

August, 2007 Report for Growing Up Organic

Current involvement with Growing Up Organic in Manitoba

At present we have 8 facilities involved with our program. They are: La Verendrye Before and After school program at La Verendrye School, K.I.D.S Inc daycare at Montrose School, Taking Care Taking Charge Child Care on Elgin, Montessori Children's House on Pacific, Art City, Provincial Employees, Care for Kids and Wolseley Family Centre. A number of these locations took a break over the summer and others will be starting for the first time in September. We have a number of follow ups to do with centres that would like presentations and these will take place over the fall time. Julie plans to visit LaVerendrye and K.I.D.S in the early fall.

Database of contacts: We have continued to update this database as new contacts were established and presentations made.

Chapter Reporting for COG: For tracking and funding purposes, all chapters are required to submit a monthly Excel report to COG. We have re-submitted this database in both July and August. Should anyone be interested, please e-mail Julie for a copy and she'll send it via e-mail. The database gives an excellent representation of what is happening with the project in Manitoba, including numbers of farmers, amount of local organic food, numbers of children served by the program etc.

Update with child care centres

Meetings in July and August

This summer we met with Cornish Child Care Centre, Little Bo-Peep Children's Day Care, Wolseley Family Centre, Provincial Employees/Care for Kids and Art City. We will need to meet again or follow up with both Cornish and Little Bo-Peep. Thanks to both Janine and Marnie who have been in contact with a number of these locations. Other centres asked us to present in the fall time when staff and boards were more available.

Following up in the Fall

We'll be back in touch with the Wheat Board, Lion's Gate Sign Talk as well as a host of other centres.

Memo of Understanding(s)(MUO)/Organic Pledge

MUO with childcare centres: A memo of understanding has been created for child care centres. Ideally, each centre involved in the program would sign the document and comply with the points as outlined. In some cases a facility may not be willing to sign, but will retain the document as a basic understanding of the major tenets of the program.

Pledge: The pledge was designed by COG and can be used in conjunction with the MUO.

This summer we received signatures on the MUO and pledge from Provincial Employees, Care for Kids and Art City

Meetings/Building Connections

- Fundraising Event Beyond Factory Farming (BFF) and OFCM will host a fundraising event. Julie and Glen had several meetings over the summer to iron out the details. A committee has been struck – Glen K, Janine G. Kris A., Wanda A., Liz D. Julie F. and Natasha T-G. We have had 2 formal meetings in August and have hired a coordinator, Jason Andrich for the event. The date and location will be finalized in the beginning of September. This will be an arts event with music, dance and comedy, including appetizers and wine. The concept is “Made in Manitoba”. The event may showcase a clip of the film that Glen is working on and will most likely have GUO slides scrolling. We will need help selling tickets, so come on board! ** BFF has generously offered all the proceeds to OFCM/GUO. It is our goal to raise \$5000 through this event.
- Farm Tour August 7th, organic farm tour at Wiens Shared Farm with kids and moms from Taking Care, Taking Charge. With over 50 people in attendance, including OFCM members, the group had a wonderful time. Jennifer De Groot from the farm was key in providing the tour. Additional support came from OFCM members Janine, Marnie, Wanda and Adolf. Thanks to all. To assist with the tour, Julie provided a farm tour handout in advance. Kids drew pictures in advance and then after the tour was done. OFCM and Taking Care both offered up an honorarium and offer special thanks to Weins Shared Farm. Janine noted that there was a disconnect between the subway sandwiches that the kids ate for lunch at the tour and the goal of the GUO. Julie and Liz (the Director of Taking Care) did try to arrange organic catering for the event, however, the price point was too high. We will need to work harder and look at other options to ensure that the food kids consume through tours meet the criteria of the program.
- U of Winnipeg SUNSET program Following the GUO/OFCM conference call at the end of July, Julie worked with Kate Dykman to pull together a description of what would be expected of a student. The details can be found on line http://www.uwinnipeg.ca/index/sus-sunset_research_proposals Kate will get back to us when and if a student is interested in taking this project on board.
- Upcoming Conferences:
 - GUO has been accepted to present at the annual SAG Conference for Early Childhood Education Council on Friday, November 23rd, 2007. The presentation will be geared to preschool to grade 4 and will be made to teachers and administrators interested in organic food, particularly in the classroom.
 - Manitoba Montessori meeting – there have been a few e-mail exchanges about the possibility of presenting at the Manitoba Montessori conference in September.
- City Tour Art City and York the Hotel Julie and Marnie accompanied a group of 5 youth and 2 mentors from Art City to York the Hotel (formally the Sheraton) Chef Mark Campbell offered to take the group on a tour of the kitchen, talk about organic food and assist the kids in a simple cooking task. The event took place on August 30th. This was a great venture, however the food prepared by the kids was 1) not organic and 2) not in least bit healthy. Both Marnie and Julie felt this aspect undermined the whole purpose of the tour. Julie will follow up with the Chef and Art City. An idea that came out of this tour was to organize a second tour at Tall Prairie Grass kitchen in the forks. Julie will look into this option. Art City has indicated an interest in more tours.

- Eat it.ca: Julie had a meeting with Sabrina from Eatit.ca in the end of August. Eatit is interested in getting involved with the GUO program as a distributor. Julie explained how the program is functioning and what would be required. We are looking at having a second meeting in September, with perhaps Marnie. Sabrina has offered to send the e-mail from GiveMeaning along to her entire customer base.

Educational Materials

In the end of July Julie updated the PowerPoint presentation and created a few simple handouts for the farm tour.

GUO Promo Materials and Intro Package

OFCM GUO Info Package: A general package for child care centres and interested parties has been designed. It is available in hard copy or via e-mail. There is a letter of introduction, a FAQ about the program, 2 information sheets about organic food, a small leaflet about the program and an article from the Woolwich Observer featuring the GUO program. There is also a generic business card for Manitoba. Julie and Janine have designed a 2-page handout for parents. Copies of some items have been made.

Julie and Janine have talked about re-printing the business cards, this time with our names on the card, and including the direct link to the website. Julie will follow up on this.

Materials from COG for GUO: COG has provided a color folder for the GUO project, including color brochures,(tailored to GUO Manitoba) stickers and tattoos for the kids. Julie has the box of materials. COG is looking at printing up posters as well. All of these materials are available in PDF form as well.

GUO brochure with a Manitoba Twist:

There has been a request for printing the brochures up in black and white. COG is working on this. This would help to defray costs. The Manitoba version of the GUO brochure does not have room to add potential sponsors. Daphne suggested that we make an insert for the brochure. Julie and Janine both like this idea.

Fundraising Initiatives

Health Fair: Denny Hornstein, the Director of CAPT Inc Childcare at Queenston School has been in contact with Julie regarding a fall health fair. Denny indicated that she would invite 5 other childcare centres in the area to participate. She saw this as a fair for parents and children and suggested October. Julie spoke with Denny about the possibility of putting on a lunch with BFF and OFCM at the fair. Denny felt this was too complicated and preferred to have a health fair only. Julie has left a few messages for Denny, but has not been able to get in contact with her. Julie will confirm the fair in September.

GiveMeaning.com: The three month term for hosting the project on this website ended in early July. GiveMeaning agreed to extend the website for a further three months, provided that we were able to update the website and bring in new initiatives to publicize the website. The on line update has been completed and Julie has recruited two volunteers to forward an e-mail along to their contacts. Eatit.ca has agreed to forward an e-mail out to their entire

consumer base. To date we have raised \$525. Visit the site <http://growinguporganic.givemeaning.com/>

Calendar: GUO COG is publishing a GUO calendar featuring the photos from the Ottawa GUO and Manitoba GUO. Our very own Marnie Feeleus has been toiling away this summer collecting photos to submit to the calendar. The calendar will be printed in September and be available for sale through COG national website, OFCM website and at a variety of events. It will be a fundraising opportunity for COG and the individual chapters.

Sponsorship Package: Janine, Julie and Sharon have worked hard putting together a sponsorship package that includes a letter and benefits for potential sponsors. The package is now complete and has been sent to our wonderful volunteer Kris A. who is working on making it look a bit more professional. We will be targeting individuals, businesses and organizations for three OFCM initiatives – the website, GUO and the November fundraiser. The target is to raise at total of \$11,000 (\$3000 for the website, \$5000 for GUO and \$3000 for the fundraiser). Sharon has contacted a number of locations and will be sending out package shortly. Janine will approach sponsors in September.

Funding sources:

- SDIF: Julie has completed a SDIF report. She will need to submit a final report in December and will ask for funding for year 2 at that time. .
- ACU: We have deposited the \$2000 grant from Assiniboine Credit Union. We need to arrange the envelope exchange at either the fundraiser or the health fair. Julie will follow up with ACU on this.
- Compiling Funding Sources: Janine and Julie have compiled a preliminary list of potential funders for year 2 of the GUO project. Julie has received a database from volunteer Kris of potential funders.
- ECEC: Julie located a \$1000 grant application that is awarded to groups working in the area of Early Childhood Education. This grant is possible, but needs to be
- COG national: COG has made funds available for those chapters involved in the program as well as those and others who would like to be involved. There is a lengthy application with a deadline of October 1st. Julie will apply for a \$7000 grant in the area of on-going development
- Altamira Foundation: This is final outstanding grant application from the grant writing that Julie did about 1 year ago. We should hear back from them in September.

Volunteers:

Over the last few months, GUO MB has been fortunate to have three volunteers step forward. Kris has been working on the fundraising database and has offered to design the poster for the fundraiser. She has also joined the fundraising committee. Natasha has compiled an Excel file of all of the people who filled out cards at the MCCA GUO booth back in May. Jenn is the third volunteer. She will be helping out the Give Meaning work.

Media

Press release: We have been waiting for an O.k. from COG to go ahead with a press release. They have asked us to wait until the other 3 programs are underway. Daphne has asked us to wait until later in the fall, perhaps even Spring of year 2.

Recent Articles and Interviews: The interview for the Jewish Post was not printed. The same free-lance journalist interviewed Julie for Organic Earth and this publication was accepted and will be published in the fall edition. The focus of the article is the Manitoba GUO. Daphne and Julie wrote an article for COG national about the GUO Manitoba. It'll be coming out this fall. There will be an upcoming article in MEN Journal in the fall.

MCCA Summer Newsletter: There was a small publication in the Manitoba Child Care Association (MCCA) summer report thanking participants for attending our booth in the end of May and inviting them to contact us should they have more questions. Julie will try to get a copy of this newsletter.

The Winnipeg Free Press: The same free -lance writer that interviewed Julie and Janine has pitched the Winnipeg Free Press about a GUO article. The Free Press is interested and we may do a third interview in the early fall

CTV: In the end of July, CTV Manitoba Moments contacted Julie regarding organic food in Manitoba. Julie sent a 4-segment write up to the assistant, however the filming was not done. Perhaps this will happen in the future.

Website COG and OFCM

OFM: Julie and Sharon continue to work together to tweak the GUO page on the OFCM website. Currently there are photos on the site. Have a look...

COG: Julie has not yet completed a write up to be posted on the COG MB GUO site. This will be done shortly.