

THE COUNTRYWOMAN

INTERNATIONAL MAGAZINE OF THE ASSOCIATED COUNTRY WOMEN OF THE WORLD

ISSUE 1 - 2022



Associated Country
Women of the World



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The Countrywoman is the official magazine of ACWW, and was named by Mrs Alfred Watt MBE, the First President of ACWW in 1933.

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Please note that we welcome submissions for *The Countrywoman*, particularly from first time contributors or those in areas not recently featured.

Due to ACWW's strategic advocacy policy, articles may be printed in the most appropriate issue, not necessarily the most immediate. We welcome contributions throughout the year.

The Editor's decision on acceptance and inclusion is final.

ACWW Revitalised

Welcome to this special edition of *The Countrywoman* Magazine! There is no table of contents for this publication, as we would love you to read the entire thing in order. We have some exciting changes to introduce, but they will make the most sense if read in order. There are a couple of things to bear in mind as you read:

- Throughout the magazine, there are quotes from members of ACWW's Board of Trustees. You can read more about them toward the end of the Magazine.
- Our only goal is the vitality and growth of ACWW, with the aim of sustainably improving the living conditions of Rural Women globally - and we are really excited to be introducing new steps on our journey to achieving this.
- ACWW is an organisation representative of more than 9 million women of varied and diverse perspectives and opinions. This diversity is our strength.
- ACWW should be a leader, empowering our members to grow their own societies and make genuine change in their communities. We invite you to join us in strengthening our global network.

MAKING YOUR MAGAZINE SUSTAINABLE

We deliver *The Countrywoman* in an envelope rather than a plastic wrapper. This is because we use Forest Stewardship Council approved sustainable paper for both the magazine and its packaging. For every tree used in the production of this issue, three are planted in its place. This is part of ACWW's commitment to a healthier planet, and Sustainable Development Goal 12.



My Dear Friends

One day a traveller, walking along a lane, came across three stone cutters working on a building site. Each was busy cutting a block of stone. Interested to find out what they were working on the traveller asked them what they were doing. The first stonemason replied: "I am making a living". The second kept on hammering while he said: "I am doing the best job of stone cutting in the entire country". The third stonemason when asked the same question said: "I am building a cathedral".

I shared this fable with the Board at the Incoming Board meeting in April 2019, comparing ACWW to a cathedral and the Board to a stonemason who viewed his humble job as playing a vital role in something much greater than that of merely cutting stones...

At that meeting we agreed that having received the mandate at the Triennial World Conference to manage and lead ACWW, we were responsible to continue the work of our predecessors who started building ACWW when they were given the mandate many decades ago.

On 16 – 21 February 2022 the Board met, and I opened the meeting with the same story and added that as we were now again assessing our organisation, it was clear this impressive entity needed urgent maintenance work to sustain its future in a fast-moving world.

The Board meeting was attended by all Board members, six in person and eight members via zoom to discuss strategy to make ACWW more sustainable and fit for the future. Data for the last thirty years was analysed, and it was agreed that the current situation within ACWW was a result of many years of gradual decline brought to a head by the Covid pandemic and it needed to be addressed. Whilst our reserves remained very healthy, annual income was insufficient for sustainability. The Board agreed that to do nothing was not an option, and took unanimous decisions to implement changes.

The solutions to the problems discussed are presented elsewhere in this issue of the magazine. Zoom meetings with past World Presidents as well as Committee members took place immediately following the Board meeting as I wanted them to be the first to receive the exciting news of the way forward approved by the Board.

You will be able to read about the new approach to projects and advocacy being interconnected and how ACWW coordinators will receive training to play a vital role engaging with members, the World President and Area Presidents. A new fund, the Rural Women in Action Fund will bring ACWW fundraising in line with the lessons we've learned about international development which is vital for

ensuring sustainability in compliance with the UK fundraising regulations.

I realize change often stirs up emotional responses and it is possible these changes will be met by some who are resistant to change, causing them to pull back rather than to lean in. Such a response resonates with the explanation by a prominent psychologist that humans are wired to look at anything unfamiliar as a threat whether the "threat" comes as something tangible or even taking a new approach to something. It is said that in the quest for change, one will encounter two kinds of people - those focused on achieving the goals, and those who seek to maintain the *status quo*. The former help you to stay on the path to success, while the latter try to prevent you from reaching your goals. ACWW history has shown that over a period of 93 years there have always been those focused on moving our beloved organisation forward and ACWW will remain grateful to those courageous leaders.

It is said it takes strong leadership to weather and manage the storms of change with confidence and clear-sightedness no matter how challenging it might be. Now is the time for the current Board to put this into practice and take up the responsibility, taking bold steps ensuring ACWW's future while strongly upholding our core values, mission and objectives with a more appropriate way of working.

These shifts did not occur overnight. Over the past two years the Board and Central Office's staff followed a series of steps to investigate and consider a new strategy, seeking to achieve the goals set out in our early Board meetings of 2019. In accordance with the Constitution, we will continue to achieve ACWW's core mission, whilst taking the most appropriate actions to safeguard the future of our organisation. In doing so, we will continue amplifying the voices of rural women everywhere.

January 2022 offered me new opportunities to serve our organisation with an in-person site visit to Malaysia and in February an in-person meeting with Hanover Queens WI in Brighton, UK, as well as the Board meeting. I attended an in-person meeting with the members of West Kent Federation of WIs as well as a Zoom meeting with the UK Southern Counties Supporters Group.

While I was working at Central Office, several Zoom meetings with Past World Presidents and a Deputy World President took place informing them of the new strategy. Their overwhelmingly positive response and support meant a lot to me. Over a period of three days, several Zoom meetings with Committee members took place informing them about the new strategy.



Though I was scheduled to attend the UN Commission on the Status of Women in person for the first time in March, this was sadly not possible. I and two members of our Central Office staff contracted Covid-19, meaning that travel was not possible - as ever, we set plans in motion to ensure the voices of our members were heard despite any challenge, and you will no doubt have seen the advertised digital meetings at CSW.

Moving ACWW forward during a challenging time while the world is still trying to mitigate the impacts of a Global Pandemic and a very large number of our members and their families are facing the disastrous realities of terrifying wars, it is not an easy task... but we are Rural Women in Action, and we are driven and encouraged by our passion to serve ACWW for the benefit of the Membership in 84 countries around the world. Thank you in advance for your support of our new strategy and for embracing the possibilities and the opportunities associated with these changes, and indeed supporting the Board in moving ACWW forward.

Ralph Waldo Emerson said: *"Unless you try to do something beyond what you have already mastered, you will never grow"*.

Our predecessors left us with a legacy of a beautiful and sturdy 93-year-old "ACWW masterpiece" and now the Board and Membership are boldly striding forward together to revitalise, grow, and ensure another 93 years of our wonderful organisation.

Thank you for your trust and your support!

With kindest regards

Maggie

ACWW World President

Turning the Ship

Changing tides call for adaptation and innovation

ACWW has been likened to a ship, a safe passage for rural women through rough seas. When you're sailing a boat and have identified your destination, the most efficient way to move forward is to *tack*. Tacking means that you turn the boat to keep the wind at an angle that pushes the boat forward. When you watch a boat turn from a distance, it is a slow, graceful shift. On the boat, it's a different story. Efficient, coordinated actions are required to ensure that the boat doesn't lose its momentum - if you try to make incremental changes, the sails will flap and the boat will slow. Depending on how slow and uncoordinated the turn is, the boat may come to a standstill, leaving the crew scrabbling to find the winds and get moving again.

It's time for ACWW to put in a tack.

The ACWW Board of Trustees met in February 2022 to discuss the past, present and future of ACWW, and evaluate ways of making sure that we are a vital and relevant organisation moving forward.

It was a wonderfully collaborative meeting, with Board Members bringing their informed experience to the conversation, and staff members being called upon to offer their relevant expertise. The setting was also ideal, an old farmhouse in East Anglia where Board members could take an intensive look at how to address the challenges presented by the Covid-19 Pandemic, trends in ACWW work, membership, and finances over the last 30 years, and a constantly changing world. They shared hearty and healthy meals prepared by members of staff, who also facilitated the inclusion of Board members who could not attend in person (for the meetings anyway - unfortunately, the technology is not quite there for sharing meals over Zoom). The old home protected them from the blustering winds of storms Dudley and Eunice while they reconnected after 2 years of separation.

The meeting began with an identification of some of the challenges facing ACWW. It

was a serious and sobering discussion, but not without hope and excitement for the possibilities presented by meeting these challenges head-on, with an eye toward the next 90 years.

To bring you into the boardroom, let's look at the strengths and challenges identified by the Board of Trustees, as they saw them. This is an unprecedented view into the inner workings of a Board Meeting, but ACWW is a unique organisation, and the Board recognise that ACWW is truly *our global sisterhood*, so they want you to understand the reason behind the changes they're making, and how these changes prepare us for a future where ACWW

increases its influence and effectiveness on a local, national, and global scale.

You can see some of the strengths the Board identified below. One thing was abundantly clear: The room was full of a passion for the future of this organisation from the Board to the staff. Everyone present was fully convinced of the need for ACWW, and that it still has a vital role to play among civil society organisations. Her work is not yet done, and she cannot rest until the needs of rural women are met, and nations acknowledge the vital work and role of rural women in sustaining the lives we enjoy.

The Strengths

- ACWW is the largest international rural women's organisation
- The membership learn from each other and share their knowledge and experiences
- We have a platform to amplify the voices of rural women
- We are inclusive and diverse
- We have existed for more than 90 years
- We have consultative status with the UN Economic and Social Council, and other UN agencies
- We have a vital role in Civil Society
- Our network covers more than 80 countries

However, it is also vital to consider the challenges faced by the organisation. Over the years, issues have been met as and when they arise, and ACWW has remained effective despite myriad obstacles. The Covid-19 Pandemic presented us with an opportunity to prepare for growth and consider our vitality going forward, rather than continue to react as things arise. It was crucial that the Board were able to take an honest and candid look at the challenges facing us, and you can see some of the challenges they identified to the right of the page.

This was not a process of assigning blame, none of the challenges were attributed to any one Board in the past - indeed, it was clear that each Board had built on what came previously to create an ACWW that tried to meet the needs of the day.

It was also clear that no blame should rest on anyone's shoulders. The membership cannot be held responsible for the decreasing income, when it is clear that they are giving all that they can. The staff had done their best to reduce costs, but despite expenditure remaining largely the same over the last 30 years, income has continued to decrease (see page 6).

There are also challenges presented by rurality itself - namely a lack of connection with grassroots members, and members of member societies.

At the end of Day One, the need was clear: Without change, ACWW would continue on the same trajectory. Surviving, but barely and slowly reducing its impact in line with its slowly reducing income and engagement. This was a time for leadership, for bravery, and for innovation.

The Challenges

- Decreasing income over the last 30 years
- High turnover of individual members
- Shrinking size of member societies
- Limited ability for impact assessment of action on Resolutions and Recommendations
- Limited impact of projects due to low investment
- Limited scope for achieving effective systemic change
- Misunderstanding about the connection of advocacy and projects, further confused by restricted funds
- Lack of connection with grassroots members
- Overextension caused by diverse and abundant Resolutions (“spreading ourselves too thin!”)
- Historic prioritisation of stability over the realisation of objectives
- Antiquated committee structure that does not adequately harness the passion and skill of members



“We are on the threshold of the opportunity for great growth. It will allow us to not just survive, but THRIVE.”

Facts and Figures

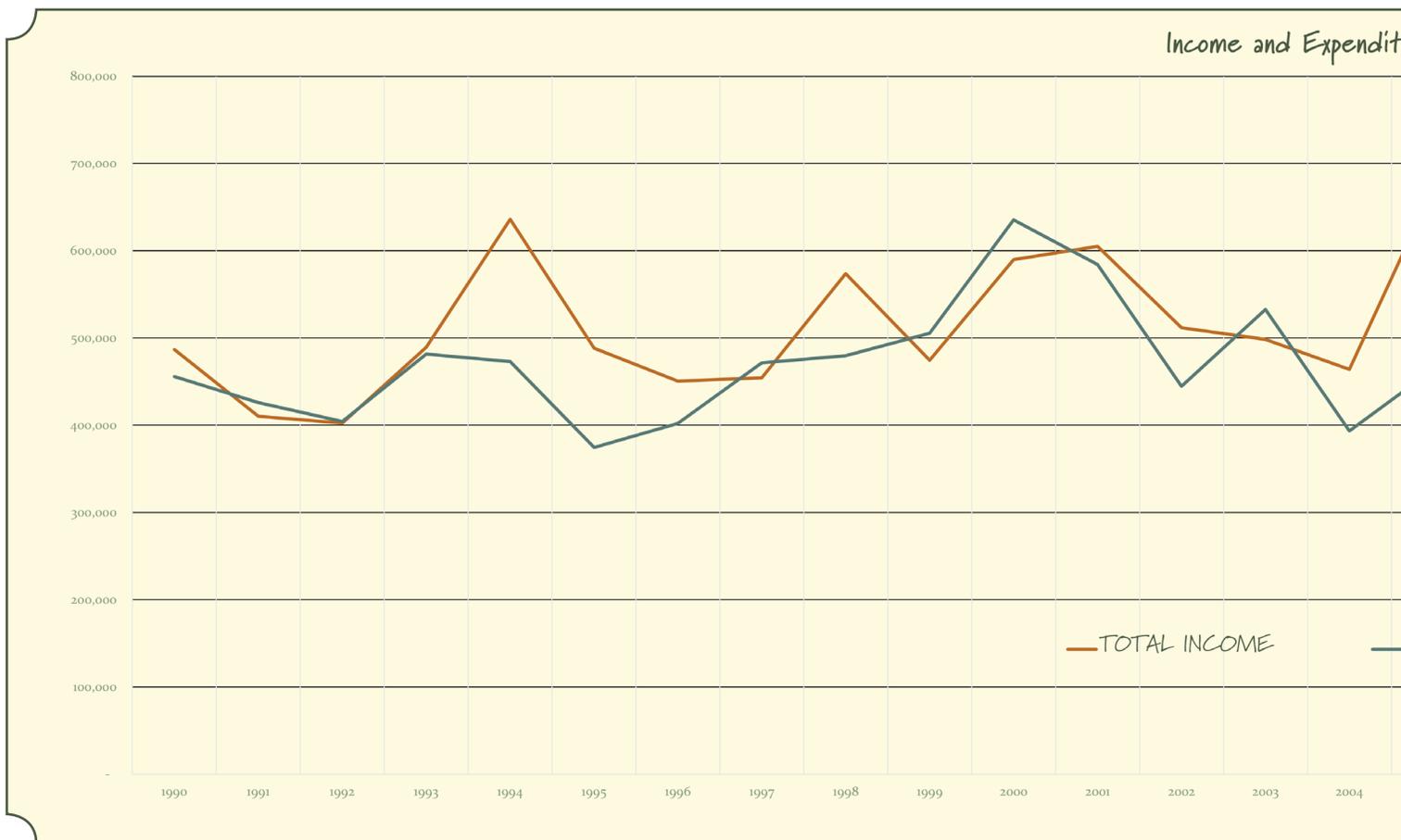
The reality of the situation

As you can see from the chart below, the income and expenditure of ACWW has remained largely the same. This graph is not adjusted for inflation, so the reality is that both our income and expenditure have gone down over the last 30 years, with special attention given to cutting

costs over the last 7 years. The reality is that we have remained on a steady, though slowly declining, footing for many years, and a new approach is necessary to address this decline.

The Board also recognised that the

membership numbers of member societies are also declining, representing limited scope for ACWW's future membership. This of course also means we have limited ability to raise additional money from current members.



“ACWW will be 100 years old in 7 years but with the present financial position of the organization it is not certain that it will make that important milestone if nothing is done. Looking back over 30 years of financial figures, it shows how there has been a steady decline in membership numbers and donations from members to our unrestricted funds. The Covid-19 pandemic has motivated us to take a close look at ACWW's future and we've found that our present reliance on members giving donations to carry out ACWW's aims and objectives is not sustainable.”

ACWW's overall membership numbers have remained steady, but there is significant membership turnover. We lose about 300 individual members a year, and gain about the same number. There is a more significant increase and decrease related to the Triennial World Conference, when people will join just for the conference that is near them.

An additional challenge that was identified is that ACWW is heavily reliant on the UK and Northern and Western Europe for its funding and engagement. Members in the UK and Northern and Western Europe

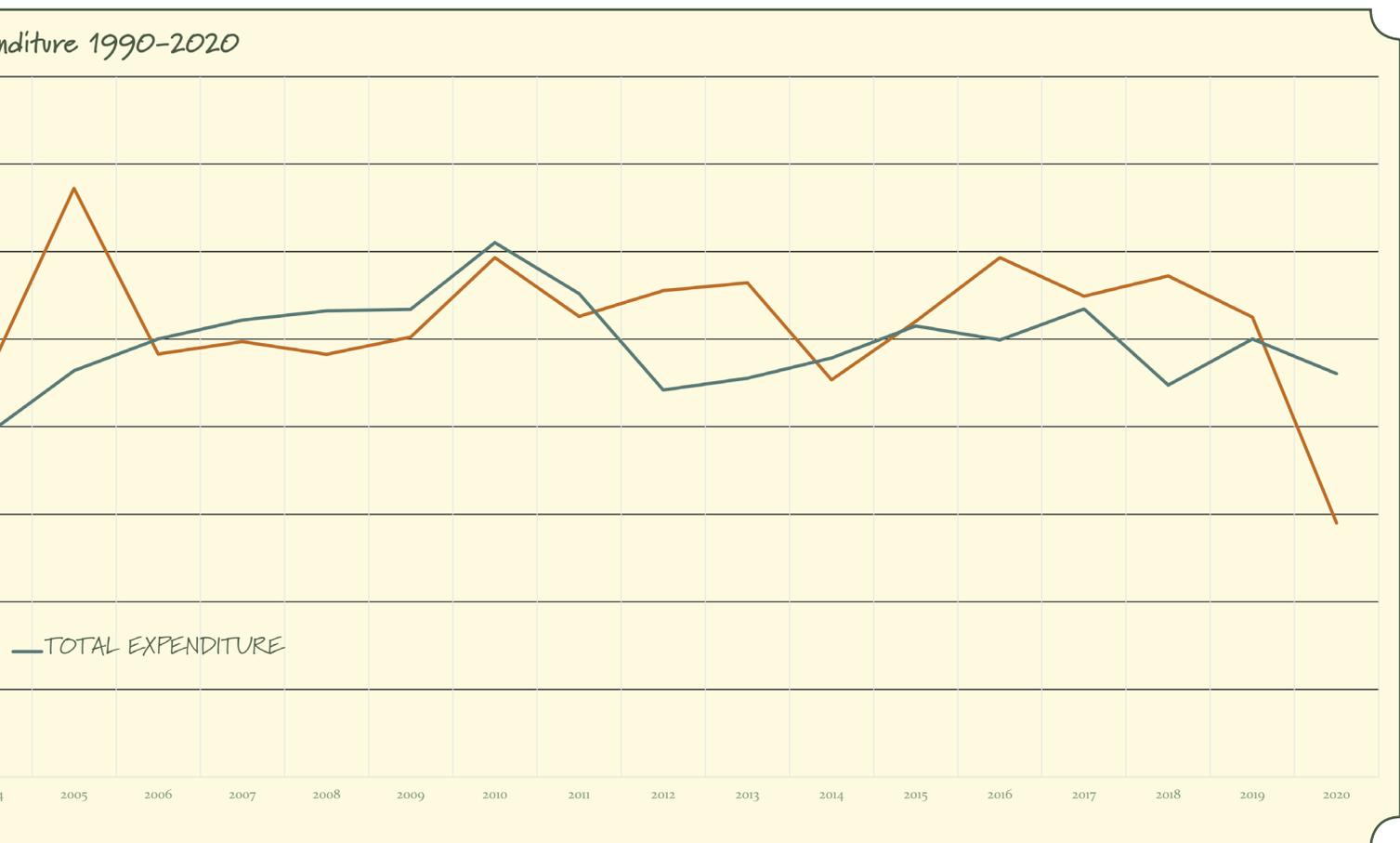
gave about 80% of restricted funding, and 49% of general funding over the last 5 years. This is not to criticise the other Areas, but the Board felt that this indicated a lack of awareness of ACWW, and a lack of engagement with our purpose and work in the other Areas.

Irene Chinje, Area President for East, West, and Central Africa also raised the point that ACWW's funding model and terminology alienated non-English-speaking countries, and made them feel that they were meant to only benefit from ACWW, rather than participate in the network and

contribute as far as they are able.

The Area Presidents also raised a concern on behalf of their members, pointing out that many of their members are stretched thin, and are giving as much as they are able.

It became clear over the course of conversation that a change would be needed to ease the burden of fundraising on the existing members, empower our societies to grow, increase engagement in all areas, and safeguard the future of the organisation.



“It is always a challenge for women in rural communities in developing countries like Cameroon to give more, but we also all need to understand the reality of ACWW’s financial situation”



“I believe it is important that the members have a concise, clear understanding of the need for ACWW to have continuing financial stability to better serve the various needs associated with being Rural Women in Action.”



Solutions: ACWW's Work

All of ACWW's work is connected and linked

ACWW is different from other charities, non-governmental organisations, and civil-society organisations. ACWW is a network and our purpose is collaborative work towards a better future for women all over the world. What connects us is our rurality, and our passion for not only improving our own communities, but also sharing with the rest of the world the vital role played by rural women in global food systems.

We started as a grassroots movement, to benefit the very women who are our members. We are not an aid organisation as such, because it is our family we are helping - our projects work and UN actions are all connected. We do not separate the women we are working for from the women who feel they have reached equality and that their communities are strong.

It is important to understand that our projects, and the processes we use to amplify the voices of our members are **completely and vitally linked**. This means that the impacts of our projects are only sustainable when they exist in an enabling environment, with progressive legislation within local and national governing bodies.

ACWW approaches this process from two directions.

1. Empowering women to take their place in decision-making in their communities

This can be achieved by promoting awareness of the rights of women, providing access to a network of supportive women, and sharing knowledge.

2. Engaging with UN processes that hold governments to account when they fail rural women

This can be achieved through our consultative status with the UN Economic and Social Council, where we have access to key deliberative opportunities. We use our network and contacts through multiple governments, organisations, and mechanisms at the UN to lobby for the rights of rural women globally.

Progress of this sort is slow and sustainable, which is preferable to quick, emotive change that doesn't last.

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Buzzwords

Empowerment, advocacy, sustainability – these have all become buzzwords, thrown about anytime we want to talk about improving lives. Like buzzwords have a tendency to do, the words 'empowerment', 'advocacy', and 'sustainability' have lost their edge and their meaning.

It is important though, that we not get so hung up on finding the perfect word that we forget to fulfil the aims suggested by these important words.

Empowerment

This word came into popular usage as a way to talk about better ways of helping people. Rather than 'aid' or 'help', *Empower* is meant to convey that people already have within themselves the ability to change their situation. What needs addressing are the barriers that stand in the way.

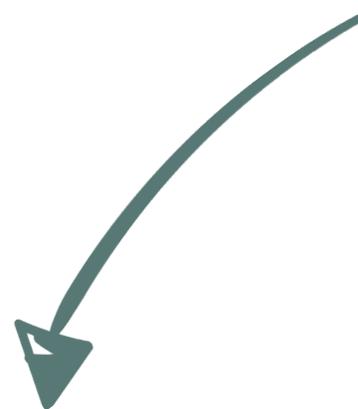
Advocacy

This word is key for summarising the work ACWW does to amplify the voices of rural women, and to call on governments to address the needs of rural communities. It also includes the work we do to educate, share experiences, and maintain an effective network. Advocacy is not just 'UN Work'; it can take place within our consultative status, but it also takes place directly with national or local governments, or other Civil Society Organisations, and is always informed by input from our members.

Sustainability

Sustainability is a concept that has captured the minds of people everywhere. It is an idea that came into popularity against the backdrop of the untenable consumerism of the late 20th and early 21st centuries, and the exponential growth of multinational corporations. It became clear that consideration for the future was secondary to profit margins, so a shift in perspective and priority

was vital. On a smaller scale, the idea of sustainability captured the development sector, and significant attention was given to transforming international aid and development with an eye to the future, rather than the quick-fix approaches that had characterised it in the past. This can be understood easily when we consider that the Millennium Development Goals gave way to the *Sustainable Development Goals*.



This illustration shows how all of ACWW's work is interconnected. It does not illustrate influence or governance, but it shows the flow of information and impact.

The United Nations is the table that nations sit at to discuss how to improve the lives of those they are responsible for. This table is much like the family dinner table, and sometimes talks are fraught with tension, unspoken expectations, and unmet needs. Also at this table are civil society organisations, who can act as a check to the claims of the countries present, and also as partners in their initiatives to reach the grassroots of their nations.

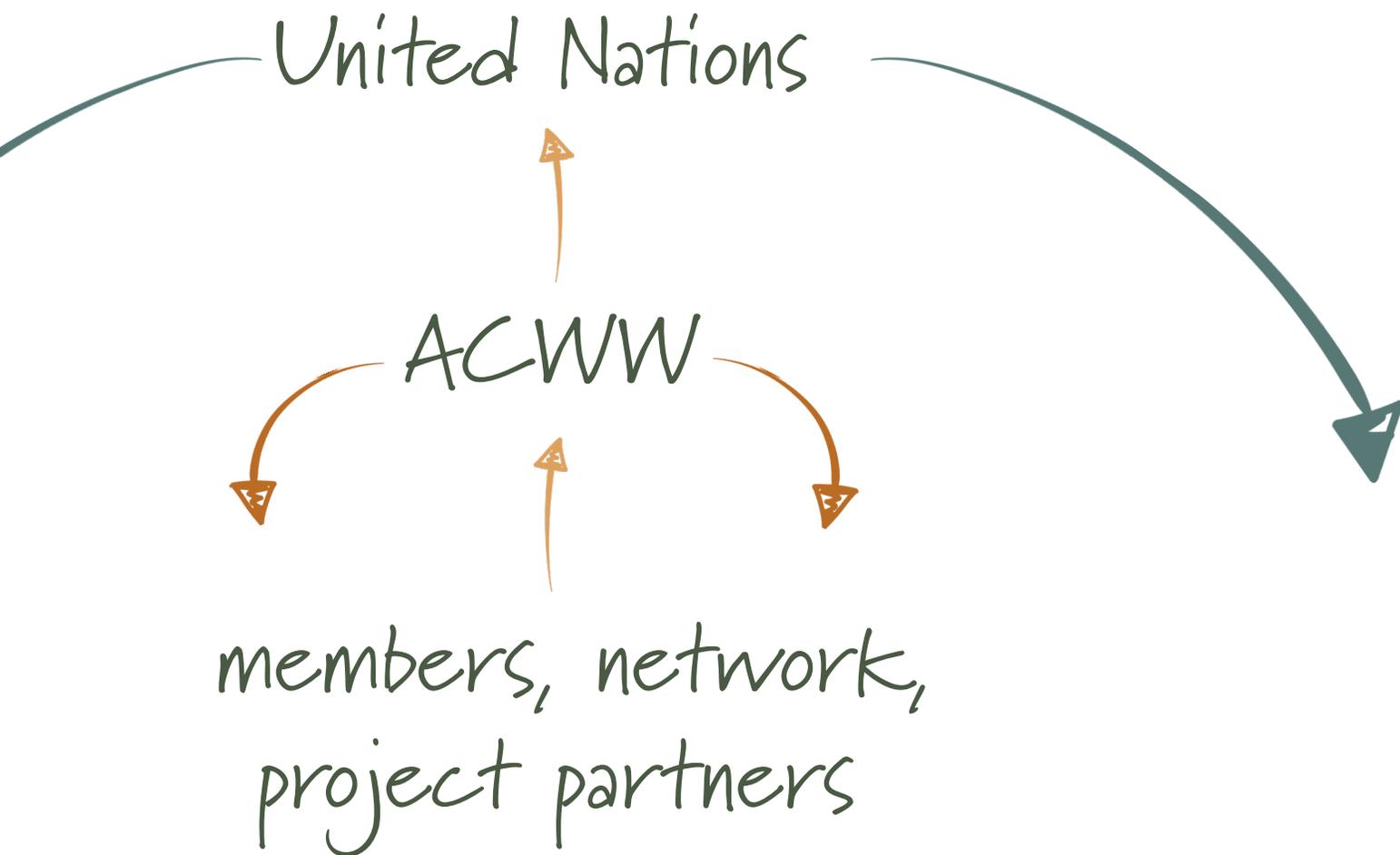
ACWW is one such civil society organisation. We use our status to give a

platform to our members, and raise the issues they have identified as priorities. We also work to promote rural women as key to solving global issues like hunger and poverty, by amplifying the ways that they can uniquely contribute to change.

Going forward, our projects will be even more vital for our advocacy work. In fact, it will be incorrect to separate the two, as through our projects we will be learning more about the reality facing our project partners, supporting them in taking their place in local and national government, and training them in ways to make their voices heard at even higher levels. In part, this takes place through ACWW, but it also involves working with partner organisations locally and internationally

who have relationships with policy-makers and legislators. Additionally, our work to amplify the voices and experiences of our members and project partners will directly impact the sustainability of our projects and challenge the political ideals and structures that stand in the way of women being able to pursue education, equality, and peace.

So, ACWW feeds information to the UN, challenges nations as appropriate on the way they present the reality of rural life in their countries, and then educates its members and partners about their rights according to international law, as well as ways that they can stand up when their rights are insecure or being trampled on.



Solutions: Sustainable Projects

Lessons learned from 90 years of experience

90 years? You may be wondering why we're talking about 90 years of experience when we've only been doing projects since 1977. Well, it is important to consider the lessons learned from our whole history, as we've already established that ACWW's activities are all interrelated. Some of the lessons we've learned are:

Sustained community investment is vital for real change

Projects and advocacy cannot be separated

Financial literacy is crucial for project success

Our efforts and impact are diluted by too many priorities

Increased collaboration with project implementation partners leads to better results

In light of these lessons, the Board have decided to restructure the way projects are carried out. This new approach will involve more direct community investment, comprehensive capacity building that addresses more of the needs of the project partners, and paves the way for future collaboration between project partners and the wider ACWW network.

The biggest change is that we will be funding considerably fewer projects. Previously, ACWW spread its funds as widely as possible, funding many small-scale projects in a variety of countries. While this was initially seen as a good way to work with smaller, local organisations, we've learned that in the modern context, the amounts that ACWW granted were not enough for sustainable impact.

The narrow scope and short time lines of the projects meant that when the project partner faced challenges like unforeseen environmental shifts or disasters, we were unable to offer additional help. This will change with the new model, and ACWW will be able to not only address challenges as they arise, we will also be able to use our

expertise to determine risks in advance of the project beginning.

So, while there will be fewer projects funded, there will be greater investment in each community. We will be spending an amount similar to current projects expenditure, but on a smaller number of projects.

Another significant change is that ACWW will use its wider network to offer capacity building elements to all of our projects. These could include rabies training, water, sanitation, and hygiene (WASH) initiatives, training in leadership and advocacy, or even infrastructure and equipment. These capacity building elements will be unique to the needs of each community.

This need can be illustrated with one stark lesson we've learned over the last few years: Project partners employ an accountant or auditor for the project application and the required audited accounts. However, we find that among project participants, there is often low level of financial literacy, meaning participants are unable to benefit long-term from the investment in the community.

In light of this, we are presented with two options - we either require applicants to prove their financial literacy and the financial literacy of participants, potentially excluding those most in need of ACWW's help, or we leverage our network and expertise to offer financial literacy training as standard for all our projects. This second option was seen as the *only* option.

Practically, ACWW will narrow its scope to 3 areas of focus:

Climate-Smart Agriculture

Rural Women's Health

Education and Community Development

This means that we will be able to make greater impact in these areas, and that the impact will be more effectively and efficiently measured. The focus areas reflect the priority needs of rural communities globally, ACWW's expertise, and align with our constitutional aims and objectives.

While we have been working to improve our monitoring and impact assessment, we are constrained by reliance on local evaluators or resource people who may not be trained in effective monitoring. Additionally, we are rarely able to get high-quality media that illustrates the reality of the project to supporters.

Investing in more comprehensive monitoring will allow us to not only better measure our impact, it will also allow us to learn from our experiences first hand, and also produce media that bring our supporters even closer to the initiatives they are supporting. We will be able to hear stories straight from our partners and project participants, amplifying their voices and experiences to the ACWW network, and then to the wider world.

"I support the idea of a new way of doing projects!"



“It is important that the members realise the need for sustainability and that measuring this sustainability and impact is so crucial. Advocacy aims to make things happen in the most direct and empowering ways possible. Self-advocacy is the ultimate aim where women and young girls speak out and act on their own behalf!”



“As a whole, project participants will be able to manage their affairs and projects more successfully!”

Key Points

We will continue to invest the same overall amount or greater in projects

There will be fewer projects funded, but with more investment in the community

ACWW will facilitate capacity building modules added onto core projects

ACWW will work with strategic partners to increase impact and work with experts

ACWW will focus on 3 priority areas that relate to our aims

We will facilitate intensive impact assessment to learn more and report more effectively

Anatomy of an ACWW Project

Sustainable community investment and systemic change

The diagram below is a map of what an example ACWW project may look like under the new system. The opportunities for community and individual development are significantly increased, and ACWW is using its network and years of experience to bring about real, measurable change.

In addition to the capacity building modules, ACWW will have the opportunity to work with strategic partners to develop digital and water infrastructure in communities that need it, responding to the unique needs of each community. Using this model, ACWW has already

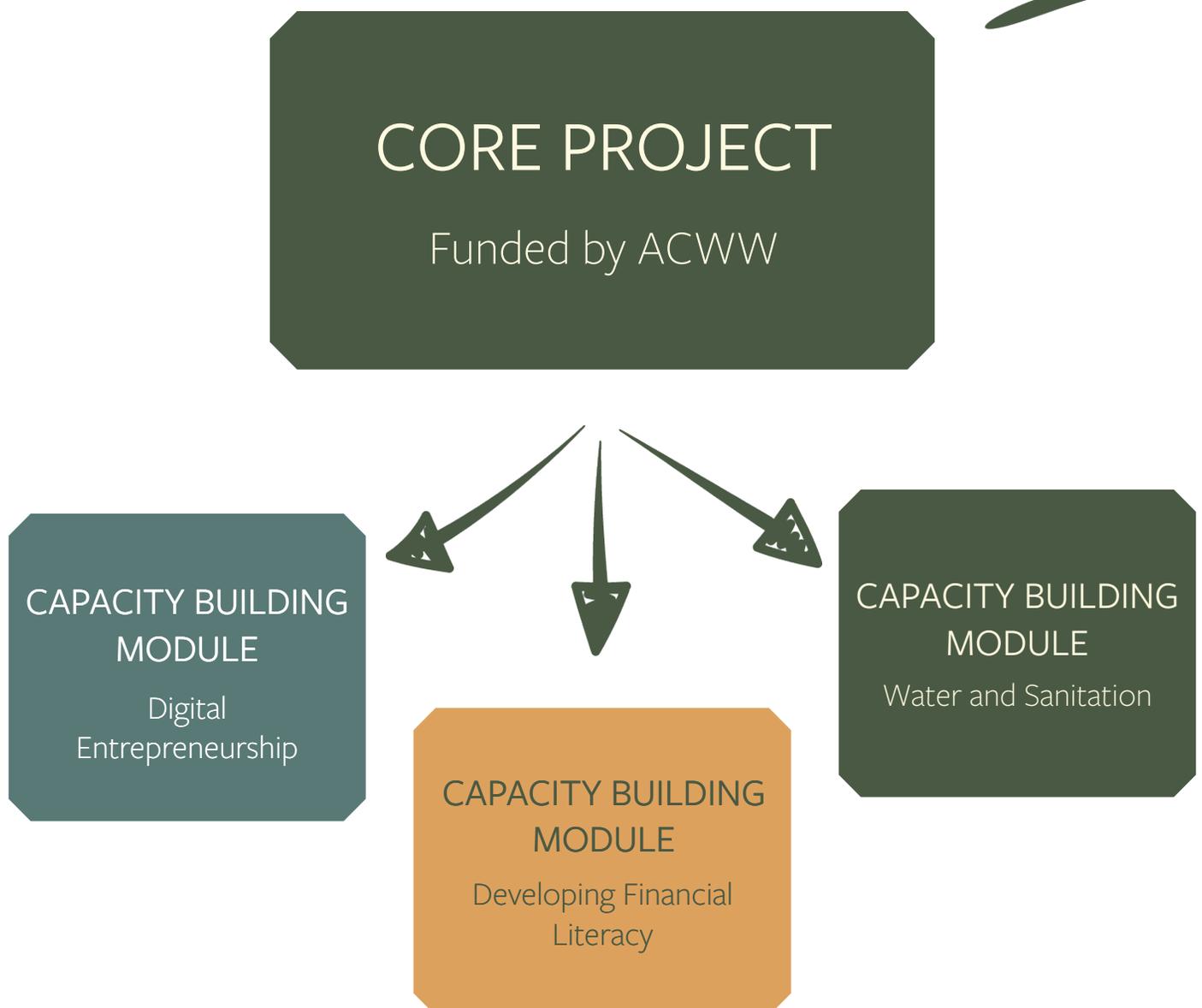
secured support from strategic partners, and this will lead to additional external funding.

Rest assured that this does not mean that ACWW will start “following the funding” or that these partners will influence our aims and objectives. It does, however, mean that there will be less strain on our membership, and gives us scope to be able to expand our impact and reach.

We will, of course, continue to rely on our members for their donations, and hope that this new initiative will inspire even

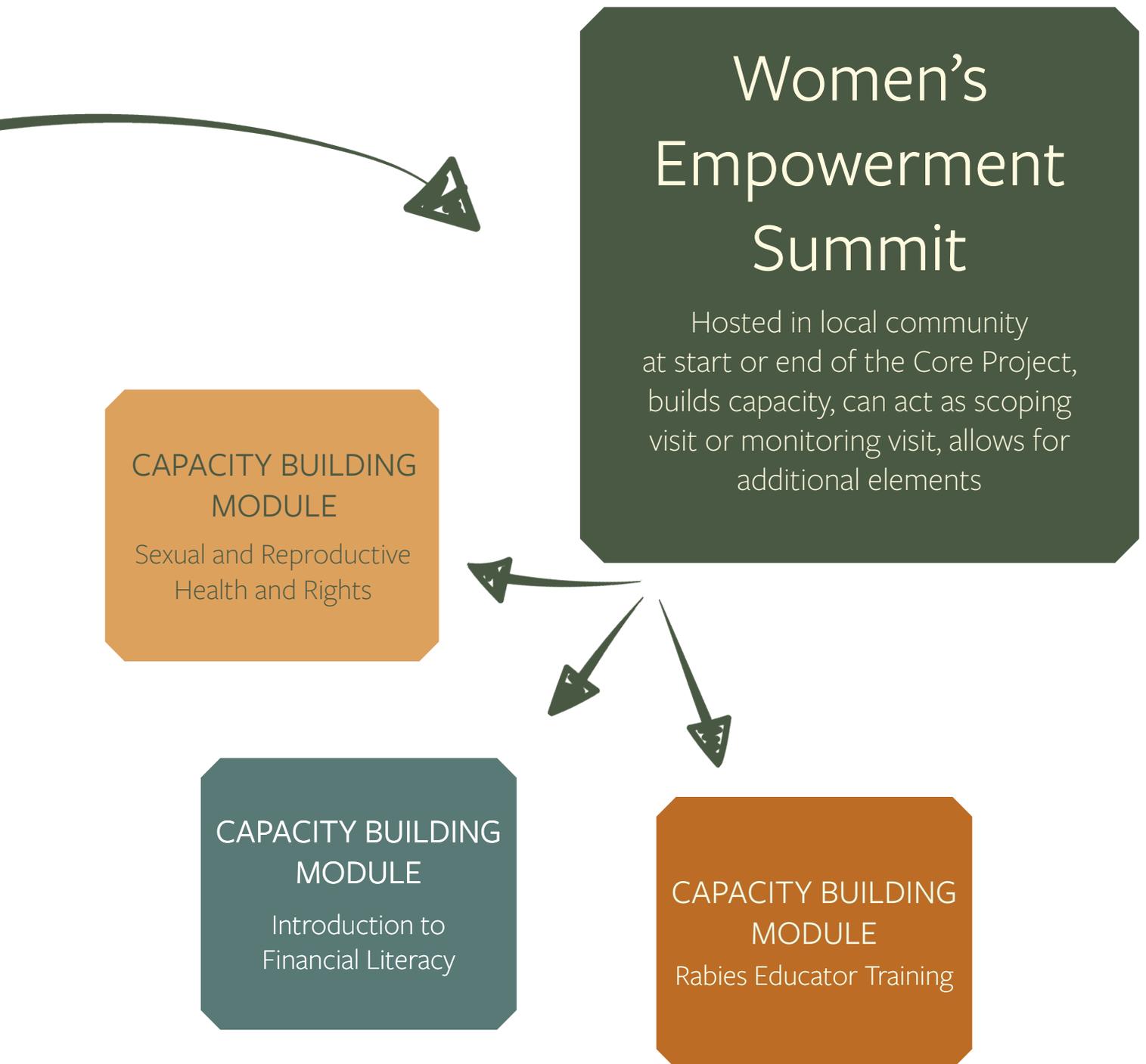
more support among the members of our member societies, as well as giving them a connection to a vital, thriving international network that may attract new, younger members to their local societies.

In this way, we are seeking to address a challenge identified by the Board; We seek to not only expand ACWW’s network, but also help our member societies with their shrinking membership numbers by strengthening the links between the whole network: members, supporters, and project participants.



A Women's Empowerment Summit is an opportunity for women in the community to come together, share stories from their lives, and learn from each other.

It also allows for challenges and opportunities to come to the surface, and allows ACWW to connect with women locally who may be able to offer their expertise as the project progresses and strengthening ACWW's advocacy work.



Reaching All ACWW Members

Coordinators are key to ACWW's future, impact, and vitality

One of the most challenging aspects of a network of about 9 million women is making sure that information reaches the grassroots members of our member societies. We want to be sure that members feel they have access to every level of ACWW, and that the organisation's structure reflects their diversity and their specific realities.

An additional complexity is that member societies rightly prioritise their own communities and aims, but this means that ACWW information is not always distributed to the people within member societies.

ACWW's Board has determined that the best way to address this challenge is to build a global network of ACWW Coordinators.

The Coordinators will function not only as a genuine representation of the total membership, but will also act as promoters of ACWW in their own societies. They will be called upon by the Board to represent the feelings and priorities of their society,

and to reflect their society's thoughts about different ACWW activities and plans. This is not to say that they will have decision-making power, as that responsibility rests with the elected Board. However, they will be an invaluable resource for the future of ACWW, especially when it comes to amplifying the voices of ACWW members and breaking down barriers to genuine engagement.

The Coordinators will act as the hands and feet of the Area President, working collaboratively to extend her reach within their own Area. This will be especially important for larger ACWW Areas.

You may be thinking that you'd like to be a Coordinator, but don't have the expertise or experience to do it effectively. Don't worry! There will be extensive training and support from Central Office, including a multi-part video training course, a full complement of resources including leaflets, posters, and presentations, and regular support for the creation of resources that are contextualised to your area or community. Staff will also assist

with technical help if you want to carry out virtual events, and can partner with local printers and translators to facilitate translated materials.

Coordinators will be nominated by their member society. They will need to be an individual member of ACWW, and have a passion for telling others about the work of ACWW. They should be willing to work with their Area President, and act in good faith to present ACWW in a positive light and stay consistent with the priorities of the ACWW Board. They should be willing to sign and abide by a code of conduct, which will give helpful guidelines for actions in support of an organisation of ACWW's remarkable history and size.

The call for nominations for ACWW Coordinators will go out in April 2022.

The call will remain open for societies to respond to as they are able. If you are interested in becoming a coordinator, you can read more about the responsibilities on the page opposite, as well as an overview of the Code of Conduct.

"The Area President is a very important role on the ACWW Board as she brings to the table the ideas and concerns from members of societies in her area. However, there are societies and members that are difficult for her to reach and exchange with. Coordinators that are trained by ACWW and promise to follow a code of conduct, will be an invaluable asset to both the Area President and to ACWW, as they will be engaging the members and exchanging information about ACWW on a face to face, member to member basis which will result in a more beneficial exchange of information for the Area President to use and for ACWW to benefit from."

Sheila Needham



"If we can encourage as many ACWW coordinators as possible to become part of this new dynamic we will also be encouraging a greater base of potential trustees for future Boards of ACWW."

"This is a way to train the members in our societies to be future leaders in ACWW. This will be very beneficial to societies who are searching for information on ACWW in a language they can read and understand. To have a coordinator will bring them closer to the work of ACWW."



Coordinator Responsibilities

- Distribute ACWW information to her society
- Attend monthly Coordinator meetings with her Area President and Central Office
- Organise an event for Women Walk the World
- Coordinate responses from her society to ACWW surveys and requests for information
- Encourage fundraising and donations
- Encourage individual membership
- Facilitate participation in ACWW events
- Attend training and information sessions

“The Coordinator will be working directly with the Area President, opening up lines of communication between ACWW and members locally. They will be a team, as the Area President will be representing their collective voice on the Board.”



Overview of Coordinator Code of Conduct

Coordinators must act with integrity, decency, and with the best interests of ACWW

Coordinators must uphold and promote the aims of ACWW, and the strategy of the ACWW Board of Trustees

Coordinators must not act or speak in a way that brings ACWW into disrepute

Coordinators should not benefit financially or materially from their position

Coordinators should keep their ACWW knowledge up to date

If you'd like to become a coordinator or if your society asks you to be the Coordinator, and you'd like to know more about the expectations or support available, please don't hesitate to contact us for more information.

All member societies can appoint one Coordinator. If your society already has someone who functions in a similar way to a Coordinator, that person should become a Coordinator, rather than remain an International Officer, Rep, etc. We recognise that this may involve a transition period, as some societies already have roles on their Board or within their societies that are part of their constitution. These roles can, of course remain, but they should be called Coordinators, and

the position they hold as Coordinators is primarily an ACWW role. This is because it has been made clear to us by the UK Fundraising Regulator that we are centrally responsible for all communications and fundraising related to ACWW, whether or not we are aware of it, and in every country.

This has, in the past, led to problems with misunderstanding and misinformation, and this was identified as a threat to ACWW's future. This is why it is vital for our network of supporters to hold a position with ACWW and be accountable to ACWW, but also to be able to receive support directly from Central Office, and have regular opportunities to engage with their Area President and the wider elected Board. There is no charge for training to be

a coordinator, and it is not a separate category of membership. However, coordinators should be individual members (Category 5) of ACWW themselves.

The Coordinator Programme will also serve as a training ground for ACWW's future Board Members, allowing them to learn about the organisation first-hand, while also learning more about how to facilitate support for ACWW and engagement with our priorities in their areas.

As the Coordinator Programme grows, we will be a stronger, more effective global network of Rural Women in Action, with greater capacity for more members.

Funding and Fundraising

No more restricted funds expands our capacity for growth

For some years, ACWW has had restricted and unrestricted funds. Restricted projects funds were used for project funding only, initially excluding even the direct associated project costs and more recently including administrative costs associated directly with projects. Unrestricted funds (Pennies for Friendship) funded every other element of ACWW's work and maintenance.

However, this model is completely unsustainable, and leads to confusion about the nature of international development work.

We have had one or two supporters contact us to say that they want their donation to only go directly to a project, and not towards any administrative costs. However, this is an impossible request to honour in any sustainable way. Processing that donation, sending a receipt, depositing it into our account, and ensuring that it is used responsibly all have associated costs. These costs, along with past overspend, have meant that in the past 30 years, ACWW has spent more than £1 million from general funds on projects.

Additionally, safeguarding the impact of that donation requires advocacy, and the impact from our projects informs much of ACWW's advocacy work.

Restricted funds thus contribute to a misunderstanding about the interconnectedness of ACWW's work. All of our activities rely on the success of the whole organisation.

Additionally, in international development work, there is a genuine need to pair grassroots development work with national and international lobbying. If you only do grassroots development work without any attempt to influence changes to systems of inequality and oppression, you are only making short-term progress which is easily lost. This has been drastically obvious during the Covid-19 pandemic. Restricting funds to one particular aspect weakens all aspects of ACWW's work, and makes it more difficult to achieve our interconnected goals.

Another challenge around fundraising that was identified by the Board is that there have been many objections to the name 'Pennies for Friendship'. An issue that has

been raised many times over the years is that 'if you only ask for pennies, you'll only get pennies.'

ACWW's model, in the past, has been that small efforts across a vast membership are enough to sustain the organisation. However, over the last 5 or so years, it has become clear that our existing members are giving as much as they can, but as our members societies reduce in size, so too does our potential for support. As they - necessarily - begin to focus inward to address their own priorities, ACWW is no longer a priority for donations.

As a network of Rural Women's organisations, ACWW considers it our responsibility to help support and build up member societies. These changes are the beginning of creating a vital, thriving international sisterhood that member societies can call on to learn from each other about how to attract new members and how to grow in a quickly changing world. Part of this involves being able to rely on our elected Board to allocate funds according to ACWW's aims and objectives, continuing to invest in grassroots community development, but also bringing all of our work together in a way that benefits the whole network. Continuing to have restricted funds would restrict this work. The Board took the decision to use all the restricted donations in the WE fund with the intention to allocate it all by the end of the October Projects committee meeting.

From now, ACWW's main enabling fund will be the **Rural Women in Action Fund**. Donations to this fund will support all of ACWW's work, from projects to advocacy to education and awareness-raising, with the hope that supporters come to understand how vital it is that all of these elements are connected and cohesive.

We understand that there will need to be an adjustment period as member societies will have been raising funds for the WE Fund and Pennies for Friendship. Please rest assured that all donations given to the WE Fund will be used in line with the WE Fund criteria, and on the 'old' projects model. The October meeting of the projects committee will see the WE Fund pots fully spent on projects in the same way they have been for the last 3 years.

From 2023, the new projects model will commence, and we are confident that members will support this fund and that the Board will be able to allocate the necessary funds from the Rural Women in Action fund to sustain these ground-breaking projects.

The deadline to send your WE Fund donation in is 30th June 2022. This is so that we have adequate time to allocate these donations according to the intentions of donors.

You can begin donating to the Rural Women in Action fund immediately. In fact, the Board would welcome a donation in these early stages to show your support for the forward movement of ACWW.

Any donation to Pennies for Friendship is effectively a donation to the Rural Women in Action fund, as Pennies for Friendship is unrestricted. If you make a donation to 'PFF', we will send you a reminder of the changes for clarity.

If you make a donation to the WE Fund after 30th June 2022, your cheque will be returned with an explanation of the changes. This is to ensure compliance with fundraising standards and to eliminate any confusion around ACWW's fundraising model going forward.

You will see over the next pages that there will be opportunities for questions and forums for discussion over the next few months. We welcome your questions there, or by email, letter, or call directly. We are happy to take all the time you need to fully explain these changes, further flesh out the need for the changes, and answer any questions you may have.

We understand that these changes may be tough, and that there is an inherent risk to any change. However, the Board see an even greater risk in allowing ACWW to stagnate and sink slowly into obsolescence. It is with that heart for progress and the improvement of the lives of rural women that the Board have made these changes, and it is their sincere hope that we can all work together for a future where rural communities and rural women are heard, acknowledged, and cared for. This is ACWW's purpose, and these changes will allow us to pursue that bright future united and empowered.

“Projects and advocacy are closely linked, and the ACWW Board will be able to direct funds to worthwhile and sustainable projects that enable true community self-sufficiency.”



Rural Women in Action Fund

“The women in my area will feel much more a part of the Rural Women in Action Fund, because that is exactly what they consider themselves!”



“Rural Women in Action Fund: the name is exciting to me! It sounds like we are ready to hit the road running to help each other make sustainable change in the world around us.”



Timeline of Changes

Your opportunities for questions and sharing

The Board of Trustees is committed to giving every opportunity for members to engage with the revitalised ACWW, ask questions about how it will impact their societies, and how it will make ACWW vital for the next 90 years.

They will be facilitating live Q&A sessions every month through to July so you

have plenty of opportunities to ask any questions you can think of.

At the Board meeting where these changes were discussed and agreed, the World President set a tone of openness and collaboration. This is the tone that will characterise these Q&A sessions! No question is off limits provided it is asked

in good faith and with a view toward progress. Our only request would be, if your request involves a need to gather figures, please submit it in advance so we can have those ready. You are also very welcome to send questions by email if you prefer a written response. The website will also include answers to commonly asked questions.

Launch of the Rural Women in Action Fund 29 April 2022

Call for ACWW Coordinators 2 May 2022

Revitalised ACWW Live Q&A 1 7 May 2022

Revitalised ACWW Live Q&A 2 18 June 2022

First Meeting of ACWW Coordinators 2 July 2022
(on a Saturday, to facilitate participation from those who work during the week)

Revitalised ACWW Live Q&A 3 16 July 2022

Closure of WE Fund 30 June 2022
(all funds given to the WE fund Pots will be used according to the criteria of the Priority Focus Areas. These Pots will be fully spent in the October Meeting of the Projects committee)

New Projects Structure Starts 1 Jan 2023

A New ACWW Logo

Respecting the past, and preparing for the future

ACWW's logo has undergone various changes and designs over the last 90 years, with a similar theme of a compass shape, and the letters of our acronym pointing North, South, West, and East. We know that this logo is much loved by many members.

However, the logo has also received significant criticism from those outside the organisation, or new members. These include that it looks dated, it is confusing because it doesn't say our name, and in some parts of the world, cardinal directions are not read north, south, east, west, or north, south, west, east. It has also been suggested that it is not clear that the logo is meant to be a compass, so the global inference falls flat.

The need for a new logo is necessary for a visual representation of moving forward, and drawing a line between what came before and what will come ahead. The Board of Trustees followed the process of producing a new logo, and the iterations that the designers (ACWW has a graphic designer on staff, as well as two communications experts, so no external consultants were necessary) went through to arrive on the final design.

It takes into account the shape of the logo that has carried us through 90 years, and acknowledges a future of collaborative, measurable, intentional *action*. It includes our full name, which is imperative as we seek to reach out beyond the current membership to expand our global sisterhood into other organisations and countries. The green is slightly darker than the most recent logo (there has never been one consistent green) to reflect the gravity of our work and status.

We recognise that colour preference is completely subjective, and that all colours will have certain connotations to some people and completely different meanings to others. We also recognise that the bright, exciting colours that have been in use for the past 5 years, while very much liked by those in the Office, didn't seem to be resonating with supporters. Therefore, a more muted palette had been adopted. This palette will be used in conjunction with brighter colours to draw attention to particular subjects or ideas, and provide

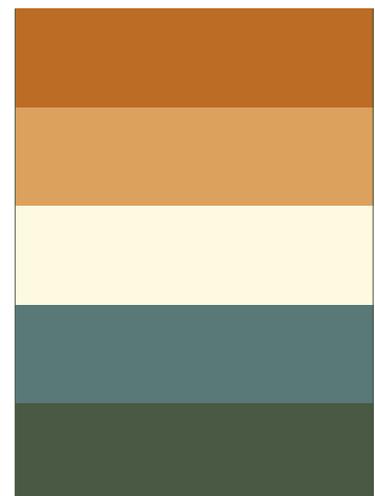


a good base of coordinated colours on which to build.

We are aware that this logo will not be to everyone's aesthetic preference. It is impossible to create something which will be perfect for 9 million different people; However, the logo does serve at least four purposes:

- 1. It says our full name, which is vital for communicating effectively about who we are.**
- 2. It says what we do and adds clarity about the women we represent, in a day when 'Country Women' is not a universally understood identifier.**
- 3. It is sufficiently different to highlight what came before and what lies ahead, which is vital for clarity around changing methods.**
- 4. It wraps up the various slightly different logos in use around the world, and gives everyone a clear direction going forward.**

A new colour palette for ACWW



Communications Guidelines

Let ACWW do the work

In light of the fundraising standards set by the Charity Commission and the Fundraising Regulator, it is important that we are laying out these guidelines. We are so grateful for the support of our members, and their passion for spreading the word about ACWW, and these guidelines will make sure that we are all spreading the same message, and that we can grow knowing that we are working towards the same aims and objectives.

Please note that these guidelines arise from real-life scenarios that we have had to address over the last 5 years.

ACWW's logo and awareness raising materials should only be used to raise funds for ACWW activities. This means that you should not use ACWW materials to raise funds for projects run by other charities. You should not use ACWW's logo or materials to raise funds for individual initiatives like sponsorship or clothing drives.

Public statements from ACWW should only be issued from ACWW's Board of Trustees and those to whom they delegate responsibility for ACWW Communications.

ACWW's aims and objectives should not be interpreted or summarised when speaking to local press, for instance about a Women Walk the World event. Official statements about our work are available in long and short form. This does not mean that you should not speak about what ACWW means to you as an individual or your event in general; it just means that the Board would prefer there is a standardised way of talking about ACWW, so that our public presence is uniform and clear.

The Board of Trustees specifies who will speak on their behalf in an official capacity. Therefore it is not appropriate for anyone to adopt the title of representative and speak on behalf of the Board themselves.

All Powerpoint presentations should be developed by Central Office to ensure consistent and accurate messaging and maintain a high standard of quality. If there is an ACWW section in a larger presentation, the section should be developed in collaboration with Central Office

We've produced a number of resources over the last few years, and we're looking forward to streamlining and continuing to improve the awareness raising materials and educational resources we offer



Please note that Sydney at Central Office is responsible for helping you with fundraising and awareness raising materials, queries, and ideas. She is very happy to help contextualise ACWW presentations to your area or community, and work with you to create something that is relevant to your presentation while maintaining ACWW's messaging and design standards.

If you'd like to work collaboratively on a presentation, or if you want something new and unique for your event or talk, she will need at least 2 weeks' but no more than 1 month's notice.

Constitutional Implications

What requires a vote of ratification, and what doesn't

Significant consideration was given to the constitutional implications of these changes by ACWW's Board, and due diligence was done to ensure that every decision was approached with appropriate consideration for ACWW's processes and protocol.

Below, relevant decisions are listed with their constitutional implications. Please note that all Board decisions were passed unanimously in February 2022.

“To work with Strategic Partners to implement a test project in Papua New Guinea in the second half of 2022, with the intention of adopting a new approach to ACWW's projects programme in the future. It is envisaged that 2023 will see 3 new-style projects, with the priority themes of Climate-Smart Agriculture, Rural Women's Health, and Education & Community Development.”

The new way of doing projects does not require a constitutional amendment, as the structure of projects is not a constitutional matter. The structure, number, and type of projects has changed over the years.

“To complete the selection of projects funded from the WE Fund by Autumn 2022.”

“To phase out the current Women Empowered Fund and Pennies for Friendship in the first half of 2022; replacing these with the Rural Women in Action Fund, which will be the overall enabling fund.”

This means that the WE Fund pots will be completely used in the October 2022 meeting of the projects committee, according to the published criteria. This is to ensure that all donations are used according to the expectations of the donor. This is also why the WE Fund will be closed to donations after 30th June 2022, so that there is time to ensure that all donations can be used according to the WE fund criteria. As noted above, this is not a Constitutional issue. Though donations to “Pennies for Friendship” are noted in the Constitution, this is encouraging support of ACWW's unrestricted fund and is simply a change of name.

“To adopt the Communications Strategy as presented during the Board Meeting.”

“Further, to adopt the new logo and brand for ACWW, as presented during the Board Meeting.”

“To produce a revised Rural Women in Action Pack, reflecting the updated branding and strategic action plan of ACWW.”

There are no Constitutional issues here, and the majority of resources in the Rural Women in Action Pack will be retained; new resources are necessary as during the Covid-19 pandemic no materials were printed by Central Office and stocks are depleted.

“To encourage every Member Society to appoint an ACWW Coordinator. There will be a remit, role description, training and support pack available in due course.”

“For the 2023-2026 Triennium, Members of the Board will fulfil the roles of all Committee Members, in line with Clause 23.2 - 23.4 of the 2017 Constitution. This will also entail updating of the Standing Orders relating to the Specified and Ad Hoc Committees.”

“From the start of the 2023-2026 Triennium, the Six (6) Specified Committees will no longer function in the traditional manner, as Board Members will sit on all Committees and deal with required actions during regular Board Meetings. As such, this means no members of the membership at large will be appointed, and the current Specified Committees will cease to exist in their current form.”

These changes do not require a Constitutional amendment. The 2017 Constitution states in clause 23.2 that “Specified Committee members shall be elected or appointed in accordance with the rules under the Bye-laws”; Clause 30 states that “The Trustees may from time to time make such reasonable and proper rules or Bye-Laws as they may deem necessary or expedient for the proper conduct and management of ACWW”. The current committee structure is not

representative of ACWW's diversity, and is not adequately harnessing the passion and skills of those on the committees. It is also contributing to misunderstanding about the interconnectedness of ACWW's work, with different elements existing in silos and not informed by the overall strategy or aims.

Therefore, the Board will form each of the committees and the Coordinators will form the focus group that allows the Board to quickly and accurately learn about the needs of member societies, as well as float new ideas and plans before a group that is genuinely representative of the entire membership.

“That the Board of Trustees elected in 2023 should establish what they believe to be the best Board titles and responsibilities for ACWW's immediate future; these titles to be included in the call for Nominees to the Board of Trustees issued in 2024 for the 2026-2029 Triennium, with the intention of full ratification at the 31st Triennial World Conference in 2026. This Resolution should then be presented to the 30th Triennial World Conference in 2023.”

As the committees will no longer function in the same way, there will be no need to have Committee Chairmen going forward beyond the 2023-2026 Triennium. As the Committee Chairman are positions listed in the Constitution, this change will need to be decided at the Triennial World Conference.

The 2023-2026 Board will meet more regularly than at present, and will establish a new remit for those elected as Committee Chairmen. Those elected as 2023-2026 Committee chairmen will still hold the remit for the specified area of work, and will lead the Board discussion on those topics at Board meetings. This also contributes to accurate understanding about the interconnectedness of ACWW's work.

If you would like to discuss any of these points in more detail, we invite you to contact Central Office.

Reintroducing the Board

The women leading ACWW into the future



Magdie de Kock
World President

Elected in 2019, Magdie is currently the World President of ACWW. She has been continuously involved with ACWW since attending a Triennial Conference in 1995. Magdie served on the ACWW Communications and Marketing Committee for 3 years prior to being elected as Chairman and served on the ACWW Board for six years to follow. She has the experiences and qualifications necessary for leading the Board and taking ACWW forward. Magdie has always received support and encouragement from her husband and family and is appreciative of their interest in her passion for serving ACWW and its membership.

You can reach Magdie by email worldpresident@acww.org.uk



Alison Burnett
Deputy World President & Acting Treasurer

Alison has been involved continuously with ACWW for over 20 years. She started as an ACWW Rep for Gwent Federation of WIs in Wales in 2001. Over the last 20 years she has been involved in UN and Finance committees as a member and was elected as Chairman of Finance committee for 6 years. She has been on the Board of ACWW in a variety of roles. Alison has a great understanding of ACWW as a whole and as a Business Studies teacher of 20+ years and holding a MSc in Entrepreneurial studies has the qualifications and experience to be a productive member of the Board taking ACWW forward.

You can reach Alison by email at deputypresident@acww.org.uk



Christine Reaburn
Secretary

Christine's first introduction to ACWW came at a Provincial Conference short weeks after joining Women's Institute planted a seed which has continued to blossom through the intervening years. Attending her first Triennial World Conference was a milestone which confirmed her commitment and continuing support and promotion of ACWW. Being a Hostess Society Representative on TCC was followed by appointment to the Agriculture and United Nations Committees. Christine's family operate a cash crop and pedigree seed farm growing canola, soybeans, grain corn, spring and winter wheat. She enjoys reading, crochet, gardening and researching her Family Tree.

You can reach Christine by email at secretary@acww.org.uk



Sheila Needham
Communications and Marketing Committee Chairman

Sheila has been involved in Women's Institute since 1974, at every level of membership and leadership, including National President. Working with members across Canada strengthened her ongoing interest in ACWW and led to serving two terms as ACWW Canada Area President. Currently as ACWW Chair of Communications and Marketing, she is confident that ACWW is evolving into an even stronger organization and advocate for rural women worldwide and will continue to do so for years beyond our 100th anniversary.

You can reach Sheila by email at cmchair@acww.org.uk



Edwina Marr
Projects Committee Chairman

Edwina is a retired primary school teacher and mother of three sons. She has been a member of the Federation of Women's Institutes of Northern Ireland for fifteen years and is currently serving as President of her WI. She served on ACWW Projects Committee. In 2019, she was voted Vice-chair and then co-opted as Chairman. ACWW continues to be a huge part of her life, and she is excited to be able to continue through this exciting time. She loves to entertain and socialise. She enjoys travelling, especially city breaks. She also enjoys playing scrabble online when she's not reading a book.

You can reach Edwina by email projectschair@acww.org.uk



Marie Kenny
UN Committee Chairman

Marie is an author, artist, proprietor and pastor. She has been involved in humanitarian work and community capacity-building at a local, national and international level. Marie has witnessed first-hand the injustice and discrimination faced by women. She has a passion for advocacy work and building strong partnerships. Her experience with the United Nations has given her an understanding of the necessity of working collaboratively and how holding Governments accountable will improve lives. Marie delights in spending time with family, cross country skiing, sewing, and taking beach walks with her husband Cecil.

You can reach Marie by email at unchair@acww.org.uk



Linda Hoy
Area President for Canada

Linda was president of the Federated Women's Institutes of Canada, and served 18 years on the FWIC board in various positions. She was also President of Quebec Women's Institutes and Secretary for 2 years. She was presented with the Governor General's Sovereigns Medal for Volunteers for her volunteer work and sits on the board of the Eaton Corner Museum as their Communications & Publicity Chair. She continues to work part-time at Bishop's University with Student Services. Linda has two children and three grandchildren. She is the caretaker for her Mom and is an avid photographer and gardener.

You can reach Linda by email at canada@acww.org.uk



Irene Hinds
Area President for Caribbean, Central, and South America

Irene is the current President of the Trinidad and Tobago Federation of Women's Institutes (TTFWI), an Organisation to which she has belonged to for 27 years. TTFWI manages a Relief Centre where they serve hot meals every day for people in the Cocorite Community and Environs. Irene served as a Local Government Representative for 16 years. Her daughter passed away 6 years ago and she is responsible for the upbringing of her two grandchildren. Her main focus at this time is helping women in her area live their best life after this challenge of COVID.

You can reach Irene by email at ccsa@acww.org.uk



Irene Chinje
Area President for East, West, and Central Africa

Irene is a resourceful skilled and dedicated Gender Specialist with over 15 years of experience working both nationally and internationally with non-profits, members of civil societies, and with women, girls and youths through research and analysis of development initiatives as well as planning, developing and implementing an enabling platform for them to network via seminars and training programmes aimed at sustained long-term personal development and growth. She is passionate about enhancing the development and growth of women and girls across Africa and the world. She loves home-making and decor, crafts, entertainment, music and dancing.

You can reach Irene by email at ewcafrica@acww.org.uk



Afrodita Roman
Area President for Europe

Afrodita is a retired engineer and has worked as Customer Care Specialist for the last 10 years. She is a recipient of an Elsie Zimmern scholarship, so between 2008-2010 she followed a postgraduate training course for social assistance services at the Babes-Bolyai University in Cluj Napoca, Romania. She is the founder of the WThM Association, a member society of ACWW. She served as member of the TCC committee between 2013-2019 and was elected Area President Europe at the TWC in 2019. She serves on the ACWW Ad Hoc Committee on data protection. When she is not working, she enjoys travelling, swimming, reading, cooking and gardening.

You can reach Afrodita by email at europa@acww.org.uk



Gail Commens
Area President for South Pacific

Gail has been President of the South Pacific Area since 2016. Prior to Covid-19, she visited over half the societies in the Area and hopefully in the next twelve months hopes to be able to visit the other half. She was the first Area President to ever hold an ACWW Area Conference via zoom which was a great success. Gail is excited to be the first Area President to be hosting a new-style ACWW project in her Area, and is looking forward reporting on this success at the 30th Triennial World Conference in Kuala Lumpur, Malaysia in May 2023.

You can reach Gail by email at southpac@acww.org.uk



Norjanah Razali
Area President for South East Asia and the Far East

Norjanah holds a BSc in Human Development and an MA in Rural Social Development. She was elected as Area President of South East Asia and Far East in 2019. Norjanah has been employed in the Sarawak Government Civil Service for the past 33 years. She started her career as Rural Sociologist with Agriculture Department. In 2004 she was appointed as Director of Women's Bureau, an agency under the Ministry Welfare, Women and Family Development Sarawak. Her interest in developing economic champions among rural women led her to take charge of the Entrepreneur Development Unit in Sarawak.

You can reach Norjanah by email at seafe@acww.org.uk



Dr Marina Muller
Area President for Southern Africa

Marina Muller is a past president of the Namibia Women's Society as well as a past president of the South African Women's Agricultural Union (2000 -2003). A statistician and now a retired lecturer at the University of Namibia (UNAM) (31 years). Holds a Ph.D in Systems Engineering (Applied Statistics) from the University of Pretoria. Currently the deputy chair of the Namibia Agronomic Board and a committee member of the Namibia Statistics Agency. She loves embroidering, quilting, papercraft, reading, travelling, and hiking wherever she goes. She still assists post graduate students with statistical analyses.

You can reach Marina by email at safrika@acww.org.uk



Bonnie Teeples
Area President for the United States of America

Bonnie loves her family, has deep rooted family values, and is concerned about the issues that face families around the world. With families under attack on all sides, Bonnie understands the importance of influencing officials to promote policies that help all families meet basic needs such as shelter, food, sanitation, and safety. Bonnie serves in several leadership and organizational capacities and is a Family and Community Leadership Certified Leader/Trainer. She has good leadership and managerial skills, owns a successful business, and enjoys working with her 140 vendors and nine employees.

You can reach Bonnie by email at usa@acww.org.uk

30th Triennial World Conference

18th - 25th May 2023

Online Registration for the 30th Triennial World Conference will now open on Friday 29th April 2022. You will also be able to request printed and sent by post or PDF by email registration forms from that date as well. With the unpredictable nature of the world at the moment, there is no increase for booking later in the year. Final registration will close on 31 December 2022, so this is the very last date for you to have registered by.

The Registration Fee will be an all-inclusive package. The details of this are shown later in this article, but it means that once you have landed at the airport in Malaysia, you don't have to spend a penny, cent, or Ringgit until you get on the plane to head home! (*Unless you go shopping!!*) The Hostess Society and Triennial World Conference Committee are very aware of the cost of international travel and the challenges members face, particularly at this time, and have done everything possible to keep the cost of the conference to a minimum.

The all-inclusive package means that accommodation will be on site at the Putrajaya Marriott. There are different rates depending on whether you want a single occupancy room (just you), a twin room (two separate beds), or a triple room (three separate beds). This is a great way of saving money, but also means that as part of the registration process you will need to specify who you want to share with - so plan ahead! We are only offering the all-inclusive package for the Conference, it is not possible to attend without accommodation onsite.

It is very important to highlight that we recommend all attendees have comprehensive travel insurance, as ACWW cannot be held accountable for any costs incurred if you are unable to travel, and the registration is, as normal, non-refundable.

We will take all sensible precautions to best ensure that the 30th Triennial World Conference is as safe as possible for all attendees. This may include the imposition of social distancing and masking precautions, following the advice of the World Health Organisation and local health authorities at the time.

Critically, we encourage all attendees (and indeed all members of ACWW!) to receive COVID-19 vaccinations and boosters at the earliest opportunity, if you have not already done so.

Please note that there will be a virtual option available for those who are unable to travel. Further development is necessary for ensuring that this can run as smoothly as possible, and we aim to have more information available about this option by the end of July 2022.

We are really excited about the Triennial World Conference, and look forward to welcoming you all to a totally unique, and hugely inspiring event in Kuala Lumpur!



Registration Package Fees

Each of the prices below includes the full package for 8 nights (Arrival on 17th May, leaving on 25th May) and is shown per person:

Triple Sharing = £855

Twin Sharing = £910

Single = £1075

What is included in the package?

- **Transfer to and from Kuala Lumpur International Airport to hotel**
- **Conference Registration on 18 May 2023**
- **Your Conference Bag and Documents**
- **All the costs of attending the actual Conference**
- **All Buffet Breakfasts**
- **Morning Tea each day**
- **All Conference Lunches**
- **Afternoon Tea each day**
- **Mid-Conference Day Trip with lunch**
- **All Dinners, each with a different theme**
- **Royal Gala Dinner at the Royal Palace, including transport**
- **All Tourist and associated Taxes**
- **Your choice of Single, Twin, or Triple room accommodation**

What is NOT included in the package?

- **Travel insurance** - all attendees are advised to book comprehensive travel insurance
- **Flights** - once you're there, everything is sorted, but you'll have to organise your own flights!
- **Cancellation** - the Triennial World Conference is being planned with Covid-19 in mind, and we are doing all that is possible to prepare for necessary adjustments in line with WHO advice. However, and as normal, ACWW will not be able to provide refunds if you are unable, or choose not to, attend. Again, it is recommended that you book travel insurance and investigate your airline's policies before booking flights.
- **Souvenirs** - you'll have to buy your own!

Reintroducing the Staff

New and old faces at ACWW Central Office



Tish Collins, BA MSC Agricultural Economics
Executive Director

Tish is an agricultural economist with over thirty years' experience of effective charity management. As Executive Director her role is to manage the day-to-day operations of ACWW, the Central Office team, the development of policy and procedures and assisting with the effective governance of ACWW. She is an internationalist with a passion for ACWW and its commitment to empowering rural women. She enjoys dabbling in a variety of crafts, Morris dancing, reading - especially biographies and WI book club choices, and puzzle solving. Her three rescue cats are also very dear to her heart.



Nick Newland, MA CIPM FRSA FHEA
Advocacy Director & Chief Privacy Officer

Nick is ACWW's Advocacy Director, and brings the voices of our members to the United Nations and national governments to ensure that they are heard. He oversees strategic communications and partnerships for ACWW, and is also in charge of data protection in his role as Chief Privacy Officer. Prior to joining ACWW, Nick worked as a musician and university lecturer. He was awarded Fellowships of both the Royal Society of the Arts and UK Higher Education Academy in 2014, and is a Certified Information Privacy Manager. Nick enjoys sailing and cooking when not at work.



Yvette Dyer, BA Hons Accounting and Finance, BTEC HND
Finance Manager

Yvette joined ACWW as Finance Manager in January 2022. She is pivotal in assisting the Treasurer and Executive Director of ACWW in reporting expenditure and measuring and reporting income, and she ensures that robust controls are in place. Yvette holds a BA Hons degree in Accounting and Finance, and a BTEC HND in Business Studies. She is also a student at the professional level of the ACCA. Outside work, she is the Treasurer at the Newham Cornwell VC Sea Cadets. She enjoys watching documentaries and cooking. Some of her dishes are displayed on her Instagram page @the_Swedyes.



Jenny Sellers, BA, MA Gender and Development
Project Grants Officer

Jenny is an International Development professional with expertise in gender and grant-making and interests in sustainable agriculture and climate change. She has a Masters degree in Gender and Development from the Institute of Development Studies and has worked in rural and urban communities across West and East Africa. She leads on all project related aspects of ACWW including assessing new project applications and supporting the funded projects throughout the project cycle. When she's not working Jenny is usually fermenting things, sewing things and learning about agroecology and regenerative farming.



Sydney Salter
Communications and Engagement Officer

Sydney is a communications professional with specific expertise in digital communications and social media. She is currently pursuing her Masters degree in social media and digital communication at the University of Westminster. Her role at ACWW is Communications and Engagement, and she is the point of contact for the new coordinators, and any of your awareness- and fund-raising needs. She also edits *The Countrywoman* Magazine, and produces your bi-weekly newsletters. When she's not working or studying, Sydney enjoys cooking, playing video games, and binge-reading high fantasy novels.



Iga Jażdżewska, BA Politics, International Studies & Hispanic Studies
Office Administrator

Iga has a first-class BA Hons degree in Politics, International Studies & Hispanic Studies from the University of Warwick and has worked in charities around the world. She is the first-point of contact at ACWW and is responsible for all everyday communications with our members and the day-to-day support of Central Office facilities. She is also well-equipped to support the rest of the team, with fluency in 3 languages and professional experience in communications, research and advocacy. In everyday life, Iga is a self-confessed politics nerd who loves spending time with her friends and family, and is fascinated by the pursuit of happiness.



Rebecca Ramsey
Finance Assistant

Rebecca has worked at ACWW since 2016, strengthening the staff preparing for the Triennial World Conference. Since then, her diverse skills and experience have facilitated different elements of ACWW work – she has acted as Finance Assistant since 2019, and will shortly move to work more closely with the Executive Director. When not raising her 8 year old son, she is also a professional singer, having worked around the world with some of the leading vocal and historical performance ensembles, and is often heard singing in the bathrooms at Central Office!



Fleur Boya, BA, MA Diplomacy & Foreign Policy
Advocacy Researcher

Fleur is a researcher with an undergraduate degree in International Relations and a Masters degree in Diplomacy and Foreign Policy. Her role at ACWW is advocacy researcher, and she works with the Advocacy Director to ensure that all statements and responses to policy at the national and international level accurately reflect ACWW's perspective on the rights of rural women. In her spare time, Fleur is an avid reader of thriller books and enjoys painting portraits using acrylic and oil mediums.

Central Office Contacts

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