

MRDD Update

By Kelly Marshall-Rutherford

Full is a time for change and a time to prepare for the winter to come. As FWIO prepares to implement its new Strategic Plan this fall, it presents us with some positive changes that will assist to sustain FWIO so it can thrive in the future. There are many marketing and fundraising strategic objectives that will be implemented and the results will be rewarding to both Branches and the provincial level.

I am particularly excited to be a part of this process. I have really enjoyed meeting and discussing marketing and fundraising ideas with WI members during the last few months! There have been an abundance of unique and constructive suggestions brought to the table. I would love to hear from more members! Let me know what FWIO means to you? What are some of the challenges you face recruiting new members in your Branches? What are some successful promotional activities you use? Do you have any fundraising activities that you would like FWIO to consider implementing? Would you like to contribute in future provincial fundraising activities? Please feel free to contact me anytime!

PLUG INTO
www.fwio.on.ca



I'm pleased to announce the launch of a valuable new marketing and educational resource - FWIO's new website, www.fwio.on.ca

It features a multitude of information and resources, including:

- FWIO Organizational / General Information
- Historical Achievements
- Membership Opportunities (benefits/types) & Branch Locator
- Membership Services (which will feature information just for members and Branches, i.e. downloadable logos for your promotional material, etc.)
- ROSE Health Program
- 2002-2003 Programming Ideas (presented by the Education Committee)

- Branch Program & Events Calendar (*now accepting your WI-related listings!)
- Tweedsmuir History
- Scholarships & Awards
- Current Resolutions
- On-line Survey (to share your ideas)
- Links to Various Organizations of Interest (to assist with programming, self-education, etc.)
- Erland Lee Museum Home (includes educational programs, group booking information, and more)
- What's New (a collection of information from recipes to media releases), and much more!

This new website has been made possible through generous funding provided by the Ontario Women's Health Council (through the ROSE Health Program) and Dr. Harold Kim and family of Kitchener, Ontario.

Feel free to include this website address in your Branch promotional material (brochures, posters, displays, etc.). If your Branch, District or Area is considering designing your own website, a direct link can be provided.

Kelly Marshall-Rutherford is the Marketing & Resource Development Director for the Federated Women's Institutes of Ontario. She can be reached at 7382 Wellington Rd. 30, RR 5, Guelph ON N1H 6J2, Phone: 519-836-3078, Fax: 519-836-9456, Email: kellymr@fwio.on.ca



Hampshire Ardtrea WI Celebrate Earth Week

In celebration of Earth Week, one Saturday morning last April Carlyon Line in Severn Township was the scene of 11 busy volunteers picking up plastic, paper, tires, glass and other garbage discarded along the roadside. With garbage bags provided by the Township, Hampshire Ardtrea Women's Institute members and friends spent four sunny hours combing the roadside and ditches. The group appreciated the moral support provided by many passing motorists as they collected several truckloads of garbage. Pictured from left to right in the back row is Dorothy Lockrey, Mary Schulz, Nancy Cranney, Charlotte Pearce, Barb Clare and Bonnie Stafford. In the front row from left to right is Karen Telford, Lois Telford, Krista Telford, Virginia Mark and Marilyn Thomson.

Submitted by Nancy Cranney, Hampshire Ardtrea WI, Simcoe East.