****

**Club in a Bag**

A resource guide for small and start-up clubs. In it you will find:

1. The Big Picture
   1. About CFUW
   2. About IFUW/GWI[[1]](#footnote-1)
2. How to Get Started
   1. First Steps
   2. Who to invite,
   3. Advertising,
   4. Where and when to meet
   5. The question of dues
3. How to Keep Going
   1. Running the club and your Executive
   2. Meetings
   3. Program ideas
   4. Interest Groups
   5. Fundraising ideas
   6. Advocacy

Appendices

1. CFUW/GWI Structure
2. How To Attract Members
3. Fundraising Ideas
4. Starting and Energizing an Issues Group
5. Program Ideas
6. **The Big Picture**
   1. **About CFUW**

CFUW is a non-partisan, voluntary, self-funded organization with over 100 Clubs, located in every province across Canada. Since its founding in 1919, CFUW has been working to improve the status of women, and to promote human rights, public education, social justice, and peace. CFUW is the largest affiliate of the International Federation of University Women (IFUW, now GWI), the leading girls’ and women’s global organization run by and for women, advocating for women’s rights, equality and empowerment through access to quality education and training up to the highest levels.

CFUW/FCFDU works to advance the human rights of women and girls.

1. Promote high standards of public education in Canada, advanced study and research by women, and sound concept of lifelong learning.

2. Advocate for the advancement of the status of women, human rights and the common good locally, nationally and internationally.

3. Promote cooperation, networking, support and understanding among women.

4. Encourage and enable women to apply their knowledge and skills in leadership and decision‐making in all aspects of the political, social, cultural, educational and scientific fields.

**National Organization:**

* Informs the Government of Canada about CFUW/FCFDU policies on education, the status of women, human rights, justice, social and environmental issues
* Provides members with opportunities to network at local, regional, provincial, national and international meetings
* Supports the CFUW/FCFDU Charitable Trust which
  + Receives individual and Club donations
  + Administers funds for[:](http://www.fcfdu.org/Portals/0/Business%20Card%20Form%202013.docx)
    - Graduate Awards and Fellowships
    - The Creative Arts and Music Award, and Library Award

**Local Clubs of CFUW/FCFDU:**

* Provide opportunities for fellowship and support
* Hold meetings on educational, cultural and social issues with an emphasis on the status of women and girls
* Have special interest and study groups on a wide range of topics
* Research and present resolutions for consideration at the CFUW/FCFDU Annual General Meeting
* Ensure that local MPs[,](http://www.fcfdu.org/Portals/0/Announcements/Triplan%202014%20to%202016.pdf) MNAs[;](http://www.fcfdu.org/Portals/0/Announcements/Constitutional%20Amendments%20SET%201%20ltr.pdf) MLAs[;](http://www.fcfdu.org/Portals/0/Announcements/Triplan%202014%20to%202016.pdf) MPPs are aware of CFUW[/](http://www.fcfdu.org/Portals/0/Announcements/Emergency%20Resolution%20on%20Future%20Proposals.pdf)FCFDU policies
* Advocate for CFUW policies at the local level

CFUW/GWI Structure: See **Appendix 3**

Note: A complete directory of the National organization and all local clubs is published each year and sent to all clubs in late August.

* 1. **About IFUW/GWI**

Graduate Women International (GWI), founded in 1919 as the International Federation of University (IFUW), is a worldwide, non-governmental organization of women graduates, whose purpose is to:

* Promote lifelong education for women and girls;
* Promote international cooperation, friendship, peace and respect for human rights for all, irrespective of their age, race, nationality, religion, political opinion, gender and sexual orientation or other status;
* Advocate for the advancement of the status of women and girls; and
* Encourage and enable women and girls to apply their knowledge and skills in leadership and decision-making in all forms of public and private life.

**To achieve these aims GWI:**

* Represents and advocates the views of graduate women in international fora;
* Enables graduate women to use their expertise to effect change at all levels;
* Provides an interdisciplinary approach to issues; and
* Promotes cooperation, networking, support and understanding among graduate women.

**Members volunteer their expertise in a wide-range of community projects, for example:**

* Literacy, financial literacy and vocational training programs;
* Mentoring and workshops to promote girls and women’s skills and learning;
* Programs to promote women up to the highest levels; and
* Campaigns to increase women’s awareness of their rights.

GWI has [national affiliates](http://www.graduatewomen.org/where-we-work/) in 60 countries and individual [members](http://www.graduatewomen.org/take-action/become-a-member) in more than 40 others. CFUW is the largest national affiliate of GWI and pays 40% the fees collected from federates..

1. **How to Get Started**
   1. **First Steps**
      1. You need one person to be the main contact, and preferably a few interested women (It takes 10 to make an official CFUW Club). You can advertise to get these women if you don’t have enough.
      2. First: Have an initial planning meeting to decide:
         1. Club meeting place (Make sure it is accessible to the public and those with disabilities)
         2. Opening meeting date & speaker
         3. First few meeting topics (speaker series that appeal to the community?)
         4. Dues
         5. Where to advertise in your community (local media is best – press, TV , radio)
   2. **Who to invite** 
      1. Anyone can now join who supports our aims, not just degreed individuals. Can be any number of non-degreed members in your Club
      2. Who to target and how to decide for your community.

Develop a community profile, enabling you to identify initiatives that would meet local needs and raise Club visibility. This is the first step in your membership campaign.

1. What is the population of your community? Age groups?
2. Who are your largest employers? E.g. resource industries, educational institutions, agriculture, tourism etc.
3. What are your community’s current needs/issues?
   * Physical/ infrastructure e.g. recreational facilities, health care facilities, housing,

* Socio-economic status e.g. employment, poverty, youth and family programs,
* Involved citizenry/volunteerism, average age of population
  + What other community needs and issues can you identify?

1. What other local groups are focusing on education, women’s issues/advocacy, environment, peace?
2. Has your Club linked with other women’s organizations (or others) in common purpose or community service?
   * 1. How to attract new members: **See Appendix 1**
        1. Raise the profile of your Club
        2. Have an interesting program
        3. Develop welcoming and open attitude
   1. **Advertise, advertise, advertise (N.O. can help with brochures, website, etc.)**
      1. Promote the name as CFUW. Use CFUW xxxxxx instead of full name (ex: YWCA) as is more inclusive
      2. Participate in as many community events as possible; put your Club “out there”
      3. Develop partnerships. Attend meetings of other organizations such as the Council of Women, Zonta, YWCA, Rotary, etc.
      4. Organize events that appeal to the community i.e. speaker series, card parties etc, political forums at election time
      5. Tag line “not just a social club”
   2. **Where and when to meet**
      1. Be sure the location is well marked, and accessible to all women. This doesn’t have to be your permanent meeting place. Dinner meetings have proved popular for many clubs.
      2. You will need promotional materials and a presentation on CFUW. National Office and your RD or VP can help you with this – invite them to the meeting.
      3. Pick a speaker or event of interest in your community.
      4. Sign up interested women. Take names of other potential members.
   3. **The question of dues**
      1. You will need enough to cover the Local, National, and International requirements. National (CFUW) and International (GWI) dues are paid annually. (GWI only for degreed members.)
      2. Locally you need to consider the following possible expenses: the cost of your meeting place, supplies such as paper, ink and postage, coffee and possibly refreshments for your meetings. You may need to pay some speakers as well.
      3. Once the club is up and running, some clubs charge a small guest fee for non-members who attend meetings.
3. **How to Keep Going**
4. **Running the Club**
   1. What you need for your Executive. (Be creative. You can combine functions to start.)
      1. President
      2. Membership
      3. Treasurer
      4. Secretary (can rotate or share)
      5. Need someone to be liaison person for national and to update the website
   2. Alternate ways to run the club
      1. Be creative.
      2. Talk to your RD for help.
      3. One Club runs by Committee
      4. One Club has 3 co-chairs and feels this works well
      5. One Club has a different person responsible for each meeting
      6. Executive members share the duties when there is no president
      7. Templates and formats for meeting, etc. are on a memory stick which is passed around to executive members when it is their turn to organize and chair a meeting
   3. Where/when to meet
      1. Be sure it is pleasant, accessible and open to the public
      2. Payment for facilities for meetings: ranges from free at city hall or the university to $30.00-$300.00/month
      3. General meetings should be in the evening or weekends, so working women can attend.. Activities should be in the evening, day, and weekends
   4. Executive meetings
      1. First meeting (August or early September, before first general meeting): be sure all roles are clear and plans are on track for opening meeting.
      2. Last meeting of year (May or June)
         1. Include incoming Executive members.
         2. After the first year the club should draft a Constitution. Contact National Office for samples of Club Constitutions. Duties of the Executive Officers can be tailored to each Club’s needs.
   5. Communication
      1. Have a website or Facebook page. Be sure someone has the responsibility for keeping the information current.
      2. Use social media such as Facebook, Twitter, etc.
      3. Have a monthly Newsletter for members. It need not be fancy.
      4. Provide alternate communication if a member does not have email – use the “buddy system” to provide printed copies
      5. Make use of free local media such as the local newspaper, radio, TV, etc. to advertise meetings and events
   6. Be part of the larger CFUW & GWI communities
      1. Check their websites (**CFUW.org** or **FCFDU.org** and **graduatewomen.org**)
      2. Check the links to other club websites for interesting events and advocacy ideas. Can be found under Clubs and Councils on the CFUW website.
      3. Read the *Week in Review* , *News & Updates* and *The Communicator.* Encourage all members to subscribe and read. (Call National Office to subscribe).
      4. Send at least 1 delegate to the AGMs and Regional Council meetings.
5. **Meetings**
   1. Format of general meetings
      1. social component (such as chat meeting with topic)
      2. presenter
      3. business component
   2. Sample schedule for the year
      1. September – Opening meeting to introduce the club and sign up for Interest Groups.
         1. Have an open house or a wine and cheese. Avoid teas and other “old lady” events. Be sure it is at a time and place most women can attend.
      2. October – Speaker (Open to the Public)
         1. Pick a topic of interest in your community
      3. November – Speaker (Open to the Public)
         1. Possibly a veteran (female?)
      4. December – Christmas Party
      5. January – Pot Luck Dinners at members’ houses
      6. February – Speaker (Open to the Public)
      7. March – Speaker (Open to the Public)
      8. April – Members’ Night
      9. May - AGM
         1. Many Clubs have a closing dinner as their AGM
         2. Speaker/presentation
   3. Last meeting: communicate plans for next season’s opening meeting, and sell tickets if they will be required. Short business component with approval of financial report and turnover to new Executive members.( Report can be sent to members before meeting)
6. **Program Ideas**
   1. Program
      1. Next year’s program should be decided in time to reserve presenters and facilities. This could be done by the Program Committee if there is one, or at a general meeting.
      2. Have a panel and no business meeting sometimes
      3. Payment of speakers: some clubs don’t pay, some give a gift (CFUW related, such as the credit card holders), several give $100.00, one gives $50.00, some make a donation to a charity of speaker’s choice. And some speakers are available at no charge.
   2. Suggested topics for meetings, public forums and community activities. (Appendix 4: *Event, Issue and Program Ideas*, has possible speakers and other resources for these program topics.)
      1. All-candidates panels before Local, Provincial or National elections
      2. Aboriginal Women and Girls in Canada
      3. Digital Literacy
      4. Early learning and Child Care
      5. Elder care
      6. Financial Literacy
      7. Girls’ Empowerment and Wellbeing
      8. Global issues Affecting Women and Girls
      9. Health
      10. International Women’s day
      11. Leadership – in Your Club and Canada
      12. Post-Secondary Education
      13. Poverty, Housing and Homelessness
      14. Violence Against Women and Girls
      15. Women in Non-Traditional Occupations
7. **Interest Groups.**
   1. Many women are attracted to the Clubs because of their Interest Groups. Start-up clubs may have too few members for many Interest groups. You may want to try a Book Group, Wine Tasting or Dining Out group. Or you may want to schedule a series of varied activities.
   2. Another option is to focus on a Community Issue or Project for your activities until you have more members.
   3. Most interest groups meet once a month, often at a member’s house. One member of the group is the leader, but activities are planned by the group as a whole.
   4. Here are some ideas from other clubs:
      1. Book Groups
      2. Wine tasting
      3. Dining Out
      4. Jaunters (outings to different places of interest)
      5. Bridge
      6. Movie or Play Group
      7. “Gourmet” dinner groups
      8. Walking/hiking/skiing/cycling/bowling
      9. Arm Chair Travel
      10. Music Appreciation
      11. Issues/Community Affairs
      12. Photography
      13. Art Appreciation
      14. Networking breakfasts for working women
      15. International Studies
8. **Fundraising**
   1. Fundraising is used for scholarships and bursaries
   2. It can also be used by smaller Clubs to send a Club representative to the AGM
   3. For fundraising ideas that other Clubs have used successfully **See Appendix II**
   4. Have a line in the budget for travel to AGMs and Regional Council meetings
9. **Advocacy**

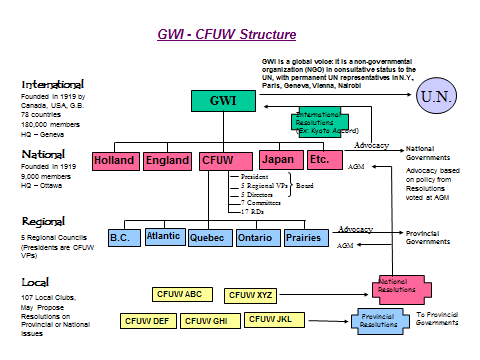
CFUW advocates for women's equality in Canada and abroad, and is concerned with a wide range of other public policy issues important to women, including: aboriginal affairs, education, the environment, peace, justice and human rights, among others. At the national level, we monitor federal legislation and policies and stay in contact with the Government of Canada and other government officials to communicate our members’ views’.

Clubs are active on issues at the local, provincial and national level. In fact, clubs often have an Issues Group as one of their interest groups. Appendix IV, “Starting and Energizing an Issues Group” is a great resource to setting one up.

Local Clubs propose Resolutions on advocacy issues which are then circulated to all Clubs for discussion and possible amendments. Final versions are voted on at the National AGM each year. Approved Resolutions become CFUW Policy, so that all Clubs speak with the same voice on these topics.

The VP Advocacy on the National Board, a National Advocacy committee, and the expertise at CFUW’s National office in Ottawa identify and develop advocacy action plans and materials that can be used at both levels. Direct advocacy with the Federal government at Ottawa through the National Office, and CFUW’s effort on the International scene through the UNCSW and, through the VP International Relations, our membership in GWI and international advocacy are part of this CFUW advocacy focus.

**Appendix I:**

****

CFUW Board of Directors Regional Directors

President Atlantic = 4 RDs

5 Regional Vice Presidents Quebec = 2 RDs

VP Finance Ontario = 5 RDs

VP Advocacy Prairies = 3 RDs

VP Membership BC = 3 RDs

VP International Relations

VP Education

Committees and Study Groups

See CFUW Directory for current list.

GWI Website = [**www.graduatewomen.org**](http://www.graduatewomen.org)

CFUW Website = [**www.cfuw.org**](http://www.cfuw.org) or [**www.fcfdu.org**](http://www.fcfdu.org)

CFUW Email = cfuwgen@rogers.com

CFUW Address: Suite 503, 331 Cooper St. Phone: 613-234-8252 or 1-888-220-9606

Ottawa, ON, K2P 0G5 Fax: 613-234-8221

**Appendix II**

**How to attract members:**

* One Club had a booth in a mall
* One club used Kiiji as a tool for recruitment and publicity, many hits, had over 15 new members this year, some from Kiiji,
* One suggested using a marketing student to look at a plan for marketing the Club
* Try inviting some to just come and see what they do
* Letters of invitation to become members to women who have been honored in the community
* Word of mouth
* Discount to members who bring a new member (20% for each new member)
* Open house activity – each member invites somebody
* Vice squad: e.g. Wine tasting evening, scotch tasting, etc…..
* Use fundraising activities
* Raise the profile of your Club by participating in community events, letters to the editor,offer programs i.e. speaker series that appeal to the community; be specific about what to call your organization when making contacts i.e. CFUW
* Put your Club “out there”, develop partnerships, use the membership manual, tips on membership recruitment and retention, join the small clubs’ membership teleconferences - contact Karen Dunnett, CFUW membership chair.
* Promote the name as CFUW; organize events that appeal to the community i.e. speaker series, card parties etc.
* Get good coverage in the local newspapers and cable TV; contact Women’s Studies personnel at the Universities and encourage students to join
* Have more meetings that are open to the public so CFUW gathers more exposure and maybe more members!
* Go to cultural centers and let them know about your club
* Target the retirement community, especially the newly-retired. Advertise CFUW as a place where they can come to make friends.
* Younger women need to find involvement relevant e.g. projects
* Two younger members in one club started the “New Grads” interest group. They did pub crawls, bowling and other activities that were different from the older groups
* One club held Networking Breakfasts for younger women (in their late 30s and early 40s) in hopes of them getting to know about the Club
* The IFUW/GWI website has a video package/PowerPoint about attracting younger members
* Use the term “like-minded women” rather than promote “University women”
* Those larger clubs that had a “Big Sister” Program got together in the fall with a few members of the executive present to introduce them to the club structure
* Develop welcoming and open attitude
* Use name tags at all meetings
* Get new members involved in interest groups or volunteering so they get to meet other members and feel included

**Appendix III**

**Fundraising Ideas**

Funds raised at these events were donated to scholarships, local libraries, and community outreach groups, and to fund Club activities.

* To avoid “fundraising fatigue” it works best to choose 1 or 2 (max.) fundraisers rather than a lot of small fundraising projects. Success is also enhanced by teaming with a community organization. This is also a form of advertising.
* One club reported an annual “giving” campaign to support their scholarships
* One has a donation along with membership dues
* Books Sales top the list. There are vast differences in the financial outcomes. This is based on the club’s size and long term experience. Good books that are left can be given to charity. K/W gives leftover books to the Retired Women teachers of Cambridge who catalogue them and set up libraries in needy places in Africa with them
* Small book sales during the year; donations
* Silent Auction supporting local women’s shelter
* Auctions at meetings
* Book exchange
* Author night -$10-12K, partner with bookstore, get big author (Olivia Chow, Sally Armstrong) – get venue- members provide sweets, books for sale by bookseller, ticket price $25 ea for 200 people- 150 women in club- not much advance notice for name authors- PR, press and TV
* Evening with an Author: In partnership with a local book store
* Signature Lunches work. Inviting an author can be quite successful if held on a Saturday.
* Celebrate Women Event (author’s night) in recognition of IWD. It is the major fundraiser for scholarships.
* International women’s Day activities
* Scholarship dinner and wine tasting
* Charitable Trust Dinner;
* Lecture series or other program and invite the community. Charge the public to attend
* One club does a $50 luncheon
* They also have a casino night as major fundraiser: casino night brings in large funds *(n.b. there was group dialogue re. whether casino income is a suitable source of funds)*
* “Gaming Commission” applications can be made in in some provinces
* Travel tours
* Garden Tour
* Christmas house tour $25K raised, many donors benefited-
* House Tour Tickets $30.00 each
  + Sponsors and donors cover expenses (local suppliers, restaurants)
  + Restaurants – special lunch menu during tour event
  + Have it the same weekend as Santa Claus parade,
  + Heritage homes popular – knock on doors and ask people - would you be prepared to nominate your house for selection committee.
  + Will share info with other clubs on request (CFUW Perth and District)
* Local Theatre: Sell donated tickets for dress rehearsal show
* Music night
* Theatre Project
* Fashion Show: In April in partnership with a local store. Sell squares at the show
* Luncheon and Bridge Party
* “Home” Parties : Could also be a source for new members
* Silent Auction and Countdown to Christmas;
* Christmas Markets and Craft Shows are successful, but they depend on time and personal work by members.
* Coffee Sales are a steady, long term money maker. Ref: Femenino Coffee
* One club sell magazine subscriptions – very good as gifts for Christmas
* Felted animals sold at Kelowna raised $3000.00 and coffee sold raised $500.00.
* Bike Run
  + Sold squares/cookies during the annual Rideau Lakes Cycle Tourfrom Ottawa to Kingston and back (non-CFUW event)
  + Raised about $2000.00
* Bikeathon: men in spandex works!
* Fredericton, 3 days Book Fair, funds 11 scholarships to post-secondary. 3 fire stations help to collect books. Made the same amount even in an electronic age – over $20,000 raised
* Details of St John’s book sale recommended:
  + have high profile in community pamphlet with photos and ads sold to sponsors, held in same place each year
  + use the Arts and Culture Centre whenever Nfld. symphony there
  + have 1 book blitz 2 months ahead to collect books
  + have 2 large trucks to collect books – 1 at the Art Centre
  + sort books into 40 categories
  + fiction and non-fiction
  + biographies the most popular
  + charge $1.00 entrance fee
  + most books $2.00, $1.00 or buy 1 and get 4 free
  + more than 40,000 books received
  + some are just recycled
  + work 5 days/week sorting and pricing for 2 months
  + sale open Wed 6-9PM, Thurs 10-9, Friday 1/2 day
  + ½ price on Friday and finish at 1PM
  + after 1PM on Friday, ask charities to come and pick books for free
  + police and other friends help
  + raised $37,000 this year

**Appendix IV:**

**STARTING AND ENERGIZING AN ISSUES GROUP**

**What is an Issues Group?**

Quite simply, it is a group of women gathering to discuss current issues, and develop some plans for action. An Issues group can range from the very informal, to a structured interest group, with the Chair as a member of the Board or Executive.

**Why Start One?**

One of CFUW’s main purposes is to promote the common good locally, nationally and internationally, and to advocate for the equality of women and girls. “Issues” is where it all begins.

Starting an Issues group can be an opportunity for life-long learning, civic engagement and even a bit of fun.

**Getting Started**

If you would like to start a group to discuss and work on advocacy issues within your Club, first speak to your Club’s Interest Group leader or your President. Like any other interest group, you would usually start this by signing up members at the beginning of the CFUW year in September. It is OK to begin small and even to stay small!

Alternatively, you might start with a small group of people that you know are interested in advocacy, just to test the idea first.

You can begin by looking at issues that are easy to discuss/study. For example:

* Check out the [Program Ideas for Clubs](http://www.cfuw.org/Portals/0/ClubsAndCouncils/Club%20Information/Program%20Ideas%20for%20Clubs.pdf) (attached in Appendix V) compiled by the National Office. It lists over 10 issues to consider with possible speakers and documentary films;
* Use newspapers and/or news articles and take action items from the [Week in Review](http://www.cfuw.org/en-ca/clubsandcouncils/weekinreview.aspx) (sent to your email bi-weekly) to spark discussion;
* Issues that are important to members individually;
* Newly adopted CFUW resolutions that have come with suggested actions and advocacy materials in the Fall, but don’t feel limited to the adopted resolutions;
* Key issues within your own community or within your province; and
* Books, usually non-fiction, that are of interest to the group.

Like other interest groups, try to meet on a regular monthly basis. Some Club Issues Groups have gone on field trips, had guest speakers, organized film screenings, etc.

**Taking Action**

There may be times when you wish to move beyond studying and debating issues to take some sort of action, such as writing letters to or meeting with your local politicians, organizing a public event, and/or working on the adopted resolutions. Always discuss this with your President. Please familiarize yourself and your members with the [*CFUW Guidelines for Advocacy*](http://www.cfuw.org/Portals/0/Advocacy/Tools%20for%20Advocates/CFUW%20Guidelines%20for%20Advocacy.pdf)*.*

You will also start receiving emails from CFUW National (i.e. the Week in Review) and perhaps your Provincial Council, asking for your Club to take actions, such as writing letters to your MP and signing petitions. CFUW will often create template letters that your Club can adapt, and for individual use. Any help that you can give will be appreciated.

Politicians are much more likely to listen to their constituents (i.e. you and your members), which is what makes CFUW’s network across the country so valuable. As one of the few national women’s organizations left with the capacity to advocate, our voice has become more important than ever.

**Other Considerations**

If your group begins to do the advocacy work for the Club, consider having a member of your advocacy group sit on the Executive of your Club. This will help ensure the executive is aware of the issues you are working on, and what the Club is being asked to support.

Use your newsletter on a regular basis to inform other Club members about the existence of your advocacy group, what it does, and to update them on issues that are currently being addressed.

Become a part of the CFUW business portion of your General Meetings, telling the Club members of the issues that you are working on.

If you find that your group is becoming tired, remember that there are resources like the *Week in Review* that you can fall back on. You may also want to have a brainstorming session to develop some new plans, such as an issues-based book club, discussion group, speakers, and field trips. Many times you just need a holiday. Saving the world can be exhausting!

**Helpful Resources**

**The Advocacy/Policy section of the website** – You will find information about campaigns the National Office is working on, and a number of resources, including the *Advocacy Handbook* and *Act On It – Locally.* Find it here: <http://www.cfuw.org/en-ca/advocacypolicy.aspx>

**Week in Review** *–* Includes CFUW National advocacy news, Take Action items, and a news digest. This newsletter is sent by email every other Friday. Please contact the national office at [advocacy@fcfdu.org](mailto:advocacy@fcfdu.org)

**Emails to Issues groups** – When the National Office creates either template letters or an action alert package, these will be emailed to the Issues groups directly for your use. These may be time-sensitive.

**CFUW News and Updates** – while more administrative, it does include advocacy materials as well, but most of these will be emailed to you directly.

**The Advocacy Blog** – a place for longer commentary on current issues, and our press releases. Find it at <http://cfuwadvocacy.wordpress.com/>

**Facebook** – this lets members of clubs from across the country interact with each other and share news articles, and action items like petitions.

**Appendix V:**

**Event, Issue and Program Ideas**

As your Club develops its program, plans events or public forums, and decides what issues to focus on, CFUW National invites you to consider some ideas that align with CFUW’s mission and address timely issues we believe will interest your members. In this document, you will find suggested speakers, videos, workshops, trainings and other resources related to the following topics:

|  |  |
| --- | --- |
|  |  |
| **Aboriginal Women and Girls in Canada** |  |
| **Digital Literacy** |  |
| **Early Learning and Child Care** |  |
| **Elder Care** |  |
| **Financial Literacy** |  |
| **Girls Empowerment and Wellbeing** |  |
| **Global Issues Affecting Women and Girls** |  |
| **Health** |  |
| **International Women’s Day** |  |
| **Leadership – in your Club and in Canada** |  |
| **Post-Secondary Education** |  |
| **Poverty, Housing and Homelessness** |  |
| **Violence against Women and Girls** |  |
| **Women in Non-Traditional Occupations** |  |

Key Dates for Activities and Events

|  |  |
| --- | --- |
| **Women’s History Month**  October  **Sisters in Spirit Vigils for Missing and Murdered Aboriginal Women**  October 4th  **International Day of the Girl**  October 11th  **Persons Day**  October 18th | **International Day for the Elimination of Violence against Women and start to 16 Days of Activism against Gender Violence**  November 25th  **National Day of Remembrance and Action on Violence against Women**  December 6th  **International Women’s Day**  March 8th  **Mother’s Day**  May 8th |

Aboriginal Women and Girls in Canada

Your members may be interested to learn more about the realities and experiences of First Nations, Metis and Inuit (collectively referred to as Aboriginal) women and girls in Canada. Aboriginal women and girls experience higher rates of violence, trafficking, poverty, and incarceration than non-Aboriginal women and the general population, but they are also strong leaders in their communities with extraordinary strength and resilience. Quality education on First Nations reserves and the high rates of aboriginal children in care are also important issues to inform members about.

**Possible speakers:**

* Organizations serving First Nations, Metis and Inuit peoples (or women in particular) in your community
* Representatives from Local Friendship Centres, find one near you:

<http://nafc.ca/friendship-centres/>

* A representative from a local Elizabeth Fry Society, find one near you here: <http://www.caefs.ca/feature/local-societies/>
* Aboriginal academics, and non-aboriginal academics working in Canadian Studies, Aboriginal Studies, Gender Studies with a focus on Aboriginal women.
* If you live near a First Nations reserve, you could invite a member of the band council and/or chief
* Depending on where you live, representatives of the Metis Nation/Federations of [Ontario](http://www.metisnation.org/), [Manitoba](http://www.mmf.mb.ca/), [Saskatchewan](http://www.mn-s.ca/), [British Columbia](http://www.mnbc.ca/) and/or the [member associations of the Native Women’s Association of Canada](http://www.nwac.ca/provincial-and-territorial-member-associations-0)
* The First Nations Child and Family Caring Society: <http://www.fncaringsociety.com/main>

**Suggested Documentaries and Videos:**

* Finding Dawn, an NFB film about missing and murdered Aboriginal women

<https://www.nfb.ca/film/finding_dawn/trailer/finding_dawn_trailer>

* Don’t Need Saving: Aboriginal Women and Access to Justice, Short film by METRAC

<https://www.youtube.com/watch?v=e5bqUjdbzls>

* Stolen Sisters: <http://www.stolensisters.com/page2.html>
* Hi-Ho Mistahey! ( about First Nations’ Education): <https://www.nfb.ca/film/hi-ho_mistahey_en>
* We Were Children (about Residential school survivors): <https://www.nfb.ca/film/we_were_children>

Digital Literacy

Invite a speaker or organize a workshop for Club members about new digital technologies, including computers, mobile phones, social media and more. Technologies are changing the ways we engage with one another, our communities and government, as well as raising new concerns about privacy. Learning more about the use of these technologies, and how to protect your privacy are therefore vitally important. You could even open up an organized workshop to the public and charge a nominal fee.

**Possible Speakers:**

* Hire a local tech firm to give your Club a workshop on digital/technology literacy or ask if they will work with you on a pro-bono basis
* Local academics, researchers or students in media, communications, or even gender studies. For instance, many colleges now how programs in digital communications and media, and Dalhousie University hosts a [social media lab](http://socialmedialab.ca/) with academics from different universities and across departments.
* Non-profit organizations focused on media related issues, like “Media Smarts”: <http://mediasmarts.ca>

**Suggested Videos:**

* Connected, but alone? <http://www.ted.com/talks/sherry_turkle_alone_together?language=en>
* Generation Like <http://www.pbs.org/wgbh/pages/frontline/generation-like/>

**Resources:**

* Digital Literacy Fundamentals

<http://mediasmarts.ca/digital-media-literacy-fundamentals/digital-literacy-fundamentals>

* Online video tutorials and training – technology, creative and business skills <http://www.lynda.com>

Early Learning and Child Care

Access to affordable early learning and child care has long been a concern for CFUW. All children can benefit from quality early learning opportunities, and while this is an issue that affects both women and men, women’s workforce participation and career progression still tends to be affected to a greater degree. Even if your Club members are not directly dealing with child care issues, they likely have daughters and sons who are struggling to access affordable care, or may even be providing care for grandchildren. Your members may also be interested to learn how little progress Canada has made over the decades to improve access to quality early learning and child care.

If your Club has not recently explored this issue, you could consider inviting local child care providers, academics, and other advocates to speak to your members.

**Suggested Documentaries and Videos:**

* Who’s Watching the Kids? CBC’s the Marketplace

<http://www.cbc.ca/player/Shows/Shows/Marketplace/ID/2338086504/?page=3>

* Angry Kids and Stressed Out Parents, CBC Doc Zone <http://www.cbc.ca/doczone/episodes/angry-kids-stressed-out-parents>
* The Motherload, CBC Doc Zone, <http://www.cbc.ca/doczone/episodes/motherload>
* The Child Care Research and Research Unit list many videos and films: <http://www.childcarecanada.org/documents/video>

Elder Care

With the aging population in Canada, access to elder care is becoming a pressing issue. Your members may be interested to learn more about access to long term care and home care in Canada and what more governments could be doing to provide support to families and older persons, including promising practices in other countries. Members may also be interested in sharing their personal experiences and learning about the gender dimensions of elder care, especially considering that women represent the majority of older persons in Canada and are also to a greater extent providing unpaid care work for aging family and friends.

**Possible speakers:**

* Academics working in the area of health care policy, including social work, political economy, gender studies, gerontology, and public policy and administration, etc.
* A local council on aging
* Social workers and nurses working with the elderly in hospitals, long term care facilities (you can try contacting the [Canadian Federation of Nurses Unions](https://nursesunions.ca/member-organizations) and the [provincial association for social workers](http://www.casw-acts.ca/en/contact-us/provincial-and-territorial-partner-organizations))

**Suggested Documentaries and Videos:**

* The Remaining Light - A documentary film about how we care for seniors: <http://vimeo.com/19531328>
* House Calls, National Film Board Documentary: <https://www.nfb.ca/film/house-calls>
* Redefining Dementia in Denmark – an audio recording of the CBC radio documentary <http://www.cbc.ca/thesundayedition/shows/2012/11/14/redefining-dementia-in-denmark/>

Financial Literacy

Financial literacy is an essential life-skill for women of all ages. You can help your members strengthen their financial knowledge and skills by integrating some aspect of financial literacy in your Club’s program.

**Possible Speakers:**

* The Canadian Bankers Association (CBA) launched a financial literacy program for seniors in 2014, offered free of charge to groups across Canada. Contact the CBA for more information:

<http://www.cba.ca/en/consumer-information/79-banks-and-financial-literacy/692-your-money-seniors>

**Suggested Videos:**

* The Financial Consumer Agency of Canada offers 7 e-learning videos available online: <http://www.fcac-acfc.gc.ca/Eng/resources/educationalPrograms/financialBasics/Pages/elearning-apprligne.aspx>

**Other Resources and Tools for Self-Guided Learning:**

* [Financial Consumer Agency of Canada – Educational Programs](http://www.fcac-acfc.gc.ca/Eng/resources/educationalPrograms/Pages/home-accueil.aspx)
  + [Financial basics workshop](http://www.fcac-acfc.gc.ca/Eng/resources/educationalPrograms/financialBasics/Pages/Financia-Finances-1.aspx)
  + [Your Financial Tool-Kit](http://www.fcac-acfc.gc.ca/Eng/resources/educationalPrograms/ft-of/Pages/home-accueil.aspx)
* The University Women’s Club of Montreal has created an excellent resource available to all CFUW Clubs, called [Beginning the Conversation: 15 Case Studies on Financial Literacy](http://uwcm.com/wp-content/uploads/sites/15/2014/02/3087_CaseStudies_int-EN_FWeb_Inter.pdf). The case studies contained within this guide focus on real life financial issues experienced by older women, such as loss of employment, coping with divorce, and recognizing financial abuse, among several others. It also includes a facilitator’s guide to help you explore these topics with your members and find personalized solutions.
* [Get Smarter About Money – Ontario Securities Commission](http://www.getsmarteraboutmoney.ca/en/Pages/default.aspx#.U1a5zfldWiw)
* [Canadian Centre for Financial Literacy](http://www.theccfl.ca/Resources.aspx)
* [Canadian Foundation for Economic Education](http://www.cfee.org/cgi-bin/go.cgi?lang=en&file=/en/about.shtml)
* [Practical Money Skills: Financial Literacy for Everyone](http://practicalmoneyskills.ca/)

Girls Empowerment and Well-Being

Girls in Canada continue to experience a number of barriers to their full empowerment and well-being, including violence, bullying, mental and physical health concerns, racial discrimination, hypersexualization, and poverty. While there are many commonalities among experiences of girls in Canada, some groups of girls face multiple barriers and carry specific strengths, such as rural, indigenous, racialized and immigrant girls, and girls with disabilities. International Day of the Girls, on October 11th is a particularly good time for a program day on one of the following topics:

* How girls and young women are impacted by dating violence, sexual violence, bullying and cyberbullying
* Hypersexualization of children, especially girls
* Experiences of girls from diverse communities (e.g. indigenous, or racialized girls, girls with disabilities)
* Girls’ physical and mental health (e.g. eating disorders, self-harm)
* Education, including Sciences, Technology, Engineering and Mathematics (STEM) for girls and young women

**Possible Speakers:**

* Organizations serving and working with youth in your community (e.g. Boys and Girls Clubs, Girl Guides)
* Girls Action Foundation has a national network. You could contact them for suggested speakers in your area: <http://girlsactionfoundation.ca/en>
* The eGirls Project: <http://egirlsproject.ca/>
* Canadian Women’s Foundation, Girl’s Fund
* Local academics and researchers working in gender studies, sociology and others.
* School Board Trustees

**Suggested Documentaries and Videos:**

* It’s a Girls World (about the impact of bullying among girls) <https://www.nfb.ca/film/its_a_girls_world>
* Sexy Inc, Our Children under Influence <https://www.nfb.ca/film/sexy_inc/>
* Sext Up Kids <http://www.cbc.ca/doczone/episodes/sext-up-kids>
* It’s a Teens World: Wired for Sex, Lies and Power Trips <http://www.itsateensworld.com/index.html>
* Little Big Girls (girls’ sexual and reproductive health) <https://www.nfb.ca/film/little_big_girls/>

Global Issues Affecting Women and Girls

Access to education and resources, violence against women and girls, early and forced marriage, sexual and reproductive health and rights, and climate change, are just some of the issues that affect women and girls globally. Your Club could dedicate one or more of your meetings to a speaker, documentary film and/or panel discussion that cover some of these issues.

**Possible Speakers:**

* Local academics in development and gender studies, human rights, or foreign affairs
* International Development organizations operating in Canada, some of these include Oxfam Canada, Plan Canada, Match International Women’s Fund, Canadian Women Helping Women in Afghanistan, Videa, and Canadian Council for International Cooperation member organizations: <http://www.ccic.ca/members/members_e.php>

**Suggested Documentaries and Films:**

* Girl Rising: <http://girlrising.com/see-the-film/>
* Pray the Devil Back to Hell: <http://praythedevilbacktohell.com/>
* I am a Girl: <http://www.iamagirl.com.au/>
* Vessel: <http://vesselthefilm.com/>
* A Path Appears: <http://apathappears.org/>
* No Women, No Cry

<http://www.plannedparenthood.org/about-us/planned-parenthood-global/no-woman-no-cry-a-documentary-film-by-christy-turlington-burns>

* Hands On - Women, Climate, Change: <http://redlizardmedia.com/climateandgender/>

Health

Over the years, CFUW members have sought to address a wide range of health-related issues including: access to public health care, essential drugs, sexual and reproductive health services, technologies and education, as well as mental health services and programs. Whether it’s at the provincial or federal level, your members may be interested to learn about the latest health research and policy. Especially with the closure of the Canadian Women’s Health Network in 2014, it’s important to continue to share information about gender and health.

**Possible Speakers:**

* Academics in the health field, with a particular emphasis on women’s and girls’ health
* Local organizations access sexual and reproductive health and rights, visit Action Canada for Sexual Health and Rights for a local group near you: <http://www.sexualhealthandrights.ca/find-service-provider/>
* Your Canadian Mental Health Association: <https://www.cmha.ca/get-involved/find-your-cmha/>
* Representatives from local Community Health and Resources Centres: <http://www.cachc.ca/?page_id=4096>
* Local nurses and social workers, such as [Canadian Association of Social Workers](http://www.casw-acts.ca/en/contact-us/provincial-and-territorial-partner-organizations) or [Canadian Federation of Nurses Union](https://nursesunions.ca/)s
* The Canadian Health Coalition, or one of its provincial associations: <http://healthcoalition.ca/> or <http://healthcoalition.ca/main/about-us/provincial-territorial-coalitions/?doing_wp_cron=1431377534.7315239906311035156250>

**Resources:**

Canadian Women’s Health Network: <http://www.cwhn.ca/>

*(While the Network and its provincial counterparts have shut down in the last two years, their websites remain useful resources)*

International Women’s Day

International Women’s Day (IWD) is an opportune time to highlight progress towards women’s equality in Canada and world-wide, and to raise awareness about ongoing challenges. It’s also an opportunity to celebrate the achievements of women.

**Event Ideas:**

* Organize an awards ceremony to celebrate local women’s achievements. In Ottawa for example, CFUW National is involved in the “Femmy Awards”, which recognize women in the National Capital Region for their contributions to women’s equality. Some Clubs also organize Women of the Year awards that coincide with IWD.
* Organize a fundraising event for the 2015 International Women’s Day fundraising project (TBA)
* Organize a documentary film screening and/or a panel discussion on the topic of women’s equality.

**Suggested Documentaries:**

* Status Quo? The Unfinished Business of Feminism in Canada - <https://www.nfb.ca/film/status_quo_the_unfinished_business_of_feminism/>
* The Motherload - <http://www.cbc.ca/doczone/episodes/motherload>
* See documentary suggestions under “Global Issues Affecting Women and Girls”

Leadership in your Club and in Canada

Women have come a long way towards equality in Canada, but continue to be unrepresented in decision making and leadership positions in both the public and private sectors. Your Club could consider dedicating one of your program nights to this important and timely topic. Some ideas include:

* Women in politics (e.g. invite local female politicians (MP, MPP/MLA/MNA, Municipal Councillors), [local chapters of Equal Voice](http://www.equalvoice.ca/chapters.cfm), and female pundits would make excellent speakers
* Women’s leadership in the community, and/or private sectors (e.g. women on corporate and public boards)
* Invite local women leaders or women’s leadership organizations to speak to your group, such as a [chapter of the Women In Leadership foundation](http://womeninleadership.ca/chapters1/).
* Host a workshop for members on leadership development (e.g. skills training).

**Suggested Documentaries and Videos:**

* 25%, a documentary: <http://25percent.ca/>
* Miss Representation (available on Netflix): <http://film.missrepresentation.org/>

Post-Secondary Education

You could invite student leaders (i.e. students associations or unions) or faculty association representatives to speak to your Club about the current issues within the Post-Secondary system, and how students, particularly young women, are affected. They could also address the issue of “rape culture” and sexual assault on campuses, as well as the continued under-representation of women in the sciences, technology, engineering and mathematic fields at the undergraduate, graduate and faculty levels. They may also be able to speak to you about how young, educated, people are faring in the workforce.

**Possible Speakers:**

* Student Leaders (e.g. executives of the Students’ Association/Union at the undergraduate and/or graduate levels) – You can find a listing of student associations here: <http://cfs-fcee.ca/about/members-students-unions-2/>
* Faculty associations: <http://www.caut.ca/about-us/member-associations>
* Academics in sociology, gender studies and STEM
* Women’s/Womyn’s Centres on your local campus

**Suggested Documentaries and Videos:**

* Default, the Student Loan Documentary: <http://www.defaultmovie.com/default-airing-on-over-142-pbs-stations/>
* Generation Jobless, CBC Doc Zone: <http://www.cbc.ca/doczone/episodes/generation-jobless>
* The Hunting Ground (about sexual assault on campuses): <http://www.thehuntinggroundfilm.com/>

Poverty, Housing and Homelessness

Canada does not have an official definition of poverty, but based on several measures of low income, in 2011 Canada’s poverty was somewhere between 10 and 20 percent of the population. The United Nations has also described homelessness in Canada as a “national emergency” with an estimated 250,000 people who are homeless and another 1.5 million individuals either unable to access satisfactory housing, or experiencing serious financial burden to keep their housing. Women and children, particularly women of colour and Aboriginal women, are the fastest growing groups using shelters in Canada.

Poverty and the lack of affordable housing have very gender-specific consequences that infringe on women’s fundamental human rights to life, liberty and security of person. Women who are poor and housing insecure are more likely to suffer from physical and mental health issues, be criminalized, and be less able to escape violent living situations, or experience poverty as a result of leaving an abusive relationship. They are also more likely to experience sexual exploitation on the streets or while couch surfing, and may even turn to prostitution as a means of survival.

**Possible Speakers:**

* Anti-poverty groups in your local area, such as [ACORN](https://www.acorncanada.org/)
* Community Health and Resource Centres, find one near you here: <http://www.cachc.ca/?page_id=4096>
* Local Social Planning Councils
* Local YWCA/YMCA, find one near you: <http://ywcacanada.ca/en/associations>
* Other local women’s shelters and transition houses
* Academics in sociology, social work, gender studies, and public policy and administration.

**Suggested Documentaries and Videos:**

* Poor No More, <https://www.youtube.com/watch?v=RQ1ypJ2erpw>

Violence against Women and Girls

With CFUW continuing the National Initiative on Violence against Women and Girls, your Club is encouraged to consider dedicating one or more meetings to examining the different aspects of this issue, such as how violence affects Aboriginal women, women with disabilities, young women, older women, and immigrant women and girls. December 6th, the National Day of Remembrance and Action to End Violence against Women, and the 16 Days of Activism to End Gender Violence starting on November 25th are opportune times to organize events, speakers and/or film screenings for members and the public.

**Possible Speakers:**

* Women’s shelters and transition houses
* Sexual assault support centres
* Local YWCA/YMCA
* Local violence prevention coordinating committees. For example, if you’re in Ontario there are several of these committees across the province. See building a bigger wave for more information: <http://buildingabiggerwave.org/?page_id=63>
* Local academics in women/gender and legal studies, criminology, and/or sociology
* Canadian Council of Muslim Women: <http://ccmw.com/what-we-do/projects/violence-against-women-health-and-justice-for-canadian-muslim-women/>
* Local police and/or social workers
* If you’re in a larger urban area your community may be home to a provincial shelter or sexual assault association

**Event Ideas:**

* Organize a fundraising or commemorative event for the École Polytechnique massacre, marked on December 6th. For instance, some Clubs raise funds for the CFUW 1989 École Polytechnique Commemorative Awards. Many groups also organize vigils on this day to honour the 14 women killed on December 6th, and to raise awareness about violence against women and girls in Canada.
* Organize a documentary film screening and/or a panel discussion.

**Suggested Documentaries and Films:**

* The Hunting Ground <http://www.thehuntinggroundfilm.com/>
* A Better Man (coming soon…) <http://abettermanfilm.com/>
* After the Montreal Massacre <http://www.nfb.ca/film/after_the_montreal_massacre>
* Finding Dawn, an NFB film about missing and murdered Aboriginal women

<https://www.nfb.ca/film/finding_dawn/trailer/finding_dawn_trailer>

* Violence against Women – It’s a Men’s Issue (Ted Talk by Jackson Katz)

<http://www.ted.com/talks/jackson_katz_violence_against_women_it_s_a_men_s_issue?language=en>

* A Safe Distance <http://www.nfb.ca/film/safe_distance>

For more suggested films visit: <http://www.cfuw.org/Portals/0/ClubsAndCouncilsFiles/National%20Inititiative%20VAW%20Film%20Resources.pdf>

Women in Non-Traditional Occupations

Women remain a minority among professionals employed in the sciences, mathematics, engineering, trades and technology. This is not only an important employment equity issue; the current shortage of workers in the skilled trades for example, further emphasizes the need to bring more women into these traditionally male dominated occupations. However, barriers remain to women’s full and equal participation in these fields including gender stereotypes, lack of mentors, harassment and more.

**Possible Speakers:**

* Representatives from your local university/college working in science, technology, engineering and/or trades
* Representatives from local unions that represent women in these sectors
* Women working in these sectors
* Society for Canadian Women in Science and Technology (SCWIST)
* Canadian Coalition of Women in Engineering, Sciences, Trade and Technology (CCWESTT)

**Suggested Documentaries and Videos:**

* She Started It, a Documentary Empowering the Next Generation of Women Founders

<http://www.shestarteditfilm.com/about-the-film/trailer/>

* A Chemical Imbalance

<http://chemicalimbalance.co.uk/project/watch-the-film/>

* Standing in Her Shoes Part 1 and Part 2

<http://youtu.be/lu-H0_wjMek>

<http://youtu.be/QRmk-mEjjlU>

She ++ <http://www.sheplusplus.org/advocacy/>

1. IFUW changes its name to GWI in spring of 2015 but there has not yet been a constitutional change for CFUW so the names are used interchangeably. [↑](#footnote-ref-1)