

MRDD Update

By Kelly Marshall-Rutherford

After almost a year, I'm back - with enthusiasm and many ideas as FWIO's new Marketing & Resource Development Director! I am thrilled to once again contribute to FWIO in this new capacity and assist with implementing new initiatives. My previous position as Health Program Coordinator for the ROSE Health Program was both challenging and extremely rewarding! I have been so pleased at how Branches have used ROSE and continue to educate their communities.

In my new position, I have a multitude of tasks from researching and preparing funding proposals, developing and implementing marketing strategies, undertaking promotional activities, participating on committees (i.e. RAWF, *Home & Country*, Website), and implementing a number of new strategic objectives, to name a few.

Currently, I am researching funding opportunities to expand the ROSE Program to allow for additional topics and the participation of new organizations. As well, I am working with a local company, Active Web Corporation, who was recently hired to design and develop FWIO's new website! The new website, to be launched by mid-June, has been made possible through generous funding provided by the Women's Health Council (who supported the ROSE Health Program) and Dr. Harry Kim of Kitchener.

The new website will feature achievements of FWIO, updated news and special

interest topics, education and program information, resources, a program and event calendar, and much, much more. Branches are invited to promote their work as well by submitting their upcoming events, ideas and resources for the world to see! Many 'interactive' activities will be offered, so plan to visit the site often! For more information and to view the new website, log on to www.fwio.on.ca

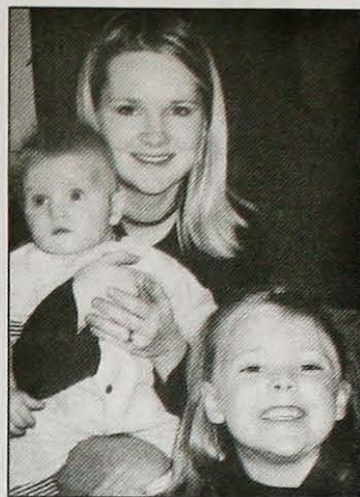
Dynamic history of the Women's Institute is told through a live performance!

4th Line Theatre, an outdoor theatre company in Millbrook, Ontario, will be presenting a play written by Toronto playwright Leanne Brodie, which explores the history and accomplishments of the Women's Institutes. This moving and entertaining performance tells the story of a divorced, urban mother who returns to her family's rural home area and develops a close friendship with an older resident - a member of the Women's Institute. Through a combination of comedy, song and drama, *For Home and Country* explores community and belonging while uncovering the dynamic and interesting history of the Women's Institute. For ticket information, call 1-800-814-0055 or www.4thlinetheatre.on.ca Group Sales can be accommodated. What wonderful exposure and recognition for WI!

Please feel free to contact me with questions (and of course ideas!) relating to fundraising and/or marketing initiatives, by calling 519-836-3078 or email kellymr@fwio.on.ca

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

Profile



Kelly Marshall-Rutherford with her son Avery and daughter Sierra

Meet our MRDD

For those who didn't meet me while I toured Ontario delivering Leadership Training Sessions for the ROSE Health Program, let me introduce myself...

I have worked with FWIO since August of 1999, first as the Health Program Coordinator and now as the Marketing & Resource Development Director. I have generated an abundance of fundraising, special event planning and marketing experience during my previous employment and volunteer positions and look forward to using them in my new position.

On a personal note, I reside in Guelph with my 'supportive' family - 'house husband' Adam (who now takes care of the home while I work), 6 year old daughter Sierra and 11 month old son Avery (oh yes, and "Kitty!"). During my somewhat 'limited' spare time, I volunteer for the Women of Distinction Awards (an annual fundraising gala in Guelph) and contribute to my daughter's many school and extra-curricular activities. When time permits I enjoy gardening, cooking (from scratch - not from a frozen box!), walks with my family and yoga.

If you are planning a trip to the Provincial Office, please stop by my office to say 'Hi.'

Annan WI Enhance and Enjoy Local Park

In the early 1970s a group of young mothers in Leith, Ontario, approached the owner of a vacant lot in the village for permission to set up a safe play area for their children. Permission was granted and swings, climbing bars, teeter-totters and a jungle gym and slide were erected. Courtesy of the Annan Women's Institute, park benches have been a recent addition to the park-like setting. Those same mothers, who are now grandmothers, can enjoy the bench while their grandchildren play safely nearby.

Submitted by Gwen Mitchell, Annan WI, Grey North.