

June, 2007 Report for Growing Up Organic

Current involvement with Growing Up Organic in Manitoba

At present we have met and exceeded our first year target by having 4 facilities involved with our program. 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 and Montessori Children's House on Pacific. La Verendrye is taking a break over the summer as there won't be any children at the school. Taking Care Taking Charge is starting their first delivery on June 26th. We received a signed MUO as well as signed pledge from them on June 20th. Children's House will begin deliveries in September. Their board voted "yes" to the program. Administrative surveys were sent out to both LaVerendrye and K.I.D.S in May and June. Julie has received a completed survey back from K.I.D.S. Julie did not visit these facilities, but will try to do so in September.

Database of contacts: In May and June, Julie contacted approximately 20 childcare facilities by phone. The goal of this initial contact was to ask centres if they would complete a survey of interest about the program. Surveys were sent out by fax, e-mail and follow up calls have been made. From the response of surveys, a few presentations have been made and more are being planned for the summer. The response to the surveys and the project as a whole has been very positive. The personal contact is very important, as directors often have questions about the project when calls about the surveys are made. Although it might be easier to send a mass mailing out to childcares, the return rate will not be as high as contacting initial centres individually. There are a number of presentations scheduled for August and September. Julie, Marnie and Janine are keeping all interactions recorded in a database.

Chapter Reporting for COG: For tracking and funding purposes, all chapters are required to submit a monthly Excel report to COG. Julie and Marnie completed the first edition of this report in June. 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 future involvement with child care centres

Canadian Wheat Board: We have been involved with negotiations with the Canadian Wheat Board, Bumper Crop Daycare. We have provided menus, pricelists and a presentation and the decision at this point is at the Board level. In September, the Board of the childcare will vote on the motion of incorporating organic food 100% into their daycare. It was Julie's suggestion to Donna, that they consider starting with a smaller percentage of use and slowly increasing it. Shelia, the Director of Bumper Crop liked the idea of starting with a smaller percentage and then slowly increasing the amount.

Lion's Gate Sign Talk: Julie and Marnie met with day care worker Samara at Lion's Gate in the beginning of March. The Director, Ursula was unavailable that day but had expressed an interest in the program and had requested materials. They may be interested in future involvement in the program. Marnie is in the process of following up with them. The next step here is for Janine to go down and meet with them, either in August or September.

Provincial Employees and Care for Kids: Julie met with the Director, Irene on June 20th. Irene runs both childcare centres and is very interested in offering organic food. We have received a copy of the menu and Marnie will be making the next contact with them.

Upcoming Meetings: Meetings with the following childcare facilities are either scheduled or being scheduled over the next three – four months: St. Matthews Kids Corner, UWSA Day Care, Westminster Children's Care, Wild Honey Child Care, Happiness Is, Little Bo-peep Children's Day, River Heights Family Education Centre, Cornish Child Care Centre, CAPT Inc, Busy Bee, Wild Strawberry, Laura Secord Community Child Care and Little People's Place Inc.

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.

Taking Care Taking Charge Pledge/MUO: On June 20th we received a MUO and a pledge signed by the program coordinator and director of Taking Care Taking Charge.

Meetings/Building Connections

- Chemical Sensitivities Manitoba - Julie will meet with Sandra Madray (director?) on Friday June 22nd to see what kind of connections can make between the GUO project and CSM.
- Beyond Factory Farming – Julie, Janine and Glen have been in dialogue about possible further events for both organizations, namely the fair and lunch combination.
- Manitoba Food Charter – GUO will present the general GUO program at the Manitoba Food Charter Child Nutrition Activities and Successes on June 26th. Marnie and Julie are both planning to be there.
- Summer Organic farm tour for kids in the GUO program: Julie is working with Taking Care Taking Charge to try and organize a farm tour for August. Julie will approach one or two farms just outside the city limits.
- Sunset – U of Winnipeg Sunset program is interested in organizing a volunteer student for GUO. This would be a project for credit. Liz Dykman is heading this up and we had an initial dialogue on June 20th. Julie has some ideas about what work the a student could do, but would like some input from OFCM and COG . The course will be designed in late July or early August and this would be something that Julie and or Janine would oversee.
- Directors' Meeting: Two Directors of the above centres (see *upcoming meetings*) have indicated that they would like to arrange for the GUO PowerPoint presentation to be made at a Directors meeting. Julie will pursue this in late August, early September

- 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.
- Booth at MCCA May Conference: Janine and Julie both staffed a booth for 3 consecutive days in May at the Manitoba Child Care Association (MCCA) annual conference, held this year at the Victoria Inn. Janine has compiled a report about this event and will send it around to the group. There were 1300 delegates that attended this conference and about 200 or more visited our table.

Educational Materials

To date we have completed 2 FAQ sheets regarding organics and the GUO program. We have completed and updated as of the beginning of June, a PowerPoint presentation for the facilities as well as a separate one for the parents. COG has designed a host of materials that can be used as well. Recently an educational package (PDF) designed for kids arrived from COG. The package includes information about farm and community garden tours, seeds and sprouting, growing seedlings, transplanting seedlings and harvesting and tasting ours. This is a great package and will come in very handy.

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.

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. COG has also compiled a

GUO brochure: Just shortly before COG decided to make brochure, Julie began working on one for Manitoba. Before printing the brochure, COG indicated that they would be making their own brochure. Julie sent all the content that she had compiled and much of it was used in the design and set up of the COG GUO brochure.

Fundraising Initiatives

Fall Lunch and 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. At the same time, Julie and Janine have been in contact with Glen Koroluk from Beyond Factory Farming regarding some sort of fundraiser event. Glen potentially saw this event as a fall supper of sorts. The event would also showcase some of the work, including GUO that both organizations were doing. Thinking about the fall fair, Glen suggested that it might work out to have a lunch instead of a fall supper and combine it with the fair. Julie and possibly Glen will meet with Denny on June 25th to talk about how the fair might work out.

GiveMeaning.com: Julie organized a voting initiative in support of the GUO program for the GiveMeaning.com website. We were able to secure 100 votes in support of the project and the website is now accepting donations until July 9th on behalf of the GUO project. To date we have raised \$425 and COG has given the assurance that all the funds raised through this website will go to the Manitoba chapter. Julie updated the information on the website, including the budget. Julie sent out many targeted e-mails requesting donations to support of the project. More than the financial support, this initiative is an excellent way to raise awareness about the work that we are doing. The GUO project in Manitoba benefited in many way through this initiative. Many people responded with suggestions and support. Several contacts were made for daycares, two volunteers stepped forward and Julie and Janine were interviewed for a local newspaper. Donations are still coming in, as are inquiries.

Sponsorship Package: Janine and Julie have worked on a sponsorship letter and benefits those who would sponsor. Janine has been in contact with Sharon, as Janine and Sharon will need to coordinate who they approach and how to evenly represent the two projects. Sharon has forwarded her database of businesses and organizations used in for the organic directory. This will be helpful when approaching places. Janine will work on approaching sponsors in August and will confer with Sharon to iron out the details in the letter and benefits package.

Funding sources:

- SDIF: Julie will complete a report to SDIF for the end of August/beginning of September. She will revise the budget and request the funds allocated for the rest of year 1 and also year 2.
- ACU: Assiniboine Credit Union has approved the \$2000 grant. They will send the funds to us shortly, but have asked that we do an envelope exchange at a future event. The envelope exchange is the “presentation” of the cheque. Julie suggested either the farm tour or the fall fair. Duane Nicol, the contact person at ACU thought the fair would be best. Julie will be back in touch with Duane when she has confirmation about the fair.
- Compiling Funding Sources: Janine and Julie are working on a list of potential funders for year 2 of the GUO project. Julie is working with a volunteer who is compiling a database of untapped funders for the project. Janine and Julie will be working on grant writing this summer through the early winter.
- ECEC: Julie located a \$1000 grant application that is awarded to groups working in the area of Early Childhood Education. Julie will look into whether this is a possibility for GUO.

Budget

Janine and Julie put together a preliminary budget for years 1-3 for the GUO project. This budget will need to be revised should we change the focus of our program. The budget will be attached within the same e-mail.

Volunteers: Sunset, Kris, and new volunteer

As mentioned elsewhere in this document, the GUO currently has one volunteer who is compiling a database about potential funders. A second volunteer recently contacted us and Julie will follow up on that project. The third volunteer will be connected to Sunset and will require some guidance, in terms of what major project she or he will work on, from the rest of the OFCM group.

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. I will inquire again, but perhaps the fall would be a good time to offer up a press release.

Articles and Interviews: One article has been published in the Woolwich Observer about the GUO program. Copies of the article have been attached to some information packages. Julie had an interview on CKUW about the Growing Up Organic project on Friday May 4th. The interview will be live and will be on the Wooden Spoons program. Julie was not able to get a copy. A free-lance journalist for the Jewish Post interviewed Julie and Janine in the end of May. The article has yet to be published. Julie will send the article around when she gets an attachment.

Upcoming articles: Julie will be co-writing an article about GUO Manitoba for T-COG fall edition. Daphne from COG will help with the article. Julie has begun to collect photos for the article as well as for others. The fall edition of MEN Journal has agreed to publish an article about the Growing Up Organic project. Julie will work on that in the early fall.

Website COG and OFCM

OFCM: Julie has compiled the introductory document about the GUO to be posted on the OFCM website. As suggested by Adolf, we may want to consider posting further reports and other documents as the project continues.

COG: GUO has been asked to submit a write up about GUO for the GUO OFCM website section. Julie will compile this information. The idea is that the page will be devoted to what's happening in Manitoba with GUO. One idea is to link this page to the OFCM page designated GUO.

Report on Marnie and Janine

Marnie has been instrumental to the GUO project, particularly in the food, menu, recipe, pricing areas. She is an integral component to getting the childcare locations to become part of the program. Julie and Marnie had a discussion on June 20th about putting together a package for the GUO project from the food side. At present this component is missing and often is required at the stage just prior to commitment from the childcare centre. Centres often need help customizing their menus to meet seasonal requirements, but lack knowledge

and understanding about how to do this. Furthermore, facilities are unaware of which products are available locally and in which seasons. A handout detailing these aspects, including some suggestions is a good place to start. Julie and Marnie will continue this discussion.

Janine has made some stellar presentations in the past month. Her enthusiasm for the project has brought a few facilities on board. Janine will continue to work on the sponsorship portion of this project, as well as be involved with the other fundraising initiatives. Janine also will be working on grant applications over the next few months.

Report on Winnipeg Garden Network

One of the components of the GUO project is to work towards building in urban food sources. Julie has been in contact with Julie Henderson of Heifer International regarding these sources in the city. Julie H provided a number of contacts that might be willing to be involved with GUO project shortly or in the future. Julie F is in the process of contacting these people and organizations. Julie H suggested that we not pursue the Winnipeg Garden Network avenue as they are dealing with flower and plant gardens, rather than food.