



## BETWEEN THE LINES

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### 1980 — THE YEAR OF THE WOMEN'S INSTITUTE IN ONTARIO

The 1979 Area Conventions in Ontario are history. Attendance at them has been most rewarding, but there are those who did not attend and thus may not have heard the announcement designating "1980-year of the Women's Institute in Ontario." The challenge is wide open just waiting for each and every member to stir up enthusiasm in proving the value of the Women's Institute which has stood the test of time for 82 years. We have charted many accomplishments and now let us give our organization the place of honour and tribute it deserves.

Why is 1980 being designated the year of W. I. in Ontario? One valid reason could be that in each community there are residents who do not know our organization. What better field for harvesting new ideas, emphasizing greater awareness of our W. I. aims and objectives than 1980? For two years our number one project of FWIO has been the Erland Lee (Museum) Home Foundation Fund. November, 1980, was the target date set for the completion of this project. Thanks to your continued interest and unique and novel ways of support, we are confident the goal will be reached. And so we will have one more excellent reason for 'sounding off' on our mission accomplished.

Just the raising of the Foundation Fund is not enough. We must make sure every member knows the significance of the Lee Home where the Constitution for the very first W. I. in the world was penned. It is doubtful that Mrs. Hoodless and Mr. Lee, enthusiastic as they were, could ever have envisioned that their organization would have grown even in Ontario to more than 28,000 members in 1979 or that FWIO would have preserved this historic home in such an interesting manner.

But let's restart in January to plant good public relations on the value of our objectives in every Branch and its home community in the Province. To add to the above building block in the creation of an unique year of Women's Institute, we look forward to your ideas, your dreams, your actions. Every member must take a part in where the W. I. can and will travel along the road so well lit by our lamp-lighters of 1897. Will you resolve to give the W. I. the spark that will ignite the torch upholding our aims for a better world in your community and beyond?

Are you the looking glass that is mirroring to others the standards of wholesome family development and life for which the W. I. has always stood? More and more emphasis is being put on the need for strengthening the home so that our basic society will prosper. The Women's Institute is the only organization that exists for the good of the member. Let's begin to plan how we can help make our community the refuge it can be through better understanding. That will be the tally of public relations telling what we have done, giving the W. I. the credit it deserves for helping people meet today's challenges and most importantly, for developing people.

In 1980 it will be a great time to express our sincere appreciation to the Ontario Agriculture Museum, Milton, for the W. I. Hall on their complex and for the opportunity to tell our story to visitors. Approximately five thousand people from 14 countries in Europe and Asia, 21 States of America, and from every Province except Prince Edward Island signed the guest book in the W. I. Hall between May 7 and September 6. Ontario W. I.'s records of accomplishment and ambitions were ably passed on by word and picture by the hostesses.

Another very necessary facet in better public relations is to make every member aware of her membership in our National and International organization when she pays her annual membership fee. How many times are we asked, "What do I do so I can wear the FWIC and ACWW badges?" Every member should proudly wear them.

Are you using our new blue flip chart brochure unveiled a year ago? A similar brochure on FWIC can be obtained from the National office in Ottawa. And there are many promotional leaflets from ACWW on the story of Pennies For Friendship, Exchange Programs, ACWW work with United Nations available from ACWW office in London, England.

A concerted drive has been stressed for more subscriptions to our Institute publications. Every member received Ontario's Home and Country but only a small percentage of our membership subscribes to FWIC and ACWW papers. From gleaning the pages of Federated News a Branch project in another province may be the inspiration for a quest to make changes in our programming. And in the Country-woman we can be a part of worldwide communications.

It is the application of new understanding to every aspect of our lives that will count. The highest reward for toil is not what one gets for it but what a person becomes by it. Decide on the goals you want to achieve in 1980. Then make decisions on these goals for there are choices. We can succeed by: — CUSTOM, the way my Grandmother did it; HABIT, the way it has always been done; INTENTION, by a hunch; INCLINATION, just the way you feel like doing it right now or by LOGIC, the way careful planning, thinking and analysis indicates it should be done. I hope you choose the latter.

W. I. is your window to the world where you can look beyond the horizons of your own home. In 1980 we cannot be satisfied with a hedged-in view of our future. We must use physical and intellectual efforts to widen our horizons. May each member live for the cause that lacks assistance, for the wrong that needs resistance and the good that she can do.

*Florence Diamond*