

More benefits to being a WI member!

FWIO is pleased to announce the upcoming launch of an exciting new service being offered to benefit Women's Institute members and their families – a voluntary home and automobile insurance plan, made available through Johnson Incorporated.

Johnson Incorporated, a Canadian company established in 1880, is one of the country's largest insurance brokers and consultants, and a leader in providing home and auto insurance to organizations like FWIO.

In addition to receiving access to competitive insurance packages, they can provide FWIO with:

- ongoing education (eg. newsletter articles)
- access to scholarships and academic grants (100, valued at \$1,000 each, are awarded annually to policyholders and their dependents), and
- personal priority attention, 24 hours a day!

For the first 12 months of this new partnership, Johnson will donate \$20 to FWIO for each qualifying WI member and their immediate family (not presently insured with Johnson) who receives a no-obligation home or auto quotation. Johnson Insurance is not only providing WI members with excellent service, they are also donating funds to support the work of FWIO!

A detailed information package will arrive at your Branch soon!



Picnic at the Willows

This has been a busy summer at the Adelaide Hunter Hoodless Homestead near St. George, Ontario, with tours, special events and general upkeep of the home. June was a wonderful month with bus tours and picnic groups. All who gathered for "A Picnic at the Willows" on June 23 enjoyed this summer event. We discovered some talented local bakers who participated in the Bake-Off using one of Adelaide's recipes. First Prize went to Bea Taylor and Joan Johnson, both from Alford & Park Road WI.

On August 3 the Homestead hosted a WI sponsored Yard Sale. With help from the Homestead Committee and local Branches, who generously donated items and baked goods, \$1000 was raised for the Upkeep Fund. "Adie's Harvest Tea" took place on September 8 with live entertainment and homemade baked goods and crafts. Many thanks to all who volunteered at the Homestead this summer.

On September 14, Adelaide Hoodless was honoured at the opening of the Brantford Tourism Centre. Her picture will be displayed in banner form as one of Brant County's prominent people.



WI members are smiling as they sample the baked goods submitted for the Bake-Off at the Homestead. Shown from left to right is Isabel Brubacher, Mary Wratten, Mien Donkers and Mary Derbyshire.

Submitted by Summer
Assistant Curator
Stefanie Hurst,
Adelaide Hunter
Hoodless Homestead.

A Credit Card Exclusive to FWIO!

FWIO has the opportunity to form a unique partnership with MBNA Canada/Mastercard and their Affinity Program to develop a new, exclusive Federated Women's Institutes of Ontario credit card! The card would display FWIO's name and logo right on it! Excellent exposure for FWIO!

Plus, there are additional benefits:

- There is no cost or risk for FWIO.
- FWIO maintains control of the program, through final approval of marketing, timing and content.
- Increased visibility of the FWIO name among supporters and the community.
- The credit card will provide members and supporters with an essential financial tool with the most comprehensive benefit package backed by the industry's benchmark in customer service.

New source of fundraising income!

FWIO will earn royalties for the term of the program. It will allow FWIO to support important organizational needs without deflecting funds from other core areas. Royalties that FWIO would receive include:

- \$1 for every account opened
- \$1 for every account renewed
- .30% of net retail purchases on accounts, and
- \$30 per account opened through FWIO's direct marketing efforts.

All at no cost to the cardholders!

Some other organizations already participating include:

- MADD (Mothers Against Drunk Driving) Canada
- Canadian Nurses Association
- numerous Colleges and Universities
- Save the Children
- The Royal Canadian Legion
- Ontario Federation of Agriculture (OFA), and more!

MBNA Canada goes to great lengths in order to guard the privacy of their partners confidential contact information and is dedicated to developing a partnership built on trust. If FWIO participates, we will be required to submit each member's contact information to a secure mailing-house in order to distribute information about the program.

If you would like to discuss any concerns about this program, please contact Board Director, Joan Folkard by December 15, 2002, by phone/fax at 905-459-9272, or mail 504-25 Union Street, Brampton ON L6V 1R4.