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PRAIRIE REGION UPDATE

The Prairie Region Update is intended to keep grandmothers groups across the Prairies connected to each other and informed about the SLF Grandmothers to Grandmothers Campaign.

July 2014

NEWS FROM THE STEPHEN LEWIS FOUNDATION

And the total is... The fiscal year end for the Stephen Lewis Foundation was June 30th. Now is an opportune time for Grandmothers groups to find out how much their fundraising efforts have brought in during the past year. In fact, if you'd like to know the total since your group was formed, all you have to do is ask. The amount will not be the same as the total of all your group's cheques to the Foundation, because the total includes all funds raised by your group, as well as all funds raised *because* of the group or group members. To get the details for your Grandmothers group, your chair or treasurer just needs to contact Yasmin at ymussa@stephenlewisfoundation.org.



Anti-spam legislation

You'll be happy to know that **grandmothers groups do not fall under this legislation** as they do not have non-profit or charitable status. There are a couple of groups with non-profit status, but they're clearly the exception. So, there is no need to contact your lists or do anything else in response.

The legislation only applies to "commercial" electronic messages, which includes any communication that involves a sale or fee **except** fundraising emails from charities (they are not considered "commercial" activities and are therefore exempt.) There are of course other caveats and exceptions, but that's the big one – which means that the Foundation is also not obligated to advise or update consent for our lists.

The SLF will continue to offer an communications. Regular "day-to-(grandmothers) are also exempt. If have a note in the signature that lets check out:



"unsubscribe" function in its electronic day" communications, including to volunteers your group has a "Friends of ..." email list, you may want to people know they can unsubscribe. For more information,

- <http://theonn.ca/what-we-do/stateofthesector/canadas-anti-spam-legislation-nonprofit/> OR
- <http://www.imaginecanada.ca/resources-and-tools/resources/canada%E2%80%99s-anti-spam-law-casl-faqs-specific-registered-charities>

Public Relations and Media

There is a great public relations and media toolkit on the SLF website. While the toolkit has been designed to increase public awareness and generate media coverage for *Stride to Turn the Tide* events, the information applies just as well to the other work we do. For more information, take a look at this: <http://www.grandmotherscampaign.org/wp-content/uploads/2012/03/Stride-2014-PR-Media-Toolkit-FINAL.pdf>

Merchandise

The **Little Travellers** pins from Hillcrest AIDS Centre Trust have been popular. Sallie Mark, an Ontario member of the Grandmothers Campaign, is looking into bringing in a quantity of these pins, and providing them to local groups to use as a fundraiser. It may be possible to get a box of these pins brought to the Gathering in Saskatoon, and your group can pick them up from there. Individual groups could take several pins, sell them for a minimum of \$5 each, and send the proceeds to Sallie, who would in turn send payment to the SLF. Part of the money would cover the cost of the order, with the remainder going to the Foundation. If your group would be interested in acquiring some pins for sale, please be in touch with Sallie at salliemark@sympatico.ca.

Grandmothers Group Contacts

Membership Lists: From time to time, you'll receive a request from the Grandmothers Campaign for groups to send in their membership lists. *Why does the SLF want this information?* So each of you will receive the Granny Bulletin by e-mail and the Spring and Fall Grassroots newsletter (without a solicitation insert) by regular mail. This also means that members won't get other solicitations from the SLF. Submitting your information is always optional. If you do not want to get e-mail or mail from the SLF, just indicate that on the membership list. Of course, you always have the option to *unsubscribe* at any time.

Contact Names: June may have been when your group held an annual meeting, or some other celebration of another busy year of raising funds for the African grannies. If the Chair or Co-chair of your group has changed, or there is a change in the contact person for this Update or for the Grandmothers Campaign, please let Deb and Sheila know so that we can keep in touch, and contact Yasmin, our Prairie link, at the Foundation at: ymussa@stephenlewisfoundation.org.

Members Only: For groups to be listed on the Members Only section of the Grandmothers Campaign website, and to include names and contact information of group chairwomen, **your consent is required**. Please contact Yasmin at: ymussa@stephenlewisfoundation.org.

Prairie Region Contacts: We think there may be some interest in Prairie Region groups having each other's contact information. The groups in Regina, Saskatoon and Winnipeg have generic email addresses, but the other groups have the email addresses of individual members. In order for us to include the names and contact information of any group, **we ask for your consent**. Please let Deb or Sheila know if you are okay sharing your information with the rest of our Region.

Planned Giving

A planned gift is any major gift, made in lifetime or at death as part of a donor's overall financial and/or estate planning. The subject came up on the last Liaison conference call, and we want to share some information with you.



Q – Can a gift be directed to the Grandmothers Campaign? A – Yes.

Q – Would the gift count as a 'credit' to the local grandmothers group? A – Yes.

Q – Why doesn't the SLF approach grandmothers directly about this? A – *It is best if this information comes from the Grandmothers rather than from the SLF. It is a gentler approach, coming from peers.*

Q – Where can I get more information on Planned Giving? A - *Check out the SLF website at <http://stephenlewisfoundation.org/ways-to-give/planned-giving> . Margaret Wright is the main contact at the Foundation for anyone who is interested or wants more details.*

It would be nice to get a statement from a grandmothers member who has already made the decision to make a planned gift to the Foundation. Please consider writing a short 'blurb' on the importance of planned giving to you, and why you've chosen to give to the SLF, and send it our way!

Australia Groups Update

Melbourne, Australia is hosting the 20th International AIDS Conference, and Leah Tesfemariam (Director of Programmes) and Lee Waldorf (Director of Policy) will be there. What's so exciting about this connection is that the Tribunal film will be launched at this event during a plenary session! The SLF has invited some of the interested Australian women to meet with Leah and Lee to discuss further a relationship with the SLF. And on top of all that, some of the Australian women are organizing a dinner/meeting for interested people. Very exciting news as we take our G2G work global!

Speakers' Bureau

The document is almost finished! Watch for it on the website later this summer! We will also let you know when it is ready!

Grandmothers Regional Liaisons

As the Grandmothers Campaign grows, new liaisons and co-liaisons are on the horizon for Ontario. Currently, only the Grandmothers groups in the Ottawa Region and in southern Ontario have people in those roles. Regional connections help to enhance communications between the Foundation and local grandmothers groups and of course ultimately with the African grandmothers.

IDEAS FROM ACROSS THE COUNTRY

Garden Party and Tour The Langley Gogos hosted a tea and tour of historic Michaud Heritage House, Garden Art Gallery and healthy gardening display. Members were selling the popular tote bags and heritage jams and jellies. Live entertainment, book sale, and tea & scones.

Boston Pizza Night The Afri-nanas of Cambridge, ON held this event last year. People were welcomed at a local Boston Pizza between 5 and 8 p.m. Boston Pizza donated 10% of sales to the granny group (including take-out orders.) Members were on hand to provide information about the Campaign.



AFRICA TRIP 2014

In the last three editions of the Prairie Region Update, Nina Logan, Deb Radi and Sheila Fahlman have each told a story from their perspective. As there were so many adventures during our educational trip, we would like to share another story with you.

Start Awareness, Support Action, also known as SASA, is one of the initiatives of NLK (Negem Lela Ken New) in Addis Ababa, Ethiopia. This initiative seeks to address gender-based violence, and brings women and children together with community workers, church leaders, business owners, and NLK staff. During the weekly two-hour sessions, the leaders (both men and women) deliver a lesson using visuals as an educational tool (some of the women in the group are

illiterate, so visuals are necessary.) Where we're used to posters around the walls of a conference room, this outdoor classroom has their posters attached to the trees. The women and children – and us – were sitting on benches under giant eucalyptus trees. Later, the women shared stories and enjoyed some traditional food and, of course, strong Ethiopian coffee.

Unfortunately, we were behind schedule that afternoon, so by the time we arrived the lesson was nearly over, and there was little opportunity for interaction. But we did hear a couple of the women speak. They told stories of finding the courage to leave their husbands, and while some women returned to their families, not all were able to because their parents may not accept them. Many of the women needed to get home that afternoon as the older children would be returning from school, and before their husbands came back to find them 'missing'. We have no photos from that afternoon, but I can tell you these women were very sad, afraid for their children, for themselves, and for their future. It was a stark contrast with the happy, smiling grannies we had met earlier in the day.

"We must cut the umbilical cord between AIDS and violence against women." This forceful statement was made by Bayessa Erena, the fundraising and program manager at NLK. He said further, "Grandmothers are strong, capable agents of change who with support for the nitty gritty needs in life will make the continent whole."

Our visit to SASA certainly deepened our understanding of the issues facing the grannies and their families, and it showed so clearly that NLK is helping to turn the tide of AIDS in Africa!

~ Sheila Fahlman, G4G Regina

FROM OUR REGION

Prairie Region Gathering 2014

Friday, September 26th and Saturday, September 27th
St Paul's United Church
454 Egbert Avenue, Saskatoon, Saskatchewan

Friday evening includes local entertainment, the Tribunal film and remarks from Ilana Landsberg-Lewis, followed by a reception. On Saturday, there's a full day of plenary and break-out sessions, wrapping up with more local entertainment. If you'd like to join others for a post-conference dinner, so be sure to sign up for it on your registration form (the cost is on you!) If you haven't received detailed information about the Gathering and the registration form, please contact prairiegathering2014@gmail.com. We're looking forward to meeting you there!



Grandmothers 4 Grandmothers Regina

Out and About in the Community: G4G Regina took part in the **Canada Day** celebration where crowds were large and we were busy. A few days later, we were at **AfroFest** where crowds were smaller – but mosquitoes were large and numerous! We made some great contacts that day, and between the two events, we had several women sign up to become members and we added to our 'Friends of G4G Regina' email list. **Farmers' Markets** are another good opportunity to raise awareness and sell merchandise. We'll be at a weekday morning market in July, an evening market in August, and a Saturday market in September.

Art from the Attic: Last year the event saw 1200 pieces of art change hands, through our many very generous donors and our very enthusiastic purchasers. If you have any two-dimensional art to donate, please contact us at g4gregina@sasktel.net. We will have drop off locations in Regina and Saskatoon. The art sale will be held on Saturday, September 20th at the Cathedral Neighbourhood Centre in Regina from 10 am to 4 pm.



Scrabble for Africa: G4G Regina's 7th annual Scrabble for Africa event will be held on Sunday, November 2nd. Participants collect pledges in advance, and then come to play a friendly game of Scrabble. At the event, there are prizes for top individual and team fundraisers, top Scrabble table scores, as well as draws and fun challenges.

Grandmothers 4 Grandmothers Saskatoon

Stride to Turn the Tide walk was again a very successful fundraising event bringing in about \$10,000. A backyard picnic following the walk was enjoyed by many participants.

Farmer's Market event in Saskatoon June 21, where we had a crafts sale and G4G information table. This has been a long standing event that garners a good level of support from many who otherwise would not encounter our organization.

G4G Saskatoon is holding its third annual **Fabric Sale** on October 18th, at St Martin's United Church (2617 Clarence Avenue S, Saskatoon), from 9:00 am to 2:00 pm. We appreciate receiving donations for this event: unused fabric 0.5m or more, quilting fabric, thread, embellishments, sewing notions... yarn, knitting needles... no patterns (unless new or for a specialty like crafts, home décor...) People can drop off their donations at St Martin's on Thursday, October 16th from 9:00 am to 9:00 pm. For questions or to arrange for donations, call Wilma Roosdahl 306-382-2356 / Susan Ashton 306-373-3210 / Jenny Neal 306-343-9448.

We are beginning planning for our 10th **Annual African Dinner**, March 6th, 2015, and envision it is a celebration of the wonderful outcomes that have been achieved by Grandmothers in Africa and locally through our collective efforts.

Grandmothers Giving, Portage la Prairie

Annual Fall Dinner - September 14, 2014 - more detailed information will be available closer to the date.

Grands 'n' More Winnipeg

Stride to Turn the Tide – Saturday, June 7th was set as the date for our STRIDE event at Grant Park Mall. Stations were set up throughout the mall and participants were encouraged to experience a “day in the life of an African grandmother” as they carried water, made balls out of plastic bags, etc. McNally Robinson, our local bookseller, provided space in their store to raise awareness, as well as set out books about Africa. Check out highlights of our event: <https://vimeo.com/98053451>

Awareness – Grands 'n' More Winnipeg has a tradition of staffing an 'awareness' table at the African Pavilion of “Folklorama”. Our volunteers speak to passersby about the work of the Grandmothers Campaign and the SLF. This is not a venue for merchandise sales. If you're in Winnipeg during the week of August 10 to 16, do drop by and visit us. We'll be at Grant Park High School, 450 Nathaniel Street.



Please let us know of any events your group is holding, or has held recently, and we'll post it here.

If you would like more information on any of this material, please do let us know. We are here to support you and your groups with information sharing and connections, so please don't hesitate to reach out to us.

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