

## Membership

The Membership Committee's responsibilities include maintaining an up-to-date membership list, collecting members' annual fees, greeting members upon arrival at monthly meetings, welcoming new members into the group, and selling G4G Regina t-shirts. Periodically, outreach is done to members whose presence is missed at meetings and events in an effort to retain their interest and participation. When the Committee hears of members experiencing personal life challenges, support is extended via telephone calls, e-mails, cards and visits.

During the depths of winter's bleakness, the MC hosted an evening of appreciation. Members were treated to an information session on the benefits of essential oils, an exchange of donated clothing accessories (leftover items donated to Regina's Dress For Success), and an array of savoury and sweet delicacies.

Thank you to committee members Ethia Brown, Arleen Cornish, Arlene Frolick, Laureen Graham (chair), Barb Quine and Barb Wickstrom.

## Merchandise

Over the past year, the Merchandise Committee focused on obtaining handcrafted items at a fair trade price from a wide variety of women's income generating groups in Africa, thereby providing support and income to them. Items from seven African co-operatives or cottage industries contributed to increased diversity of product. Donations in the form of fabric and of a Canadian children's book titled "38 Ways to Entertain Your Grandparents" added to the profits generated through sales of locally made women's scarves, necklaces and bags. In addition, a considerable sum was raised through teacher appreciation cards.

A loyal cadre of members staffed the G4G merchandise booth at Wintergreen, the Cathedral Village Arts Festival, *Jabula*, and Farmers' Markets. In addition to merchandise sales, the inclusion of the booth at local events attracted new members and increased awareness of the work of the Stephen Lewis Foundation, as members of the public sought information about the mandate and work of G4G and SLF's supported African grassroots projects.

Thank you to committee members Wendy Becker, Elizabeth Calam, and Sheila McKague and Nancy Thue (co-chairs.) Special thanks to Susan Whittick for her many years of valuable contributions.

## Sponsorship

The Sponsorship Committee's goal is to secure sponsorship for *Jabula*, G4G's springtime premier fund-raising event. Members of the Committee began this year's campaign to coincide with World AIDS Day, December 1<sup>st</sup>, through the distribution of Sponsor Appeal packages to previous donors and potential new sponsors. The SC has retained sponsors loyal to *Jabula* from year to year, and although the Committee consistently attempts to broaden its base of support, preservation of sponsor relationships continues to be the priority.

The Sponsorship Committee has been in existence for three years, and in this time has raised \$39,954 through the generosity of corporate and individual sponsors.

Thank you to committee members Janet Bailey, Sheila Fahlman, Gail Greenberg, Marion Tudor (ex officio), Peggy Wakeling, Mary Wallace (chair), and Beth Wilhelm. As Stephen Lewis says, *"It's hard work raising money. It's repetitive; it can be boring; it's frustrating. But, it's the indispensable heart of everything we do and stand for."*

# Annual Activity Report

July 1, 2013  
to  
June 30, 2014

## An African Adventure

Sheila Fahlman was selected to participate in the 2014 Grandmothers' Campaign trip to Africa, a group comprised of 22 women from numerous Grandmothers groups, and a handful of SLF staff. The trip provided Sheila with an exceptional opportunity to meet African grandmothers and visit an assortment of community-based projects. In Ethiopia the Canadian grandmothers learned about table banking, in Rwanda it was the stories of the volunteer paralegals that captured their hearts, and in South Africa they saw the value of peer support and mentoring at a granny sewing school. The Canadian Grandmothers witnessed how the projects are essential to the lives of African women remarkable for their strength, resilience, creativity, leadership, and so much more.

## Message of Thanks from a Community-based Project

"The generosity, love, care and tolerance you gave us during the visit is highly appreciated unforgettable forever! It was wonderful to have the opportunity to share with all of you how the SLF long-term generous support and investment is valuably contributing to reduce vulnerability, promote resilience and reintegration into the community among the target HIV/AIDS affected and infected grandmother and children and other women groups. "  
~ NLK, Ethiopia

## MESSAGE FROM THE CHAIR

2013-2014 saw Grandmothers 4 Grandmothers Regina trying a new and successful event, Art from the Attic. As we grow and become better known in the community, some tasks became easier and others perhaps more of a challenge. Many of our members show incredible commitment to our cause and can be found volunteering at our events – we thank you so much.

A highlight of the year was Sheila Fahlman's visit to Africa with the group from the Stephen Lewis Foundation. She shared much of her experience with us, and as we learned more about what was happening at the grassroots, we became even more sure that what we do is important and crucial.

It has been a privilege to wear the chair's 'hat'. Many thanks to the Executive for being my sounding board, and for all your work. Rita Brann has completed her term as secretary – thanks so much Rita for your quiet competence.

Marion Tudor

## Communications

Maintaining a presence in the public eye continued to be a key objective that was accomplished through the promotion of fundraising events and activities using media and social media; the production and dissemination of promotional materials; and the maintenance of an up-to-date website. Prior to fundraising events, heightened media exposure facilitated the showcasing of G4G's objectives. This included participation in radio and TV interviews, publication of notices and bulletins in various event websites and newsletters, and posting Facebook and Twitter messages.

Many thanks to team members Laurie Bogner, Violet Smotra-Cook, and Sheila Fahlman (chair).

## Grandmothers 4 Grandmothers Regina

Regina, Saskatchewan  
306-352-2539

[g4gregina@sasktel.net](mailto:g4gregina@sasktel.net)

[www.grandmothers4grandmothersregina.com](http://www.grandmothers4grandmothersregina.com)

We have chosen to donate to:



Grandmothers  
**4** Grandmothers  
Regina

## EXECUTIVE COMMITTEE and STANDING COMMITTEE MEMBERS

### Chair

Marion Tudor

### Secretary

Rita Brann

### Treasurer

Susan McLaren

### Communications

Sheila Fahlman, Chair

Laurie Bogner

Violet Smotra-Cook

### Membership

Laureen Graham, Chair

Ethia Brown

Arleen Cornish

Arlene Frolick

Barb Quine

Barb Wickstrom

### Merchandise

Sheila McKague, Co-chair

Nancy Thue, Co-chair

Wendy Becker

Elizabeth Calam

Susan Whittick

### Sponsorship

Mary Wallace, Chair

Janet Bailey

Sheila Fahlman

Gail Greenberg

Peggy Wakeling

Beth Wilhelm

Marion Tudor, Ex-officio



## ART FROM THE ATTIC

**\$15,000.00 raised for the Stephen Lewis Foundation.**

The inaugural Art from the Attic event took place at the Cathedral Neighbourhood Centre on September 28<sup>th</sup>, 2013. Planning commenced in December with the selection of a venue, and the formulation of a six month strategy to solicit two-dimensional art from the general public.

Beginning in May, art started rolling in and by the day prior to the event, 1200 items had been evaluated by the pricing committee. Before the doors opened, an art expert provided the benefit of her knowledge by confirming no gems were underpriced.

Enthusiastic customers produced robust sales throughout the day, culminating in a half-price promotion in the final hour of the event.

Due to the generosity of donors, eager customers, and hard-working G4G members, \$15,000 was raised.

## SCRABBLE FOR AFRICA

The 6<sup>th</sup> annual Scrabble fundraiser was held on October 27, 2013 at All Saints Anglican Church's community hall. Seventy-two registered players participated in friendly competition over the course of two hours, during which time energy was boosted by snacks and beverages courtesy of Granny's Kitchen.

Through random selection, guests enjoyed



Event co-chairs were Susan Whittick and Lauren Graham.

the wide variety of prizes, while final gifts were provided to individuals and teams who raised the most, or scored the highest. In response to a media blitz, a supporter in another community heard of the fundraiser and donated \$1000, bringing the total raised to \$12,070. A heartfelt thank you to Taylor Lexus Toyota for its ongoing sponsorship.

Event Chair was Gail Greenberg.

**A Fun Event for all Ages**



## JABULA! A FUNDRAISING EVENING

On May 9, Sheila Coles emceed G4G's 8th annual premier spring fundraiser, *Jabula*, an evening at the Queensbury Convention Centre. The popularity of this event continues to engage a loyal following, and through the generosity of sponsors and guests, \$28,436 was raised. The collective effort and involvement of a significant number of G4G members contributed to this successful fundraiser. Entertainment was

provided by member Bev Zizzy and her jazz band, BLACK MAGIC, and the culinary talents of the Centre's staff produced an African-themed meal that was enjoyed by the 341 visitors in attendance.

In addition to generous sponsorship and ticket sales, significant funds were raised through a raffle, silent auction, merchandise purchases, and donations. Guest speaker/G4G member Sheila

Fahlman's presentation was inspired by her recent trip to Ethiopia, Rwanda and South Africa. Using the medium of photographs and the tool of story-telling, she introduced the audience to a variety of grassroots community projects and organizations. Listening to a first-hand account of the impact OF the SLF's *Grandmothers to Grandmothers Campaign* was the perfect way to bring a successful evening to a close.

## Financial Overview

### REVENUE

Donations	\$ 1,200
Events	
Art from the Attic	\$15,722
Scrabble	\$12,070
Dinner	\$42,277
Membership Fees	\$ 1,240
Merchandise	\$ 8,723
Speakers' Group	\$ 375
Miscellaneous	\$ 2,733
<b>Total Revenue</b>	<b>\$84,340</b>

### EXPENSES

Admin/Overhead	\$ 2,263
Events	
Art from the Attic	\$ 219
Scrabble	\$ 1,440
Dinner	\$13,841
Merchandise	\$ 5,633
<b>Total Expenses</b>	<b>\$23,396</b>

**FUNDS SENT TO SLF: \$59,111**

## SPONSORS

### Scrabble for Africa

Taylor Lexus Toyota

### Jabula! A Fundraising Evening

### Super Sponsor

~ Affinity Credit Union

### Sponsor

~ Anonymous

### Supporters

~ Anonymous  
~ Grain & General Services Union

### Friends

~ Northbrook Consulting  
~ Redhead Equipment  
~ Saskatchewan Federation of Labour  
~ Saskatchewan Union of Nurses  
~ University of Regina

### Other donors to the G4G Regina Sponsor Appeal

~ Bob & Geza Arscott  
~ Hazel Dickson  
~ Lyn Goldman  
~ Doug Johnson  
~ Mary Elizabeth Leach  
~ Samira McCarthy  
~ Dr. David and Anne Millar

