



## Grandmothers to Grandmothers Campaign Call Summary Notes –April 16th, 2020

Groups represented on the call:

**Alberta:** Eastside Grannies, GrammaLink-Africa, Hat Grannies for Africa, The GANG, Ujamaa Grandmas

**British Columbia:** Can Go Grannies, Golden Ears Gogos, Victoria Grandmothers for Africa, Neighbourhood Grans to Grans, Golden Ears Gogos, VanGogos, Nelson Grans to Grans

**Manitoba:** Grands 'n' More Winnipeg

**New Brunswick:** Grandmothers Helping Grandmothers, Shediac Area Grans for Africa

**Ontario:** One World Grannies, The Grandees of Chatham-Kent, Grandmothers Partnering with Africa, Grassroot Grannies, London Grands, Oomama, Guelph 4Gs, We 'Heart' Grandmas, Unitarian Gogos, Grammas to Ambuyas, Brookbanks for African Grannies, Nyanyas of Niagara, Capital Grannies, Grey Grannies

**Saskatchewan:** G4G Regina

**Quebec:** Grannies Aid for Africa, Grannies for Good

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

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The topic for this month's call was Donor Stewardship – and while this is always a relevant and important topic, we modified the discussion to take into account the uncertainty that we're all navigating during the COVID-19 pandemic. Rather than focusing purely on how grandmothers groups are building and nurturing relationships with their community of supporters, we also used this time to hear from Campaign members about how their groups are feeling about fundraising in this moment, and what level of engagement/activity their members feel comfortable with right now. The conversation is summarized below.

The Stephen Lewis Foundation and Grandmothers Campaign Team are profoundly grateful to all of you for your continued solidarity and engagement in the Campaign. We know this is a difficult time, and that many of your group members and communities may be facing financial hardship, and tending to the social and emotional health of their families. It's clear that there's no one-size-fits-all approach, and we know that your deep understanding and intuition about what works best for your group and your community will guide you forward. The ideas below are for inspiration and ideas, take what will work for your group, and leave the rest.

In addition to these minutes, we have included two documents to assist you. An FAQ document to answer questions you and your group members may have, and a 'key messages' document to help guide conversations with your supporters. You'll notice the information in these documents overlaps – the FAQs are to help your own understanding of the issues our partner organizations are encountering, and key messages are there to help you frame that information for your own supporters, should questions or conversations pop up.

The call opened up a great conversation about how groups are maintaining connections within their groups and beyond, and how they are adapting fundraising during these times.



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### **Staying Connected**

#### **Connecting as a Grandmothers Group**

Grandmothers groups shared the many ways they are staying in touch with members and donors during these challenging times and how they are continuing to show solidarity and support for the Campaign and for one another. This includes Facebook and WhatsApp messenger chats, Zoom video check-ins and meetings, one-on-one phone calls for members who live by themselves or who aren't online, email threads to share group and personal updates.

#### **Connecting with Supporters/Donors**

Some groups have continued to be active on Facebook, or have sent out a newsletter update to their email list of supporters (collected over the years at past events) to share that they have suspended activities and have included some information about how SLF's community-based partner organizations are responding to the COVID-19 pandemic in their communities. This doesn't need to be an explicit ask for donations, but some groups felt that including information about how to make a donation to the SLF in support of our COVID-19 appeal would be helpful for those who are able to make a gift, and could be ignored by those who can't make a donation at this time.

Groups have also been in touch with the local businesses and organizations who have supported them to offer support as they're able. For example, making masks, or posting on Facebook about any initiatives that might support a local business in keeping its doors open through social isolation.

#### **Communication from the SLF to share with Supporters**

The SLF and Grandmothers Campaign Team are committed to sharing up-to-date information from our community-based partners with grandmothers groups. You'll noticed increased posting on both the Grandmothers Campaign and SLF Facebook pages, as well as more e-newsletters in your inbox. You are more than welcome to share this content on your own social media channels or by email with friends and supporters.

#### **Fundraising Ideas Shared by Groups:**

##### **1) Donations in lieu of events**

While groups had to cancel their upcoming events, for events that had been selling tickets groups have kindly asked donors to consider not getting a refund for their ticket and instead donating the proceeds. For events that haven't occurred yet, groups have encouraged their friends and family to donate what they would have spent on an event ticket to the SLF. We have created an easy way for donors to do this on our new fundraising page at <https://slf.akaraisin.com/grandmothersolidarity>.

##### **2) Transitioning to online events**

Stride to turn the tide is going virtual this year! A number of groups have already started virtual events as a way to stay active, log steps, stay connected, and still fundraise. For more information about virtual stride check out [www.stridetoturnthetide.ca](http://www.stridetoturnthetide.ca) or email [stride@stephenlewisfoundation.org](mailto:stride@stephenlewisfoundation.org).



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Some groups have explored other virtual fundraising ideas such as zumba classes or paint nights over Zoom with either a group member or friend of the group leading the class, and participants making a small donation to join in.

### 3) Masks (by donation or for sale)

Many grandmothers groups have taken to sewing cloth masks, either for themselves, their groups, their community or healthcare workers (by request)\*. This could be a fundraising option or could be a way to simply give back to your community and maintain connections with your supporters. Groups will include with the mask a small note about their group and the Grandmothers Campaign, and if they are given away for free, encourage those to consider donating to the Campaign as a thank you. While many fabric and yarn sales had to be cancelled, many people are more interested in sewing in their spare time and some groups have arranged to still sell some of the fabric and yarn they collected through curbside pick ups and e-transferring funds. If you are interested in starting to sew masks, learn patterns or learn more check out 'Canada sews' on Facebook at <https://www.facebook.com/groups/637451806826221/>.

\*Note that we've heard from groups that organizations may have specific requirements or patterns for masks, so it's best to be in touch directly before starting to sew.

### 4) 'Change for Change' jar

Since we are all staying home and not going out for meals or coffee with friends, some groups have encouraged their members to keep a jar at home and throw in the small amount they would have spent out and about, this has also been a popular way to engage friends and family to stay involved. Other groups have created special fundraising pages for this same purpose. For example, see the Grassroot Grannies page here- <https://slf.akaraisin.com/GrandmothersPledges2020/GrassrootGrannies>. If you would like help setting up an online fundraising page for your group, please contact [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org).

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

Join us for the **May Campaign Call on Thursday, May 21st at 12:30pm Eastern Time** to talk about online activities and fundraising during these challenging times.

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/>