



## Grandmothers to Grandmothers Campaign Call Summary Notes – May 21st, 2020

Groups represented on the call:

**Alberta:** Eastside Grannies, GrammaLink-Africa, The GANG, Ujamaa Grandmas, Rayanna's Hope for Africa

**British Columbia:** Can Go Grannies, Victoria Grandmothers for Africa, Nelson Grans to Grans, South Okanagan Grandmothers for Africa, Richmond Gogos, Golden Ears Gogos

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

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

**Ontario:** The Grandees of Chatham-Kent, Grandmothers Partnering with Africa, Oomama, Guelph 4Gs, Unitarian Gogos, Brookbanks for African Grannies, Nyanyas of Niagara, Grey Grannies, Togogos, Blooms for Africa, Fenelon Grannies to Grannies, One World Grannies, granstogether, Fenelon Falls Grandmothers to Grandmothers

**Saskatchewan:** G4G Regina, G4G Moose Jaw

**Nova Scotia:** Dartmouth Grannies

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This month our conversation focused on fundraising and staying connected. Campaign members shared how their groups are approaching fundraising and group activities during the COVID-19 pandemic – whether they are re-imagining planned events, brainstorming new ideas, meeting virtually, or taking a break until there's more certainty and stability in the community and country.

### Fundraising Ideas, Experiments, Initiatives

We heard from groups who are exploring safe ways to carry out fundraising activities, either virtually or through no-contact sales of items. Some of the ideas shared on the call included:

- Virtual fundraisers including [Stride to Turn the Tide](#), online Yoga and Zumba exercise held on Zoom\* and led by a certified instructor, a Zoom garden party (taking an annual in-person event virtual!), Zoom art classes, cocktail nights.
- Selling beeswax wraps and neck coolers through curbside pick-up at members' houses. Items are left at the end of the driveway or in a mailbox, and money to pay for the items is placed in an envelope.
- Plant sales held in a large yard (of a member's house) – members donate plants, and the sale is organized in a way that a safe distance between people can be maintained.
- Many groups are making masks, either for sale or a suggested donation, for friends and family.
- One group that still meets virtually held a brainstorming session at their last meeting to generate ideas for fundraisers that could be carried out safely. Their next step is to review the ideas and identify their top choices to explore further.
- Groups who hold annual cycle rides are meeting to determine whether they can be re-imagined and held safely this year.

**Share your ideas!** The Grandmothers Campaign team is collecting details about your fundraising initiatives and items that you are selling. We'll share this on the [Grandmothers Campaign Facebook page](#), and we're investigating other ways to compile and facilitate information-sharing.

*\*Instructions for joining a Zoom call will be attached to the minutes, and this [short YouTube tutorial](#) is also available.*



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### **Staying Connected, Caring for One Another**

We are experiencing the COVID-19 pandemic collectively, but also as individuals. Every person and every group is making their own decisions about what level of activity and engagement feels right for them. We thank the Campaign members on the call who so eloquently reminded us that even though we are all at home right now with fewer day-to-day commitments, it is still a time of global and local upheaval that we'll all react to in different ways.

While some groups and group members find comfort in continuing to meet virtually or by phone, other members might be stepping back from social engagements and focusing on their families and communities. All feelings are normal, valid and to be expected. While postponing fundraising activities, or experiencing less engagement than normal from group members might feel worrying, it's not a predictor of future engagement with the Campaign – that is, it doesn't mean that the group will lose members because of the pandemic, or that people won't re-engage with the Campaign when they are ready.

One group shared that they kicked off their last virtual meeting with a general check-in. Those who felt comfortable shared how they're feeling and coping with ongoing physical distancing restrictions, and those who preferred not to share, listened. Creating space to share, and reaching out to members to find out their preferred way to communicate (phone, email, or perhaps they'd prefer not to check-in right now) is one way to support one another.

### **Looking Ahead**

When it comes to planning or postponing fall fundraising activities, the Grandmothers Campaign team is asking groups to stay up-to-date with local and federal public health officials and adhere to their guidelines. Because realities vary community to community and province to province, the most current and accurate information will always come from health experts. Of course the Grandmothers Campaign team is always available by email and phone to talk through any questions you have and offer whatever support we're able to provide.

### **Mark Your Calendar: Key Campaign Dates**

**Tuesday, May 26<sup>th</sup> at 2:30 PM Eastern Time:** How We Work – a look at the SLF model for partnering with community-based organizations, the impact our partners are having in their communities. Email [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) to RSVP and receive the Zoom link.

**Thursday, May 28<sup>th</sup> at 1:00 PM Eastern Time:** When Pandemics Intersect – join this free webinar to learn first hand from two of the SLF's Field Representatives in sub-Saharan Africa about the impact of COVID-19 at the community level, and what grassroots organizations need to safeguard the progress they have made in turning the tide of HIV.

[Click here to RSVP on Eventbrite](#)

**Monday, June 1<sup>st</sup> at 2:30 PM Eastern Time:** Stride to Turn the Tide virtual launch party! We'll come together as a virtual community to hear from Meg French, Executive Director of the Stephen Lewis Foundation and grandmothers and grandothers from across the Grandmothers Campaign. All are



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welcome – whether you’re participating in Stride, or will be cheering others on!  
Email [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) to RSVP and receive the Zoom link.

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

Join us for the **June Campaign Call on Thursday, June 18th at 12:30pm Eastern Time** to talk about ideas for safely undertaking sales during COVID-19 restrictions.

For our June call, we’ll use Zoom! Contact the Grandmothers Campaign team at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) for Zoom details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>