



## **GOALS AND PLANS FOR 2020**

### **Grandmothers to Grandmothers Campaign Call Summary Notes –January 16, 2020**

Groups represented on the call:

Alberta: Eastside Grannies, GrammaLink-Africa

British Columbia: Can Go Grannies

Nova Scotia: Dartmouth Grannies Group, Malaika Grandmothers of Halifax, The Bay Grandmothers

Ontario: One World Grannies, The Grandees

Saskatchewan: G4G Moose Jaw

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#### **2020 Event Planning & Goals**

Grandmothers groups shared the many events they are in the midst of planning for the year ahead, including: fashion shows, bridge tournaments, chili-in-a-bowl luncheons, fabric sales, a yoga retreat morning, spring fling sales, and much more! If any of these ideas pique your interest, many of the events have been explained in more detail in the Grandmothers Campaign catalogue (see below for details on how to access this document). And, we're always happy to make connections between grandmothers groups if you have questions for a group who is planning a specific event.

Participants on the call also shared some of the questions their groups are thinking about in terms of group structure, logistics, and leadership succession. Some of these questions include investigating the best option for event insurance; whether or not to continue holding large, collaborative events in the future which are lucrative, but take a tremendous amount of organization and manual labour. We've included some information below related to these questions, and have put together a supplementary resource based on ideas, thoughts and examples related to group structure and leadership that we've heard from across the Campaign.

#### **Grandmothers Campaign Resources**

As your group plans for the year ahead, here are some resources that might come in handy:

- The **Grandmothers Campaign Fundraising catalogue** is a great resource on the kind of planning that goes into these events. It contains one-page summaries of key event details and helpful tips written by groups themselves. This can be accessed in the password protected [members only](#) section of the website. Contact [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) for the password.
- The **June 2019 thematic Campaign call** also looked at some fundraising ideas that groups have taken on. Read the summary notes [here](#).
- The [SLF website](#) provides material that talks about the work of our partners. You can read about our financials, where your money goes and where our money comes from in [Grassroots newsletters](#) or look at the incredible growth our partners go through over time in the [Year in Review](#).
- The SLF [YouTube channel](#) contains videos that could come in handy to provide visuals for group meetings, education purposes or even for an information table at your events.
- The Grandmothers Campaign website also lists some of the [print materials](#) available to your groups.



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- The Grandmothers Campaign [Facebook page](#) is a great way to get the word out about an upcoming event. Every week, we post a weekly roundup of events happening across the country. Send us your event details and we will include the information in our post!
- We also post event listings on the [event calendar](#) on the Grandmothers Campaign website. We upload posters and event details here as well.

#### **Group Structure & Leadership Planning**

We've compiled tips, strategies and other nuggets groups have shared on how they are revitalizing, re-imagining, and restructuring how they operate into one document attached to the email accompanying these notes. To receive a copy of this document, email the Grandmothers Campaign team at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org).

#### **Insurance**

While the SLF doesn't provide insurance, many grandmothers groups have approached a variety of insurance companies for coverage. One company some groups use is PAL Insurance Brokers Ltd. They're the company the SLF uses for Stride, and they've been quite fair, and know of the Grandmothers Campaign. If you mention the Campaign, they tend to be quite helpful. We can also provide a letter from the Foundation that lets them know you are a member of the Campaign and has our charity registration number to help support your application. You can learn more about them at <https://www.palcanada.com/en/>

Here are some of the ways groups approach Liability Insurance coverage:

- Some groups will purchase one-day event insurance for the particular event they are having. This may however prove expensive depending on the event. Another option is to purchase coverage for the year.
- Some groups will cover costs for insurance from a slush fund.
- Some groups will piggyback off of partnerships, and have community partners or venues extend their coverage to the group (if possible).

#### **Sponsorship**

Local businesses are often willing to sponsor community fundraising efforts in exchange for displaying their logo and thus giving them advertising. Some groups recommended first trying to use existing connections for business donations, i.e. your former employer, a family or friend's employer, or a business which you have seen be a sponsor for other non-profit initiatives before. Even though local businesses will not receive a tax receipt from the Foundation, we can offer an Unofficial Acknowledgement. This is a letter that they can use when filling their taxes and wish to deduct their donation as a business expense.

- **Sponsorship in Kind.** Another kind of sponsorship is space, time or labour volunteered by the community. This could be storage space for art or fabric before a sale, it could be volunteers that help with set up and take down during events and so forth. The Grandmothers Campaign Team is always happy to write a letter of thanks to individuals or businesses that provide sponsorships or gifts in kind to recognize their generosity.

**Thank you for a great call everyone!**

Join us for the **February Campaign Call on Thursday, February 20<sup>th</sup> at 12:30pm EST** to learn ways in which you can take advantage of the online fundraising pages to support your fundraising efforts.



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Contact the Grandmothers Campaign team at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>