

# Anything for a Good Cause

February 2004 started a chain of events that far out-reached the dreams of WI Members Marcia Adams and Rose Marie Smith. It was during the drive home from watching the movie "Calendar Girls" that the ladies decided that making a fundraising calendar was totally doable! After getting the idea approved by the District Executive, the ladies met with representatives from the local hospital. Timing was impeccable since the hospital was about to embark on a fundraising campaign for a new CT Scanner. The ladies had a cause...Now it was time to formulate the strategies needed to successfully complete an event of this size.



Certificates of Merit were presented to the Norfolk District WI Calendar Girls Committee. L-R Pauline Rochefeller, Elsie Stephenson, Rose Marie Smith, Marcia Adams, Marion Austin and Ginger Stanley.

Marcia, Rose Marie and the rest of the calendar committee spent weeks organizing the details including securing the start up cost through local donors and organizing the media launch. Photographer, Mary Etta McGraw, a friend of Rose Marie's agreed to photograph all the models for the cost of the film and the processing. Volunteers were not difficult to find – Members and Executive didn't hesitate to pose and many others worked on the Research Facts Committee which was responsible for the facts that were printed on the calendar grid, so the calendar was truly a WI calendar.

The media launch was a great success leading to coverage on WI events regularly touching on different aspects of the calendar and its sales. To date, the efforts of many WI members, their friends, and employers have helped raise \$42,000 for the CT Scan Fund.

The hours were long and events leading up to the launch were interesting, but for the most part the venture was fun and exciting because the Norfolk District WI pulled together to contribute much needed monies. The calendar stirred the media to cover WI events and to interview WI Members who wore Blue Hats to other community events.

## CALENDAR QUICK FACTS

- 3000 calendars have been sold
- The first calendar off the press, signed by all models was recently auctioned off to raise additional funds.
- \$42,000 has been raised for the Norfolk General Hospital by the Norfolk District WI
- Calendars were mailed across Canada and the world.
- The movie "Calendar Girls" was inspired by the story of British women who set out to raise money for the Leukemia Research Fund by posing nude for a Women's Institute calendar.