

Grandmothers to Grandmothers Campaign Call Summary Notes –June 18th 2020



Grandmothers Campaign members came together on the June call to share details on the different ways they are raising funds safely during the COVID-19 pandemic. Whether it is adapting in-person sales or trying out new online options.

Outdoor sales:

- Many groups are reconsidering the planning, timing and logistics of their popular and successful annual sales events.
- The Royal City Gogos will be transforming their 3 day November sale into an outdoor sale in July.* The sale will be held in a parking lot and will adhere to the province of British Columbia's social distancing guidelines by using parking cones to mark out a 2 metre distance. The group will ask members and customers attending to wear a mask and gloves and to make use of hand sanitizing stations. Payment will be by credit card.
Customers will also have the option to book a time slot before the sale to control the number of people browsing at any one time and to reduce the line-up. Walk-up customers will be admitted in limited numbers at time.
**Note: since our call, BC guidelines have changed once more, meaning this plan will have to be re-worked. The group is now exploring a "craft trail" that people can follow to visit craft canopies in the gardens of members around the small city.*
- Summer Market Sales: The Victoria Grandmothers for Africa are organizing a summer market sale. The event will not be open to the public, rather group members will invite a friend to attend to keep the number of people in attendance to 50 at all times. They will also collect contact information of every individual that attends and the time they were at the sale. Customers will be required to wear a mask.
- Plant Sales: Some groups held plant sales in the Spring. Supporters were offered the option to shop and/or pick up plants in the drive way, by the curbside and on the porch for a safe and social distanced interactions.
- Other ideas shared on the call include backyard or pop-up sales

Online sales:

- Scarf sales: Grandmothers Partnering with Africa are selling scarves [through their website](#). They offer delivery within the GTA with a group member offering to drive the package to customers to avoid shipping costs. Payment is facilitated by e-transfer or by cheque when delivery is made.
- Online silent auctions are one fundraising idea being considered. Brookbanks for African Grannies organized a successful online art auction in 2018. Partnering with an auction house, original art created by grandmothers and other artists and supporters was presented online (through the auction house's website) for viewing and bidding.
- Book sales: [The Teeny Tiny Virus](#), a digital book, was created by Jamileh Salek, an Iranian-Canadian visual artist and illustrator. The digital book is intended to help families and young children deal with the COVID 19 crisis. It is suitable for children 3 and older and for early readers.

A Teeny Tiny Virus costs \$8.99 and 80% of sales revenue will be donated to the Stephen Lewis Foundation Grandmothers Campaign. You can watch the trailer [here](#), and purchase the e-book [here](#).



Donations in lieu of attending an event.

- Eastside Grannies of Sherwood Park have turned their annual Rhubarb festival into [“Merely a Month of Rhubarb!”](#), and created an online fundraising page for supporters to make a donation in lieu of attending the event as an act of solidarity.
- GrammaLink-Africa are having their popular Mac & Cheese annual luncheon as a Mac & Cheeseless calorie-free luncheon. Supporters are encouraged to make a donation on the online fundraising page created for the virtual event.
- Grandmothers Campaign [Solidarity Donations](#): Some groups have taken advantage of the Solidarity Donation page where online donations can be made in support of grandmothers groups and/or events. The page was initially set up as a way to make donations in lieu of attending events and many groups have shared the link with supporters with updates and appeals. This site will remain live as a place where supporters can donate. We’ll review the message about donations in lieu of attending events over the coming weeks.

Online marketplace

The Grandmothers Campaign team is looking forward to updating/revamping the Grandmothers Campaign website in the coming months. One of the elements of the new website will be a marketplace featuring items that grandmothers groups are selling. This marketplace is still being developed. It will *not* be an online shop or function as the site for sale transactions, but rather would be a hub connecting grandmothers and supporters to groups selling items. The specific elements, design and function are still being determined. Later in the summer, the Grandmothers Campaign team will provide updates and more information.

Online Classes

- Grandmothers Partnering with Africa host a free online [Zumba class](#) on Sunday, June 28 at 10 am. This class is open to anyone interested in joining. Attendees are welcome to make an optional donation.
- The Golden Ears Gogos continue to host [online art classes](#) on Monday, June 29 at 1 pm and 7pm Pacific time and Monday, July 6 at 1 pm and 7 pm Pacific time. Attendees are welcome to make a donation.

Virtual Group Meetings

Grandmothers groups hosting meetings via Zoom have reported an increase in attendance rates from group members and plan to continue using Zoom as a semi-permanent meeting option. However, as restrictions ease in various provinces, some groups are exploring in-person connections either through a social distanced picnic in the park or meeting in backyards as opportunities for group members to come together again.

SLF Notes, Updates, Requests:

Throughout the conversation, there were many ideas shared and questions including logistical and technical questions about online sales platforms, forms of facilitating payment, etc. It was also clear that there is a desire to explore these issues, learn more, and develop capacities and strategies. The Grandmothers Campaign team proposes to host an informational Zoom call mid to late summer, to

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continue exploring issues related to online sales in particular. Date and details to follow in the coming weeks.

Finally, if your group is hosting a virtual or online event, let the Grandmothers Campaign team know. We're eager to share details about upcoming events via our Facebook page.

Thank you for a great call everyone!

Join us for our next Zoom Campaign Call on **Thursday, July 23rd at 12:30pm** ET for an opportunity to connect with other grandmothers and share ideas, successes, and plans for different activities across the Campaign.

Contact the Grandmothers Campaign team at campaign@stephenlewisfoundation.org for conference call details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaignconference-calls/>