

# THE COUNTRYWOMAN

INTERNATIONAL MAGAZINE OF THE ASSOCIATED COUNTRY WOMEN OF THE WORLD

JULY - SEPTEMBER 2015

**WOMEN AROUND THE WORLD  
WALKED FOR ACWW**



**WANTED  
WINTER  
CLOTHES!**

Bring along used jackets or coats as a donation to the 2016 Triennial Conference

**INTERNATIONAL  
YEAR OF SOILS**

How we use soil determines how long it continues to sustain future generations

Reg Charity No. 290367





Cover: Winners of the best photo competition, the Jamaica Federation of Women. See page 21

**ACWW Connects & Supports Women & Communities Worldwide**

The Countrywoman, distributed to over 70 countries worldwide, is the magazine of the Associated Country Women of the World (ACWW), NGO Official partner of UNESCO



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Named in 1933 by Mrs Alfred Watt, MBE, MA First President, ACWW

**Mary Sumner House**  
24 Tufton Street  
London SW1P 3RB  
England

Tel: +44 (0)207 799 3875

Fax: +44 (0)207 340 9950

Email: info@acww.org.uk

Website: www.acww.org.uk

Reg Charity Number: 290367

**EDITOR & DESIGNER**

Digital & Print Media Manager/Editor

Jennifer Atigolo | Email: jennifer.a@acww.org.uk

**CENTRAL OFFICE CONTACTS**

**Operations Manager**

Tish Collins | Email: tish.c@acww.org.uk

**Finance Manager**

Amit Patel | Email: amit.p@acww.org.uk

**Finance & Membership Administrator**

Manisha Vora | Email: manisha.v@acww.org.uk

**Office Administrator** (General enquiries)

Poonam Gill | Email: poonam.g@acww.org.uk

**Projects Administrator**

Juliet Childs | Email: juliet.c@acww.org.uk

**Projects Development Administrator**

Sam Godolphin | Email: samuel.g@acww.org.uk

**UN & Agriculture Administrator**

Dr Sam Page | Email: sam.p@acww.org.uk

**DEADLINES**

Please note the following deadlines for submitting articles and photographs to the Editor for 'The Countrywoman'.

January-March: **November 1st**

April-June: **February 1st**

July-September: **May 1st**

October-December: **August 1st**

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THE EDITOR'S DECISION ON ACCEPTANCE IS FINAL

**WORLD PRESIDENT'S MESSAGE**



Above Ruth Shanks A.M. ACWW World President and left a silver tree ornament presented to Ruth Shanks A.M.

**DEAR FRIENDS**

IT IS HARD TO REALISE that we are mid-way through this triennium. Time seems to go fast when you are very busy. Every day as we wake there seems to be another natural disaster, terrible crime or acts of violence and war in the news. Almost every continent has recently had natural disasters, which have left many homeless and led to many losing their lives. Some of our member organisations have asked whether we can help, or whether we are collecting funds for various causes. We in ACWW are not an "aid organisation" as such, but this does not make us immune from the suffering and hardship.

If societies wish to assist in certain areas, we can, of course, provide contacts if we have societies in those areas which are affected, and then the decision is yours as to how you go about assisting. There are, of course, agencies such as World Vision, Red Cross, Medicine Sans Frontiers that have much more capability to assist at these times.

The general message we want to provide to members and member associations is that ACWW can offer assistance after the initial reaction by considering project funding, if it is applied for. You, the members are so supportive of, and give great assistance when requested, that I thank you on behalf of those affected. I was given a silver tree ornament recently and my thoughts turned to the "Tree of Friendship" which is synonymous with ACWW. So I came up with my own analogy about the "tree". The roots represent the foundations of our organisation, the many years of work done by those amazing women in the 1920's and '30's who had the vision to provide a voice for rural women worldwide.

It also represents the values and the strengths of our constitution and the

obvious grounding for the future, which was perceived many years ago. The trunk of the tree represents the elected officers of the Board, the Specified Committees and the staff at Central Office. The Board who give of their time, efforts and personal contributions to bring the far flung member associations together to promote our work. The Specified Committee members who attend to the various areas of interest of ACWW and the staff who work diligently, providing the administrative support to the Committees and to our network of members. The branches of the tree represents the member associations from all corners of the world who are committed to work in their own areas and in general for other women in places they may not have even heard of who are less fortunate than themselves. The branches also represent the resolutions and recommendations from our World Triennial Conferences, which provide the framework for campaigns etc. and a united front for all of us to work on together.

The leaves themselves represent the individual members around the world who are committed to promotion and fundraising for our objectives, with activities such as Women Walk the World and Tea Time with ACWW events, which showcase our cause.

This tree, of course, is evergreen and never loses its leaves but new leaves represent the wonderful new ideas, activities and new hope we provide across the world. My tree represents my commitment towards the theme of this triennium- "Working Together for a Better Future" and it has pride of place in my home, along with my other tree, which is "My Family Tree"

*Ruth Shanks*

**Ruth Shanks A.M.**



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## CENTRAL OFFICE NEWS

### REVIEWING ACWW'S CONSTITUTION

As you may recall there was a resolution passed at the 2013 Triennial Conference in Chennai that the constitution be reviewed to ensure it meets the requirements of the Charities Commission of England and Wales and to make any other changes required to bring the document up to date; the changes to be voted on at the 2016 Conference in Warwick.

A second resolution passed gave the Board the power to look at the legal structure of ACWW with a view to: a) making ACWW a legal entity and b) limiting the liabilities of Trustees and to prepare a new structure for ratification at the 2016 Conference. In effect, such changes would aim to provide more security to ACWW trustees and members in case anything goes wrong.

As a charity (not for profit) based in England, ACWW has to abide by current English legislation. After initial work last year, the Ad Hoc Committee met again in April to review the Constitution. The results of their work with full explanation of any proposed changes to the Constitution will be sent to Members later this year.

**Tish Collins, Operations Manager**

### WHAT TO LOOK OUT FOR IN THIS ISSUE

**There is so much to read** in this July- September 2015 issue. For example on page 10 read about one member's experience of attending her first Triennial. From page 21 read about members taking part in Women Walk the World and from page 30 read updates on our projects. Enjoy...!

**Jennifer Atigolo, Editor**

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**17th - 23rd August 2016**  
 Triennial World Conference,  
 Warwick, England

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## EDITOR'S GUIDE FOR SUBMITTING ARTICLES & PHOTOS

### IMPORTANT INFORMATION

#### Submitting Articles

It is very important when submitting articles, to make sure all the information contained is correct i.e. dates, times, amounts collected and the number of people who have attended your event or conference. Please make sure that names of attendees mentioned in your article are spelt correctly, as well as names of groups, organisations, as well as the country/region it was held. Please make sure to include all the groups featured in your article, if they have donated money, taken part or helped to organise your event or conference. If we do not know who the people are in your article, we will assume that the names provided are correctly spelt. We will also assume that your submitted written article is accurate. *Please note articles will be edited.*

#### Submitting Photos

It is very important when submitting digital photo(s) via email, that they are high resolution 300dpi, or are a good high gloss print if you decide to send them by post.

When taking photo(s) **please make sure the 'date stamp' on your camera/smart phone is switched off.** It is also very important to provide clearly written full names of all the people who appear in the photos, from left to right. It would also be helpful to have a short caption of where/when the photo was taken. Please ensure that the names are spelt correctly, as previously stated, if we do not know who the people are, we will assume that the names provided are accurate. Also, please ensure that the correct photo goes with the correct name and caption.

#### Photo Use & Release Agreement

By submitting your photo(s) you agree to grant ACWW a perpetual, royalty-free, irrevocable, non-exclusive right to publish your photo(s) in The Countrywoman and on ACWW's website. To reproduce, modify, adapt and incorporate your photo(s) in ACWW's other works and publications in any form, media or technology now known, or later developed for the full term of any rights that may exist for your photo(s). By submitting your photo(s) you warrant that you have the right to grant this, or have obtained permission from the original owner.

**Please follow these instructions, as ACWW cannot accept any responsibility for inaccurate articles, or mislabelled photos and will not be liable for any disputes relating to the rights of use of any photos from any third party.**

## FINANCE COMMITTEE



Alison Burnett, ACWW  
Finance Committee Chairman

**Let me start by** congratulating all the members who took part in this year's Women Walk

the World event. It is good to see more societies taking part, especially those who were doing it for the first time. I do hope you all enjoyed the experience and that it was a successful event for your group. Maybe you have managed to find new individual members for ACWW, encouraged by walking with you and finding out more about what ACWW does. I will be even happier as Treasurer, if some funds were raised for PFF although this is secondary to promoting ACWW and the great work it does.

Remember you still have time to do a Walk, even though it is past the preferred date!

For those who are unable to walk, but like having 'a cup of tea', another way of raising funds and promoting ACWW will be in October with ACWW's Tea Time with ACWW an event started last year. More details on the web page and inside this magazine. Next I would like to encourage member societies and individuals to think about donating to the Conference Sponsorship Fund, which allows members who are struggling to find the cost to attend the Triennial World Conference at the University of Warwick, Coventry in 2016, to apply for help. The more funds we have the more we can help. For further information please contact Tish Collins, Operations Manager at Central Office.

Thanks for all the members who have donated to PFF and are helping us to get to our target for the year. Finally, I do hope by the time you, (Society or Individual), are reading this edition of The Countrywoman your membership has been paid. If you have not, you will have been lapsed and will no longer continue to receive the magazine, nor be able to attend the Triennial World Conference. Remember it is very easy and safe to pay for your subscription by PayPal.



**Thank you for your support!**

### MEMBERSHIP PAYMENTS USING ONLINE BANKING

Account: **Associated Country Women of the World**

Account number: **01244108**

Sort Code: **56-00-33**

Branch: **Westminster**

Bank: **National Westminster Bank, 57 Victoria Street, London SW1H 0HP**

Swift code: **NWB KGB 2L**

IBAN number: **GB67NWBK**

**56003301244108**

## ALISON BURNETT CELEBRATES REACHING 70YRS BY FUNDRAISING FOR ACWW

**Alison Burnett**, ACWW Finance Committee Chairman and Treasurer, is celebrating reaching 70 years old by raising much needed funds for ACWW because, as Alison puts it, "at 70 I don't need things". Why not give Alison a gift of a donation and visit her JustGiving page. Donating through JustGiving is simple, fast and totally secure. Once you donate your money gets sent directly to ACWW. <https://www.justgiving.com/Alison-Burnett/>

## THE GIVING MACHINE, JUST GIVING & GIFT AID WHAT DO THEY ALL MEAN?

**ACWW is signed up** to receive donations from supporters via all three.

The Giving Machine is an international internet portal for online shopping that generates donations for charities. If you shop via the internet instead of going to the normal store (e.g. Amazon, Marks & Spencer or Air France) click on the Giving Machine ([www.thegivingmachine.co.uk](http://www.thegivingmachine.co.uk)) and find the store from their list of partners. Once you have registered as a 'giver' click on the store and do your shopping as normal. Donations are made by the store from your purchase to the Giving Machine who pass it on to the charity – at no extra cost to you. It is a cheap form of advertising for the stores.

To register as a shopper/giver go to [www.thegivingmachine.co.uk](http://www.thegivingmachine.co.uk) and fill in your details,

## ACWW INFORMATION DAY AT NFWI DENMAN COLLEGE 2016

The Board are arranging an information day to publicise ACWW in the surroundings of the National Federation of Women's Institutes (NFWI) education centre, Denman College in Oxfordshire on Saturday 12 March 2016. Entitled ACWW: the World's best kept secret, this will be a day to explore the history and current work of ACWW, meet the World President and members of the Board and delight in international cookery demonstrations with our own celebrity chef HRH Princess Azizah and others. The Board hopes to attract new members by spreading the word about ACWW and what it does. Materials generated for this event will be made available for use in other Areas to help them stimulate interest.

As a trial run the Board are also placing an advertisement in the WI Life magazine, which has a circulation of over 212,000 in England and Wales. Perhaps other 'sisterly' magazines in other countries will also be willing to take such an advertisement on a free or 'best friends' rate? If you have contacts please let Tish Collins, Operations Manager know.

then start shopping. Some of the donations are a small percentage but we know how pennies add up to support the work of ACWW!

Just Giving is a tool on our website so you can give a donation quickly and safely from anywhere in the world. ACWW pays a monthly fee for the service. Since 2008 some £21,000 has been donated using Just Giving. See the button on the ACWW website.

Gift Aid is for UK taxpayers only. The Government will give an additional 25p for every £1 donated to charity at no cost to the donor. A Gift Aid declaration form is downloadable from the Members section of ACWW's website; once filled please send it back to Central Office and we will claim the Gift Aid from HM Revenue & Customs.

## PEN FRIENDS

**Our latest** Pen Friend Coordinator, Debbie Reardon, who is based in the UK is now ready to receive friendship requests.

Judith Parks in Canada has been speaking at the FWI Canada congress about the opportunities opened up by corresponding with someone with interests in common from another country. I know that some people swap stories based on their rural working experiences, some swap craft patterns or recipes. Inter-generational contacts can also be fascinating. Some ACWW members live in very remote areas with harsh climates so contact with the outside world via the mailbox is most welcome.

Remember, most pen friends never get the opportunity to meet and it is not about offering accommodation in your home. These days communication is done by hand writing, typing, emails or even Skype – whatever suits you both. Someone recently asked Central Office when the Pen Friend scheme was started. With some help from Hilda Stewart, Past World President (1998-2001), we discovered that 'letter friendships' started after the Washington Conference in 1936. Ten years later there were 20,000 rural women and societies corresponding. As Mrs Charles Russell, an Observer on the Liaison Committee of Women's International Organisation for several years, said in 1939, "Two of the foundations of a peaceful world are knowledge and understanding." She went on to say "Collectively and individually we are pledged to work for friendship and goodwill between nations and peoples. Let us make sure that we do our part and make full use of each opportunity".

## INTERNATIONAL WOMEN'S DAY CONCERT 2016

**We are delighted** to announce that the Board have agreed to host an International Women's Day concert on 8th March 2016 to promote the international work of ACWW, featuring the Amadè Players. We have booked St John's Smith Square, a prestigious concert venue around the corner from Central Office. Tickets will be sold through their box office. It will be used as a vehicle to publicise ACWW and women of influence will be invited to meet the Board and supporters.

The performance by the Amadè Players will include works by Antonio Vivaldi written for the Pieta in Venice (the first home for abandoned girls in need of care) and will feature an all-female choir recalling the ensemble of students and orphans Vivaldi worked to support.

The group perform on historical instruments, correct for each period of repertoire, and celebrates not only the music, but the spirit and context of its creation – in this case the education, development and promotion of talented young women.

## IN MEMORY



Young Delia Petty

**Delia Petty  
1934- 2015**

Delia Petty, ACWW Representative for Surrey, passed away on 22nd April 2015. Tina Cox who is a Surrey WI Federation member and Trustee, Editor of Surrey WI News magazine and an

ACWW member said "Surrey Federation has lost a very special lady in Delia Petty who worked very hard as an ACWW Rep for Surrey. The knowledge that she shared and the kindness she showed to those who knew her will never be forgotten.

Her footsteps will be hard to follow, I can only hope to continue where she has left off. We can only walk the world in our own way and help as many as we can". Delia's funeral was on 12th May 2015 at St Peters Church, Woodmansterne in Surrey, England.

## MY VISIT TO LANCASHIRE



From left to right: Madeline Dean, Public Affairs Committee member; Heather Stanley, Public Affairs Committee member; Juliet Childs, ACWW Projects Administrator; Elaine Cuzner, ACWW Representative for Lancashire FWI; Helen Hooley, Chairman, Public Affairs Committee & ACWW Rep for Lancashire Federation and Sandra Senior, Board of Trustees member.

**Juliet Childs**, ACWW Project Administrator, visited Lancashire Federation of Women's Institutes (FWI) to deliver a talk on ACWW. Juliet wrote: It started with an exchange of emails. Elaine Cuzner, ACWW Rep for Lancashire FWI, North-West England, had been emailing me about some very successful afternoon tea events she organised to celebrate 'ACWW Day', the first of these was covered in *The Countrywoman*, July-September 2013. She was planning to organise a lunch in 2015 and thought it would be marvellous to have somebody from Central Office give a talk to her members. I said that I would love to come and the next thing I knew, a warm invitation to Lancashire came my way, to be the guest speaker at her lunch event.

I travelled up by train from London and was met by Elaine and taken to her lovely home in Eccleston. The next day Elaine and I went to Shaw Hill Golf Club, Chorley, where a lunch was to take place. We set up a display of pictures of Lancashire's adopted ACWW project, 'Kabembe Grandmothers and Orphans and Vulnerable Children Health Improvement, Uganda', and put out a large number of ACWW leaflets and magazines.

As the ladies came in I introduced myself to as many of them as possible, while a photographer from Lancashire Life magazine took photos. It was lovely to meet Marion McDonald and Rita Ward, long-standing ACWW supporters, face-to-face at long last.

120 ladies came to the lunch and enjoyed an excellent three-course meal. Then came the moment when Elaine introduced me. I had never given a talk to such a large group of people before; nevertheless, once I started talking about the 'nitty gritty' of our work administering ACWW projects, any nerves left me.

I described how project applications from all over the world were received by us, how we give them an initial assessment and wrote off to referees, assembled supporting documents and sent completed applications to our Projects Committee Chairman; how the Committee members discussed, assessed and voted on each application; how we then arranged for the funds to be sent to the successful applicants; how we arranged for projects to be monitored. I then focused on Lancashire's adopted project in Uganda. I was able to tell the ladies that so far, 17 vulnerable grandmothers have had a water 'jar' (tank) constructed at their homes, to harvest rainwater.

This meant that they had a safe source of water in order to cook food and wash their clothes, whereas before they were fetching water from nearby ponds, which were dirty. I told the ladies that one of the beneficiaries, Maria aged 70 said "These facilities have changed my life and restored my dignity". Members of the audience were pleased to hear that this project is going to be monitored by Anne Marit Hovstad,

Projects Committee Chairman, in the summer. The Lancashire ladies listened very attentively and then asked a range of questions, from the length of time between submitting an application and receiving project funding, to the relationship between ACWW and the WI in England. There was also great interest in the upcoming 2016 Triennial World Conference. The Chairman of Lancashire's Public Affairs Sub Committee, Helen Hooley, gave a generous vote of thanks. I was impressed by the interest of Lancashire WI members in ACWW and found it very motivating to be able to experience such an event and engage with some of our donors and supporters in this way.

The event was superbly organised by Elaine, who is expecting to raise just over £1,000 from the event; this money will help Lancashire FWI to achieve their target of £1,542 for the Uganda project. My visit was a success resulting in ACWW obtaining new Individual and Society memberships.

### TEA TIME WITH ACWW



**In honour** of International Day of Rural Women on 15th October 2015, ACWW is asking members to host a tea party. This campaign will bring people all over the world together to discuss issues facing rural women over a sociable drink (it doesn't have to be tea!) and raise money for our work. So invite your friends, colleagues and community members and ask them to donate to ACWW to benefit rural women worldwide. The money you raise will not only benefit the lives of some of the most disadvantaged women all over the world,

but also their families and communities. Let's raise awareness for this important day and help women less fortunate than ourselves.

Get involved by visiting our dedicated web page [http://acww.org.uk/tea\\_time](http://acww.org.uk/tea_time), where you can find helpful information to aid you. For those of you who love to cook, you could find some great recipes for making delicious cupcakes. Why not use our cake topper designs of ACWW and 70/68 logo to finish? The 70/68 logo is to celebrate 70 years since the United Nation's (UN) inception, and ACWW's involvement for 68 of those years.

You can also email in some of your own recipes to share with our readers, email [info@acww.org.uk](mailto:info@acww.org.uk) and address it for the attention of the Editor. Remember to put your full name and country so you can be credited. Please let us know how you got on at your event by sending in a photo of your tea party and especially a photo of your cakes if you decided to use our cake topper design, along with a small write up.

The best photo will feature on the front cover of our January- March 2016 issue of The Countrywoman. Please send any and all

donations by cheque payable to: 'ACWW'. Please write 'Tea Time with ACWW' on the back of the cheque along with your name and address. It would be great if you could also confirm if you are eligible for UK Gift Aid, this way we could claim an extra 25% on your donation with no extra cost to you.

**Deadline:** Please ensure that all tea time articles and photos for the magazine reach the Editor by 9th November 2015 and that any donations reach by 30th November 2015. All other articles not referring to tea time should be submitted by 1st November.

## AGRICULTURE COMMITTEE



# HOW WE USE SOIL DETERMINES HOW LONG IT CONTINUES TO SUSTAIN FUTURE GENERATIONS

As 2015 marks the International Year of Soils, it has sparked a number of articles online recognising the vital importance of soil for human life. It has become evident that soil is an important key resource, central to the creation of a host of products and essential ecosystem services, making it one of the most interesting natural resources to discuss.

Christine Reaburn, ACWW Agriculture Committee member, has listed some facts to aid those who wish to do further research into the complex subject, which is soil.

Christine writes: Agriculture's importance to the wellbeing of all world citizens has been strengthened by the United Nation's declaration of 2014 as International Year of Family Farming and further strengthened in 2015 with the International Year of Soils.

With the world population ever increasing it is important that all citizens receive adequate food. To achieve this, agricultural producers around the globe are being called

upon to increase their production, which means they will require productive soil.

According to the Food and Agriculture Organisation (FAO) of the United Nations (UN) "Soil is a finite resource, meaning its loss and degradation is not recoverable within a human lifespan." and that "the most widely recognised function of soil is its support for food production. In fact, it is estimated that 95% of our food is directly or indirectly produced on our soils."

They add that "Soils also host a quarter of our planet's biodiversity". Biodiversity is defined as "the variability among living organisms from all sources, whether terrestrial, aquatic or marine".

For a more in depth study of soil the following FAO fact sheets are available from [www.fao.org/soils-2015](http://www.fao.org/soils-2015)

- Soil is a non-renewable resource
- Healthy soils are the basis for healthy food production
- Soils and biodiversity

When the earliest civilizations began tilling the soil they either did so by hand using hoes, or by ploughing. Plato is credited with observing that soil building ended and soil erosion began with plough-based agriculture. Indeed ploughing was banned on hillsides in Greece in 350BC.

Today, the plough is still in use around the world but more and more often it only has 'exhibit' status on many farms. Some tillage practices now being used are:

- No till, where the soil is not ploughed or cultivated and the seed is planted directly into the soil. Studies have shown that this method mimics nature, conserves moisture and builds up soil nutrients with the careful management of crop residue.
- Minimum till, where the soil is cultivated either in the autumn or spring and then the seed is planted. The cultivator runs 2-3 inches below the ground where it aerates the soil but leaves the previous crop residue on the surface, which helps to protect from erosion.
- Strip till, where only the strip of land required for planting the seed is cultivated.

This can be done in one pass with the seed drill or planter following behind.

All three methods allow for the crop residue to decompose and add organic matter to the soil.

They also allow earthworms to prosper and oxygenate the soil. The fewer number of times equipment runs over a field the less soil compaction. Compaction occurs when the weight of equipment pushes the layers of soil together causing a hard pack that is not permeable to air, water or nutrients.

Rotating crops yearly is another method which helps to maintain soil health. In fact it has long been understood that using winter wheat in crop rotations is beneficial to both the quality of the soil and crop production.

To further ensure the health of their soil farmers regularly take soil samples, which are analysed in a lab to determine the nutrients present or missing and this becomes a guide for the application of fertilizer to keep the soil healthy and producing.

An interesting exercise would be to do your own soil test on your farm, or in your garden with the following 6 steps.

1. Put a small amount of dry soil in a glass jar, so that it is roughly one third full
2. Add water until the jar is at least half full.
3. Cover the jar securely with the lid, shake vigorously and leave to settle for an hour.
4. Most of the organic matter will be floating near the surface of the water.
5. Measure the thickness of the organic matter in the jar, compared with the heavier soil below.
6. If your soil is healthy it should contain at least 5% organic matter.

ACWW's Agriculture Committee would appreciate your feedback, so please email or post in photos (read the Editor's guidelines on page 4). You can also send in a video of yourself carrying out the soil test. Always remember, how we use soil determines how long it will be able to continually sustain future generations.



Magdie de Kock,  
ACWW Communications  
& Marketing Committee  
Chairman

## HOW TO GAIN SELF-CONFIDENCE

**Magdie de Kock**, ACWW's Communications and Marketing Committee Chairman, motivates and equips women through knowledge and skills to develop attitudes and ways to discover a personal purpose to enrich their own lives and those of others. Here Magdie shows you how you can set about 'Gaining Self-Confidence'.

Magdie writes: In my conversations with members of ACWW affiliated societies in various parts of the world, I often hear the same concern: "Nobody wants to be the Chairperson"! The reasons for this lack of interest also seem to be similar: Society members are too busy with their personal lives; people are hesitant because they think that they are not capable, or they shy away from the responsibility. More than once I get the impression that there is a lack of self-confidence.

Self-confidence is the driver to achieving great things, taking risks and challenging the status quo. It is one of the key elements allowing innovation to happen, that generates a high level of influence on others. The aura or energy of a self-confident person usually draws others towards them as they become a source of inspiration and a role model. Having self-confidence is very helpful for getting members' support and motivating them. Very often it seems to be fear which is holding someone back from reaching her full potential, or from making her available to serve in a leading position. Fear often prevents individuals from reaching what it is they really want or, at times, unlocking their full potential. It can also lead to a lack of self-confidence and therefore prohibits a person from taking up a challenge.

Making your own decisions as to what you can or cannot do, believing in your self-worth and letting go of your fears are important attitudes of mind for leaders. Self-worth or

self-esteem are fundamental building blocks when it comes to gaining self-confidence. Who would follow you if you didn't believe in yourself?

Freeing yourself from your fears starts with understanding the different categories of 'fear' any individual can face. Leadership is about inspiring others, being a role model and, at times, demonstrating decisiveness and courage. Mastering one's own fears is a part of a leader's learning. Addressing and confronting your fears is not only a huge confidence booster but also part of learning to get in touch with your vulnerability.

It has been established that there are mainly four different categories of 'fear' any individual can face:

### Fear of failure

This is the irrational fear that we will not succeed. It is also acknowledged that fear of failure is largely triggered by social pressures and the cultural environment.

### Fear of public speaking

The idea of speaking in front of others is sometimes utterly threatening as it makes individuals feel truly exposed. Public speaking represents the ultimate risk of being heard and, therefore, judged.

### Fear of criticism

This is often described as a learned behaviour rooted in socialisation. People ache for a sense of belonging, the need to be part of a group. The fear of criticism is the fear of being ostracised or excluded from the group.

### Fear of being hurt

This is usually considered one of the deepest fears, affecting both professional and personal lives. Like the fear of criticism, it stems from the need to belong and be accepted for who you are. Like fear of uncertainty, too, it is triggered by a need to control or an inability to let go. It is interesting that there is a high level of interdependency with these different fears. For instance, the fear of public speaking is linked to the fear of failure. One fear can act as a trigger for another – for instance, your fear of being hurt many trigger a fear of criticism.

How to combat, or let go of these fears? Working on your fears is not easy. The best approach is to focus on either the most limiting fear or the one you think will be easiest to overcome. Since most fears are interrelated, if you proactively work on overcoming your top fear you will naturally address some of your minor fears as well.

Here are some simple ways to overcome any of the fears mentioned above and as a result boost your self-confidence, enabling you to take the lead and to serve as the next Chairperson of your society:

### Failure

Simply accept the idea of failure and reframe it as continuous learning. This will lead to risk-taking and innovation – critical parts of a leader's role.

### Public speaking

Believing in yourself is the first step. Any time you experience a fear of speaking in public or a more general fear of expressing yourself, reframe the situation as being the opportunity to share your thoughts, have an impact or change the world. Find role models and collect examples that inspire you to remember the importance of expressing your opinions.

### Criticism

Accept this fear as you become aware of it. It is at best a data point, at worst a trend you're either already aware of, working on, or need to reflect on and address. Do not give others power over you – consider criticism a test of your ability to rebound.

### Being hurt

Feeling pain and being hurt are an inherent part of life and cannot be avoided. Change your perspective on it – what matters is turning the pain into something positive. With every difficult or painful experience comes an opportunity to learn about yourself and others and consider all experiences of pain as opportunities to learn.

Gaining self-confidence means asking yourself to go to the core of who you are and not only work on reprogramming some of your more fundamental patterns but also confront your fears. Even more so than when building self-awareness, gaining self-confidence requires discipline, patience and constant observation.

Being aware is what matters – a heightened awareness is the sign of a leader. Next time, when facing the opportunity to play a leading role in your society, listen to the ancient wisdom of Horace's *Carpe Diem* of the Jewish teaching, 'If not now, then when?' and embrace every moment.

Do what you can to live today, to be the best you can be today and try again every day.

Source: Leadership by Marianne Abib-Pech



Sharon Hatten, ACWW UN Committee Chairman

## CELEBRATING 70 YEARS OF UN WITH 68 YEARS OF ADVOCACY WORK BY ACWW

**This is the third article** in the series 'Celebrating 70 years of the United Nations (UN) with 68 years of advocacy work by ACWW. This article looks at the world population and its effects on rural women.

According to the UN in 1950, the world's population was roughly 2.525 billion, where only 746 million of that population were considered urban. In 2011 the world's population had reached 7 billion and in 2014 it had reached 7.244 billion, with an expected rise to 9.7 billion by 2050. The UN stated that due to the increase in 2014 there were now 28 mega-cities worldwide, home to 453 million people or about 12 percent of the world's urban dwellers. Of today's 28 mega-cities, sixteen were located in Asia, four in Latin America, three each in Africa and Europe, and two in Northern America. By 2030, the world is projected to have 41 mega-cities with 10 million inhabitants or more.

### Rural populations expected to decrease as urban populations continue to grow

The rural population of the world has grown slowly since 1950 and is expected to reach its peak around 2020. The global rural population is now close to 3.4 billion and is expected to decline to 3.1 billion by 2050. While Africa and Asia are urbanising rapidly, the regions are still home to nearly 90 per cent of the world's rural population. India has the largest rural population with 857 million, followed by China with 635 million.

Rural areas are more populated in developing countries and are less likely to have services such as education, medical care and water management. The numbers are still staggering. The following article focuses on the historical ACWW resolutions on citizenship, education and health care and today's UN initiatives. Citizenship can be defined as the status of having the right to participate in and to be represented in politics. It is a collection of rights and obligations that give individuals a formal juridical identity. Over time this definition has expanded. The UN Educational, Scientific and Cultural Organisation (UNESCO) has "Global Citizenship Education" as their priority theme for 2014-2017. Their programme will equip learners with values, knowledge and skills that are based on respect for human rights, social justice, diversity, gender equality and

environmental sustainability to empower learners to be responsible global citizens. In 1953, ACWW's Triennial Conference supported the resolution encouraging women to take up their responsibility as informed and active citizens of their own country and the world. It was agreed that women should be informed of major legislation, be willing to accept office, vote in elections and encourage training of leaders in citizenship.

In 1974 ACWW's Triennial Conference again asked women to take up their civic responsibilities. According to UN Women, by January 2015 women held about 22% of all parliamentary positions worldwide; Rwanda had the highest number with 63.8%; 10 women are Head of State and 14 women are Head of Government; but 38 states have less than 10% of female parliamentarians and 5 countries have none at all. There is strong evidence that when women are elected, especially to local governments, there are significant changes to basic needs provision such as education, water supply and child care. UN Women's slogan '50/50 by 2030: Step it Up for Gender Equality', is refocusing attention on women participating.

In 1950 ACWW recognised that at least two thirds of the world's population were rural and fifty percent of the population were illiterate. ACWW knew that illiteracy was a barrier and realised that by educating women you tended to educate a whole family. ACWW encouraged UNESCO to focus on educating women and girls in under-developed areas. Basic education for all has been a slow process. Back in 2000, over one hundred member states of the UN came together at the Millennium Summit and adopted the Millennium Declaration, which would span 15 years. The Millennium Declaration, titled the Millennium Development Goals (MDGs), included a commitment to poverty eradication, development and protecting the environment. Many of these commitments were drawn from the agreements and resolutions of World Conferences and Summits organised by the UN during the preceding decade.

There were eight MDGs altogether. MDG no. 2 was to ensure that by 2015 all children everywhere would complete primary education. Primary education enrolment in developing countries reached 90% in 2010. While many of the world's children have enrolled for schools, there are still barriers to quality education, which include quality

teachers, classroom space, social peace and place of residence. According to UNESCO's 'Institute for Lifelong Learning 2013' report, of the 123 millions of youth aged 15-24 reported to lack basic reading and writing skills, 63 to 64% were young women and rural women were least likely to receive any form of education. It was in 1974 that early childhood education was encouraged and promoted, so today many developed countries now embrace this model and start children in kindergarten, play schools and nursery schools. Education is a moving target, basic reading, writing and math skills now need to be upgraded to include technology for today. ACWW has a long record of resolutions and recommendations concerning the health and wellbeing of women, the family and the community. Currently there are 18 resolutions and 12 recommendations in our mandate. Included are resolutions regarding breast feeding, proper labelling of pharmaceuticals, HIV/AIDS, narcotics, exporting of banned drugs, obesity awareness, immunizations, stopping the use of chemicals, hearing loss, the fight against malaria, use of rehydration solutions and ensuring good infant formula is used when breast feeding is not possible. Today there are many programmes supporting breast feeding. In 1947 and 1950, ACWW recognised the importance of good nutrition and encouraged the Food and Agriculture Organisation of the UN (FAO) to give practical help to improve world farming. When it comes to proper labelling, pharmaceutical companies are now providing more detailed information, with some chemicals no longer in food containers. The MDG 4, 5 and 6 were all associated with health care. MDG 4 focused on the reduction of child mortality, which has been achieved overall, vaccination has made a significant contribution to this.



Children in Primary school - Grenada

## UN COMMITTEE

MDG 5 focused on maternal health and the maternal mortality rate has dropped by 45% and women are more likely to have skilled attendants (up by 12%). MDG 6 focused on combating HIV/AIDS, Malaria and other diseases, with infection rate of HIV down in most areas, due to anti-retroviral medicines being more widely available.

Cleaning up standing water, bed nets and early intervention has the Malaria mortality rate down by 42%. Tuberculosis is also being more rigorously treated. While there are successes in health care, the next major concern for the World Health Organisation (WHO) is non-communicable diseases such as obesity, diabetes, heart disease and cancers.

## ACWW MEMBER HONoured FOR VOLUNTEER WORK

**Gerd Louise Molvig**, ACWW UN Committee Vice Chairman, was honored for her volunteer work by King Harald V and Queen Sonja of Norway. She was invited to the Royal Palace in Oslo for Afternoon Tea, an English tradition passed on from King Harald V's grandmother.

Apart from ACWW, Louise volunteers with Red Cross, Norwegian Society of Rural Women, and Soroptimist International and for the Forum for Women and Development in

Norway. She also carries out project work in Senegal, young people linkages in South Africa and Guatemala and works with her local church and community.



## WORLD CONFERENCE



## ATTENDING MY FIRST TRIENNIAL CONFERENCE

Kathleen Havenga, member of Federation of Women's Institutes, South Africa

in Chennai, India in 2013. It was my first one and I didn't quite know what to expect. I tried hard to understand and fathom the passion that regular attendees spoke with when mentioning ACWW and wondered if I would ever feel

that. I felt almost intimidated and dwarfed by it all, but so very excited and the anticipation kept building! I needn't have been concerned, for the warmth and friendliness of our hosts and fellow conference goers soon put me at ease. Meeting women from all over the world and realising we could make a difference in changing the life course of other women and their families and the generations to follow was tremendously encouraging and motivating. Hearing what was being accomplished, sometimes against all odds, was miraculous. Seeing the power of women through the goals that had been achieved reinforced the idea that change was possible in a world of adverse conditions for a huge percentage of the populace.

I felt inspired and humbled, it gave me hope, leaving me with a long lasting impression that has remained till today. In quiet moments I reflect back to the days during the Triennial

Conference, knowing I now have more of a greater understanding of it all. When first there, you are so caught up in the moment - trying to absorb absolutely everything and remember it all; a somewhat impossible task! It's later on that you are able to process the information overload and fully appreciate what goes into the running and working of this organisation and the people who so selflessly drive it, by giving of themselves to better the lives of women around the globe.

Now is the time to book your seat on a flight to what can only be described as an amazing experience that fully completes the picture of ACWW, so sit back and buckle up for the experience of a lifetime.

Attending a Triennial World Conference cannot be described, you need to experience it to fully understand and embrace it into your heart and mind. Only then does one really grasp the enormity of it all, the power and dedication of women committed to empowering and educating women through all the many and varied projects being undertaken worldwide. So in closing I encourage you to spread your wings and fly, so you too may share this exceptional journey of ACWW with women around the world... Are you ready to get on board?



**Kathleen Havenga**, a member of the Federation of Women's Institutes in South Africa wrote about her experience of attending

an ACWW Triennial World Conference. Kathleen wrote: ACWW – four very ordinary letters that represent the most extraordinary women's organisation – Associated Country Women of the World! We hear it spoken of at my Federation where we attend meetings, collect coins for Pennies for Friendship, attend Area Conferences, as well as leave our footprints worldwide as we take part in "Women Walk the World"... and now something much greater is beckoning; the 2016 Triennial World Conference.

The great heartbeat that crowns it all and its waiting for you! I was blessed to be able to attend the last Triennial Conference

# CONFERENCE INFORMATION FOR 28TH TRIENNIAL WORLD CONFERENCE

UNIVERSITY OF WARWICK, COVENTRY, UK 17TH - 23RD AUGUST 2016

THEME: WORKING TOGETHER FOR A BETTER FUTURE

## TIMETABLE: (Detail may be subject to change)

|           |           |  |
|-----------|-----------|--|
| Wednesday | 17 August | Registration at University of Warwick. Outgoing Board Meeting      |
| Thursday  | 18 August | Area meetings. Official Opening Ceremony. Plenary                  |
| Friday    | 19 August | Thanksgiving Service. Elections. Plenary                           |
| Saturday  | 20 August | Plenary. English Night   |
| Sunday    | 21 August | Plenary. Gala Dinner   |
| Monday    | 22 August | Plenary. Closing Ceremony. Area meetings                           |
| Tuesday   | 23 August | Excursion Day (optional at £50 per person). Incoming Board Meeting |



## PLEASE NOTE: THAT ACWW IS NOT RESPONSIBLE IN ANY WAY FOR:

- TRAVEL Participants must make their own travel arrangements
- INSURANCE **All participants are advised of the importance of arranging comprehensive cover for personal accident, personal liability, medical expenses, baggage, cancellation charges, etc. as soon as they register.**
- VISAS Participants must check whether a visa is required for the UK and apply for that in time.

## PLEASE ALSO NOTE:

ACWW is not liable for any event beyond its control. These include unusual, unforeseeable or unavoidable events beyond our control, the consequences of which could not be avoided even if due care has been exercised, including but not limited to war, threat of war, riot, civil disobedience or strife, government action, terrorist activity, natural or industrial disaster, fire, adverse weather conditions, level of water in rivers or floods and closure of airports. This will include industrial dispute involving third parties, technical or maintenance problems or unforeseen operational decisions of air carriers, such as changes of schedule or any failure in the information technology infrastructure.

## ATTENDANCE AT MEETINGS AND VOTING RIGHTS

- The Officers of ACWW
- Maximum of 5 voting delegates from each Category I Society
- Maximum of 2 voting delegates from each Category II Society
- 1 voting delegate from each Category III Society
- Chairmen of Specified and Ad Hoc Committees
- Category IV (a) and IV (b) members as space allows.
- Past World Presidents.
- ACWW UN Representatives
- Visitors invited at the discretion of the Executive Committee.

Fully paid-up Member Societies may send voting delegates according to membership category. Fully paid-up Individual Members of ACWW may attend as observers as space allows.

**HOW TO REGISTER**

All fees (registration, day excursion tour and accommodation) will be payable to ACWW. To reduce costs, please pay in one transaction, itemising your requirements on the appropriate section of the form.

Please fill in one form per person.

**On-Line Registration**

- Go to Triennial World Conference section of our website [acww.org.uk](http://acww.org.uk)
- Download Registration Form and fill in Conference and Accommodation details as appropriate.
- Email completed form to [info@acww.org.uk](mailto:info@acww.org.uk) and
- Pay for Registration and Accommodation together by:
- PayPal giving your full name as reference.

Note: You do not have to have a PayPal account to use this secure system to pay by credit or debit card. A surcharge is levied by the bank on all credit card transactions and PayPal have a service charge of about 6 percent. It would help ACWW if you would please add 6 percent to PayPal payments and 6 percent to credit/debit card payments

**Or**

- Bank transfer to:
 

|   |                             |
|---|-----------------------------|
| SWIFT details for Associated Country Women of the World |                             |
| BIC   | NWBK GB 2L                  |
| IBAN  | GB67 NWBK 5600 3301 2441 08 |
| Sort Code   | 560033                      |
| Account Number  | 01244108                    |
- An optional interactive form is in development; please check our website for details.

**Registration by Post**

- Complete the Registration Form, sign and date it.
- If you would like to keep the information you see on this page, please photocopy and send your registration on the next page to [ACWW, Mary Sumner House, 24 Tufton Street, London SW1P 3RB, United Kingdom](#), together with the Conference registration and accommodation fees payable by PayPal, bank draft/ transfer (details above), credit card or cheque, including bank charges to arrive at our London Central Office no later than the cut-off dates. You can also detach the registration forms.
- All cheques and bank drafts should be made payable to the "Associated Country Women of the World." If you wish to pay by credit card, please download and complete the Card Payment form on the website: [www.acww.org.uk](http://www.acww.org.uk) (Please note that a surcharge of about 6 percent is levied by the bank on all credit card transactions.) Please ensure to reference with your FULL Name.

**Registration Fees**

- EARLY BIRD conference registration rate is £390 per person to be paid before 16th April 2016.
- After 16th April 2016, the fee will rise to £415 per person and the cut-off date will be 1st July 2016.
- The Day Delegate rate is £85 per person per day. The cut-off date for Day delegates will be 1st July 2016. No more than 3 days as a day delegate will be allowed.
- The Day Excursion is £50 per person.
- Optional visits will be arranged for registered spouses, partners, and friends at no extra cost. Details to follow.

**Accommodation Fees per person**

- En suite accommodation with dinner, bed and breakfast at £73 per night.
- Shared bathroom facilities (females only): dinner, bed and breakfast at £58 per night (limited availability so will be allocated to those travelling furthest).
- Superior Twin or Double rooms are available with dinner, bed and breakfast at £156 per ROOM per night, 2 people.

# REGISTRATION AND ACCOMMODATION FORM

## ACWW 28TH TRIENNIAL WORLD CONFERENCE



Full Delegates/ Observers: Complete Parts A, B, D, E and F  
 Day participants: Complete Parts A, C, D, E and F  
 Spouse/Partner/Friend: Complete Parts A, D, E and F

Conference No.  
 (Office use only)

### **PART A FULL DELEGATE, OBSERVER, DAY PARTICIPANT, SPOUSE/PARTNER/ FRIEND**

|  |   |
|--|---|
| Title (Miss/Mrs/Ms/Mr/Dr/Other) <input style="width: 100%;" type="text"/>              | Membership no. <input style="width: 100%;" type="text"/>  |
| Surname <input style="width: 100%;" type="text"/>                                      | First name(s) <input style="width: 100%;" type="text"/>   |
| Street name and number <input style="width: 100%;" type="text"/>                       |   |
| Town/City <input style="width: 100%;" type="text"/>                                    | Province/State <input style="width: 100%;" type="text"/>  |
| Country <input style="width: 100%;" type="text"/>                                      | Postal/Zip code <input style="width: 100%;" type="text"/> |
| Telephone (including country and area code): <input style="width: 100%;" type="text"/> |   |
| Mobile (Cell) phone number: <input style="width: 100%;" type="text"/>                  |   |
| E-mail address <input style="width: 100%;" type="text"/>                               |   |
| Home language <input style="width: 100%;" type="text"/>                                |   |

CONFERENCE FEE PAYABLE BY Full Delegates, Observers and Spouses/Partners/Friends (for whom some optional special visits will be offered). Non Refundable but Transferable, a fee of £10 will be requested if transferred. (Tick)

|   |   |
|---|---|
| <input style="width: 100%;" type="checkbox"/> | I enclose £390 (Early Bird Registration) to arrive at Central office no later than 16 April 2016. |
| <input style="width: 100%;" type="checkbox"/> | I enclose £415 for registration after 16 April 2016 and before 1 July 2016.                       |

### **PART B FULL DELEGATES AND OBSERVERS**

Society Name and Membership Number

### **PART C DAY PARTICIPANTS ONLY**

Day delegate - I will attend on the following day(s) at £85 per day up to maximum 3 days

|                    |   |                  |   |                    |   |
|--------------------|---|------------------|---|--------------------|---|
| Thursday 18 August | <input style="width: 100%;" type="checkbox"/> | Friday 19 August | <input style="width: 100%;" type="checkbox"/> | Saturday 20 August | <input style="width: 100%;" type="checkbox"/> |
| Sunday 21 August   | <input style="width: 100%;" type="checkbox"/> | Monday 22 August | <input style="width: 100%;" type="checkbox"/> | Total days         | <input style="width: 100%;" type="text"/>     |

### **PART D DAY EXCURSION TOUR (Tick)**

I wish to book the Day Out Tour on Tuesday 23 August @ £50

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**PART E ACCOMMODATION: (Dinner, bed and breakfast per person per night)**

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If Day Participants or spouses/partners/friends wish to make use of the accommodation, they must also complete this part.  
Please book me the following accommodation

Date in  Date out

Total Number of nights  At £73 per person per night single en-suite I enclose £

Total Number of nights  At £58 per person per night, shared  
bathrooms (females only) I enclose £

Total Number of nights  At £156 per ROOM per night superior  
en-suite twin / double (delete as appropriate) I enclose £

Twin / Double only I will be sharing with: full name

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**PART F PAYMENT INCLUDED**

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REGISTRATION FEE

DAY PARTICIPANT FEE

DAY EXCURSION FEE

ACCOMMODATION

**TOTAL PAID**

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**FINAL DATE FOR REGISTRATION IS 1 JULY 2016.**

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I indemnify ACWW of any liabilities arising from the personal injury or loss of personal property during my attendance at the Conference.

SIGNED: .....

DATE SENT: .....

**ACWW will send confirmation that you have been registered for the Conference.**

- **Please bring this confirmation to the on-site Registration Desk when you arrive for the Conference.**

I REQUIRE A LETTER OF INVITATION FROM THE Hostess Society to support my visa application. ACWW Central Office will forward this to you. (Tick)



Henrietta Schoeman, ACWW Triennial Conference Committee (TCC) Chairman

**For the 2016** Triennial World Conference there will be not one, but two competitions! As ACWW members have a variety of talents and to give more of you the opportunity to participate, we have decided on both a handcraft, and a photograph competition.

#### Mobile Phone Sleeve

Let your creative juices flow with this competition. Design and make a mobile phone sleeve using any medium. Any handcraft is permitted – crochet, embroidery, knitting, craft, paint techniques, needlework – the possibilities are endless. To find the

## COMPETITION TIME

winners there will be a silent auction, as well as a people's choice. Pennies for Friendship will benefit when members bid to buy these special unique handmade sleeves.

#### Photo Competition

Since ACWW conferences are the place where members gather from around the globe, the Triennial Conference Committee (TCC) thought it would be good to learn more about each other's worlds. One way of doing that is to be able to see photographs of your society in your country doing ACWW activities.

The theme is: "We are ACWW". Grab your cameras and start taking those pictures. It will be easy to transport to Warwick and will be displayed at the Conference. The size should be A4 when mounted on a strong cardboard to protect it. This is a standard

letter size in the UK and most of Europe known as A4.

#### Photo Instructions

'Mount on a maximum A4' means the photograph to be stuck on a piece of card that is a maximum size of 8 ¼ (8.25) inches x 11 ½ (11.5) inches. In metric this would be 21 cm (210 mm) x 29.7 cm (297 mm).

Photos can be in colour, black and white, or sepia. Be original, let loose your imagination and show fellow members what activities you do. Remember to include a caption of where your photo was taken and please remember to add your name and society on the back. Only one entry can be accepted per individual member, or society. Please note that your photo will become the property of ACWW after the World Conference (read page 4 for Editor's guide).

## WANTED WINTER CLOTHES!

**By the time** the 2016 Triennial World Conference commences, summer in the northern hemisphere would be well under way. Unfortunately autumn and winter would then also not be too far off. The Triennial Conference Committee (TCC) asks all delegates and observers attending the Conference to open their hearts and bring along any used jacket or coat as a donation. It may be for a child or adult, for a woman or a man, for a baby, a boy or a girl, as long as everyone brings some warm clothing to donate.

If we search through our cupboards we will definitely find a used but still good jacket or coat to bring to the University of Warwick. Pack it in your luggage and on Registration Day hand it in at the venue. It will be used for a good cause and it will make a difference in the lives of many.

A reputable charity organisation in Coventry will be the recipients of these donated coats and jackets and they will distribute it as needed. We appeal to all ACWW members to support us in this worthy cause!

#### SOCIETY FEEDBACK

## LENDING A HELPING HAND TO THE AGED



**Once a week** different non-profit organisations prepare meals for the elderly residents of Huis Immergroen, an old age people's home in Piet Retief, Mpumalanga, South Africa.

On 30th April 2015 the members of Mpumalanga Women Agriculture Union (WAU) Piet Retief Branch, South Africa treated the residents with a lovely cooked meal at Silwerjare Residential and Frail Care Facility. On the day of the lunch the residents were served chicken pie with vegetables and a delicious baked dessert. They also held a quiz, during which each resident received a small gift. Members of WAU Mpumalanga are also available to do shopping on a weekly

basis for those that are unable to go themselves and at their Conference meeting in March 2015, the ladies handed over knitted and crochet knee blankets, which had been made by their members. The guest speaker on the day of the lunch was Prof

Desire Vorster, a retiree living on her farm in the district of the country town of Piet Retief, who was the first woman to be appointed as Vice-Rector of Rand Afrikaans University in July 2001.

The university was renamed the University of Johannesburg in 2005, as the result of a merger between several universities.

Giving an excellent motivational speech during her visit, Prof Desire Vorster addressed the residents and the WAU Mpumalanga members, by telling them that getting old does not have to feel like a burden.

She told them how they could grow old gracefully and that every new day provides another new opportunity.

## SAVF HELP THE RESIDENTS OF BROEDERSPUT

**SAVF Delareyville**, an ACWW member society, is a non-governmental organisation situated in the North-West Province of South Africa, whose current charity work area includes Broedersput, an informal settlement about 40km from Delareyville. Broedersput, an area stricken by every social problem one can only think of has very few resources available to help the residents.

Poverty, alcoholism, teenage pregnancies, unemployment, family conflict, child neglect, and health problems are just a few of the problems the residents of Broedersput have to deal with every day. But despite these challenges and the lack of resources, the community is growing rapidly.

Bridget Seabela, Manager of Organisation Development at SAVF says: "With most of the people in Broedersput living in poverty, SAVF is at times the only resource, which visits the community each week with much needed services. One of our social workers working in the area, Tessa Slabbert is forced to fulfil many roles in the community to help address the different issues of the community, for example health care, crime and issues regarding birth and death registrations and many more. One of the main focusses of all the social work is to connect the community of Broedersput to the different resources available in the nearest towns, Delareyville



and Vryburg, such as Department of Health, South African Social Security Agency and the South African Police Services. Broedersput with all its facets and problems has an angel with a heart of gold by the name of Betty Lobakaeng. She is a registered volunteer of SAVF Delareyville, who lives and works in Broedersput. Her mother, Lizzie Lobakaeng is also a volunteer of SAVF. Together they provide food and other necessities for the poorest of the poor, children, the elderly and the sick. In June 2014, Betty started a vegetable garden in her backyard, from which vegetables are picked and meals prepared to

help feed the poor and the sick. The success of the garden means that it now needs to be expanded. Betty has proven that it doesn't matter how hopeless a situation might be there is always a way to help others.

Our plan for the future is to have a small office space, because most of the social and volunteer work is done out of motor vehicles. The new office will also serve as a place where SAVF can start knitting- or other handcraft groups for recreational and income generating purposes. The office would also be made available for the mobile health clinic to use as one of their bases in the community".

## REBIRTH OF A COUNTRY WOMEN'S ASSOCIATION



**With a population** of about 2,000 the little town called Molong in Central New South Wales (NSW) in Australia, is the home of the Country Women's Association (CWA) Molong branch, a branch that was going to close forever two years ago, if it was not for the enthusiasm of its new members. Julie Spencer, Molong's International Officer said:

About two years ago, the elderly ladies of the Molong CWA branch, had decided they no longer wanted to keep the CWA going, so it was time to close their branch.

You could imagine the shock we gave these beautiful older ladies, turning up at what they thought was their last ever meeting. A group of about 6 ladies in their 30's, myself included, offered to keep the branch open alongside them. We are still a small CWA made up of about 23 members, a few original members, and a big bunch of new younger ladies.

At our 2nd meeting us younger ladies where all ask to take on a role, so, I am our branch's International Officer. I am slowly learning about all the wonderful things our CWA does and its connection to ACWW. I have been blown away by the powerful voice we have, as well as the commitment and dedication many have for our work.

As we read and learn more about ACWW, we have started collecting for Pennies for Friendship each time we meet.

I know all these coins help. But I feel we have the skills and ability to be able to raise more funds. I am not sure what we as a small group are able to do, but I am looking forward to going to further CWA meetings, and throwing around some ideas with the other ladies. I know we are very blessed to live in a country like Australia, I really feel that we should be able to pull together and help out. The group is continuing to blossom, as we all learn together. It is such a joy to be part of.

Our dream is to make a pledge to an ACWW project, by holding a large event to raise some funds. It is exciting to help awaken others to the idea, that a little group of ladies in Molong could make a huge difference in another community's life.

## ROYAL CUISINE ON BOARD NATIONAL AIRLINES

A passion to cook is indeed a very gratifying hobby, so for HRH Princess Azizah, ACWW's Area President of South East Asia & the Far East (pictured below), whose passion is cooking Malaysian food, an invitation from Malaysian Airline System (MAS) for her to cook some of her signature dishes on the in-flight menu was yet another accreditation to her tireless effort at promoting Malaysian cuisine.

It was not easy for the airlines to choose the final dishes when Princess Azizah turned out so many, every time she cooked and taught the Chefs at the MAS Kitchen.

Four dishes made the debut on the in-flight menu of the National Airlines First and Business Class, as of April 2015 followed by another four shortly after. MAS has received nothing but appreciation and congratulatory comments from the passengers who have been privileged to taste part of the Royal Cuisine, as cooked by Princess Azizah.



## HOW TO GET MEMBERS AND FUNDRAISE FOR YOUR SOCIETY

**Former ACWW** Area President Anna Boshoff (1998 – 2004), a motivational speaker, who presents courses in marketing, recruitment, fundraising and public speaking says societies who lose members can get them back, attract new ones and also increase donations by marketing their society like a business. Anna writes: All our societies lose members and we all try to gain new members, or we try to find funds. This article should give you tips on how you can attract new members, keep existing ones and raise funds. If you are thinking of your society as a business, you are more than halfway there to being successful.

The basic principles of marketing applied in the business sector are just as important to voluntary organisations. Just because you operate on a not for profit basis does not mean that you don't have to be constantly aware of opportunities to market your society. The two most fundamental rules of marketing are excellent advice:

- 1) Establish market needs and deliver and
- 2) be first or be better.

For societies I would suggest observing the commercial world. Creating awareness creates customers and without customers you will soon be out of business. It is just as important for non-profit societies to acquire members / friends / supporters / donors – after all, nobody is likely to support a cause they have never heard of.

### What is a market?

A market is a place where people buy things that they (a) need or (b) desire, provided the price is right. There is hardly anything in the world, which will sell at any price and that is why people have to be convinced that the product is essential, or that it is much better than anyone else's - the way to do that is to create a brand name.

### A brand name

The more people know about your society, the better. This can be achieved through marketing. Marketing is not a hit and miss process, but a logical and careful thought out method used to achieve recognisable status. It is very difficult for a product or service to be universally known, without the aid of excellent marketing to create brand awareness. Have you ever stopped to think

why people refer to Coca Cola rather than fizzy cool drink? The product has been so effectively sold that the public reacts to a brand name rather than a product. Just so, more people will think in terms of SPCA or RSPCA, when talking of animal care. They have become a brand names.

A successful brand gives a unique identity to the organisation and sets it apart from similar organisations. It will thus have an edge in the market.

### Corner the market

The other most important thing to remember is that you can't take on the whole world. It is true that everyone is a potential member or donor but some will be easier to win than others. In order to get going, you need to win those members first.

For example, if you are recruiting members for an adult educational society, it is unlikely that everyone living in the town will support it. It is much more likely that young women or people who require extra informal skills/ knowledge will be potential members. That is where you start. You will operate only in that section where you are likely to succeed and once you have done well in that area, you will be able to look at other potential members in other markets.

Also remember that there are things that you can control and things that you can't – spend your resources accordingly. You have no control over the weather, or the national economy but you can alter awareness and attitudes towards your society to get members to join, or get donates. In terms of donations, it's no good saying "inflation is so high that people will never donate to us this year". Maybe you're asking them for the wrong thing (money instead of old clothes) or too much (\$100 instead of \$20).

### How to define your market?

Market research is an excellent way to establish whether your society is successful or not (apart from looking at your membership). Using your mission statement and case statement as points of reference, keep asking yourselves questions like:

- 1) Are we achieving our goals?
- 2) Is our membership and donor base increasing?
- 3) If it is increasing, do we know what we're doing right so that we can expand on those initiatives?
- 4) If it is shrinking, what are we doing wrong?
- 5) Is the service we offer still relevant?
- 6) Are we becoming a household name?
- 7) If not, what can we do to promote our society?

## SOCIETY FEEDBACK

- 8) Can we improve/strengthen the work we do?  
 9) Do we have the right 'tools' to sell our society?  
 10) Is everyone in the organisation selling the same thing?

By constantly trying to gain a clearer understanding of both your members' expectations and the needs of potential members, your society can work toward filling these more effectively. This will also help you to eliminate unnecessary services.

Remember that the media and word of mouth remain your most valuable marketing tools. Articles about the achievements of your organisation, particularly human interest stories about people you have assisted, are a great way to introduce your society, keep its name alive and ultimately become a household name.

Hold open days. Invite visitors. Anniversaries, special achievements, expansions and anything else, around which an event could be built, provide the excuse you need to get your organisation seen and talked about. Carefully note names and addresses of visitors – they are all potential members or donors.

Every contact between your organisation and your donors, or potential members is a marketing opportunity - hence the value of newsletters. Even thanking them for a contribution is a further chance to 'sell' your society.

## PENNIES IN THE POT FOR ACWW



To support and promote one of ACWW's funds 'Water for All', Bridge of Weir Scottish WI (SWI) members, Renfrewshire, Scotland carried around teapots to raise money for their campaign titled 'Pennies in the Pot'. They had a special logo designed and stickers made to place on all the teapots. The teapots were distributed locally along with information flyers.

To advertise the campaign, their local magazine featured an article on their fundraising effort. Bridge of Weir SWI members have said we should consider how

lucky we are to have clean fresh water on tap and now with the help of their community they could provide the same for communities worldwide. For 2015 to 2016 they will be fundraising with their teapots and in spring 2016 they are having an auction and tea party to round off their campaign. Bridge of Weir are supporting the auction themselves and by involving local businesses - a Le Creuset teapot has already been donated".

For information on stickers/flyers please contact Rhona McLean: Email [rhonamm@hotmail.co.uk](mailto:rhonamm@hotmail.co.uk)

## FOOD FOR THOUGHT



Photo credit: Queen Mothers favourite date and walnut cake - Louise Wisson [louisewisson.com](http://louisewisson.com)

## QUEEN MOTHER'S DATE &amp; WALNUT CAKE

Juliet Childs, ACWW Projects Administrator, Central Office, England

## Ingredients

## Main

- 8oz (225g) dried dates, chopped
- 1 teaspoon bicarbonate of soda
- 8oz (225g) caster sugar
- 1 teaspoon baking powder

- 2oz (50g) walnuts, chopped
- 1 teaspoon salt
- 1 teaspoon vanilla extract
- 10oz (275g) plain flour
- 1 large egg, beaten
- 3oz (75g) butter

## Topping

- 5 tablespoons Brown Sugar
- 2 tablespoons Butter
- 2 tablespoons single cream

## Method

Pour a breakfast cup of boiling water over the dates and add the bicarbonate of soda.

Let it stand for the time it takes to:

- Cream the butter with the sugar in a bowl, then beat in the egg and vanilla.
- Mix together the flour, baking powder and salt and add to the creamed mixture. Drain and add the date mixture and stir well. (If using a food processor, place all the

ingredients except the date mixture, into the bowl and process until well blended. Add the date mixture and process until all the dry ingredients have been included.)

-Grease and line the bottom of the Swiss roll tin and pour in the mixture, making sure to spread it to the edges.

-Heat oven to 180°/350F/Gas mark 4.

Bake cake for 35 minutes or until tester comes out clean.

## To make the topping

Put the butter, brown sugar and cream into a small heavy saucepan and put on a low heat until the butter has melted. Bring to the boil, and then boil gently for 3 minutes stirring all the time. Spread over warm baked cake. When cool sprinkle with walnuts, if desired, then cut cake into slices and store in an airtight tin.



## INVER AREA HOLD FASHION SHOW FOR CHARITY

**Inver area WI**, Northern Ireland, held a fashion show in April 2015 to raise funds for projects throughout the world. Their donation would help provide support for women and their families with food, water and education.

The fashion show, which was held in Larne & Kilwaughter Non-subscribing Presbyterian Church Hall, had over 170 people in attendance, including models ranging in age from 4 - 84 (Inver area members and their families), modelling fashions from Menary's Larne Store. Light snacks were served half way through the show consisting of scones with jam and cream, tray bakes, tea and coffee. A very enjoyable evening was had by all and it raised £1,350.00.



## SLEIGHTS YCA ENJOY TALK OF ACWW



**Dorothy White**, Treasurer of Sleight YCA, England, sent in a cheque to ACWW, which was raised from a talk presented by guest speaker Hazel Armstrong, ACWW Rep and Projects Committee member. Hazel relayed stories of her work with ACWW to the members. £60 was collected from the members who thought that ACWW was a worthwhile cause for them to support.



## HOME OF HOPE MAKES CRAFTS

**Rita Burger** a member of VLU Mpumalanga in South Africa visited an orphanage called Home of Hope in Visarend Tak in Sabie Mpumalanga, South Africa, where she worked with the children on their craft project. The children enjoyed working on the different crafts.

## CELEBRATING WOMEN IN AGRICULTURE



From left to right Donna Jack, president of the South Vancouver Island District Women's Institute, Sharon Hawke, Vice President of the South Vancouver Island District Women's Institute, Jessie Anderson, first recipient of the Rural Woman of the Year award in 2002 and Her Honour, Judith Guichon, Lieutenant Governor of the province of British Columbia

On a beautiful spring day, British Columbia's South Vancouver Island District Women's Institute (SVID WI) members and some of their friends relished a tour of the grounds of Government House in Victoria, Canada, where they enjoyed the spring flowers, lovely scenery and the serenity of this landmark residence. Later in the afternoon, a tea was held to honour the women who, since 2002, had been designated as Rural Women of the Year. Their contributions to the industry and the agriculture community varied from full participation in the production of food, including cider, to rejuvenating historic farms and helping school children more fully understand how and where their food comes from. This last mentioned recipient also taught the children how they could participate in this annual miracle of growth by planting and harvesting their own vegetables. Of the sixteen recipients, fourteen attended, along with friends and other members, for a total gathering of over 100.

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The Honourable Judith Guichon, OBC Lieutenant Governor of British Columbia, welcomed each recipient and presented them with a small gift of acknowledgement. Pat Tonn, Manager of the British Columbia - Ministry of Agriculture, read a citation for each woman, as they were presented to Her Honour. Sharon Hawke, Vice President SVID WI said "Most of the women were honoured for their direct service to agriculture, but there are many ways in which women serve the rural areas – for example, some women were included for their service to 4-H Youth Clubs, efforts with Fall Fairs, Farmer's Markets plus numerous other aspects of rural life.

Too many times the lifelong service women offer to their communities is overlooked until someone, perhaps, includes them in a eulogy one day. We are pleased to have had this opportunity to offer this tea "to give roses while they are still fragrant" to these hard working and devoted women. Congratulations to all!"

## PIGGY BANK DONATION FOR SRI LANKA



Left to right Patricia Weitzmann International Director, Illinois Association for Home and Community Education and Margaret Hilliard newly installed International Director for Lake County Association for Home and Community Education

**Fundraising in support** of newly approved ACWW project no. 0981 in Sri Lanka was kicked off in April 2015 at the Annual Meeting of one of ACWW's Society member organisations Illinois Association for Home and Community Education (IAHCE).

Pat Weitzmann, International Director of IAHCE, was enthusiastic about IAHCE's project adoption selection, which involves cultivation skills training for communities and education/school support for children/women and families.

At their annual meeting, Pat presented a Piggy Bank full of coins to the newly installed International Director for Lake County, Margaret Hilliard. Besides the Piggy Bank of coins donated by Pat and her husband John, other money was collected at the meeting for the Sri Lanka Project.

As 2015 progresses, other areas in Illinois will join the fundraising as members of the Lake County Association for Home and Community Education (LCAHCE). Lake County organisation is a member of the Illinois Association for Home and Community Education (IAHCE).

## 2015 WOMEN WALK THE WORLD

**29th April 2015** was not only ACWW Day; it also marked the fourth year that members were asked to get involved with ACWW's annual 'Women Walk the World' event. Members from various societies, families and friends took part in sponsored walks across the world to raise money and bring awareness to this very worthwhile cause, by reminding or informing people of ACWW's support, friendship and practical help in improving the lives of women and their families in communities around the world. To encourage involvement ACWW ran a competition, where the best photo of a Walk would appear on this issue's front cover. We are proud to tell you, that even though all the walk photos were great, the best photo came from the Jamaica Federation of Women, Kingston Jamaica. Please read their story here, along with other areas that took part.

### WINNERS

#### JAMAICA FEDERATION OF WOMEN KINGSTON JAMAICA



**Members of the Jamaica Federation of Women** led by President, Gloria Millwood gathered at the beautiful Emancipation Park in New Kingston on ACWW Day, 29th April 2015. The ladies were outfitted in their Women Walk the World t-shirts and happy to start the walk on the lovely afternoon at 5:30 pm.

A beautiful sunset and gentle evening breeze serenaded them as they walked several laps around the exquisitely manicured lawns – spring flowers were radiantly blooming and other walkers commended them for the very important mission of the walk. It was a great afternoon which concluded with complementary Spring Water from the Peak Bottling Company and very delicious Beef Patties from the Tasty Patty Company. The members are looking forward to taking part again in Women Walk the World 2016.

#### ILLINOIS ASSOCIATION FOR HOME & COMMUNITY EDUCATION USA



**Illinois Association for Home and Community Education (IAHCE)** "Walk" themes came together on 17th March 2015, as members proceeded along a walking course inside the Decatur Conference Centre and Hotel in Decatur, Illinois.

Representatives from 76 county organisations within IAHCE gathered for their 91st Annual Conference. IAHCE's year 2015 theme is "Come Together- Walk with IAHCE". The theme focused on membership, health and community service, so ACWW's Women Walk the World awareness and support focus fit well with IAHCE's theme.

Over 60 female IAHCE members and one curious male Conference Centre guest completed the inside walking course early in the morning before the Conference opening ceremonies. At each of six Continent Stops, they received a sticker flag of a country which was one of ACWW members. The flags were affixed to a two-sided "Fun Walk" participant card. The card gave a brief summary of the purpose and affiliation of IAHCE and ACWW. At each stop a large continental map was displayed and walkers were greeted by IAHCE members attired to represent a specific country. Walkers particularly liked the costuming and brief culture and needs comments the greeters at the South America Continent Stop provided about Chile.

Later at a conference luncheon over 350 members gave generously to ACWW's Pennies for Friendship fund. This first time 'Fun Walk' was a success, there are already plans to hold the Fun Walk again in line with ACWW's Women Walk the World at the IAHCE Annual Conference in 2016.

#### RISLEY WI DERBYSHIRE FEDERATION ENGLAND



**For ACWW's Women Walk the World** event, Risley WI (Derbyshire Federation) walked with thirteen members for 3.5 miles from Risley round to Hopwell and back again. This totalled 45.5 miles walked. Donations of £216 were given in support of the walk.

#### SPRINGVILLE -ISLAND WI NOVA SCOTIA, CANADA



**On 3rd May**, 10 members of the Springville - Island Women's Institute met at the home of Rose Gillis (member). It was a rainy day, but the weather cleared just long enough for the WI to go for a stroll to the lake before enjoying a picnic lunch. They all brought goodie baskets and set out their displays, where everyone shared in the lunch. It was fun for them to discover what was in the various baskets. It was such a delightful time for them to be together.

WOMEN WALK

INVER AREA NORTHERN IRELAND



**At 2pm** on 26th April 2015, Inver Area WI walked for ACWW's Women Walk the World. It was in general a cold sunny afternoon with showers blowing through. They walked along the Antrim Coast Road from Larne Promenade to Carnfunnock Country Park a distance of 10kms, which took them just over an hour to complete.

HORSLEY & COXBENCH WI  
DERBYSHIRE FEDERATION  
ENGLAND



**On 29th April** eight ladies from Horsley and Coxbench WI, accompanied by two dogs, took part in ACWW's Women Walk the World. They walked from Ambergate along the canal side to Whatstandwell, where they were met by five more members for lunch at a cafe called The Family Tree.

Following a jovial time over lunch the walkers retraced their steps along the canal back to Ambergate. On the way they enjoyed watching the antics of the water fowl, as they built their nests, some were already sitting on their eggs. The ladies then walked very carefully past a swan who was sitting on her nest at the side of the path. There were also spring flowers, which were a joy to see with a carpet of bluebells under the trees. In total they had walked 4 miles. It had been a lovely way to spend a spring day, while raising £40 for ACWW.

WARINGSTOWN WOMEN'S  
INSTITUTE NORTHERN IRELAND



**Waringstown WI** Northern Ireland had 12 of its members walk around Lurgan Park and Lake on 29th April 2015, on a beautiful sunny, though very cold morning.

Lurgan Park and Lake is the largest town/municipal lake in Ireland and is situated in the centre of Lurgan town in Co. Armagh.

The members began their walk at 10.30am and walked about 2 - 2.5 miles. They went for the obligatory coffee and chat after and raised £60. The ladies who came along thoroughly enjoyed it. This was their second walk to raise awareness of the work of ACWW.

In January at their International night they had Elizabeth Warden, International Sub-Committee Chairman for Federation of Women's Institute of Northern Ireland, who gave a talk on their society and ACWW.

ARDS, SCRABO &  
ROWALLANE AREAS  
NORTHERN IRELAND



**The weather was overcast** but the mood was bright as outgoing Federation Chairman Margaret Collinson, International Sub-Committee Chairman Elizabeth Warden and twenty WI ladies from the Ards, Scrabo and Rowallane Areas, accompanied by Kizzie and Poppy (honorary canine members for the day) gathered at Crawfordsburn Country Park in honour of Women Walk the World on Saturday 25th April 2015. The ladies gathered around the new pull up banner (supplied by Sign Lines of Gransha, Comber) and congratulated themselves on being part of the terrific contribution of over £81,000 donated by the Federation to ACWW over the past three years. After a brisk walk all enjoyed a welcome cup of coffee and delicious scones at Crawfordsburn Country Park's Visitor Centre. The amount of £385 was raised towards ACWW's Pennies for Friendship fund.

**RIADA AREA & GARVAGH  
WI NORTHERN IRELAND**



**Members of the Riada Area** joined forces with ladies from Garvagh WI to complete their sponsored walk in Garvagh Forest on Saturday 25th April 2015. Afterwards Garvagh WI President Iris Clyde, organised delicious refreshments at Carrhill Coffee Shop, just outside Garvagh. To date over £200 has been raised in support of ACWW.

**MUCKAMORE WI  
NORTHERN IRELAND**



**Thirty-one members** of Muckamore WI met at Antrim Castle Gardens on Saturday 25th April to complete their sponsored walk. After the walk around the beautiful surroundings of the Castle, a welcomed cup of coffee was enjoyed by everyone in the Garden Coffee Shop.

**MAGHABERRY WI  
NORTHERN IRELAND**



**Keen members** of Maghaberry WI held their sponsored walk in Moira Demesne on Wednesday 29th April 2015.

**JERSEY COUNTY  
ASSOCIATION FOR  
HOME & COMMUNITY  
EDUCATION USA**



Left to right Elizabeth A Schwab, JCAHCE Treasurer, being handed the jar of coins from Becky Hatlee, new JCAHCE member (2nd from the left), with Mary M. Thompson, Joann Kuebrich, Marilyn Kuebrich, Karen Ziegler, Sandra Bechtold President of JCAHCE and Mary Lou Hess

**Becky Hatlee**, an enthusiastic new member of the Jersey County Association for Home and Community Education (JCAHCE) piqued the interest of her business associates and clients in the activities of JCAHCE, those activities include the annual Women Walk the World event. The result of which saw Becky bring a jar of money donated by her business associates and clients to JCAHCE's Women Walk the World event on 29th April 2015. The event was held at Wittman Park in Jerseyville, Illinois. Becky is a Community Service Representative for a business that provides household and personal care services to senior citizens in their homes. Becky (right) is pictured above presenting the jar of money to JCAHCE Treasurer Elizabeth A. Schwab as Walk participants looked on.

**MOUNTNORRIS WI  
NORTHERN IRELAND**



**Members from Mountnorris WI**, accompanied by their Executive Member Carole Baird, set out for their sponsored walk in Gosford Forest Park for Women Walk the World.

**LINDFIELD EVENING WI  
WEST SUSSEX, ENGLAND**



**In capricious** spring weather, Lindfield Evening WI put its best foot forward to walk the world through the Hyde Estate in West Sussex. Walkers filled up with cake and coffee in one member's farmhouse kitchen, which had quite a party atmosphere buzzing by the time they set out. Their walk leader, an experienced Rambler led them on the way along their chosen path. Primroses and bluebells lined their way, as birds around them sang. The birdsong was glorious, proving spring was definitely bursting out.

It was always intended to be a gentle stroll so they could appreciate the countryside, allowing room for plenty of conversation. By the time they reached their destination, 'The Royal Oak', they realised they had built up a healthy appetite and rounded off the morning with a pub lunch.

**TEMPLEPATRICK WI  
NORTHERN IRELAND**



**The Templepatrick ladies** had fun completing their sponsored walk at the beautiful grounds of Antrim Castle.

WOMEN WALK

SARAWAK FEDERATION OF WI MALAYSIA



For Sarawak Federation of Women's Institutes, who held their walk in May 2015 in Kuching, Sarawak, decided to have a theme, where all members would wear fancy dress hats. The weather on the day was sunny, as 150 women walked wearing the hats, which started at 6.30 am. They walked for 2km. The Federation raised 125 (Rnggit Malaysia).

SALT SPRING ISLAND, BRITISH COLUMBIA, WI CANADA



For the second time members of Salt Spring Island, British Columbia, Canada, WI walked through the small town of Ganges, British Columbia. They sang songs, greeted the public, laughed a lot, whilst walking in and out of retail shops and banks handing out leaflets, they then had coffee in one of the local cafes.



NEWTOWNBRED A WI NORTHERN IRELAND

All too soon it was time to set off. Up went the hoods and umbrellas as the ladies walked along the paths laid out around the house, usually so beautiful in the sunshine,

but alas, not on this day! The rain came down, the wind howled, the ground was sodden but still they soldiered on!

On Saturday 2nd May 2015, eight ladies from Newtownbreda WI met for their annual ACWW Walk. They assembled at Malone House at 10.30am, where their President, Joan Laverick came along to show her support, even though she wasn't able to do the walk. As the weather wasn't kind for this endeavour, it was agreed that the ladies would tuck into coffee and scones before setting off to battle the elements! The rain lashing against the beautiful windows of Malone House was soon forgotten as friendship and laughter was enjoyed.

There was even an umbrella lost in the process and it ended up sadly peeking out of a nearby bin! The members' determination was commendable and on finishing the walk, it was clear the damp and cold had not diminished them, as everyone said goodbye and headed home for a change of clothes! Regardless of the weather, it was an enjoyable morning and of course all for a very worthwhile cause.

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CEREDIGION FEDERATION OF WIS WALES



Over 100 WI members from Ceredigion walked around Cardigan for ACWW's Women Walk the World on 29 April 2015.

Glen Johnson, Helen Palmer and Rowan O'Neill all members, led the walkers on a guided tour encompassing the various historical sights and buildings, including the Guildhall, St Mary's Church, and the recently restored Cardigan Castle. After enjoying a meal in the Grosvenor Hotel, the ladies crossed the road to enter the castle

grounds and congregate near Castle Green House. A team of four guides organised by local historian Glen Johnson gave members a fascinating tour of the Georgian house, castle grounds and garden. A great deal of work has been carried out over many years mainly by volunteers, in order to restore the neglected ruins. Members enjoyed a day full of interesting history whilst also being able to contribute to ACWW and raise funds for its valuable work. £226 was raised on the day.



**BINEGAR IN SOMERSET ENGLAND**

**In the sunshine,** Binegar WI in Somerset walked on 29th April around Binegar village lanes, as the fields were too muddy after recent rain. Their walk started at 11.00am and took eleven women, plus their dogs just over an hour to complete. Afterwards most of the members had lunch at 'The Horse and Jockey' pub and were joined by some non-walkers.

**LYON'S BROOK WI NOVA SCOTIA CANADA**



**29th April** turned out to be a very cold and rainy day, but that did not stop a few hearty members and friends walk for ACWW. After the walk the participants enjoyed some refreshments and viewed a display on the work of ACWW.

**DEKALB COUNTY USA**



**29th April 2015** was a beautiful day that added to the enthusiasm of 20 DeKalb County members, as they walked to raise money to fund a Ceramic Water Filter factory in Tanzania. The women will have income for their families and their community will have access to safe water. The annual walk will help defray expenses to keep the factory going. A portion of their Women Walk the World proceeds is being sent to ACWW's PFF.

**NORTH BADDERSLEY WI SOUTHAMPTON ENGLAND**



**Members of North Baddersley Women's Institute** enjoyed a circular walk of 3.25 miles starting in King John's Garden, Romsey. Their walk took then along a canal foot path, across a water meadows, before they returned. A good time was had by all. North Baddersley raised £100 during their walk, which they sent to ACWW.

**YORK BRANCH OF CWA OF WESTERN AUSTRALIA**



**It was a beautiful** autumn day when members of the York Branch of the Country Women's Association of Western Australia (CWA of WA) set off for "Women Walk the World". From the CWA rooms, decorated with red poppies for the Anzac Day Centenary, along the Avon River then up to the Bushland Gardens to enjoy a picnic lunch.

**YEOVIL WRAXHILL WI OF SOMERSET FEDERATION ENGLAND**



**Members of Yeovil Wraxhill WI** stopped by the Millennium Stones at Ham Hill Country Park, Yeovil during their walk for Women Walk the World. A total of £131 was raised. They finished at the local pub for coffee and a chat. A lovely day was had by all.

WOMEN WALK

GRAVESEND WI  
KENT, ENGLAND



Members of Gravesend WI plus family and friends completed their sponsored ACWW Women Walk the World walk in April 2015.

The photo above is of their walk, which was on a very damp Sunday morning (26th April). The WI walked through Jeskyns Park, which is a fairly new park with wooden sculptures, Ashenbank Wood and then onto Cobham., all of which are in North West Kent, near Gravesend. Altogether they raised £133.75. The WI admires the work that ACWW does to enable women all over the world to improve their living conditions for themselves and their families. They contribute every month to the funds which are despatched to ACWW via the West Kent WI Federation. Gravesend WI would like to send good wishes for the continued success of ACWW in helping others.

ABERCORN AREA  
NORTHERN IRELAND



24 ladies from the Abercorn in Northern Ireland area set out on a fine pleasant morning. The ladies enjoyed their walk and raised a wonderful total of £860. The ladies would like to thank the walkers, sponsors and the ladies who provided a welcome cup of tea on their return.

RIVERINA GROUP, CWA  
OF NSW AUSTRALIA



A beautiful sunny day made a walk around picturesque Lake Albert in New South Wales, Australia, an enjoyable experience for the members and their families of Riverina Group of Country Women's Association of New South Wales (CWA of NSW), for Women Walk the World day on 29th April 2015. Coins for Pennies for Friendship were collected, to help support women worldwide. After their long walk the ladies enjoyed a pizza lunch in keeping with their 2015 International Country of Study - Italy.

NORTH EAST GROUP, NEV  
AUSTRALIA



North East Group members met in Beechworth at the Mayday Hills Asylum for their ACWW walk to take a guided tour around the beautiful grounds and historic buildings. Local resident, Patricia Williams spoke about the history of the Asylum, recent regeneration of the grounds and plans for the future of the whole estate. The member's enjoyable walk was followed by their group meeting.

WISCONSIN HOME & COMMUNITY EDUCATION USA

Betty Anne Tubbin, member of Wisconsin Home and Community Education (WAHCE), was at the WAHCE South West District meeting back in April 2015, where Sylvia Kreigl, South West District Director talked about the theme of the meeting being "Women Walk the World". Their walk was successful, and they collected \$112 for ACWW's Pennies for Friendship (PFF).

BLACKROCK GUILD - IRISH  
CWA IRELAND



On a dreadfully cold day with hailstones, Blackrock Guild Irish Countrywomen's Association braved the bitter elements to go to the University College Dublin (UCD) Campus for their annual ACWW fundraising walk on the 29th April 2015.

They were greeted by Liz Dunne UCD Planning Manager, who was their walk guide. Liz's in depth knowledge of her subject made her an ideal guide.

Liz explained how the UCD Campus came to be located at Belfield, by the astute assembly of country estates down through the years. There are seven fine 19th century manor houses on the campus. They walked through lovely wooded walkways bordered with different species of trees. Numerous species of trees are planted each year, which will take 100 to 200 years to mature.

Liz left the ICA all wanting to revisit, with so much more to walk and see. They finished up with coffee in the Science Centre Cafe, which is a very bright modern building.



## CLOGHER VALLEY & LONGFORD WI NORTHERN IRELAND



On 1st and 2nd May 2015, members from Longford Federation of the Irish Country Women's Association and members from the Clogher Valley Area of Northern Ireland Women's Institute took part in ACWW's Women Walk the World, which raised in excess of £300.

The walks took place in Gortin Glen Forest Park situated 6 miles outside Omagh Tyrone, Northern Ireland. The WIs walked for about one and a half hours starting from 11am. The weather was beautiful on the first day - sunny and warm, the second day, however, was a little showery, but never the less warm. The beautiful

Glen in Gortin Forest, which is run by the Forestry Department of the Department of Agriculture, is open to the Public and is especially popular with schools for nature walks who love the ducks on the pond and the deer in the enclosure.

## BUCKINGHAMSHIRE FEDERATION OF WOMEN'S INSTITUTES ENGLAND



A group of Buckinghamshire Federation of WI members walk on 28th April up the Ivinghoe Beacon in Buckinghamshire. At the same time as walking for ACWW, they were all celebrating having the WI Centenary Baton, an important and interesting week for all of them in the WI and now ACWW. Their walk raised £109.18, which they wanted to donate towards ACWW's project no. 0979 in India.

## MOORE GUILD - IRISH COUNTRYWOMEN'S ASSOCIATION IRELAND



On 3rd May 2015, a group of Moore Guild - Irish Countrywomen's Association (ICA) members, led by their President, Kathleen O'Shea, set off in the mild and showery weather to join in "Women Walk the World" for ACWW. They completed a circular route in the local area. Their attention was drawn to some places of interest along the way. Margaret Mulvey (member) shared her vast knowledge of the history of these places.

The fresh vibrant green of spring time evoked memories of childhood in the countryside, many stories were shared as they walked. Nettles grew abundantly along the roadside and Kathleen pointed out the benefits of nettles for iron.

The happy group of walkers were pleased to return to the hall and remove their wet coats and jackets. Everyone was well ready then to tuck into tasty sandwiches, homemade cakes and piping hot cups of tea, all provided by other members of the guild. An enjoyable afternoon was had by all.

## EFFINGHAM AND CLAY COUNTY HOME & COMMUNITY EDUCATION ASSOCIATION USA



Front row: Beverly Elving, Marilyn Schaefer, Anita Backhus, and Mary Beth Hoene from Effingham County. Back row: Bernice Brown, Joann Stanford, Phyllis Hale from Clay County.

One hundred acres of rolling hillside was the setting for Effingham and Clay County Home and Community Education Association's walk for Women Walk the World. In the joint event, Effingham and Clay County Home and Community Education Association members participated on 7th May 2015 by walking through Charley Brown Memorial Park in Flora, Illinois. The park has various walking paths and other recreational amenities spread over its one hundred acres.

The walkers raised money for ACWW and talked about membership campaigns. Of course, they went out to lunch at a local Flora restaurant after the walk.

## SOUTHERN HIGHLANDS, NEW SOUTH WALES AUSTRALIA



On 19th April branch members from Moss Vale, Mittagong, Exeter and Southern Highlands Evening CWA branches joined together for Women Walk the World - and walked around the precinct of their famous Bradman Museum and Oval in Bowral.

Twenty members from the four branches walked around the very picturesque oval on a beautiful Sunday morning at the home of their International Cricket Hall of Fame.

Donations from all walkers, many friends and two of the branches amounted to \$700. After the walk they had coffee and ate at the Stumps Tea Rooms. It was a great morning.

Pictured above are Jennifer Bowe, Kate Borwick and Bronwyn Collins with their new Moss Vale CWA branch ACWW banner.

WOMEN WALK

FEMEIA MILENIULUI III ASSOCIATION ROMANIA



**The Woman** of the Third Millennium - WThM association (Femeia Mileniului III association) from Tirgu Mures, Romania, organised their fourth Women Walk the World event on 8th May 2015.

Their walk was planned in advance, as they had to inform the local authority about the event and ask official permission to meet and walk as a group, they promoted the event through the association's Facebook page.

The walk was planned to start at 6pm, when they met at Platoul Cornesti, a famous local leisure park with play and sports fields, gardens, terraces and green areas/ forests.

A total number of 19 members, friends and family, including 4 children, showed up. Special badges created for the event were handed over to everyone by the organiser.

The group returned to the starting point and stopped for well-deserved meal.

In the end, the goal of the walk was achieved: an important number of participants showed up, they walked carrying a Women Walk the World banner. They got people's attention and made them aware of their activities, they also promoted environmental protection through walk and they socialised, had fun and raised some money!

HAWTON & DISTRICT NOTTINGHAMSHIRE WI ENGLAND



**Members of Hawton** and District WI in Nottinghamshire braved wind and rain to complete their walk in Farndon on 30th April. Starting and finishing at the Riverside restaurant, their circular route took them over Farndon Marina Bridge, along the River Trent to Staythorpe Power Station, back up to the Nature Reserve, around Farndon Ponds, past the Marina and back to the Riverside where they enjoyed an excellent lunch. The photo shows windswept members on the Marina Bridge. The walk raised £54 for ACWW's Water Project in Ghana that Nottinghamshire Federation are supporting. Initially 18 Hawton members signed up to do the walk, but a combination of ill health and the blustery showery weather led to only 5 participating, but the other 13 willingly donated £3 each to the cause.



ROME IN ADAMS COUNTY - FOR HOME & COMMUNITY EDUCATION (HCE), USA

**On 26th April 2015**, the small community of Rome in Adams County, state of Wisconsin, USA had a Women Walk the World event to bring awareness of ACWW to the HCE members of their county and community. They advertised it in the newspaper and put posters around town, which hopefully brought awareness of ACWW's good work around the world.

There were 8 participants on a beautiful, sunny, spring day. 5 were HCE members and 3 were members of the Rome community. Although the turnout was rather small, both groups enjoyed their walk and hoped to continue to promote the importance of the work done throughout the world by ACWW in future events.

## LE CERCLE DE FERMIÈRES ARTHABASKA (THE CIRCLE OF FARMING ARTHABASKA) CANADA



On 29 April 2015, Le Cercle de Fermières Arthabaska (The Circle of Farming Arthabaska), took part in a walk organised by Celine Mc Nicoll, Le Cercle de Fermières Arthabaska Committee member. They went walking on a wooded tour of the region and then gathered around a table where there was hot steaming coffee ready and waiting for them. Beautiful photos were taken to show their joyful participation. It was a memorable day for all who took part in Women Walk the World 2015.

## LAKE COUNTY ASSOCIATION FOR HOME & COMMUNITY EDUCATION USA



Left to right Gail Dughi and Lauri Hargrove (members) making donation at LCAHCE's Women Walk the World

The Lake County Association for Home and Community Education (LCAHCE) did their Women Walk the World event at their 83rd Annual Meeting on 24th April 2015.

Mindful of the walking limitations of some older members, LCAHCE International Director Lauri Hargrove, who herself is a retired High School Athletics teacher, created a stress reduced walking path around the luncheon tables. The Walk took place during the meeting's stretch break. Members were encouraged to do more than one circuit around the tables. There were Pennies for Friendship collection containers at four stations along the path. As walkers passed the head table carrying various country flags, Lauri announced the name of their ancestral countries. Good humour and generosity were abundant. Displays with information and pictures about ACWW's work, Illinois Association for Home and Community Education (IAHCE)'s affiliation and support of ACWW, an ACWW project in Sri Lanka adopted by IAHCE, an ACWW project in Mongolia adopted by member societies in the Country Women's Council USA, Women Walk the World support material, and general ACWW brochures provided an educational background for all attendees.

## HENDY GROUP COUNTRY WOMEN'S ASSOCIATION AUSTRALIA



Sunday 26th April 2015 saw members of the Henty Group Country Women's Association, accompanied by family and friends, assemble at the Hawkesdale Recreation Reserve in South West Victoria, Australia.

Armed with buckets large and small the task put to the forty-strong crowd was to carry water from a tank on one side of the football oval to a tank on the other side, a walk of about one kilometre; however after the first couple of laps most participants were taking a short-cut straight across the field.

The group transferred about 650 litres of water during the afternoon, giving them an insight into the enormity of the challenges facing women who do not have ready access to nearby clean water. The event raised a total of A\$176 for Women Walk the World. Planning is already under way for the Walk in 2016.

## PROGRESS REPORT



## INDIA

**HIV/AIDS, Sexual and Reproductive Health for Adolescent Girls and Women**

Project no. 0967

Organisation: PACHE Trust

Supported by: North Yorkshire East FWI, Cornwall FWI, England

**PACHE Trust**, the implementing organisation, reports that the activities planned for the project were progressing well to date. An initial training course on Sexual and Reproductive Health Education was carried out by five members of staff and 42 volunteers. Initially it was a 'hectic' task identifying suitable volunteers from each target village, but by showing determination and a good rapport with the communities concerned, the project team succeeded.

294 women and adolescent girls attended workshops and received first-hand information about sexual and reproductive health, including HIV/AIDS. Activities such as role plays, games, exercises and audio-visual materials were used to help keep the participants focused. Many questions were raised by the participants and clarified by the Resource Persons conducting the training.

The Resource Persons included qualified individuals from Government agencies, NGO's and medical centre staff.

At first some of the participants were shy about coming forward to discuss personal and sexual issues. So the project team prepared them by creating an environment that made them feel comfortable.

Further workshops have since taken place for adolescent girls, to help them protect themselves against sexual abuse. A training course on gender equality, women's rights and leadership skills has also been carried out, attended by 125 participants.

Sessions also took place for male youths, where they were informed about women's issues and their rights. As a result they pledged to take steps to overcome gender discrimination. At present there has been an increased use of condoms and of sanitary protection, and more referrals for testing for HIV/AIDS and sexually-transmitted diseases.

Women are also more involved in decision-making processes in the target villages.



## PROGRESS REPORT



## GHANA

**Beekeeping Skill Training Project for Poor Women Farmers at Santrokofi-Bume**

Project no. 0970

Organisation: Active Centre for Rural Development

Supported by: Humberside FWI, Somerset FWI, Wiltshire FWI, England

**This project**, which seeks to train 20 disadvantaged rural women in beekeeping as an employment skill, was approved for funding by ACWW back in October 2014. Substantial progress has been made towards the group's ultimate objective of ensuring that these rural women farmers have the skills and resources to generate income, so that they can be lifted out of poverty and to have reliable and sustainable food security.

20 women whose circumstances were successfully identified by Active Centre for Rural Developments to fit their target group took part in training sessions on modern technologies and practices in beekeeping as a commercial activity. Initially 63 women applied to be involved in the activities of the project, but with a shortlisting process, the number was reduced to 20 participants.

A total of 40 beehives have been constructed for the beneficiaries to use. Issues arose during construction, as it was found that the carpenters who had been tasked with the work did not have experience in building the specific type of hive (Kenyan Top-Bar Beehives). Active Centre for Rural Development were able to address this issue by working closely with the carpenters in the construction of the initial hives, which ensured that they were familiar with the design requirements.

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The women involved also gained training in environmental sustainability. Lessons were given on the importance of environmental conservation through modern beekeeping practices as a sustainable agricultural practice, and it is hoped that the women will be able to apply the information they have gained through these classes in their future employment as beekeepers. Active Centre for Rural Development summarise the work so far by stating: "The project activities are well on course and are running according to schedule. Beneficiary participation is very high as the selected women see themselves as models for women's economic empowerment through a process that is championing, the essence of local level partnership and team spirit for positive survival".



## FINAL REPORT



### INDIA

#### Livelihood Revitalisation for Head Load Fish Vending Women

Project no. 0961

Organisation: Organisation for Community Development

Supported by: Canada Area; Avon FWI, Isle of Ely FWI, England

**This project**, which has been run by the 'Organisation for Community Development' a women's group in India, has successfully concluded its planned activities. The aim of this project titled 'Livelihood Revitalisation for Head Load Fish Vending Women' was to provide better livelihoods to sixty women

who were employed in the transport and sale of fish. They faced numerous difficulties in their work, like reliance on money-lenders, an inability to travel on public transport and a large amount of wasted stock due to lack of skills and access to preparation facilities.

Now that this work is reaching its conclusion, it is clear that the lives of the women have much improved from the start of the project. All have been given new containers to carry and store fish, which reduces the physical burden on the women significantly. They have also had access to revolving loan funds, which have removed their reliance on local money-lenders, who

used to charge them extortionate rates of interest. They have undertaken training programmes in areas such as the preparation and drying of fish, which has allowed them to keep their excess product for future sale, rather than see it go to waste. This previously marginalised group have also had training in credit and finance management, giving them more control over their own savings.

In case studies provided by the project staff, numerous women involved in the project documented their experiences and how the resources, training and loans they received have helped them improve their standards of living. Mary, a 53-year old widow (pictured above), who is bringing up two children, spoke of how she would have to borrow around 10,000 Indian rupees every month from money lenders in the past, but now has the practical skills to do business more effectively and the training to manage her own finances. She is no longer reliant on money-lenders, and is earning enough to cover the needs of her family.

## FOR SALE

VAT REG. NO 240 0467 05.

All prices are exclusive of postage & packing.

- ACWW Promotional Pin 3/4 inch diameter - £1.00
  - Badges (Brooches) - £2.00
  - ACWW Greetings Cards - each 60p, £2 for four
- Overseas orders will be sent by surface or 'small packet' rate. (If remittance not sterling, please add sufficient to cover bank charges)

## PUBLICITY MATERIAL

Items are available from Central Office.

Please state quantities required and date needed.

- ACWW Bookmarks
- Resolutions & Recommendations booklet
- Working with Women Worldwide – Highlights of 75 Years of ACWW £5
- ACWW 2010 Constitution £3
- Pen Friend Scheme form (via email)
- ACWW A3 & A4 Projects Posters
- All about ACWW leaflet
- ACWW Mini leaflet
- ACWW Projects & Funding leaflet
- ACWW UN leaflet
- You can make a difference leaflet
- Pennies for Friendship Promotional Cards
- Pennies for Friendship labels available at <http://www.acww.org.uk/members>

## ADVERTISE YOUR ACCOMMODATION WITH US

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For more details please contact the Editor:  
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## LEAVE THE WORLD A BETTER PLACE

Bequests are incredibly valuable to the work ACWW does – not just for the women and communities who benefit from projects and the connections made globally through our work now – but to women and communities to come. Bequests enable ACWW to continue to deliver a broad vision of seeing generations of women empowered through the relief of poverty and sickness, the protection and preservation of health and the advancement of education.

You can be assured that your gift will make a genuine difference to our work. To find out more about leaving a bequest please email [tish.c@acww.org.uk](mailto:tish.c@acww.org.uk) to receive a Bequest Information Pack.



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