



Ujamaa Grandmas

# Annual Report

For the Year

January 1 to December 31, 2013

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## **President's Report**

2013 began with two important goals: writing our vision and mission statements and organizing and defining the roles and responsibilities of the board members. At the board's annual retreat in January, these were accomplished.

### **Our Vision**

Ujamaa Grandmas is an enduring and nurturing community that works to transform the lives of African grandmothers and children affected by HIV/AIDS.

### **Our Mission**

To raise funds and awareness for the Stephen Lewis Foundation's Grandmothers to Grandmothers campaign, using the skills and talents of a vibrant volunteer community.

Each board member's roles and responsibilities were outlined and defined, reflecting the camaraderie and team work of our board.

Active, vibrant, and supportive are just a few of the words describing Ujamaa Grandmas. Our volunteers are continuously working together on our various committees to make major events successful. Our monthly meetings are interesting learning experiences full of sharing ideas and creativity, taking on projects and jobs as needed. At each of our north and south monthly meetings, a board member takes on the role of facilitating and sharing the activities and news surrounding all our projects. These are also times for meeting new members and friends. Shared ideas from all members make our work effective and purposeful. All this results in successful fundraising, increasing the awareness of our group and the foundation within our community and nurturing members in the group.

This year the demise of the Canadian penny was another way for us to fundraise. Pennies for Change resulted in raising over \$1000. It is one of the not as obvious ways we are able to contribute to the foundation. Our Speaker's Bureau connects with a variety of groups and along with Kazuri Jewelry Sales makes a huge impact on the funds that are sent both by us and in our name to the foundation. Milestone Birthdays continue to be part of that dynamic as well. There have been several donations to defray the cost of our sales and events as well as submissions to local Rotary groups who have given us support in the past.

In September, the African Grandmother's Tribunal was sponsored by the Foundation. Held in Vancouver, we had a group of members travel to participate and listen firsthand to the stories of our African Grandmothers. Hearing the poignant, real life experiences of these women whose lives are impacted by HIV/AIDS in so many ways, humbled and inspired us to work even harder to help them make life better for the children in their care and themselves.

2013 was also our turn to host the Provincial Gathering of Alberta's 19 Grandmother's groups. Our theme was Together We Can. We were able to have 2 representatives from the foundation, Leah Teklemariam and Tammy Elbuen, as guest speakers. Ida Nambeya, an African Grandmother, was our key note speaker. Held in September at Christ Church, Elbow Park, there were sessions for sharing projects,

budgeting, building community networks, building media relations, preparing a funding proposal, nurturing and sustaining our groups and how to do school outreach. The complement to our conference was having the 40 piece Prairie Art Tour, Celebrating African Grandmothers, Heroes of the Continent, here at the same time in the same facility. This visual art exhibit from the Royal City Gogos in New Westminster, BC, emphasized and gave meaning to our entire experience together. This was a very special opportunity for the Grandmothers to Grandmothers Campaign of Alberta to come together in solidarity.

The milestone that we will always remember is reaching our half million mark in donations to the foundation. This significant moment happened at our annual Bags, Babies and Beyond sale in October. We were able to ring a bell to make the announcement and include our customers in this very special time.

Every day, weekly, monthly, and in between, our members are communicating, sharing their expertise to make things happen, supporting each other and our organization. Whether we are creating, stitching or knitting, speaking to other Calgary groups, sorting fabric and yarn, organizing meetings for committees, getting together for specific projects, writing a message for our website, or just being together, Ujamaa Grandmas is a group of inspiring, friendly, giving, caring, giving and happy women who give continually of themselves to support our African Grandmothers and each other. It is an honour to be part of such a dynamic group of women. They have made this another year of having wonderful things happen for others, both the projects of the foundation and here at home.

Carla Lorfing

### **Handcrafts Committee Report**

Committee Members: Sharon Kimmel (chair), Leslie Buckle, Patty Cucman, Liz Leroux, Ellen Monaghan, Joyce Goddard, Roz Cooper-Key, Dawn Bolger, Barb Doll, Janice McDonald

The Handcrafts Committee is the support group for UJAMAA GRANDMAS Handcrafters; organizing workshops and demos, providing kits and ideas for products. The committee is represented at every Gathering. Product Custodians collect and store items until the BAGS, BABIES & BEYOND sale and organize pricing committees, display and clean up for the sale itself.

The mission of the committee is to maximize the value of the efforts of and products made by our hand crafters in preparation for the Bags, Babies & Beyond Sale which was held on October 18<sup>th</sup> and 19<sup>th</sup>, 2013. This year with the enthusiastic support of all of our UG members the sale grossed just over \$40,000.

The committee organization continues with sale coordinators and product custodians. This is a very successful format and as product variety increases, more differentiation has been made, adding more custodians to the committee.

Throughout the year the Handcrafts Committee supports and encourages members to “Make what you like. Make what you like to make. Like what you make.” That is the motto of the Handcraft Committee which is shared with members at every gathering as items are collected.

The committee extends thanks to Sharon Kimmel, Ellen Monaghan, and Liz Leroux for their contributions to the Handcrafts Committee during the 2013 season. Their presence on the committee will be missed. And welcome to Rose Besler, Janice Meeking, Glenda Sweetland and Meike Van Dijke who join the committee for the 2014 calendar year.

**Activities:** Besides the general update and questions answered at the gatherings the Handcrafts Committee scheduled and facilitated a variety of demos and workshops. Short demos were given after some of the gatherings to present ideas about placemats, I cord jewelry, scarves and purse finishing, as well as wine bags from upholstery samples. There were Knit Along Days at member's homes and a knit in public day at Heritage Park. There were sew alongs organized to make casserole carriers on May 21 and a Wild Women Workshop was held on September 25<sup>th</sup>. In response to the support provided by Woodcliff Church a Wild Women Workshop was conducted for church members in June. Several Button Bracelet workshops were presented by Brigitte Launhardt resulting in many beautiful button bracelets for the sale. A two-day clay workshop produced many buttons and shawl pins and jewelry items for the sale. Thank you to members who facilitated and participated in workshops and demos.

**Handcrafts Monthly:** This is a resource created by Patty Cucman, which includes information on the workshop and demo calendar, "Sew What" and "Knit Notes" columns that give information and updates about what sells and new ideas about products to create. The Handcrafts Committee is very conscientious about copyright issues for patterns and products. From the HANDCRAFTS web page there is a link to access workshop notes and patterns that is for members only and requires a password. There are many individual designers who allow us use of their patterns and we have been sure to include information about their support and, if possible, a link to their website from our page. In 2013 we also included information about tagging items for sale and following safety guidelines for children's items in particular.

**Bags, Babies & Beyond:** The sale was our largest one yet with a wide diversity of wonderful, beautiful products. There were over 4000 items for sale. A silent auction was held offering two quilts, a crochet table cloth and a bunny fur teddy bear. The silent auction made over \$630.00 and this type of auction will continue for the 2014 sale. Publicity was a focus for the group and it paid off in the increased attendance at the 2013 sale. There was not much product left at the end of the sale and most of it will be held over for next year's sale.

The efforts of the volunteers, handcrafters and committee members produced a very successful sale. Attendance and sales were up from the previous year, with gross sales of over \$40,000 with expenses of less than \$2500.

We would like to thank all of the members and friends who created the wonderful products, the many volunteers who worked at the sale, the people who talked to all of their friends and delivered the posters and information. We would like to thank the members of the fabric sale committee who helped us with selection of fabrics and yarns which were used to produce items for BB&B.

The sale is successful because of all of you!

Dawn Bolger

## **Fabric and Yarn Sale Committee Report**

Committee: Joan McGreevy, Bertha Davis, Lynette Johnston, Rachael Strathern, Linda Burrell, Karen McManus, Brenda Jensen, Marie Collins, Teriesa Mills, Matil Spies, Kay Hudson, Kathy Knight, Ruth Schultz, Ank Komen, Carla Lorfing

This was the 6<sup>th</sup> annual sale and the most profitable. We raised almost \$28,000.00. The sale continues to develop a life of its own in many ways. We continue to learn from our experience and try to refine, revise and improve all the aspects of the sale. By listening to our volunteers and customers, we put new ideas into place and work hard to make the sale successful in all areas.

This sale is about many people coming together to create a community around the event. The committee expanded this year and it was an opportunity for more members to participate in the planning, organizing and work that it takes to make the sale happen. Our volunteers are a remarkable group that includes our experienced members who get right to work because they know what needs to be done. Other groups help out as well. Woodcliff United Church and its community support us in many ways. Youth Central Volunteers and the Sir Winston Churchill High School Volunteers bring much needed humour, strength and help. Our business donors and individual donors believe in the work we do and share their support with donations and encouragement.

The sale is well publicized in community newsletters, the newspaper and The Country Register, but the most important publicity is through our members sharing our posters on line as well as talking about the sale to friends and family. A TV station responded to a press release and came to film and interview our own Ellen Monaghan. We were the perfect story to end the story about Africa that they had segmented all week prior to the sale.

When reflecting on the success of the sale, we also considered many recommendations from the committee and shoppers to make changes for the next year. We anticipated moving locations, but the cost and lack of available spaces for the time we need, make that impossible. We considered several other new options, such as charging a one dollar entry fee and opening on the Friday as well as Saturday. The latter option is a necessity because we must consider the safety and well-being of our shoppers and volunteers. We also want to maximize the experience of our shoppers.

We were happy to share the leftovers from the sale with 14 different agencies and charities who do work locally and abroad to help a wide variety of people in need. This is another way of communicating about the Grandmothers Campaign as well as contributing to our local community.

The sale faces challenges in storage and we have dedicated members who do that for us. Challenges big and small are addressed when members see needs. Things like clipboards for our volunteers to have for marking tallies was an idea of one of our volunteers that we put into action.

The committee itself will look different in the future as people take on specific roles and responsibilities, building on their experience and knowledge gained by working this year. We invite all members to join us in the future in working together to make this sale a major fundraiser for Ujamaa Grandmas. "Many hands make light work", is our theme. Our goal is to raise as much as we can to support our African Grandmothers. The spirit and camaraderie of Ujamaa Grandmas will make that possible.

Carla Lorfing

### **Kazuri Jewellery Report**

From the Ujamaa Grandmas AGM in June 2013 to the present there have been seven sales of Kazuri Jewellery by the Calgary UG group.

Total sales = \$5177.00, 40% of which (\$2070.80) was donated to the Stephen Lewis Foundation Grandmothers to Grandmothers Campaign.

After seven years the Grandmother Connection is winding down the Kazuri Project. Sales have been declining, costs of shipping and duties have been increasing and technology is replacing cheques and cash for sales. There is also the cost to the volunteers involved.

There are now hosts of Kazuri Jewellery in every province, including the Yukon.

Since 2007, as a result of Kazuri Jewellery Sales, \$685,603.00 has been donated to the SLF Grandmothers Campaign.

I will be placing an order for more jewellery so we will have a good selection for the Fall. Please let everyone know that this will be the last year that they will be able to buy Kazuri Jewellery from the Ujamaa Grandmas.

Hopefully, we will have lots of sales before the end of the year.

Marilyn Simmons

### **Bake Sale Report**

The Bake sale was held in conjunction with the Marda Loop Justice Film Festival in the NGO village on November 15<sup>th</sup>-17<sup>th</sup>, 2013 at the River Park Church. This year it was organized by Mieke Van Dijk and Heather McKenzie

We had more than 20 volunteers helping with the bake sale, Kazuri jewellery sale and awareness campaign, (many of these volunteers brought in generous donations of baking as well). Although the weather was very poor on the Saturday, all volunteers came for their shifts and many Ujamaa Grandmothers and friends braved the cold weather to bring us extra baking when it seemed as though we would run out.

The work done by all of our members and friends resulted in total bake sale funds of \$1,834.37 and Kazuri jewellery funds of \$1701.00 (40% of which will be sent to SLF on the behalf of our group.)

The jewellery and bake sale were a success both in terms of raising money for and awareness of the Stephen Lewis Foundation's efforts to help African Grandmothers.

Heather McKenzie

### **Membership Report**

Many factors contributed to the growth in membership. Each time we hold our two annual sales, representatives from the Speakers Bureau are there to meet, greet and converse with our customers.

By sharing our literature, friendly conversation and answering questions, customers are encouraged to go online to our website and find out more about us. When they fill in the survey it makes them part of the group and they receive our monthly e-news and mail outs giving them the information they need to participate in workshops, monthly meetings, committees and initiatives. Customers often move on to become members or friends. Our website is a key invitation to people to join us as well. It provides a picture of the many opportunities available for women who would like to become a part of an active, creative and talented group. Socializing and forming new friendships are also important to those who sign on. Invitations to friends and acquaintances frequently result in new members.

We had a significant increase in membership from the end of 2012 through 2013. In the first half of the year, our membership went from 142 to 185, friends from 167 to 156 (this also indicates a switch from friends to members). The total in that time frame went from 309 to 341. Customers increased as well from 228 to 255.

While we welcome each new member or friend when they sign on, we also try to have at least one event where new members can meet current members. In March, we held an information afternoon. Two representatives from The Stephen Lewis Foundation came to make a presentation, furthering our understanding of the Grandmothers to Grandmothers African projects. They answered questions about how the foundation works, giving us a clear picture of the process and successes of the foundation. This allowed us to see the connection between our fundraising here and the African Grandmothers work.

Ujamaa Grandmas are not just 'women of a certain age' but span ages from university students to young professionals, mothers, retirees, grandmothers and supporting grand-others both men and women. Membership means being part of a vibrant group of caring and dedicated women who are active in a wide range of ways to fundraise and create awareness for the Grandmothers to Grandmothers Campaign of the Stephen Lewis Foundation. To nurture our colleagues as well as interact and connect with our community is an important aspect of Ujamaa.

Carla Lorfing

### **Fundraising Co-ordinator's Report**

The major fundraising efforts for Ujamaa Grandmas continue to be the two large sales: the Fabric and Yarn Sale, and the Bags, Babies and Beyond sale. In addition, there were several other fundraisers this year, including the Justice Film Festival Bake Sale, Kazuri Jewellery Sales and our newest initiative – the partnership with the Banff Tea Company, through which mountain-themed tea cozies are sold.

From time to time, new fundraising ideas are brought to the Board of Directors for guidance and approval. This year, the Board has developed and approved a set of fundraising Guidelines to facilitate the approval process. The Fundraising Guidelines have been made available through the Fundraising section of the Ujamaa Grandmas website, and have already been used this year by the organizers of the Fashion Show and the Banff Tea Company Partnership.

Janice Meeking



## **Education and Awareness Co-ordinator's Report – The Speakers Bureau**

Following are the venues where the Speakers Bureau appeared during 2013. Three of these engagements were at schools, the rest at adult gatherings. \$500 was given from the adult groups as a donation to the Stephen Lewis Foundation.

February 9<sup>th</sup>: PEO Sorority Meeting – Talk and Kazuri sale with Anne Taylor and Susan Plesuk. About 30 in attendance.

February 26<sup>th</sup>: My World Conference for junior high school students. Diane Woods and Anne Taylor manned a booth and talked with about 50 students.

April 25<sup>th</sup>: Chinook Guild of Fiber Arts annual meeting. Ann Taylor presented to about 150 women. Shelia Grogan was Ujamaa contact with the group.

May 16<sup>th</sup>: Mountain Park Junior High School follow up invitation from My World Conference. Jan Geggie and Jill Nixon presented to about 60 students.

June 19<sup>th</sup>: Workshop for United Church administrators (12). Dawn Bolger led a tutorial on making spirit dolls and Anne Taylor talked about the Stephen Lewis Foundation.

November 25<sup>th</sup>: Stitch in Time craft group of about 12 women. Susan Plesuk presented and Janice Meeking was group Ujamaa contact.

December 6<sup>th</sup>: Justice Fair at Bishop Carroll High School. Anne Taylor talked with students visiting the table and Marilyn Simmons and Beth Bryant sold Kazuri Jewellery.

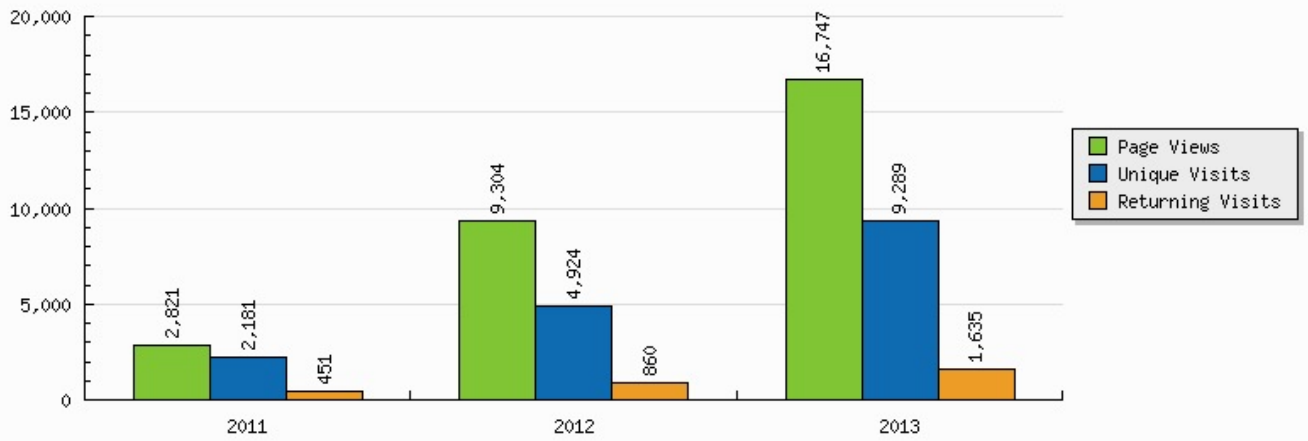
Anne Taylor

## **Webmaster report**

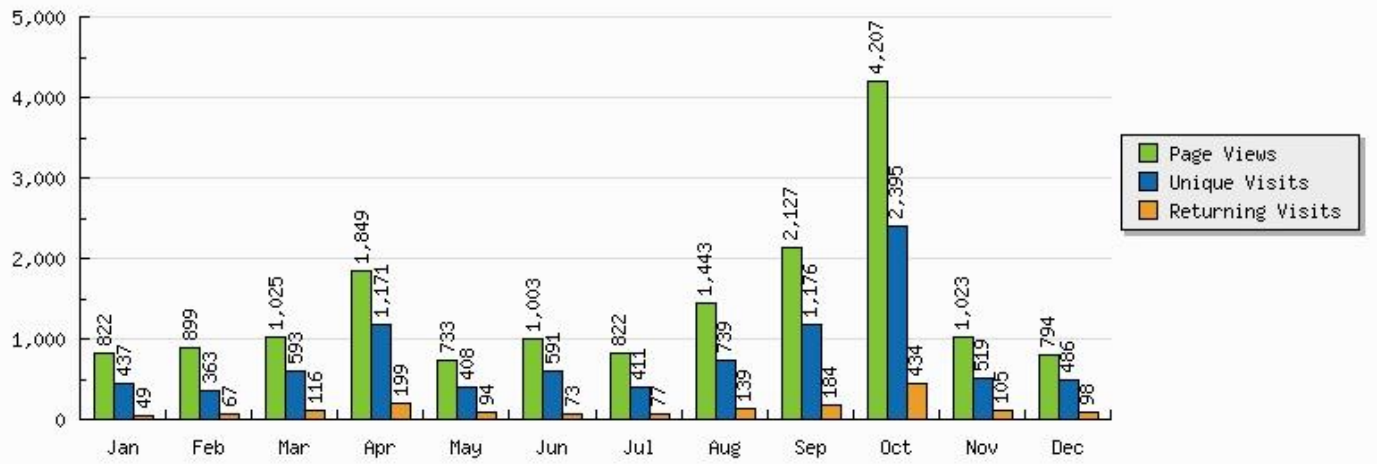
The web site - [www.ujamaagrandmas.com](http://www.ujamaagrandmas.com) - underwent a significant rework in February/March 2013. The site was completely revamped with the number of pages reduced to the basics - HOME, FUNDRAISING, EDUCATION, HANDCRAFTS, MEMBERSHIP, CONTACT and a BLOG. Information was collected under the primary functions of the group - fundraising and education & awareness. A calendar was added and the HOME page was given a Bulletin Board where Members can quickly see what is newest.

In mid 2013, online registration for events and workshops was introduced to the web site and this was taken up enthusiastically by the membership. This effectively reduced the work load for committees and enabled Members to sign up for the various offerings in a consistent manner on a familiar platform. The big tests were the September Gathering and BAGS, BABIES & BEYOND volunteer sign up. Both went very smoothly. Members appear to be quite comfortable with this online sign up.

Web traffic continued to grow steadily and, since the 2011 launch, the web site has improved its reach to the public year over year. In 2013 there were over 9,000 unique visits, in comparison to just under 5,000 in 2012 and 2,000 in 2011.



Month on month, traffic to the web site remained steady with an average of about 500 visits per month. September numbers are skewed by registration for the Alberta gathering. April and October are notable exceptions because of FABRIC & YARN SALE in April and almost 2400 hits in October primarily due to Sneak Peek postings just before BAGS, BABIES & BEYOND.



The web site hosting and domain registration costs were covered by proceeds from previous Raffles held during BAG, BABIES & BEYOND. Cost of domain registration and hosting services is about \$48.00 per year. There was a one-time additional cost in 2013 of approximately \$100 for a software upgrade.

Patty Cucman

## Ujamaa Grandmas 2013 Financial Statements

2014-05-27

<b>Balance Sheet 2013</b>				
	<u>2013</u>	<u>2012</u>	<u>2011</u>	
<b>Assets</b>	<b>31-Dec</b>	<b>Dec-31</b>	<b>Dec-31</b>	
TD Bank Account	\$ 0.00	\$ 1,950.88	\$ 3,082.83	
ATB Bank Account	\$ 1,410.17	\$ -	\$ -	
2014 Prepaid Expense BBB Rent deposit	\$ 500.00	\$ 376.69	\$ 430.06	
2014 Prepaid Expense Fashion Show deposit	\$ 150.00			
	\$ -			
<b>Total Assets</b>	<b>\$ 2,060.17</b>	<b>\$ 2,327.57</b>	<b>\$ 3,512.89</b>	
<b>Liabilities</b>				
<b>Total Liabilities</b>	\$ -			
<b>Total Equity</b>	<b>\$ 2,060.17</b>	<b>\$ 2,327.57</b>	<b>\$ 3,512.89</b>	

## Income Statement 2013

Income	<u>2013</u> Dec-31	<u>2012</u> Dec-31	<u>2011</u> Dec-31
Bags, Babies and Beyond Sale	\$ 40,112.03	\$ 34,449.50	\$ 33,814.96
Fabric and Yarn Sale	\$ 28,824.35	\$ 19,382.66	\$ 20,455.80
Fashion Show	\$ -	\$ 6,528.00	\$ -
Raffles	\$ -	\$ 1,492.00	\$ 1,003.00
Kazuri Jewellery Sales	\$ 3,713.00	\$ 8,714.98	\$ 5,875.00
Bake Sale at Justice Film Festival	\$ 1,835.35	\$ 2,438.75	\$ 1,512.35
Miscellaneous Donations	\$ 1,804.00	\$ 164.00	\$ 430.00
Miscellaneous Sale during year	\$ 65.00	\$ 158.00	\$ 116.00
Ten Thousand Villages	\$ -	\$ 780.94	\$ 874.57
Speaker's Bureau	\$ 1,105.00	\$ 220.00	\$ 565.00
Change / Pennies for Change	\$ 1,167.99	\$ 1,124.00	\$ -
Milestone Birthdays	\$ 115.00	\$ 300.00	\$ -
You can't take it with you Workshop	\$ 425.00		
Alberta Gathering	\$ 5,437.00		
School Project		\$ -	\$ 1,291.23
Workshops		\$ -	\$ 49.75
<b>Total Income</b>	<b>\$ 84,603.72</b>	<b>\$ 75,752.83</b>	<b>\$ 65,987.66</b>
<b>Expenses</b>			
Stephen Lewis Foundation Donations	\$ 70,090.00	\$ 58,420.00	\$ 59,142.00
Bags, Babies and Beyond Sale	\$ 2,906.75	\$ 2,227.72	\$ 2,529.04
Fabric and Yarn Sale	\$ 1,427.08	\$ 988.29	\$ 1,273.37
Fashion Show	\$ -	\$ 3,881.75	\$ -
Kazuri Jewellery payments	\$ 3,708.00	\$ 8,715.00	\$ 5,888.00
Alberta Gathering	\$ 3,535.40		
Admin, Supplies, Materials & Website	\$ 150.68	\$ 437.10	\$ 611.85
Bank Charges	\$ 163.36	\$ 60.40	\$ 59.40
Moneris Monthly Fees	\$ 143.13	\$ 194.00	\$ 197.00
Insurance	\$ 1,521.00	\$ 1,705.00	\$ 195.00
Public Awareness Materials	\$ 252.32	\$ 258.94	\$ -
Expenses qualified against raffle proceeds	\$ 1,043.47		
Miscellaneous expense	\$ 100.00	\$ 50.00	\$ -
<b>Total Expense</b>	<b>\$ 85,041.19</b>	<b>\$ 76,938.20</b>	<b>\$ 69,895.66</b>
<b>Income less expenses</b>	<b>-\$437.47</b>	<b>-\$1,185.37</b>	<b>-\$3,908.00</b>

<u>Summary of Major Fund Raisers - Net Income</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Bags, Babies and Beyond Sale	\$ 37,205.28	\$ 32,221.78	\$ 31,285.92
Fabric and Yarn Sale	\$ 27,397.27	\$ 18,394.37	\$ 19,182.43
Alberta Gathering	\$ 1,901.60		
Fashion Show	\$ -	\$ 2,646.25	\$ -

<u>Raffle money that needs to be spent</u>			
Oct 2011 raffle Money - balance needs to be spent by <b>Oct 2013</b>	Complete	\$	-
Sep/Oct 2012 raffle Money - balance needs to be spent by <b>Oct 2014</b>		\$	1,050.48
Oct 2013 raffle Money - balance needs to be spent by <b>Oct 2015</b>		\$	-

As Treasurer of the organization, I certify that the information in the attached Financial Report is a true and complete accounting of the financial activities and assets of the Ujamaa Grandmas for the fiscal year January 1 - December 31, 2013

Signed copy on file  
Lynette Johnston

Date: May 3, 2014

### **Financial Reviewers' Report**

As the appointed financial reviewers, we have reviewed the Financial Report of the Ujamaa Grandmas for the fiscal year January 1 - December 31, 2013. The review included examination of the financial records and supporting documentation as provided to us in the course of the review.

In our opinion, this report fairly presents the results of the Ujamaa Grandmas organization for the fiscal year and its financial position at December 31, 2013, on an accounting basis consistent with that of the preceding year. We have made a number of recommendations for presentation to the Board of Directors, and are available for further consultation with the Treasurer.

Signed copy on file  
Yasmin Jamani

Date: May 3, 2014

Signed copy on file  
Mona Jones

Date: May 3, 2014