

The Secretary Reports

Mrs. John A. Charlton, Secretary-Treasurer reported that at the end of September 1967 there are 1,377 Women's Institute branches in Ontario, 19 of these being Junior Institutes. Senior membership is 32,137 and Junior 300, making a total of 32,467. There were 2,425 life members reported.

In addition to the 2,075 letters, 3,562 receipts and miscellaneous letters, 887 parcels of supplies were sent out from Toronto office. The F.W.I.O. Secretary sent out another 2,033 letters. Merchandise sold from Women's Institute office totalled \$5,675.13. \$2,000 was recovered from the International Scholarship on the \$10,000 borrowed to complete the International Scholarship in 1965. Contributions received for the Adelaide Hoodless Homestead were \$3,057.50, F.W.I.C. Foundation Fund \$1,298.000, Unesco Gift Coupon #367 \$1,136.30, Pennies for Friendship \$6,548.68.

Public Relations Report

Mrs. Clarence Diamond, Provincial Public Relations Officer, reported that five areas of the 14 in the province had 100% P.R.O. reports at all levels this past year. The many activities of our Women's Institutes for the 70th anniversary and centennial year are reported in a separate story in this issue.

P.R.O.'s are making excellent use of our present day news media and rightly so, for the public must know of the activities and aims of our Women's Institute if we are to gain new members. Original ideas always spark interest, as evidenced by a full Women's Institute page in the Centennial issue of one District's hometown paper.

Fall fair booths, displays of F.W.I.O. supplies, entrance signs to villages and Women's Institute members' homes, 4-H Club Sponsorship, aid to fire and disaster victims, support of foster children, exchange programs with other countries and pen pals, our International Scholarship for sending young ladies to Mysore Institute in India for training in food preservation, so that they may teach their own people. These all contribute to the public's awareness of our extensive program to help others or help them to help themselves. Student bus trips were organized to United Nations seminars and Expo; recreational facilities were improved and new ventures started to create wholesome, recreational programs for the youth of the communities.

Members are making time to do volunteer work, canvassing, staffing hospital canteens, clinics, road traffic survey, museums, forming emergency ambulance organization, supporting first aid training and knocking on councils'



Mrs. Haggerty, an honoured F.W.I.O. and F.W.I.C. past president with her husband James Haggerty celebrating their Golden Wedding anniversary, August 1967.

doors for local needs—great progress towards making our communities and country a better place for its citizens.

In addition to the praiseworthy voluntary work of our members for public relations, the donation's report shows an increase of almost \$54,000 over last year, partially attributed no doubt to centennial and community projects. Under Women's Institute projects, \$14,140.53 went to Sponsor-a-Child Plan, \$2,973.48 to the Adelaide Hoodless Home, \$1,523.33 F.W.I.C. Foundation Fund, \$2,530.26 Unesco Coupon #367, Pennies for Friendship \$5,160.40, and an additional amount of \$2,265.99. The Women's Institutes should have better informed members, as expenses to Officers' Conference, District Annuals, Area Conventions, etc. totalled \$31,913.70. Training, sponsorship and projects for 4-H Homemaking Clubs increased to \$11,991.73. Educational bus trips taken during anniversary year amounted to \$1,982.36. The total contributed towards community education projects such as schools, libraries, historical societies and agricultural fairs, etc. was \$26,842.36. Community health projects reached \$42,883.33. Centennial projects totalled \$35,216.52 and the sum total of contributions to communities was \$79,746.99. Cash donations to other organizations were \$14,281.79, making a grand total reported for public relations in the Institute year ending September 30, 1967 \$249,380.28.