

International Grandmothers Gathering

Notes from Strategic Fundraising session held Thursday, October 26, 2023

1. Fundraisers that worked better than expected

- Sponsoring an evening with drag queens – appealed to younger demographic; held at a community centre; \$60/ticket included glass of wine, dessert, and show; great partnership within the community.
- Red scarf campaign – partner with AIDS organizations in local communities to hang red scarves around the community to raise awareness on World AIDS Day (December 1st). Information about Grandmothers to Grandmothers Campaign and SLF attached to each scarf.
- Cheese sales (in Ottawa region) – grandmothers groups take orders for gift boxes of cheese that are ordered from a nearby [monastery](#). The cheese boxes are picked up from the monastery in early December and then people collect their orders. They are perfect gifts for the holiday season and for holiday parties.
- Plant sales – don't take much work and plants are collected from group members' gardens or from a garden club.
- Jewelry sales – friends donate jewelry which is appraised and sold.
- Tool sales – Gogo Grannies of Aylmer collected used tools (modern and old tools) appealed to wider populations. Also collected accessories like safety vests. Raised a lot of money and was helpful for community members to purchase tools at more affordable prices.
- Cycling, running, walking events
- Soup competition – Grannies Aid for Africa in Hudson, QC did a blind tasting of soup; sold cups of soup and sandwiches.
- Antique roadshow
- Backyard concerts – fun event and gives musicians looking for venues space to share their music
- House and garden tours with afternoon tea
- “Double your money” – Victoria Grandmothers for Africa gave seed money to group members to experiment with new fundraising initiatives with the challenge of raising double the seed money. Ideas included art classes, plant sales, marmalade sales
- “Cheating Scrabble” – we need more info on this one!
- Art from the Attic sales raise a lot of money (but require a lot of coordination, storage, and work)
- Fabric sales (same as art sales, raise a lot of money but require a lot of work) – great initiative to keep fabric out of landfills and to allow community members to purchase fabric at affordable prices
- Art classes – artist gives time and grannies charge per ticket – provide snacks, music and have fun!
- Used book sale
- Granny jars for collecting spare change

- Book clubs or talks, sometimes with authors attending to talk about their book
- Soup, tea, and biscuits delivered to teachers for lunch – organized by the Bay Grandmothers of Nova Scotia
- Trivia nights at a restaurant
- East coast kitchen parties
- Samosa sales – the Abbotsford Gogos take pre-orders and work with local Kenyan catering group who makes samosas.
- Lunch and fashion shows in scenic locations
- Junk from the trunk/car boot sales
- Actions for Africa – The GANG asks members to set personal goals and collect donations from friends and family (read a certain number of books, sew for a certain number of hours, etc.)
- Auction of consumables and experiences – members donate everything from charcuterie boards of delicious treats to weekend at a cabin.
- Rant nights – people get a certain amount of time to give a rant on a topic they choose; topics may be a combination of poignant, funny or silly.
- Fill a bowl, keep a bowl – partner with local potters to hold soup or chilli lunch or dinner where people get a delicious meal and a bowl to take home. Tickets \$40.
- Tea for two Mother’s Day boxes – pre-order goodie boxes as Mother’s Day gifts; started during COVID-19 lockdowns when regular celebrations couldn’t happen.
- Christmas cookie walk – members of Mariposa Grandmothers baked festive treats; customers pay \$15 and get a box that they walk around and fill with a variety of cookies and squares. Event sells out every year.
- Pub night – partner with a local pub, sell tickets and people get a meal and a drink and good company.
- Wine tasting
- Kids’ Christmas market – grandmothers groups have a marketplace with \$1 and \$2 gifts that kids can purchase as gifts for their parents.

2. Fundraisers you recommend to other grandmothers groups

- At fundraisers have “floaters” who talk about the SLF
- Seasonal pie sales (rhubarb, apple, pumpkin)
- Fashion show in partnership with vintage or used clothing stores
- Craft sales
- Bridge or Scrabble tournaments
- Plant sales – indoor, outdoor, perennials and planters, décor for garden, etc. Have a horticulturalist as guest.
- Connect with other local organizations to support their events – such as acting as marshalls in cycle races, handing out water, etc. Be paid for volunteer services and potentially distribute informational material about your group.
- Provide refreshments and put out donation vessels at events such as Third Age Learning (Ontario), or local concerts

- Lifelong learning sessions with speakers on issues of public interest
- Knit and sell scarves for local and global impact – supporters pay \$20 for a scarf to be given to an organization that supports people who have recently moved to Canada or unhoused people and the funds are sent to the SLF.
- Online events/webinars with authors, experts, workshops (cooking demos, art history, etc.)
- Small Dare to Dine dinner parties – invite an interesting group of people for good food and conversation, they donate the cost of a dinner out to the SLF.

3. What is a fundraising event or initiative that you've always wanted to try?

- Board game and Scrabble events
- Fashion shows with grandmothers (or grandothers!) as models
- Women's choir concert
- Dinner theatre
- History of nurse's uniforms
- Collaborating regionally with nearby groups to hold a larger scale event
- Cooking events where participants make a meal together and take home the recipe
- Antique jewellery sale
- Juried fine art
- Selling grocery store gift cards where group keeps a percentage of sales
- Cheese sales
- House concert
- Wine survivor
- Selling products through an online store
- Comedy night
- Recreational sale (sports equipment, toys, games, multi-generational apparel)
- Musical event with younger artists and bands
- International Women's Day event with other organizations led by and for women, including Indigenous-led organizations
- Something to celebrate random acts of kindness month in February to celebrate local heroes
- Have a "Shark Tank" type event with grandmothers group where members pitch new fundraising ideas to try and group votes on what ideas to experiment with.