



# Ten Year Anniversary Action Plan

## Key Messages to Communicate to Others

- African grandmothers are central to the life of their communities. They become parents again, caring for their orphaned grandchildren in the midst of the HIV and AIDS pandemic.
- Grandmothers deliver home-based care in their communities. They put their grandchildren through school, teach HIV prevention, create local savings and loans groups, and participate in innovative income-generating programmes.
- In the face of gender and age discrimination, African grandmothers are leaders and advocates for their human rights locally and nationally.
- The Stephen Lewis Foundation's Grandmothers to Grandmothers Campaign was launched in 2006 in response to the emerging crisis faced by African grandmothers.
- 2016 marks the 10 Year Anniversary of the Grandmothers to Grandmothers Campaign. Ten years of raising **awareness** in communities in Canada and abroad. Ten years of **fundraising**, now more than \$24 million. Ten years of learning and nurturing **solidarity**.
- African grandmothers are changing the course of the pandemic in their communities and beyond. And the Grandmothers to Grandmothers Campaign is with them every step of the way.
- The Stephen Lewis Foundation works with African community-based organizations that are turning the tide of HIV/AIDS in Africa. Since 2003, they have funded over 1,400 initiatives, partnering with more than 300 grassroots organizations in the 15 African countries hardest by the pandemic.

## Materials & Resources



**Video:** Watch 10 Year Anniversary greetings from Stephen Lewis & Ilana Landsberg-Lewis  
[www.grandmotherscampaign.org](http://www.grandmotherscampaign.org)

### 10 Year Anniversary Pins

A limited number of metal pins will be available in March 2016. The pins will be available to registered grandmothers group members for \$1.50. They are also available on consignment to support fundraising efforts (suggested price: \$5).

### Updated Grandmothers Campaign Flyer marking the 10 year anniversary

### Grandmothers Campaign postcard with a quote from Stephen Lewis

**Online Resources** including a media toolkit and events poster template are available in the Members Only section of the Grandmothers Campaign website. Check back regularly for updated materials.

**10 Year Anniversary Logos** are available for download in the logo gallery: [www.stephenlewisfoundation.org/news-resources/logo-gallery](http://www.stephenlewisfoundation.org/news-resources/logo-gallery)

# Events & Opportunities

## 10 for 10

Our new grandmother-led initiative: pledge \$10 every month in honour of the 10 Year Anniversary. Monthly gifts are a reliable and indispensable source of support for the SLF and our African community-based partners. Donors will receive a consolidated tax receipt at the end of the year. And the grandmothers group will be credited with the amounts raised. Check out [www.grandmotherscampaign.org/10for10](http://www.grandmotherscampaign.org/10for10) for more information.

## Regional Gatherings

Stephen Lewis and Ilana Landsberg-Lewis together in conversation! Many regions will be hosting a 10 Year Anniversary event that incorporates a conversation between Stephen and Ilana: 'We will not rest until they can rest', followed by a gathering with the participation of African Grandmothers.

- Vancouver, BC — March 11 & 12, 2016
- Edmonton, AB — Fall 2016
- Winnipeg, MB — Fall 2016
- GTA, ON — Fall 2016
- Halifax, NS — Fall 2016
- Ottawa-Gatineau, ON — Winter 2017

## Monthly Reveal

Every month, the Granny Bulletin will share resources and event ideas to help you mark the 10 Year Anniversary. We hope these ideas will spark excitement and strengthen solidarity across the Campaign from coast to coast to coast.

## Visitors from the Continent

There will be many opportunities to hear from African grandmothers and our community-based partners over the coming year. Let us know if you'd like to extend an invitation to our guests!

## Fundraising Ideas

Looking for a new way to raise funds? Here are some ideas from grandmothers groups across the country:

- 10 year anniversary parties
- Good Words Scrabble tournaments
- Yarn bombing installations
- Plant sales
- Dare to Dine
- Stride walks
- Art from the Attic
- Textile art auctions
- Tote bags
- Bridge tournaments
- Themed tea parties
- Fashion shows
- Pub and trivia nights

## Get Involved

Want to get involved without adding to your already busy calendars?

We encourage all groups to find creative ways to incorporate the 10 Year Anniversary into your existing successful events and activities.

Perhaps something that plays with the number 10 to add a little extra challenge to events or you might enlist your grandchildren to teach you to send 10 tweets on Twitter about African Grandmothers. The possibilities are endless.

We're here to give you tools and lots of encouragement to make the most of the 10 Year Anniversary. Have fun and make sure that whatever you choose to do reflects your group's unique identity and contributions!



Contact a Grandmothers Campaign Officer for more details!

**Tel: 1-888-203-9990**

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Check out the Campaign website for updates:

**[www.grandmotherscampaign.org](http://www.grandmotherscampaign.org)**