



10 for 10 initiative

The grandmother-led **10 for 10 Initiative** challenges you, as Grandmothers Campaign supporters, to donate \$10 a month in honour of the 10 year anniversary of the Grandmothers Campaign. Your monthly donation will provide reliable and long term funding to our community-based partners working with and for grandmothers. (If you are already a monthly donor, you can participate by increasing your donation by \$10).

Setting up your monthly gift is as easy as 1, 2, 3

1. Choose the amount you wish to donate on a monthly basis.
2. Visit us online at www.grandmotherscampaign.org/10for10 and set up your monthly donation via credit card or bank account withdrawal. Monthly donors have told us that giving on a monthly basis is a lot easier on their budget than writing one big cheque.
3. Follow the instructions on the webpage, and complete your donation! At the end of the year you will receive a consolidated tax receipt for your monthly donations. If you belong to a grandmothers group, your group will be credited with raising the money.

www.grandmotherscampaign.org/10for10



"My name is Janet Solberg, and I am a senior advisor with the Foundation. I'm also Stephen Lewis' sister.

I am thrilled to be part of the 10 for 10 initiative. I have been a monthly donor for many years—for all the compelling reasons listed above—and now I will happily increase my donation by \$10 in honour of the 10 year anniversary of the Grandmothers Campaign.

It comes at an important time when our community partners are telling us that the low Canadian dollar is causing a shortfall in their funding. Monthly donations provide the reliability they need to plan and continue their work on coping with crisis, renewing communities, and building resilience.

Please join me in taking up the 10 for 10 challenge by starting your own monthly donation. Thank you."