



Grandmothers to Grandmothers Campaign Call Summary Notes – July 16th, 2020

The July Campaign Call was a summer social – a chance for groups to check in with one another, and share current and future fundraising ideas. The summary of the conversation is below.

Fundraising Ideas

Groups are continuing to adapt and experiment with fundraising initiatives that can be carried out safely and in adherence with their community's public health guidelines. Some of the ideas shared included:

General Events, Initiatives and Ideas

- Grandmothers Partnering with Africa (GPWA) are holding a fundraising workshop over Zoom led by Scott Russell, who is the Executive Director of the Alzheimer's Society. Scott will share tips for fundraising and outreach during the COVID-19 pandemic, and GPWA welcomes members of groups across the Campaign to participate. The workshop will take place on September 15th, contact GPWAfrica@gmail.com for more information.
- Groups are exploring **connections with community organizations and local stores**. One group sold gift cards on behalf of a local grocery store and received \$30 for every \$100 gift card sold. Another group has partnered with a local fabric store to sell fabric that had been collected for their annual fabric sale. We also heard from a group that normally holds outreach and information days at a local grocery store to raise awareness about the Grandmothers Campaign. This year, if it is safe, they may have an info table in the fall.
- **Shifting annual events and parties into virtual events** is another way groups are adapting their fundraising efforts. One group held a virtual garden party, another turned an annual rhubarb event into an online fundraiser, with supporters making a donation in lieu of attending the event, and some members baking rhubarb desserts and giving them away (through curbside pick-up) in exchange for donations.
- A group with culinary talents is considering creating a cookbook, or e-cookbook to sell to supporters.

Fitness Events

- **Zoom fitness classes** have been a fun way for groups to stay active and raise funds for the Grandmothers Campaign. Groups have held (or are planning) yoga and zumba sessions and have invited friends near and far to sign-up and join in the fun. Participants are encouraged to make donations online.
- **Stride to Turn the Tide** was incredibly successful this year with groups and participants collectively raising over \$215,000. Those who participated chose a physical activity to carry out and asked friends and family to donate in support of their efforts.
- **Cycle rides** – groups in Ottawa, Vancouver and Victoria are modifying their annual cycle tours to be physically distant this year. Rather than cycling as one big group, riders will cycle in groups of 2 or 3 (keeping a safe distance). Others may ride stationary bikes in their own homes and track their kilometers. If you are interested in joining a cycle tour team virtually contact campaign@stephenlewisfoundation.org.



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Sales

- **Outdoor sales** – groups that would typically hold indoor sales are taking sales outside this summer, using members’ backyards, limiting the number of shoppers who are present at any given time, setting up hand sanitizing stations and requiring all shoppers to wear masks. Another group is planning a car boot sale in a parking lot where members will donate gently used items from their homes. In communities where farmer’s markets have been allowed to re-open, some groups are selling items at summer markets.
- **Online sales** – groups are using their websites and Facebook pages (or word of mouth) to advertise items they have for sale. Items are either delivered by a group member or are available for curbside pick-up. For this reason, most groups have typically limited sales to the city/community where they are located (with some exceptions).
 - Here are some examples of groups with items for sale online:
 - Grandmothers Partnering with Africa have a selection of beautiful scarves for sale on their website. They sell for \$20. Click here to browse the scarves: <https://grandmotherspartneringwithafrica.com/new-page-4>
 - Also available through the Grandmothers Partnering with Africa website are handmade cards: <https://grandmotherspartneringwithafrica.com/new-page-1>
 - Grandmothers 4 Grandmothers Regina has a selection of handmade tote bags and bowl cozies for sale to those in the Regina area: <http://grandmothers4grandmothersregina.com/index.php/merchandise/>. In the fall, the group will modify their annual Art from the Attic sale to be an online sale, using their Facebook page to share pieces of art that are available for purchase.
 - Ujamaa Grandmas Bagettes continue to sell patterns for their popular handbags: www.etsy.com/ca/shop/UJAMAABAGETTES
 - Tikun Olam Gogos have connected with author Jamileh Salek whose digital book, “A Teeny Tiny Virus,” explores ways children and families can remain positive, creative and helpful during the COVID-19 pandemic. 80% of sales will be donated to the Grandmothers Campaign: <https://www.jamilehsalekpainting.com/product-page/a-teeny-tiny-virus>
 - Rayanna's Hope for Africa is selling the book that inspired their group, “Rayanna’s Hope,” written by Marybelle Thompson. This story honours the legacy of Rayanna Hope Trotter. Books are \$20.00, plus shipping. Email rayannashope@gmail.com.

Social Activities & Group Meetings

- Groups continue to move forward based on what feels right for their members. For some groups that means stepping back to take care of family, or reconnect with family as restrictions are gradually lifted. Other groups have continued monthly meetings using Zoom, or keep in touch through email and phone calls. One group held a “FaceTime hour,” where each member was paired with another member for a FaceTime catch-up.
- One group is holding an “innovation meeting” to bring members together to brainstorm potential ways to safely raise funds this coming fall – whether that means adapting annual events, or trying out new ideas.



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- The community and social support that group members provide for one another is something that many are missing during these times of physical distancing. To see each other in person again, some groups have held distanced backyard gatherings (with members wearing masks), or have gone for distanced walks or outings in smaller groups.

Keep us in the loop! We will continue to promote your events and activities on the Grandmothers Campaign Facebook page. Please send information about any fundraising events your group is planning to your Grandmothers Campaign Officer, or email campaign@stephenlewisfoundation.org.

Thank you for a great call!

Join us for the **August Campaign Call on Thursday, August 20th at 12:30 PM Eastern Time** to talk about online sales.

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