



Grandmothers 4 Grandmothers Regina

Annual Activity Report 2012-2013

MESSAGE FROM THE CO-CHAIRS

2012–2013 was another great year for Grandmothers 4 Grandmothers Regina. At each monthly meeting we were reminded of the commitment of our members and the skills and knowledge they bring to our group. After almost seven years of fundraising for the Stephen Lewis Foundation Grandmothers Campaign, the enthusiasm and creativity continues, and our achievements grow. As you read on, you will discover that G4G Regina remains committed to several annual fundraisers and has branched out to include other initiatives and opportunities – the drumming group, and increased occasions for merchandise sales, including the Regina Farmers' Market. A significant number of volunteer hours were put into these events in order for them to be successful. We appreciate and count on our members and family and friends for this – we couldn't do it without them.

WHO WE ARE

The mission of Grandmothers 4 Grandmothers (G4G) Regina is to raise funds to help alleviate the plight that grandmothers in Africa face as they care for children orphaned by the AIDS pandemic. Fundraising is done solely to support the work of the Stephen Lewis Foundation (SLF). Additionally, G4G members make every effort to promote the Stephen Lewis Foundation in its endeavours to help alleviate the suffering caused by the sub-Saharan African HIV/AIDS pandemic. Finally, the members of G4G aspire to increase knowledge of the African continent: geography, history, and current conditions to more fully understand the context of the grandmothers and orphans in Africa, and the impact of the work we do to support the Stephen Lewis Foundation.

AFFILIATION WITH THE STEPHEN LEWIS FOUNDATION

G4G Regina fundraises for the Stephen Lewis Foundation (SLF) and abides by the conditions and stipulations set by them. All donations, and the proceeds of our fundraising activities, are sent to the SLF and receipts for income tax purposes are issued by the Foundation. We are proud to let you know that during this past year, Grandmothers 4 Grandmothers Regina has sent a total of \$84,673.50 to the SLF (this includes our local fundraising, and sponsorship and other donations throughout the year which go directly to the SLF). The amount raised by G4G Regina over the past seven years is close to \$400,000! Way to go Regina!



PRAIRIE REGION GATHERING

G4G Regina was pleased to host the 2nd Biennial Prairie Region Gathering. Members of the Manitoba and Saskatchewan G4G groups were invited to come to Regina for September 28 and 29, 2012. We networked with each other and learned more about how to develop stronger organizations with successful fundraising events. The 80+ attendees certainly had fun being together!

SCRABBLE FOR AFRICA

Also known as the Scrabble fundraiser, this has become an annual event that engages the participation of members, their families and friends, as well as non-members in the Regina community at large. Our motto, "we are looking for great people to play Scrabble, not great Scrabble players", continues to ensure we attract recreational as well as experienced game players. This year, there were approximately 85 players who collectively raised \$10,032 for the SLF.

As a fundraiser, this continues to be noteworthy for several reasons: the numbers of hours involved in planning and executing the event is relatively low, something that is appealing in an organization dependent upon the on-going participation of members in a steady stream of fundraisers; the funds raised



Members of G4G Regina performing under the direction of Muna deCiman at the annual fundraising dinner.

through pledges consistently comes in around \$10,000, demonstrative of on-going support that shows no sign of fatigue; and due to its nature and scope, it is a good event for a member to cut her teeth on in the coordinator function, which in turn builds a membership base that includes individuals confident in their leadership skills.

A CONCERT WITH JEFFERY STRAKER

The Jeffery Straker concert, held at Westminster United Church in March 2013, marked International Women's Day. It was a wonderful evening of music and fun. All who attended had a great time, and we raised nearly \$2,000.



JABULA! AN AFRICAN EVENING

The 7th annual Jabula! African Evening was held at Queensbury Convention Centre, May 11, 2013. Honorary Patron, Dr. Lynda Haverstock brought introductory remarks. Our able MC, Gursh Barnard, helped us to welcome Paola Gianturco as our guest speaker. Paola's words and slide presentation "Grandmother Power" were an inspiration to all. We thank her for waiving her speaking fee, and for donating her share of the royalties from her book, "Grandmother Power", to the Stephen Lewis Foundation. This year, we enjoyed Tribal Vibes playing music as guests entered the room. The decorations featured our African masks, and this year we had African violets on each table. The Granny Drummers entertained us at the end of the program, and added more African spirit to the evening. These things combined with the food and a successful Silent Auction created a very successful and enjoyable evening. Net proceeds of the evening were approximately \$27,000.

EVENT SPONSORS

SCRABBLE FOR AFRICA

Taylor Lexus Toyota

JABULA! AN AFRICAN EVENING

SPONSOR up to \$2,500

Mr. Donald Kramer and Mrs. Claire Kramer

Farm Credit Canada

Grain & General Services Union

SUPPORTER up to \$1,000

Saskatchewan Federation of Labour

Dr. Roberta McKay and Elmer Brenner

Anonymous

FRIEND up to \$500

Affinity Credit Union

Canadian Union of Public Employees

Michelle Carr and Mo Bundon

Northbrook Consulting (corporate table)

Redhead Equipment (corporate table)

Royal Bank of Canada

Saskatchewan Union of Nurses

OTHER up to \$250

Bob and Gesa Arscott

Lyn Goldman

Douglas Johnson

Mary Elizabeth Leach

Samira McCarthy

TOTAL SPONSORSHIP \$13,980

Thank you so much for your support. You have made such a difference.



Grandmothers with Swaziland Positive Living

Photo by Liz Marshall

SPONSORSHIP

The purpose of the sponsorship committee is to solicit funds from businesses and individuals to add to other G4G fundraising efforts for the Stephen Lewis Foundation.

The sponsorship committee focussed its efforts on the May fundraising dinner. We used the high profile of the guest speaker to attract sponsors. G4G recognized sponsors with complimentary dinner tickets, logos and names on the poster and dinner program as well as a public thank you from G4G Chair at the dinner. All donations are sent to the Stephen Lewis Foundation. The SLF recognizes individual donations with tax receipts and corporate donations with receipts that can be used as a business expense.

In October 2012, we distributed sponsor appeal packages. We acknowledged previous donations and asked for continued support. In addition, we sought out potential new donors. Our sponsor appeal package is on-line for easy reference and access.

We are pleased with the response from the community and are confident that, in addition to funds raised, we are raising the profile of G4G Regina and the work of the Stephen Lewis Foundation. We continue to keep in mind the words of Stephen Lewis, *"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."*

Thank you to members of the committee for their effort, their commitment, and their resourcefulness: Mary Wallace (chair), Janet Bailey, Sheila Fahlman, Gail Greenberg, Peggy Wakeling, Beth Wilhelm, Judy Cormier (ex officio).



Home-based Care Workers at Ranchod Hospice, Zambia Photo by Liz Marshall

MEMBERSHIP

The Membership Committee – Barbara Wickstrom, Ethia Brown, Arlene Frolick, Barb Quine and Arleen Cornish (chair) – has taken initiatives in the following areas this year:

- providing hospitality at the Prairie Region Gathering
- hosting a mid-winter "Spa Night"
- making our G4G T-shirts available
- endeavouring to be aware of and in touch with members facing health and other challenges
- welcoming both old and new members at our monthly meetings
- keeping the master list of contact information up to date for communication.

A \$20 fee is required to become a member of G4G Regina, with yearly renewals. Membership fees support the general operations of the organization. The year ended with over 100 women on the membership roster.



MERCHANDISE

Displays of G4G merchandise at a variety of events throughout the

year accomplish a number of purposes. They offer a way of increasing public awareness of the work of the Stephen Lewis Foundation, they attract new members, and they promote and sell the handwork of some African women's cooperatives. In addition, they provide an opportunity for a number of our members to get together throughout the year to design and produce items which are then sold, with the proceeds going to support the Foundation.

During the past year, merchandise committee members have set up display tables or booths, selling items on fourteen occasions. Events have ranged from Farmers' Markets that are just four hours long to the Wintergreen Crafts Festival, which spans three days over a weekend. We greatly appreciate the generosity our members, who give their time and expertise to help set up the tent, transport and display the merchandise and staff these events. I believe that most would agree that it has been fun working together for a common cause.

Thanks to our hard working merchandise committee members Susan Whittick, Bette Craig, Liz Calam, Wendy Becker, Deb Polischuk, and Sheila McKague (chair), and to Gail Greenberg, who after working a number of years on merchandise, has retired from this committee, to take up new challenges in our organization.



Our Booth at Cathedral Village Arts Festival Street Fair

We joined hundreds of other artisans to showcase our products and raise awareness of the cause we support.



Novelty Yarn Scarves

Creative and dedicated members of G4G Regina make our popular novelty scarves.



Stuffed Toys

Kenana Knitters' ethos is to make a significant social impact in rural Kenya by empowering women to take charge of their lives through dignified work.

EXECUTIVE COMMITTEE

Co-chairs

Marion Tudor and Judy Cormier

Secretary

Rita Brann

Acting Treasurer

Judy Cormier, August 2012
to December 2012

Treasurer

Susan McLaren, December
2012 to July 2013

Merchandise Coordinator

Sheila McKague

Membership Coordinator

Arleen Cornish

Sponsorship Coordinator

Mary Wallace

Communications Coordinator

Sheila Fahlman

Proceeds donated to:



COMMUNICATIONS

Social Media

To increase our reach through Social Media, our Communication Team embarked on a new world for us. Our Twitter account was launched in mid-December, and we used it to promote the Concert with Jeffery Straker, and later in the year, the annual fundraising dinner. At the same time, we worked on expanding our reach through Facebook, and created our own QR Code to place on event posters.

Brochures and Banners

A banner stand was acquired to identify and promote our organization at public events.

We continued to use traditional print brochures to ensure our information was placed right in the hands of interested visitors to our booth at the various events we attended.

Thank you to members of the Communications Team: Marianne Walsh who facilitated the creation of our striking new banner display, Kim Sakundiak who worked on our Facebook page, and Violet Smotra Cook who maintained the website and tweeted our messages. Sheila Fahlman, as the team Coordinator, was responsible for media promotion for events throughout the year.



EDUCATION

Education at G4G Meetings

Many of our meetings began with a speaker from outside our group, who shared experiences and helped us learn more about sub-Saharan Africa

Education in the Community

Out in the community, our Speakers' Group members spoke to several women's organizations, including faith-based groups.

Education in Schools

This is an initiative to raise global awareness of the devastating effects of the AIDS pandemic on sub-Saharan Africa (particularly for its Grandmothers) and to highlight the work of the Stephen Lewis Foundation and the Grandmothers' Campaign.

At Teacher's Convention in March, we sold merchandise, handed out informational brochures about the school presentation, and spoke to many teachers about the work of G4G.

Thank you to team members Janet Bailey (chair), Mary Wallace, and Sheila Fahlman who made presentations at St. Josephat School, and at Elsie Mironuck School where they also attended a "celebration of learning" where students had a few handmade items for sale with proceeds going to G4G.

THE FINANCIAL SIDE

Grandmothers 4 Grandmothers Regina had another great year. The information shown here reflects both funds from our accounts, and funds sent directly to the SLF as a result of our groups' fundraising and awareness initiatives.

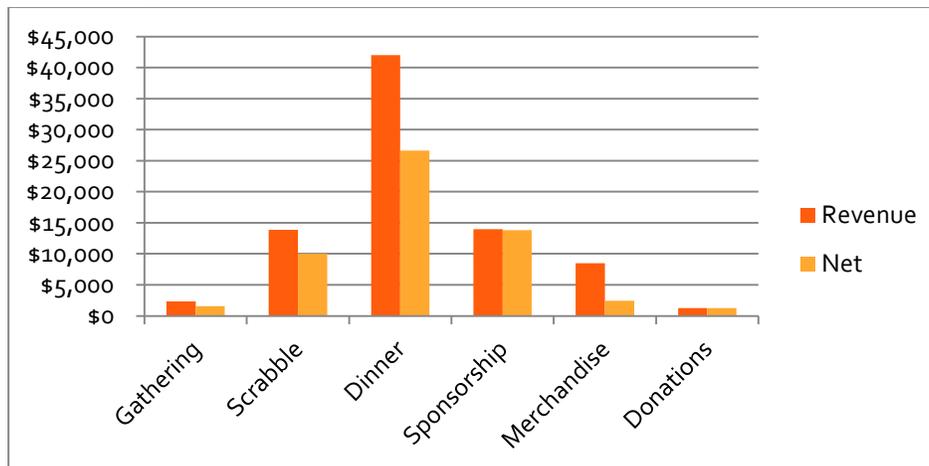
We sent to the Stephen Lewis Foundation from our account, **\$37,841.50!** The total amount donated to the SLF as a result of our efforts, as per their records, was **\$84,673.50**. This includes any cheques made out to the SLF

rather than to G4G Regina for such things as personal donations, sponsorships through Scrabble and the dinner, donations gathered at events, etc.

- G4G Regina raises funds to support the work of the Stephen Lewis Foundation.
- G4G Regina is not a registered charity and cannot issue receipts for income tax purposes.
- SLF is a registered charity that issues receipts for all donations received over \$20.

- All cheques we receive made out to the SLF go directly to the SLF. These funds are not recorded in our accounts.
- All funds intended for the SLF received in cash or by cheques to G4G are deposited and recorded in our accounts as income, forwarded to the SLF by cheque, and recorded in our accounts as expense.

Many thanks to Judy Cormier (interim treasurer) and Susan McLaren, treasurer.



"We should be helping because this is the story of the triumph of the human spirit over the most extraordinary obstacles."

~ Ilana Landsberg-Lewis

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Grandmother and Child,
GAPA, South Africa

Photo Credit: Alexis MacDonald

