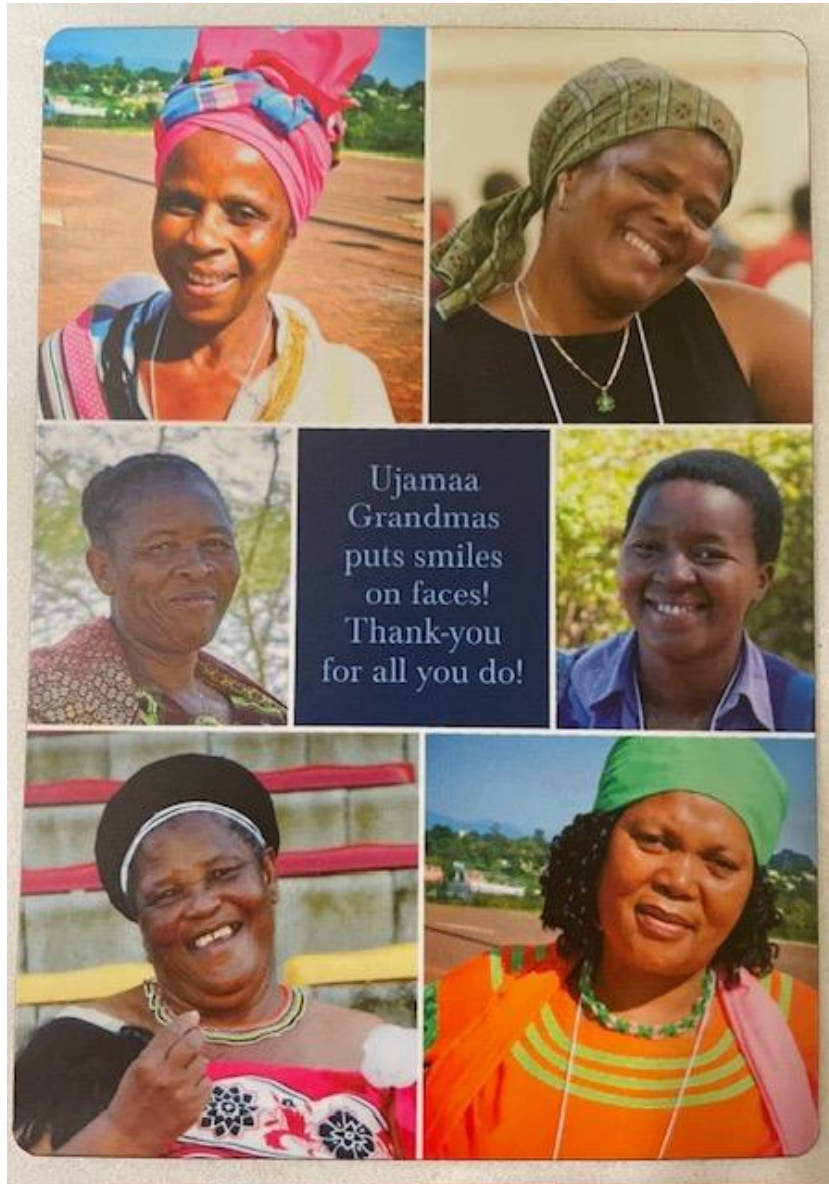


 UJAMAA GRANDMAS



2023 Annual Report  
AGM – May 16, 2024

## LAND ACKNOWLEDGEMENT

We are walking hand in hand on this safe and bountiful land, which is Treaty Seven territory and part of the Bow River watershed, traditional territory of the Blackfoot confederacy: the Piikani first nation, the Siksika first nation, the Kainai first nation, as well as the Stoney Nakoda first nations and Tsuut'ina first nation, and home to the Métis Nation of Alberta, Region Three, within the historical Northwest Métis homeland.

We give thanks to the Creator for this great gift and recognize our responsibility as treaty people to care for the land and waters that nourish us and give us strength. We also acknowledge that it is our duty to do more to learn about the rich history of this land to better understand our roles as residents, neighbours and caretakers.



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## 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.



# Reports from Board Members

## 1. Board Chair

The Swahili word UJAMAA is an African philosophy that means 'familyhood' or 'sisterhood'. It deeply entrenches social justice and equality via community, mutual respect, reciprocation, and the responsibility of cooperating for the common good of all. I am so pleased that all these years after choosing that name for our group the definition still resonates. We are indeed a family, a sisterhood.

Our 'sisterhood' of women continue to thrive as an organization, our list of successes continues to grow. As I always say, our successes are measured in many more ways than monetary, but for those who are interested in the dollar figures, you better sit down! The amount received by the Stephen Lewis Foundation in 2023 from Ujamaa Grandmas was \$192,249 with \$170,000 sent directly from Ujamaa Grandmas and \$22,249 from supporters of our group. It is simply incredible!

2023 was another year filled with friendship and hard work, and we had opportunities to share our passion for the cause beyond our group in Calgary. In March the quilt commemorating the 20<sup>th</sup> Anniversary of the Grandmother's Campaign came through Calgary and several members from our group contributed to the completion of it. It is currently travelled across the country and will be in Calgary for the month of September. Be sure to admire this work of art when it is in our city, details will be provided closer to the date.

In October five Ujamaa Grandmas attended the International Grandmothers Gathering in Winnipeg. This was a wonderful opportunity to get to meet the staff of the SLF and visit with grandmothers and grand-others from many Canadian groups. Organizations that the SLF supports sent representatives to share first-hand what is happening on the ground in Africa. Through the magic of Zoom one morning we were able to include grandmothers from the African countries. Overall, it was an educational and inspirational event and everyone who attended went home feeling energized and informed.

Together, with those highlights, and all the dynamic events, spectacular sales, educational opportunities, and of course the friendship connections UG has facilitated, it is modest to say, 2023 was another banner year for our group! When recently discussing our approach to fundraising I stated – "We do everything with love". I am sure you agree. Every means we use to gather revenue for the African Grandmothers is reciprocated with warmth and a personal touch. I think that is the very heartbeat of Ujamaa Grandmas, at the core of our existence, and one of the characteristics that makes us so strong and unique. Keep sharing your love ladies, with each other and the greater community, love can change the world.

On a more personal note, this will be my last Ujamaa Grandmas Board Chair Annual Report. I am stepping down as this concludes year six of two 3-year terms, that is the maximum a member can sit on the Board, (having said that, I will be on the Board as a

non-voting member next year as Past Chair). I am grateful for the policies we have in place ensuring our Board stays fresh and vibrant.

It was never my plan to be Chair of the Board, but in having done so I have learned so much, I feel I know all of you a little bit better, and most importantly, I represented a group I am incredibly proud to be a part of. I want to send out a warm thank you to all of you for making my time in this role so positive and fulfilling.

'My' Board of Directors have been incredibly supportive and kind throughout my term. I cannot thank them enough for everything they have done for me, and the organization, throughout my time as Chair. You know I adore you; you are absolutely the best!!

As your Chair I thank all of you from the bottom of my heart for everything you contribute to Ujamaa Grandmas. You are a very special group of vibrant, tireless, intelligent, and caring women. I am so proud to have been your UG Board Chair for the past three years, and there was never a moment in those three years that I didn't feel that great pride, and deep affection, for the group.

As always, big hugs to you all! Yvonne Way



## 2. Communications

The Communications Coordinator reviews incoming email messages and circulates them to the appropriate people or committees / collects, organizes and edits articles for the monthly E-News / connects with the webmaster to post the pertinent information onto the Ujamaa Grandmas (UG) website / sends out notices and announcements to members and customers as requested.

One of the many strengths of our organization is effective communications between the Board, committees and members. We rely on member participation, feedback and support. Whether we are able to volunteer on committees, assist with special projects, serve on the Board or cheer from the sidelines, communicating with one another is at the heart of everything we do.

It continues to be rewarding working with the UG members, Board members and committee chairs as we exchange information and ideas.

Respectfully submitted,

Janice Lambert  
Communications Coordinator

## 3. Governance

The Governance Committee continued this year to review the organization's policies, revising and updating them as necessary. In total we dealt with about 15 policies. Some were more complex and needed more work than others. We are almost up to date on policy reviews, having dealt with most that needing updating. We will continue with the reviews remaining in early 2024. The Financial Policy, 310, was the most complex, and that work is continuing into 2024.

Our meetings have all been held over Zoom, and this seems to be the easiest way to get a lot of work done. Everyone has been very committed and has done a stellar job.

One committee member, Lorraine Campbell, had to resign in early winter and we miss her. However, it was decided by all that we could continue with four people and get the work done. This seemed to work well, so we haven't done anything more to find a fifth member. We continue to rely on Judy Hansen for her superior expertise in Governance.

Respectfully submitted,

Liz Forseth  
Chair, Governance Committee





International Grandmothers Gathering in Winnipeg



Party girl at a Monthly Gathering



An ice-cream kind of day!



Happy gals at the F & Y Sale



Ground Zero



## 4. Nominating

An organization as large and active as Ujamaa Grandmas benefits from the experience and expertise of its members. Being able to rely on them to step up and fill the many roles and responsibilities that make it a successfully functioning non-profit is essential.

Ujamaa Grandmas members represent a vast range of skills and knowledge. From makers, to sales volunteers, to those with financial and business expertise, to those with new and creative ideas, all contribute to an active, functioning organization as well as new initiatives and maintaining our annual ones. This allows them to feel comfortable and have fun in those roles as we work together. Each person contributes much to our group.

Each year the Ujamaa Board experiences change in regard to board members stepping down. The board is a committee charged with maintaining our status as a non-profit as well as supporting the wide variety of committees and their events.

In order to meet the terms of reference of our organization, a nominating committee is formed annually to fill the roles needed. The key roles of Chair, Vice-Chair, treasurer and secretary are balanced with a number of general directors. Not everyone leaves the board at the same time. The nominating committee is lead by the Vice-Chair who asks several, usually 3 or 4, volunteers to help seek out people who will fill the necessary vacant positions. The committee represents the spectrum of Ujamaa members who have contact with the large number of volunteers involved in so many different Ujamaa endeavors.

We start with an Enews message to inform members of the year's roles to be filled. It includes a request that members link us with members they know who might be interested in volunteering. We can also refer to the member's survey which has information about their special interests and skills that would help Ujamaa. Through phone calls, emails and conversations, the committee contacts members, asking if now could be the right time for them to join the board in a variety of roles.

This year we were in need of someone to be our Publicity Coordinator, a position that includes social media postings. We were also aware of succession planning as some board positions would need to be filled in the next year or so when those members terms would come to an end. This active communication was a positive way to fill these positions. And one of the ways that made this easier was the willingness of current but leaving board members to partner with and mentor the incoming board members. Once again, working together is an effective way of supporting new members and keeping things running smoothly.

We were successful in finding volunteers who have joined the board in these capacities. Each one bringing their skills and experience to the Board to maintain an interactive, supportive committee. We will be repeating this process in the coming year and look forward to working with new, interested and talented Ujamaa members who will engage in the comradery needed to support Ujamaa Grandmas.

Respectfully submitted,

Carla Lorfing, Vice-Chair, for the Nominating Committee of Brigitte Launhardt, Annette Kolwyn, Yvonne Way



**Bags, Babies & Beyond Sale**



**International Grandmother's Gathering in Winnipeg**



**Skillful sewing on the anniversary quilt!**



**Beautiful Board members at a gathering**



**This calls for a celebration!**

# Reports from Committee Chairs and Coordinators

## 1. African Book Club

The Book Club started in April, 2021, and continues to meet every six weeks via Zoom. We continue to expand our knowledge of Africa through reading both fiction and non-fiction. There are ten of us, and new members are always welcome.

Our group met 7 times in 2023. We read two excellent memoirs by inspirational women: *Unbowed*, by Wangari Maathai, founder of the Green Belt Movement and winner of the Nobel Peace Prize and *I Am A Girl from Africa* by Helen Nyamayaro, whose career at the United Nations, primarily addressing women's issues, was inspired by her rescue from death by starvation by a UN aid worker. On the fiction side, we read Chinua Achebe's powerful novel *Things Fall Apart*, written in 1958 and which inspired much later writing by African authors.

Our book choices are posted on our website at <http://ujamaagrandmas.com/category/book-club/>. We hope that others besides our members will find there something to enjoy and learn from.

Submitted by Leslie Buckle

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## 2. Archival Librarian

Hi, I am Tina, and I am the Archival Librarian in charge of our Google library of electronic documents. I am excited to get to know the library, and get it up to date, so we have a current central location where all important documents are kept for our events and activities. Traditionally, the UG Google library has been a repository primarily for board and official organizational documents (e.g. bylaws, overall UG policies, board minutes, board meeting packages) but I also archive committee documents for future reference.

In the new position of Archival Librarian, we can add files at the discretion of committees. This could include contact information for committees, sales information, advertising information, etc. Information that committees might consider sharing are documents that would be valuable for other committees to use, or documents that will need to be referenced by committee organizers in the future. One example would be copies of our sales' posters.

The Google library is available for viewing by UG Members. Saving or changing documents in the library is restricted so that is where I come in! I'd be happy to help anyone who needs assistance with finding a document or saving a document. Just give me a call or send me an email! My contact information is on the Key Contacts List. I look forward to working with the different committees and board members to establish how the library will look going forward, and how to best keep it up to date.

Respectfully submitted, Tina Huckabay





**Just keep smiling!**



**Beautiful Board members**



**Ujamaa Grandmas special connections**



**Fabulous work by our talented members**



**The completed quilt on display in Winnipeg**

### 3. BAGETTES

#### **Nurturing:**

1. For the early part of 2023, BAGETTES continued to meet once a month via Zoom. Each BAGETTE-TOGETHER included a challenge to make our bag-making adventures more interesting.
2. On a few occasions during the summer, a backyard gathering allowed members to show off projects, drop and swap supplies, and to socialize. The private Facebook page—where BAGETTES communicates—continued to be populated with tips, links, recommendations, and photos of projects.
3. Our small group of outside testers also joined us. One member made bag to donate to BB&B.

#### **Raising awareness:**

1. BAGETTES Payhip and ETSY stores, and every pdf pattern have a description of UJAMAA GRANDMAS and what we do for the Campaign. Also included are links to UG website and the Grandmothers to Grandmothers Campaign web site.
2. Our Instagram page includes links to our shops and the home pages for UJAMAA GRANDMAS, Stephen Lewis Foundation and the Grandmothers to Grandmothers Campaign.
3. One of our strongest supporters continues to be EmmalineBags of SpruceGrove, Alberta. Emmaline Bags have used their own communications network to help us to promote our patterns and our fundraising efforts. In the spring, Janelle MacKay donated a large bin of hardware for BAGETTES use.

#### **Raising Funds:**

1. We continue to maintain both our Payhip site and our ETSSY shop. Gross sales from both platforms totalled \$3400.
2. In 2023 Emmaline Bags continued selling our patterns on their website. All proceeds from these sales are donated directly to the Foundation, with credit given to UJAMAA GRANDMAS. In 2023 these donations totalled just over \$7100. We can't say enough nice things about this company and it's owners.
3. Two new patterns -LONG TALL SALLY and SUZIE Q - were developed, tested and released. A third pattern was developed but was not released in 2023.
4. A large inventory of finished bags went to BB&B.

Submitted by Patty Cucman for BAGETTES



**Smiling through sore feet!**



**A Dynamic Duo!**



**All 'aboard' for Christmas!**



**Her smile says it all!**



## 4. Bake Sale

Ujamaa Grandmas once again had a bake sale table at the Calgary Justice Film Festival held over two days in November at Riverpark Church. We were well supported with baking goods by our members and had 8 volunteers. Our proceeds were \$1561.00 and from that we made a donation of \$100 to the film festival board. Our participation in this event extends back to 2008 - so quite a history!

Pamela Knox and Rachel Millard will coordinate the sale in 2024.

Anne Taylor and Pamela Knox - coordinators 2023

Submitted by Anne Taylor

## 5. Connections

Members: Marilyn Simmons, Lorraine Campbell, Marion Shadlock, Diane Price, Sandra Burgess, Diane Grabke

Meetings were held online over the past year except for one in person in April.

Our planned activities included:

Walks during the year with 2 -3 people.

June - lunch at Reader's Café with 11 or 12 attending.

August – picnic in Edworthy Park well attended. In conjunction with handcrafts drop-Off.

December – luncheon at Lake House on Lake Bonavista with 12 signed up.

With so many other activities happening it is not easy finding appropriate days for events.

Submitted by Marilyn Simmons co-chair of the Connection Team

## 6. Education and Awareness

The purpose of the Education and Awareness Committee is to educate Ujamaa Grandmas (UG) as well as the larger community about the Stephen Lewis Foundation (SLF) and how Ujamaa Grandmas contributes to the work of SLF's Grandmothers to Grandmothers' Campaign. The Education and Awareness Committee highlights the variety of skills that members bring to the work of UG and encourages others to join in this worthwhile effort

During 2023, committee members provided information about the work of the Grandmothers to Grandmothers' Campaign for the monthly E-News as well as at the monthly gatherings.

In addition, committee members provided printed information about the Stephen Lewis Foundation, the Grandmothers to Grandmothers' Campaign and Ujamaa Grandmas at the Fabric and Yarn sale, Bags, Baby and Beyond sale and the Bake sale at the Justice Film Festival. At the Bags, Baby and Beyond sale we were available to answer questions and to encourage attendees to register as customers via a QR code that was available at our information table.

We are also hoping to resume presentations to groups as we have in the past (church groups, craft guilds social groups, book clubs, school classes, etc.).

We were delighted to welcome a new member to the Education and Awareness Committee – Barb Spear. We invite others that are interested in joining us to contact us via [message@ujamaagrandmas.com](mailto:message@ujamaagrandmas.com).

Submitted by Anne Taylor and Susan Plesuk



Celebrating us!



Cheers!



Time for a little shopping!

## 7. FABRIC & YARN Sale

A new venue, the Garrison Curling Club, provided a convenient location with generous parking and transit accessibility. It was the first rental contract agreement for Ujamaa Grandmas and was renegotiated for the 2024 sale.

Social media advertising included a Google map to help with driving directions. Hours of operation were adjusted for suspected traffic volumes.

A scan code should be considered and included for future sales.

The Rotary Club volunteered to pick up donations from the storage homes and off load them at the sale venue. It's contribution was incalculable.

A weekend donation drop off date was included. It was an overwhelming success with the public. It often required traffic control.

A toonie cash entry was reintroduced and worked in combination with fee for service, time managed online EVENTBRITE presale tickets. The blend managed crowd control and enhanced shopping safety.

The price of goods sold was marginally increased. There was no negative feedback. Out of necessity the 2023 advertised payment options were amended on site to include cash sales.

The number of community outreach programmes was expanded and Ujamaa Grandmas was publicly thanked by the charities for the impact their inclusion makes. It directly aids in their financial operations.

Professional recyclers should be considered and included in the budget for the appreciable post sale unsold items. Reduce Reuse Recycle from beginning to end.

Throughout the year volunteer members and their families and friends expressed generosity, selflessness and kindness to others and it resulted in a \$115,000.00 (net) fund raiser.

The spirit of Grandmothers to Grandmothers is alive and well in Calgary.

Respectfully submitted, Mona Jones

Wow, what a year!

First I would like to extend a Thank you to Mona, who was the leader of our F&Y sale for almost 15 years. She decided after the sale in 2023 that it was time for her to move to other areas of interest. We miss her vast knowledge about charity groups throughout the city, her knowledge about how a sale can be organized and her willingness to do



whatever was needed to make the sale successful. Without all of her hard work it would be much more difficult to keep the sale going. She made the arrangements in 2023 to make our move to a new venue, the Garrison Curling Club. Thank you, Mona.

The Curling Club is a fantastic place. No stairs! Good location. Good parking when we are not competing for space with the Flames Central Hockey supporters. The sale will be there in 2024 as well.

In 2023, as usual, we were amazed at the amount of fabric, yarn, and everything else that was donated to us. We did change our prices this year. General fabric was raised to \$2.00 per meter and other areas slightly increased their prices for many of their items. We set up a new area to be called Specialty Items. Items of significant value will be sold from that area. The first phone call for donating fabric for 2024 came as we were doing our clean up and closing the 2023 sale!

Recycling and donating to other Calgary charities was still a focus for the sale. We try to be as “green” as possible.

We increased the number of days for set up and clean up but reduced the hours per day. The set up, sale and clean up now last for 10 days but even with that we were not able to sort through all the quilt fabric that was donated. In 2024 we will be changing our sorting procedure slightly to do more sorting in the months leading up to the sale.

A huge thank you to the area leads who give hours and hours of time throughout the year.

We also want to thank the 100 plus volunteers who donate their time and energy to the sale. It would be impossible to have the sale with out them.

Now, the WOW factor. The total raised, before expenses, was just over \$115,000. An amazing amount of money. Everyone should be proud of the effort that they are putting in to raise money for the Grandmothers in Africa and to give support through fabric donations to so many charities here in Calgary.

Submitted by Dawn Bolger



Appliqued leaves by our UG members



Dream Team!



Some of the many, many volunteers who contributed to the successful Fabric & Yarn Sale

## 8. Handcraft

The Handcraft Committee provides inspiration, support, and management of the products created by Ujamaa Grandma members for our annual fundraising event, BAGS, BABIES & BEYOND (BB&B). This event supports the Stephen Lewis Foundation's Grandmothers to Grandmothers Campaign.

To start off 2023, the Handcraft Committee hosted Maker Mondays. These online Zoom meetings in January, February, and March provided a platform for members to share their handcraft projects. Monthly challenges inspired makers to create items for BB&B.

March 2023 was a busy month for our members. On March 7th and 9th, a quilt bee was organized to work on the Grandmothers to Grandmothers 20th Anniversary Quilt. Over a dozen members met to sew leaves onto the tree. A T-shirt Bag workshop was planned for the same time to keep everyone's hands busy while waiting for a turn to sew on the quilt. Over 150 environmentally friendly bags were made for the 2023 Fabric & Yarn Sale.

The Handcraft Committee took part in summer picnics during July and August. Members dropped off the items they had created for BB&B. Kits, material, yarn and tags were available. The items displayed were admired by all those present.

The Fall was a very busy time for the Handcraft Committee as preparations for BB&B were completed. Product Custodians shared photos for Sneak Peek, priced items, and prepared displays.

### **SEALED BID AUCTION**

The Sealed Bid Auction stayed online once again in 2023. Items are selected for their unique nature and workmanship, and this year there were seven items. Winning bidders picked up their items during the sale. Auction item donors sometimes set a minimum bid target and this year three items failed to reach their target and the items were returned to the makers.

The remaining four items raised \$652. In 2023, the difference between the winning bid and next bid was surprisingly close. We have had bids "win" by as little as \$1.

The auction will stay online to provide a wider audience with the opportunity to participate.

**BAGS, BABIES, & BEYOND** was held October 27th and 28th at Marda Loop Communities Association. This event was a wonderful success. A new floor plan and many new items added a level of excitement to our annual sale. All areas had a wonderful assortment of items. Friday continues to be the busiest day, but this year Saturday was also really well supported. Our members were so happy to be back celebrating the accomplishments of our makers and our customers were thrilled with their one-of-a-kind hand made items. Gross proceeds for this event was \$42,074.

This annual event is made possible through the coordination of many groups and committees.



Together with the Publicity Committee a timetable was developed to promote BB&B. Publicity included Sneak Peek on Facebook, Avenue magazine, online events calendars, member/customer emails, and a CBC interview. During BB&B, customers were encouraged to sign up for customer emails using a QR code.

The Finance Committee organized and provided all of the necessary people and materials to work with our customers. The cashiers' friendly and efficient manner resulted in positive customer feelings about their purchases.

The Education Committee was invited to share the message of the Stephen Lewis Foundation - Grandmothers to Grandmothers Campaign at the event. They provided displays, materials, and members to be available to customers seeking more information.

The Rotary Club continues to be an invaluable resource for this event. Rotarians transport props from storage to Marda Loop for BB&B Friday morning and return Saturday afternoon to return these items back to storage.

Following BB&B the Product Custodians prepared reports for the UG website to inform our members of the items that were most in demand, with specific details about construction, materials, and colours. Customer comments and requests are also included in the review. And finally, the product custodians donate items that did not sell after two years to local charities.

## **SEW DAYS**

After a hiatus of several years due to the Covid pandemic, Sew Days resumed in September of 2023, with a renewed emphasis on creating projects/items specifically for BB&B.

Along Came Quilting generously offered their classroom and up to 16 participants gathered monthly to work on projects. Participants shared new ideas and rope bowls, triangle pouches, and a variety of other small projects were created, many of which sold at BB&B 2023. Project ideas for 2024 include retreat bags, mesh shopping totes, trays, and Christmas items. Kits for microwave bowl cosies, jar grippers, and triangle pouches have also been created and are available to members.

Fellowship is an important aspect of Sew Days. Some members regularly attend while others drop in when available. All members are welcome to attend. Notice for Sew Day is posted in the monthly ENews.

Throughout the year the Handcraft Committee uses ENews to keep members up to date with events and suggestions for products. The FaceBook group, Ujamaa Makers YYC, continues to provide a forum for members to share their creations and find inspiration.

Our committee is always looking for new members who would like to support our love of handcrafts and raise funds for the Grandmothers to Grandmothers campaign. Please email [handcrafts@ujamaagrandmas.com](mailto:handcrafts@ujamaagrandmas.com) if you are interested in joining our committee.

Cheryl Mills, Patty Cucman, Elaine Peek



Having fun at the Villages Partnership



A warm and welcoming volunteer



Our sweet Ujamaa Grandmas selling sweets at the Calgary Justice Film Festival Peace Fair

## 9. Knit Me Bags

The Knit Me Bag Awareness Initiative began as one of the ten events Ujamaa had as part of SLF's 10<sup>th</sup> Anniversary celebration. A great idea from one of our members, we put together bags that included yarn, knitting needles and patterns along with UG and SLF literature to bring awareness to people who may not have heard of our work. Bags were distributed to several Calgary Library locations, Diamond Valley Library, Chestermere Library and Bow Valley College. We also provided bags to the Handcraft Committee at their Knit in Public Day location.

Over the years our committee has dwindled and Covid made it impossible to continue during that period. We have been able to continue our relationship with Diamond Valley Library and they return several items for our BB&B Sale using the supplies in the bags. While we include a donation envelope with our SLF number, it isn't possible to trace donations specifically from this initiative.

It would be fun to revise this committee, seek out new venues which would be willing to support us and continue to bring awareness of UG and SLF to new people. Anyone interested can contact me through [message@ujamaagrandmas.com](mailto:message@ujamaagrandmas.com)

Respectfully submitted,  
Carla Lorfing

## 10. Membership

Kelly Brittain, Membership Database Manager, Liz Leroux, Membership Coordinator and Susan Plesuk administered the membership information for 2023. Kelly Brittain has been our Database Manager since 2016 and has decided to pass on the torch. Kelly and her excellent technology skills did an amazing job of keeping our membership and customer information up to date, addressing any issues that arose and supporting a new membership coordinator. Thank you, Kelly, for all your hard work and dedication.

We were very pleased to welcome **63 new Ujamaa Grandmas members** and **81 new customers** during 2023. **Ujamaa Grandmas December 2023 membership was 559 and customers totaled 601.**

Visitors to our website ([www.Ujamaagrandmas.com](http://www.Ujamaagrandmas.com)) can become members of our group under the heading **Making Connections**. Data that is gathered as part of the registration questionnaire is maintained in our membership data base and is used to search for members that have particular interests or talents and who might be interested in volunteering for specific activities or projects.

The Membership Committee contacts new members to welcome them to the group, to answer any questions they may have and to encourage participation in their areas of interest. Upon request, new members who indicate an interest in Handcrafts or any other areas are referred to Committee heads for a further discussion regarding future direct involvement.



Individuals can remove themselves from our membership at any time by unsubscribing at the bottom of most of our Ujamaa email messages.

Prepared by Liz Leroux and Kelly Brittain



**Gorgeous in the Garden – a Connections Team Outing at Reader’s Rock Garden**



**These ladies have a notion, or two!**



**Gorgeous handiwork, gorgeous customer!**

## 11. Publicity

Our role is to 'get the message out', to UJAMAA GRANDMAS members, our customers, and the general public. In 2023, we continued to work as we did in 2022, meeting with the committees in charge of the events to be publicized and developing a plan and messaging, and then implementing the plan in the months leading up to the event. This year, we gained a new member, Valerie Hagens. Valerie brilliantly handled social media and other tasks for Stride and BB&B and is continuing with the committee. Members of the events committees contributed great ideas and images with which to craft our messaging.

We shared publicity ideas with the GANG, another Grandmothers Group in Edmonton. As a result, we set up quick links via a QR code at BB&B to encourage customers to sign up for our email customer list, as both groups feel that a direct note to customers in their inbox is one of the most effective forms of advertising. We also tried paid advertising for BB&B in Avenue Magazine's upcoming events newsletter and will assess its value for next year. Media coverage was provided by CBC Radio.

Big thanks to all who contributed!

Submitted by Leslie Buckle





**Celebrating one of our founding members**



**Hard at it at the Fabric & Yarn Sale**



**A treasure trove!**



**This type of organization takes superpowers!!**



## 12. Sales and Finance

The annual review of the SFC Terms of Reference was completed in February 2023. Changes were made to Committee Membership eliminating specific named positions, preferring a Committee of 2 – 4 individuals from within the Ujamaa Grandmas membership.

Anne Badyk (UG Board Member and past Treasurer) along with Cheryl Aitkens (former SFC member) assumed the Lead and Co-Lead positions, with intent to recruit 1 or 2 additional members. Unfortunately Anne had to resign early on and Cheryl was recruited to the UG Board and assumed the Lead of the SFC.

Rachel Millard was recruited to the SFC last fall. Recruitment for an additional member(s) is ongoing and two possible recruits have been identified. Care is being taken to ensure skill levels are a good fit for the committee and people are not overburdened.

There is considerable interest in cashier positions and again, care is being taken to ensure individual skill levels are a good fit for the position. Three new cashiers came aboard and with the implemented changes to the cashier working arrangements, two former cashiers have also returned. Three others have indicated their interest and they will be invited to work the 2024 F&Y sale.

In recent years cashiers worked in pairs. With UG eliminating cash sales and begin using Moneris Point of Sale machines, joint custody of cash was no longer required. Cashiers worked individually at the 2023 Fabric & Yarn sale and this went extremely well. We returned to paired cashiers with BB&B sale. This did not work as well with several cashiers frustrated with the cramped working area. Moving forward cashiers will work individually for both sales. An exception to this will be when training a new cashier.

The first few hours on the first day of the Fabric and Yarn sale was insane and we are eternally grateful to those who jumped in to help for those crazy few hours. Indeed, there was a line up to pay during that time, but when we looked at the numbers, we realized we had taken in close to the entire proceeds of the previous year's sale during those first four hours, and in the first day of the sale we took in as much as we did in the entire sale the year before. Knowing this we were very happy with the efficiency and capability of our cashiers and our system as a whole. Steps have been taken to ensure better communication of anticipated Eventbrite registrations, adding 4 or 5 more cashiers, tally counters, and traffic direction to available cashiers. The cashiers were surveyed after the sale and very positive comments were received although concern was expressed about sharing a Moneris machine. A survey was not taken after the BBB sale. Except for the crowded working area, all cashiers worked happily and didn't want to take advantage of the opportunity to leave early.

I am attending the 2024 F&Y Planning Committee meetings to represent the SFC and keep updated on events as they occur.

Submitted by Cheryl Aitkens



Anniversary Quilt Crew



Lovely Luncheon at Reader's Rock Garden



Gearing up for Stride to Turn the Tide!



It's always good when the finance gals are smiling!

### **13. Stride to Turn The Tide**

June was a fantastic month! We had a successful Stride campaign with an active and enthusiastic team of 18 Ujamaa Grandma members. There were 30 Grandmothers groups across Canada raising funds for the Grandmothers & their families in Africa.

The Ujamaa Grandmas Team raised \$7722.25 (129% of our financial goal). The group was active walking, biking, hiking, swimming, gardening, etc. Our virtual activities logged 3678 KM (184% of our goal).

Thank you to all involved. A great team effort.

Also, thanks to Valerie Hagens for setting up & sending out our updates & photos on social media. Thank you to Louise Breadner who kept our tallies of funds raised & kilometers logged. Thank you to Louise for stepping in while I was off walking in England & France. Thanks to Jan Geggie for sending personal thank-you notes to our team donors as well.

Ujamaa Grandmas Stride to Turn the Tide team have raised \$45,007.00 since we started the virtual fundraising campaign in 2020.

Thank you to all our team members, donors, and supporters. We thank you for supporting us, and our African sisters, by donating to our Stride. You are making a difference!

Please consider joining the Team in 2024.

Keep on Striding,  
Sandra Burgess

### **14. Villages Report**

The store changed the format in 2023. Instead of a four-hour window for each of their partners, they offered a whole week, from November 26 to December 2. We could choose shopping in person at the store, or online.

10% of all UG sales came to \$242.18. The goal of this partnership is not to raise huge amounts but to preserve our symbiotic relationship with Fair Trade, Crafts, and goodwill.

On a personal note, I missed not spending half a day welcoming and chatting with customers. I did drop in one day and was able to talk to a few people who had never heard of us.

Submitted by Brigitte Launhardt





**So many choices at the BB&B Sale!**



**Ujamaa Grandmas Forever!**



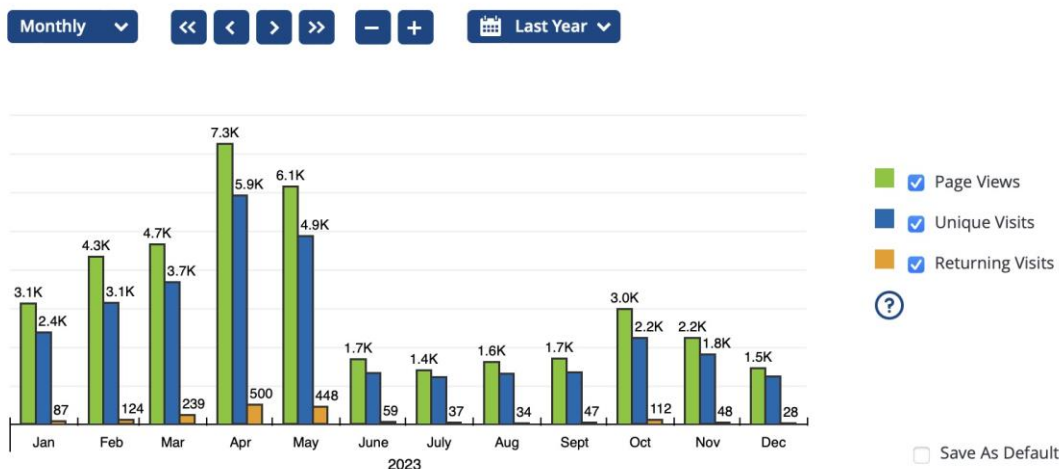
**Your UJAMAA GRANDMAS Board; so proud to represent you!**

## 15. Webmaster

UJAMAA GRANDMAS continue to rely on 100sitehosting for web hosting and domain registration.

### The boring stuff:

1. Unique site visits averaged 2500 per month.
2. April and May average visits hit a high of 6000 and 4000 respectively because of the FABRIC & YARN SALE. The next highest visitor count—2300—occurred in October leading up to BB&B.
3. Monthly average page views was 3,200. Monthly Page views rose to 7200 and 6200 in April and May respectively and to 3000 in October. These two big events drive visitors to the site and while they are here, they browse other pages.



### The more interesting stuff:

1. The calendar continues to note recurring events—GATHERINGS, Board Meetings, etc.—for the entire year, with links to more information and maps when relevant. It is possible to view the events as a calendar or a list.
2. The WHAT'S NEW tab is updated monthly to include relevant items from the E-NEWS. If you have lost your E-NEWS, you can always go to the website to find out what you are missing.
3. There are dedicated pages for makers under the ENHANCING AND USING OUR CREATIVITY tab. Here makers can find information about the Handcrafts Committee and guidance for making items that sell. This info is kept current by the Handcrafts committee.
4. There is a dedicated place for book club members under the LEARNING ABOUT AFRICA AND RAISING AWARENESS tab where there are synopses of previous and upcoming books.
5. Members appear to be using the resources on the website and content is routinely updated. If you haven't visited for while take a look. If you do come to visit and see

any issues or have suggestions for improvement, be sure to forward these to either the main email at [message@ujamaagrandmas.com](mailto:message@ujamaagrandmas.com) or directly to the spider woman at [webmaster@ujamaagrandmas.com](mailto:webmaster@ujamaagrandmas.com).

Submitted by Patty Cucman



Calgary Justice Film Festival Peace Fair UG Bake Sale



Lots of laughs at the UG Board Christmas meeting and luncheon



# Report from the Treasurer for 2023

The past fiscal year was marked by significant growth and success for Ujamaa Grandmas (UG). Our revenue increased by an impressive 45.6%, rising from \$108,000 in 2022 to \$158,000 in 2023, all thanks to the hard work of our members and committees.

## Revenue Breakdown

UG generated revenue from various sources in 2023:

<b>Bagettes Etsy Sales</b>	4,045
<b>Bake Sale</b>	1,487
<b>Fabric and Yarn (F&amp;Y)</b> Includes the Fabric and Yarn Sale, and miscellaneous individual sales	112,460
<b>Handcrafts</b> Includes the Bags, Babies & Beyond Sale, miscellaneous and individual sales	39,867

## Charitable Contributions

We maintained our commitment to the Stephen Lewis Foundation by donating a total of \$192,249 to the foundation in 2023. Of this amount, \$170,000 came directly from Ujamaa Grandmas, with an additional \$22,249 contributed by our supporters through individual and monthly donations.

## Financial Performance

UG experienced a net loss of \$28,000 in 2023. This was simply due to timing, a \$40,000 donation was made by UG at the beginning of the year, which was funded by proceeds from the 2022 BB&B Sale.

## Other Financial Highlights and Notable Expenditures

Our fundraising expenses increased by approximately \$10,500 compared to the previous year. This was mainly due to changes in the venue from Magic of Christmas to Garrison Curling Club for the Fabric & Yarn Sale, which incurred additional costs for venue rental, vehicle and equipment rental. As UG continues to grow, we recognize the need for more efficient processes to support our operations.

## Operational Enhancements

In 2023, we simplified our accounting system by transitioning to QuickBooks Online. This change provided several benefits, including real-time financial insights, time-saving automation features, and a reduction in paperwork.

## Looking Ahead to 2024

In the coming year, we aim to improve our payment and record-keeping procedures for the major sales. This initiative has been endorsed by our external accountant and involves discontinuing the use of carbon copy receipt books in favor of downloadable reports that integrate seamlessly with our accounting system. It is estimated that this process update will save 30-40 hours of volunteer hours between the F&Y and the BB&B Sale.

As we refine our payment slips and record-keeping procedures, we anticipate numerous benefits. Eliminating carbon copy receipt books will reduce expenses, while online receipts will enhance record-keeping accuracy. A streamlined checkout process will save time and effort, and real-time accessibility to documentation will expedite decision-making. Invoice numbers will aid in traceability and simplify reconciliation for the treasurer. Direct issuance of payment receipts will improve customer service. Additionally, electronic data will provide valuable insights for strategic decision-making and enhance audit readiness. These changes will ensure a transparent and efficient financial process for UG.

In summary, the fiscal year 2023 was a period of growth and significant achievement for Ujamaa Grandmas. We remain committed to our mission to enhance the lives of African Grandmothers, and their families, through the Grandmothers to Grandmothers Campaign with the Stephen Lewis Foundation and look forward to continued success in the years to come.

Respectfully Submitted by Janet Hoang, Ujamaa Grandmas Treasurer

**UJAMAA GRANDMAS HELPING AFRICAN GRANDMOTHERS SOCIETY**  
**INDEX TO FINANCIAL INFORMATION**  
**For the Year Ended December 31, 2023**

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Jeffery J O'Rourke  
Professional Corporation

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Email: info@jjopc.ca

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**COMPILATION ENGAGEMENT REPORT**

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To the Management of Ujamaa Grandmas Helping African Grandmothers Society

On the basis of information provided by management, I have compiled the statement of financial position of Ujamaa Grandmas Helping African Grandmothers Society as at December 31, 2023, and the statements of revenues and expenditures and changes in net assets for the year then ended, and Note 1, which describes the basis of accounting applied in the preparation of the compiled financial information and other explanatory information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

I performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires me to comply with relevant ethical requirements. My responsibility is to assist management in the preparation of the financial information.

I did not perform an audit engagement or a review engagement, nor was I required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, I do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Calgary, Alberta  
April 24, 2024

Jeffery J O'Rourke Professional Corporation  
Chartered Professional Accountant

**UJAMAA GRANDMAS HELPING AFRICAN GRANDMOTHERS SOCIETY**  
**STATEMENT OF FINANCIAL POSITION**  
As at December 31, 2023

	2023	2022
<b>ASSETS</b>		
<b>Current assets</b>		
Cash	\$ 25,861	\$ 55,856
Prepaid expenses	2,028	1,750
	<b>\$ 27,889</b>	<b>\$ 57,606</b>
 <b>LIABILITIES AND NET ASSETS</b>		
<b>Current liabilities</b>		
Accounts payable	\$ 1,313	\$ 1,312
Goods and services tax payable	1,775	3,900
	3,088	5,212
Net assets	<b>24,800</b>	<b>52,394</b>
	<b>\$ 27,888</b>	<b>\$ 57,606</b>

**ON BEHALF OF THE BOARD**

\_\_\_\_\_ *Director*

\_\_\_\_\_ *Director*

The accompanying notes are an integral part of these financial information

**UJAMAA GRANDMAS HELPING AFRICAN GRANDMOTHERS SOCIETY**  
**STATEMENT OF REVENUES AND EXPENDITURES**  
**For the Year Ended December 31, 2023**

	2023	2022
<b>REVENUE</b>		
Sales	\$ 157,640	\$ 108,331
Donations	1,882	1,021
Interest	26	16
Goods and services tax	1,408	967
	<u>160,956</u>	<u>110,335</u>
<b>EXPENSES</b>		
Advertising and promotion	324	689
Bank charges and interest	155	161
Donation to SLF	170,350	66,000
Fundraising expenses	13,413	4,722
Insurance, licences and dues	2,206	2,206
Office	218	1,120
Professional fees	1,250	1,250
Supplies	634	1,439
	<u>188,550</u>	<u>77,587</u>
<b>(Deficiency) excess of revenue over expenses</b>	<u>\$ (27,594)</u>	<u>\$ 32,748</u>

The accompanying notes are an integral part of these financial information

**UJAMAA GRANDMAS HELPING AFRICAN GRANDMOTHERS SOCIETY**  
**STATEMENT OF CHANGES IN NET ASSETS**  
**For the Year Ended December 31, 2023**

	2023	2022
Balance, beginning of year	\$ 52,394	\$ 19,646
(Deficiency) excess of revenue over expenses	<u>(27,594)</u>	<u>32,748</u>
Balance, end of year	<u>\$ 24,800</u>	<u>\$ 52,394</u>

The accompanying notes are an integral part of these financial information



**UJAMAA GRANDMAS HELPING AFRICAN GRANDMOTHERS SOCIETY**  
**NOTES TO FINANCIAL INFORMATION**  
**For the Year Ended December 31, 2023**

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**1. BASIS OF ACCOUNTING**

The basis of accounting applied in the preparation of the statement of financial position of Ujamaa Grandmas Helping African Grandmothers Society as at December 31, 2023, and the statements of revenues and expenditures and changes in net assets for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- prepaid expenses
  - Accounts payable and accrued liabilities.
-