family or friends. You can do ness or recommend it to their least remember your busithe moment, they should at your profile, you want to make interested if you ly to stick and would be more they don't buy something at Your customers are more likegave them

Staying Consistent

product or services using social stantly advertise and market your of your customers and they never your product stays in the minds consistent will make sure that are posting consistently. Staying you have a content calendar be tad bit hard, but all it needs Growing on social media can forget about it. You need to conis consistency. Make sure that ready and make sure that you

strategies. your business by using the right start showing up. Nothing comes to it, stay consistent until results and experimentation depending media may just be a funsie thing easy in life, so even though social find the right one and then stick on your business needs. The It will require a lot of research fixed pathway to social media. At the end of the day, there is no to many, it can do wonders for ing out new strategies, until you important thing is to keep test-



Money Saving Tips for College Students

By Emma Foster and Viscette Villalobos

College is one of the first major steps toward entering the "real world," but it's wise to practice self-sufficient and self-sustaining habits even during this time. This is true for staying physically and mentally well, crafting strong study routines, and knowing how to budget and spend money wisely.



This last idea addresses one of the most difficult tasks of getting though college: keeping track of your finances as you deal paying for tuition, room and board, and more. There are, however, ways to budget and save money so you aren't worried about sustaining yourself through the semester. Here are a few tips for saving money as you make your way through college.



Track What Purchases to Budget

One of the best ways to keep yourself from getting overwhelmed by finances is to track what you purchase then make the changes accordingly. Having everything laid out will not only give you an idea about what you spend money on regularly but will also lay the groundwork for the way you can budget later. Organize your spending by logging what you purchase on a notebook or spreadsheet then evaluate what you put down. Where are you spending most of your money? What can you cut down on or even go without? Start by making small changes to start getting into the habit of budgeting before moving on

to larger aspects of your finances. Also, remember these changes don't have to be permanent, though it'll still be healthy to practice good spending habits in general.

Find Opportunities for Saving Money Everywhere

There are multiple ways to save money while in college, whether on everyday items or on your tuition. Good options for making the most out of your college experience includes scholarships for your major (which can encompass all the major areas of college spending), fellowships, and grants. It is also a popular option to have a room or rent an apartment off campus. Here are a few other money saving tips that can save you a lot in the long run.

- •Buy textbooks second-hand instead of paying full price. There are tons of textbooks in online pdf format for free as well.
- •Limit how often you order food, eat out, go to bars, etc. Meal planning is a great option as well, packing a lunch to take to class can save money spent on food that's close to campus
- •Try public transportation. Many campuses offer free

>



bus passes for students. There are also many bike and scooter rental companies becoming more and more popular in different cities.

•Start (or create!) a side hustle that brings in some extra money, allowing you to save on necessary expenses. If you have a car, meal delivery services are quick and easy to use. If you have a creative passion, making and selling on Etsy is always a great option, as well as a creative outlet.

Be Mindful of Bills

If you aren't living on campus and also have to focus on rent and utilities, be careful that you are keeping devices unplugged when they are not in use. It is a responsible choice to keep your AC and heater off or at a steady temperature. Usually, 72 degrees is the sweet spot for AC units. Taking shorter showers will help save money on your water bill. If you are a frequent gym goer, take advantage of gym showers.

Look for Discounts

Discounts can come in multiple forms for college students. Students can often use their IDs or student cards to get a discount on certain purchases, whether it be in businesses around your campus or other services. Most online shopping services give discounts to students. Services such as Spotify also give students discounts to use their music streaming service.

College is the first big leap in life towards your future. However, it definitely does not have to be the biggest financial burden along with it. Making little changes in daily spending habits can take some relief away and college can become a far more enjoyable experience.





What is Inflation and What to Do about It

By Emma Foster and Viscette Villalobos

In the past year, the United States has seen a rapid increase in inflation, whether it be the sudden leap in the price of gas to the changes in prices at the grocery store while the product sizes remain the same. But what exactly is inflation?

Inflation comes in multiple forms, but the basic idea is that purchasing power either inflates or deflates on a product. The rate at which prices go up on a product is inflation, while purchasing power is determined by how much value the money has at the time you buy the product. The less value money has (and the more you need of it), the more inflated the product has become for you to buy.

Inflation applies to nearly every aspect of our daily life. In other countries and different periods in history, single bills in the thousands or even millions produced have barely bought the necessities as a result of depleted economy or other issues. While the United States hasn't seen that yet, inflation is still prevalent, and consumers have noticed how products have been downsized or otherwise reinvented, costing more while offering less. Additionally, the COVID-19 pandemic has changed the economy and job market drastically, and the difficulty in finding and gaining jobs has only made it more difficult to budget and manage your finances.

At this point, what do we do about rising prices to save money? How do we keep up with the changing markets? Here are a few things you can do.



Investing and Other Long-Term Financial Methods

Investing money in stocks is a great way to increase your financial portfolio while also saving money for hard times ahead, as well as retirement. A majority of Americans are living without any type of savings account. It is important to establish one and even if you feel as though you can't afford to save money, even putting away a few bucks from each paycheck will add up in times of need. Having that backup cushion of security that a savings account provides relieves so much financial fear and stress.

Make Sure to Budget Anyway

Even if the prices keep increasing, make sure you're spending your money wisely. Cutting back on non-essentials such as getting your nails done, paying for personal training classes, morning trips to Starbucks. Instead, focus on the essentials and prioritize more minimal spending habits. Shopping for non-organic produce and opting for generic brand products can save tons when grocery shopping as well.

Start a Side Business

Many people nowadays are finding alternate methods of income. Typically, people look for something they are already interested in such as art or writing, something creative. Making a business out of creative talents is a great business venture and an easy way to make extra money. Making jewelry or selling baked

goods can be a great way to express yourself as well as contribute to your local community. Taking it up a scale, selling on sites such as Etsy or Ebay can broaden your audience and allow for you to make more money.

Know if You Qualify for Discounts

Many students and veterans already have discounts available to them at most establishments and businesses. However, sometimes just shopping somewhere can earn you some extra money. Instead of mindlessly shopping at your favorite stores you can sign up for a membership. Most store memberships come in handy and allow you to collect various coupons and rewards you can accumulate over time and use whenever you need. Birthday rewards and holiday rewards come in handy especially when holidays are already expensive to begin with and having ways to save during those times can be a life saver.



Inflation is often a sign of trying times, but that doesn't mean you need to suffer. Taking the time to re-evaluate your financial situation is not always fun but will pay off and make you more financially intelligent. Being smart about spending habits and finding new ways to make and save money can relieve the stress of the economy weighing down on you and improve your way of life during difficult times.



To Feel Past The Numbness: How To Deal With Mental Apathy

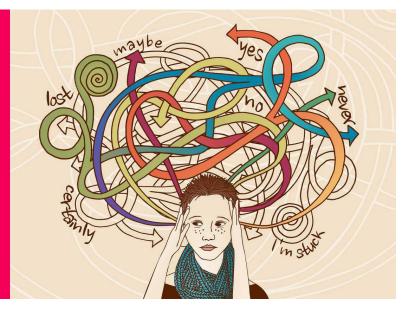
By Eponine Seccafico

Mental apathy is an affliction of the mind that is suffered in silence and often left unrecognized. It begins in the brain and spreads to the body, leaving those who bear it stripped of their strength and with an unwillingness to go about their lives. It is a numbness, like a parasite, that intends to consume until there is nothing left. And the ones who live with it- which may be you or someone you love- know this all too well.



However, are there ways to rise above this affliction and rekindle that buried zest for life?

No matter the depths of the apathy, there are always ways to rise above and take back your life for your own. No matter the reasons that may have begun the numbness and no matter how many, they do not have to define how you live. The multiple origins of mental apathy and the various ways to manage it will be further explained down below



A Blur Of Beginnings

Likewise to other mental afflictions, there is no way of knowing when mental apathy has come over a person. There are many reasons for its origin, some of the more well-known being mental illness and substance abuse. These, too, come about slowly and plague the mind without remorse, terribly undetected. And though these origins are tangible, two reasons fuel them as well as this numbness, two causes that are not given much thought. These two causes are

toxic relationships and self-deprecation.

Toxic Relationships

Toxic relationships can drain a person both physically and mentally. The abused people can go months and even years without realizing that they are being misused. They are conditioned by their abusers, whether they are parents, partners, or friends, to believe that they are only as good as the abusers say that they are, if at all. The abused become laced in insecurities and doubts, as they struggle to be as their abusers wish and lose sight of themselves. Broken down and defenseless, they become thrust into a terrible cycle of monotony. This cycle can cause them to develop a mental illness or have them turn to substances. And when lost in this circular blur of manipulations, their mind is then vulnerable to fall into the embrace of another that we call mental apathy.

When they are made to think of themselves as worthless, why would they want to or have the strength to do anything that in their minds would only prove their supposed loved ones right? What more can they do than be left to face numbness alone?

Self-Deprecation

Self-deprecation can come from toxic relationships or be a symptom of a mental illness or even a justification for substance abuse, but this is not always so. This deprecation can come all on its own and sometimes from the deprecated person, in the form of self-hatred or jokes that swiftly contort into a believed reality. They can begin to dismiss compliments and shut themselves out from those who truly loved them as well as the world. Soon, the hatred can tear through the mind so deeply, that the hatred gives way to apathy.

If someone is so low and lost already, how can they possibly find the means to rise above?



How To Rise Above

The means to rise above can be found, with a little help and perspective from both the person suffering and the true loved ones around them.

One of the most effective ways to break a cycle is to make a change. Making changes in life may not be as simple as it sounds, but it is not impossible. If there are things in life that are not bringing you happiness, perhaps it is time to let them go and search for others. A change in career or hobbies can help give you the strength to break away from apathy.

Another action that can be done is practicing self-care, allowing yourself to forgive your past self and embrace all that you have done, no matter how embarrassing or devastating. Treat yourself to a haircut, mani-pedi, or a well-deserved dinner out. Taking care of yourself will give you a newfound abundance of self-love as well as worth, teaching you that you never deserve to suffer from such mental anguish. That your life is worth more than what anyone says and living it is possible.

A third way is surrounding yourself with people who truly care for you and know that they will help you see help all the way through. Admitting that you need help, acknowledging that your apathy is present, is perhaps the most important step in rising above.

These, among many others, though they are ways to mend will not get rid of the apathy for good. Mental afflictions, especially ones that have manifested themselves deeply, will never truly go away. Yet, it is important to remember that some methods and practices lessen their weight and let you live your life as you wish.

Anything But Impossible

Mental apathy is a serious mental affliction, but that does not mean living before it is impossible. It can come about from many things, two of the more unrecognized being toxic relationships that breed abuse and self-deprecation that gives way to emptiness. However, there are various ways to overcome it and though it cannot be gotten rid of completely, it is possible to go beyond it and have a fulfilling life.



The World of Crystal Healing

By Viscette Villalobos

The world is a scary place. Being alive during anxious times puts us all at the brink of madness. Searching for a solution; crystals provide solace.

We are in the midst of a health crisis, suffering through the repercussions of the coronavirus epidemic. Our nation is facing one of the greatest economic recessions. Each person's health and wellbeing is at stake. That being said, we are all trying to cope and heal for the sake of our own wellness.

With the recession, people have opted for more holistic choices and reject luxury. Individualism and mind, body, and soul protection all find a place within the world of crystal healing. The mysticism of crystals has enchanted our minds for centuries, and when all else fails, our Earth's most sacred stones will always be there. In the form of necklaces, rings, earrings, or simply carrying crystals in pockets has seen a rise over the past two years. Coronavirus allowed us all time in isolation and quarantine to soul search and gifted us all time to self-care and indulge our minds into things we would not have time for otherwise. People have turned to crystals to provide mental stability, good blood circulation, and aid in lymphatic drainage of the body.





At the very foundation, crystals alone are not healing. Through recent times however, we as a society have learned to manifest better days and put our best foot forward with good intentions. For that reason, those who turn to crystal methods are able to confide in the crystals and put good energy into the base of their palms every morning when clasping that Citrine necklace onto the backs of their necks.

Citrine is a stone known to bring money and prosperity. Other popular stones include Rose Quartz, known for promoting feelings of self-love and emotional balance in relationships. Amethyst keeps one balanced and calm. Jade eliminates fear and provides comfort. Celestite aids during bought of stress and removes toxins.

All of the stone's usages have us all intrigued. Can a stone really bring me money? Will I finally be able to sleep at night? The truth is yes! Allowing yourself to put negative emotions and anxieties onto another object relieves the stress from ourselves. Of course, there will not be one million dollars magically in your checking account, but you will be able to sleep better at night without the thought of how the bills are going to get paid at the forefront of your mind each night.

Let the crystals consume those thoughts.





By Pana Roller

"Changing the world is up to us. If each of us tries, the next generation may see a happier, more peaceful world emerge." - Neil Trivedi, Founder, and CEO

That's what Unity for Equality stands for and works to represent in everything we do. That's why we recently updated our website. In order to represent who we are and what we stand for, the website had to grow alongside us.

Over the past few months, we have been working hard to make our website easier to navigate and we're excited to share the changes that have been made to our website. On Wednesday the 21st, two months ahead of schedule, we officially launched our big update.

Although the old website served its purpose for years, it never lived up to the potential we had in mind. The website was created at the start of the organization in 2016 and lasted over the years. All of our information was spread across over 60 separate pages, several of which were extraneous or still contained the "lorem ipsum" filler text. This not only made the information hard to find and the website hard to navigate, but also left it with an unfinished feel. This worked for years, but we wanted to create an easier-to-navigate site where all of our information is more conveniently at your fingertips. On the new and improved site, there is still the same amount of information, but it is better organized and condensed into fewer pages. Beyond making the site more accessible, it was essential that the new website did more to represent the organization's character.

Where originally we wanted the organization to have a clean and sophisticated presentation, we now want to show off its true personality.

Our communities are vibrant and full of diversity, something we wanted our new logo to represent. We swapped out the original black, white, and gold logo for a new logo that shines with four vibrant colors: pink, yellow, blue, and green. This change may seem small, but how we present ourselves is crucial to our identity and we wanted to ensure that the world saw Unity for Equality the way we do: approachable and welcoming.

Another significant aspect of this was to ensure the website properly recognizes the people that make the organization what it is. There is a large and dedicated team behind everything we do here at Unity for Equality, so it was important to celebrate the people that make this organization special. On the previous site, it was complicated and difficult to find everyone. Our new "meet the team" section ensures everyone can see the people at the heart of this organization. It was also important that anyone who wanted to become a part of this large and vibrant team could apply quickly and directly from the website.

When asked what his favorite update to the website was, our founder, Neil Trivedi, responded that he was most excited about the new application process. Now any applications to join the organization can be filled out on the website and will be sent directly to the HR department. We hope that with this simplified process, anyone who wants to start working for the organization can do so quickly and easily.



THIS UPDATE TO UNITY FOR EQUALITY'S WEBSITE WAS DONE AS MUCH FOR OUR AUDIENCE AS IT WAS FOR US.

A MORE ACCESSIBLE AND EASIER-TO-NAVIGATE SITE THAT TRULY REPRESENTED WHO WE ARE AND WHAT WE STAND FOR WAS A NECESSARY NEXT STEP IN OUR ORGANIZATION'S GROWTH.

WE ARE EXCITED TO
INTRODUCE EVERYONE TO
THE NEW UNITY FOR
EQUALITY AND HOPE YOU
ENJOY OUR NEW AND
IMPROVED WEBSITE AS MUCH
AS WE DO!

How We Should Remember 9/11



By Eponine Seccafico



The eleventh day of September in the year 2001, though over two decades old, is a day that many recall and relive in an abundance of ways.

Implemented by a fundamental and extremist religious group called Al-Qaeda and orchestrated by their late leader Osama bin Laden, the 9/11 Terror Attacks had made their marks on the hearts and minds of all the world's people. A devastating and malicious act done several years ago, which has left time for people to distort or become numb to the events that had transpired. This leaves us with an essential question about this notorious day. How should we remember 9/11?



9/11 is a day that we- whether directly affected or not- should remember with a distinct quietness (to not trigger anyone involved), recognizing how it impacts us at current, recognizing the true circumstances that had caused it, and not letting it be an excuse for bigotry. The impacts, true circumstances, and how to not let it lead to unreasoned loathing, will be further explained down below.

TO THIS DAY

The impacts of this terrible event are present and clear to this day. Whether you or someone you know had been there during the attacks or in the aftermath of the wreckage, life as once known has never been the same. Even if one had come out with no complications, the event no doubt still left a mark in some way. How could it not?

Two types of impacts that this tragedy has afflicted are physical impacts and mental impacts.

PHYSICAL IMPACTS

Like the group who had dealt the fatal blows to many, several ongoing physical effects from the terrorist attack came without discrimination or warning.



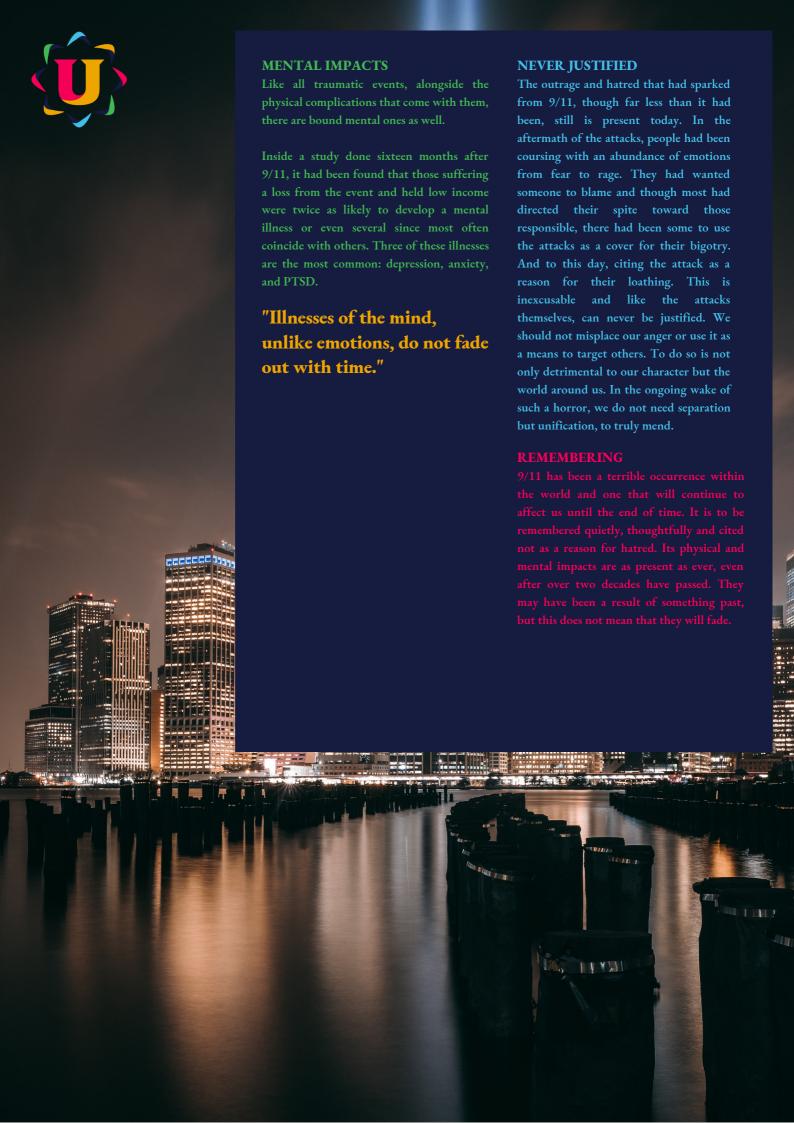
Only one month after this life-altering day, nearly 50% of those who had lived by what is now called the World Trade Center, reported having troubles with their noses, throats, and ears. These problems would persist years after the fact, one of which being the development of asthma in 5% along with other breathing difficulties from their exposure to the dust the wreckage had left behind.

Asthma, though a fairly well-known condition, is a life-changing one and can level in severity. Those who bear it struggle with shortness of breath, coughing fits, and a heavy tightness in the chest. It is treated but this does mean that it can be cured. If untreated or treated without urgency, the condition may be fatal.

For those who did not develop asthma or any other respiratory affliction, hundreds of other diseases and conditions seemed to take their place: various kinds of cancers, other aerodigestive disorders, and musculoskeletal disorders.

All these conditions are potentially or bluntly fatal as well as difficult to live with, they worsen lives without provocation and strike without discrimination. Once they are gotten, they cannot be stopped from making their presence known in the body. It is because of these terrorist attacks that people who had lived near the devastation have either succumbed to their condition or gone on with strife to live another day.









Let's Get Connected for Our Latest News & Updates

- Unity for Equality
- @unityforequalit
- G Unity for Equality
- in @unityforequality
- © @unityforequality