

August 2012 | Issue 14

A Letter to the Community

"I believe the continued, successful growth of the foundation is due to the strategic and diligent approach we have taken in assessing the projects we have undertaken over the past 14 years..."

Dear friends:

The past year was the biggest year to date for the Mary A. Tidlund Charitable Foundation (MATCF). We engaged with more new partners and raised more funds than ever before – just shy of our \$1 million goal.

I believe the continued, successful growth of the foundation is due to the strategic and diligent approach we have taken in assessing the projects we have undertaken over the past 14 years, and in the delivery of those projects.

Whether close to home in Canada, or around the world in Africa, the Americas or Asia, the foundation has focused on local engagement, education and long-term sustainability of projects. I wrote to you last year that this 'intuitive' approach was validated through my studies in development leadership at the Coady Institute of St. Francis Xavier University. As with our work, the fundamental principles of Dr. Coady's work and Asset-Based Community Development (ABCD) are that sustainable improvement comes about through education and group action; and that building community-capacity is about building from within.

Over the past year I combined our experiential knowledge with the ABCD approach and our Tidlund Transformational Model for Giving and Receiving. Using the analogy of the growth cycle of a tree with the necessary components for successfully bearing fruit, the Tidlund Transformational Model illustrates the components and stages of a successful project. This is our operational template. In the following pages, you will read how the foundation's projects fit the model.

Partnerships are an essential component to the successful planting of a project. What the foundation has learned over the years, is that it is much more effective to partner with groups already on the ground than to recreate or start from scratch ourselves. To this end, MATCF partners with like-minded groups who fit the model in facilitating long-term sustainability through education, healthcare and in almost all cases, focused on empowering women and children.

Education for women, particularly around maternal health, and support through micro-finance programs is critical to community development. In the following pages you will also read about a variety of MATCF initiatives for women. One stand-out and very significant development is that I was invited to join WMM: Women Moving Millions, a Texas/NYC-based, global movement whose members commit to giving \$1 million or \$1 million over ten years to support the advancement of women and girls around the world. I attended the WMM retreat in Dallas last fall and was again struck by the power of a like-minded community to come together for positive change. Stay tuned for more details...

As always, I would like to close by thanking all of you who are committed individuals (37%), foundations (61%) and corporations and government (2%) for your generous support of volunteer time and financial contribution. Our projects take root and bear fruit because of you. I hope you will enjoy reading this summary of our year. Thank you!



Mary A. Tidlund



Donate & Volunteer

You can help by participating as a volunteer and/or donating funds to:

**The Mary A. Tidlund
Charitable Foundation**

P.O. Box 8125
Canmore, AB T1W 2T8
403.609.5563

Send us your email address if you would like to receive the Newsletter via email.
info@tidlundfoundation.com

Charitable Registration Number
87052-2687-RR0001

The Tidlund Transformational Model

The Tidlund Transformational Model Transformation in Tanzania

MATCF has been actively involved in Oldeani and the Burko area, Tanzania for the past five years, supporting local schools, holding large-scale medical clinics and educating individual women and children about their own health, as well as local medical practitioners. Following another successful medical clinic in February 2012, the foundation is confident of the long-term sustainability of its work in Oldeani and will move on to concentrate MATCF efforts in Burko.

How the Tidlund Transformational Model applies:

SEED The seed of any project is the initial request for support, and the assets the members of the community. As with many of the MATCF projects, the identification of the assets in the Oldeani area and what the Tidlund Foundation could build on, around education and healthcare came about through work the foundation was undertaking in other parts of Africa and through the NGO community there.

WATER represents the funding, materials and volunteers required for the project. As the Tanzanian projects grew in scope, so too did the funding, from a few thousand dollars to almost \$50,000 in each of the past two years for the large-scale medical clinics. The support to MATCF came through the Alberta Community Initiatives Program (CIP) and many anonymous donors.

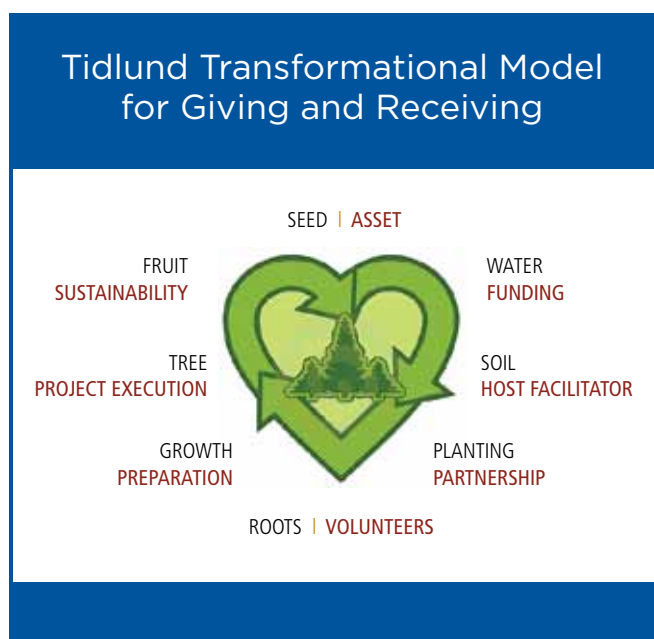
SOIL represents the host facilitators. Two organizations active in Oldeani and Burko made the projects possible: Rift Valley Children's Foundation (RVCF) directed by India Howell, with background on the needs of local children, women and delivery support; and Robin Hurt Wildlife Foundation, with on-the-ground logistics support in translation and transportation.

PLANTING a project is the phase where volunteers, staff and community partners are connected. For example, MATCF connected with the local medical community, notably Drs. Sangua, Mshala, Mwashani; and the Emmanuel Foundation of Edmonton, for the repair and preparation for transport (including loading) of a Calgary playground, and its reconstruction in Tanzania.

The logistics piece is an area where MATCF has developed unique expertise. With extensive experience in multiple jurisdictions around the world and with multiple NGO sectors as well as funders, the foundation is able to facilitate dreams – for both the donors and recipients.

ROOTS represent the criteria to deliver and sustain projects of increasing scope and complexity. In Tanzania this meant the generous donation of time and skill from: doctors, nurses, physiotherapists, optometrists, teachers, engineers, photographers and generally skilled volunteers. As the projects grew, so did the visiting team: from four Canadian individuals in 2006 to 19 in 2012, many making repeat trips; and in partnership with local doctors, nurse-practitioners, midwives, translators, transporters and administrators who are maintaining the work.

The 2012 Canadian Health team consisted of three doctors: Gulshan Lodhi from Kitchener, Ontario, Anne Darragh from Calgary, and Heather Gilley from Toronto. Nurses included: Jackie Rodvang from Consort, Alberta, Latifa Mnyusiwalla from Toronto, Nicole Entz from Okotoks, Alberta and Christine Anderson from Canmore, Alberta. Other volunteers: business women Leslie Reidlinger from High River, Alberta, and Maureen Eberts from Calgary, Mary Tidlund and university student Carlie Reidlinger. The optometrists were: Sandra Oshanyk from Canmore, , and Sheri Norris, Kathleen Murray, and Tanya Sitter all from Calgary. Other volunteers from the Children's Village included 12 translators and social workers.



More Fruitful Projects

SUN The vital sun component of a project represents the spirit of the program where people of all ages, talents, cultures, genders and beliefs learn together and empower one another.

GROWTH speaks to the personal growth of individuals through the philanthropic process and the relationships that develop

TREE represents the completion of the project. In this case, the foundation undertook five medical clinics in Oldeani and the Burko area over a period of five years. Clinics involved taking the comprehensive medical histories of more than 2,000 children, women and men, examining for general health as well as known local medical conditions, and delivering preventative healthcare clinics on dental hygiene, infection control and maternal health. The clinics also included seminars with local nurse-practitioners and midwives on sexually transmitted disease and maternal care. Involvement in the local educational programs increased the number of children staying in school from 15% to 90%.

In addition to holding a final healthcare clinic in February 2012, the foundation also facilitated the transportation and reconstruction of two, large, recycled Calgary playgrounds, one at the school in Oldeani and another at a community nearby. They have each become a focal point and gathering place in the community with literally hundreds of smiling, joyous children testing themselves, exploring and learning on brilliant new playgrounds.

FRUIT Outcomes and sustainability represent the fruit of a project. In Oldeani: a healthier population overall, more children staying in and graduating from school, enhanced community life, sustainable healthcare delivery. Mobile clinics operated by a local NGO, FAME, on a regular, monthly basis, have fewer people attending.

In Burko where MATCF initiated projects in 2010, there are six new dispensary clinics with doctor and nurses. Illnesses and malnutrition are being addressed and we will continue to build on our work with the local medical team in the Burko area in 2013.



Thanks to our Canadian volunteer team of Randy Atchison, Gwen Sterenberg, Greg Maher, Gary Nissen, Rae-Lynne Mills and Ellyse Hansen.



The 2008 MATCF recipient of the Women Caring for Women (WCW) grant, *Sahada Shaibu* (centre) graduated with first-class honours from the University of Ghana in November 2011 with a degree in Business Administration. The WCW grant is a \$5,000 scholarship awarded to a woman citizen currently living in her developing nation, who wishes to attend post-secondary studies and requires financial support. This grant was established in 2006.



A 2011 participant in the Outward Bound Sea Kayaking program run in conjunction with the Morley Reserve west of Calgary, *Darius Chiniquay* was class valedictorian at his high school graduation in 2012; pictured here with Genevieve Soler, Counsellor at Morley. We will fund ten Morley students in 2013.

The Sustainability Factor



Roy Wilson and Andre Matthews



Playgrounds for Bequia.

MATCF from Trinidad throughout the Caribbean

Touching 10,000 lives

“Andre represents the Tidlund Transformational Model,” says Mary.

“He finds the assets – places where we plant the seeds of change – identifying areas where the foundation can work together with local communities and partner NGO’s to improve lives.”

Readers of past issues of the MATCF newsletter will know of Roy Wilson and Andre Matthews. They have a decade of involvement with the foundation, with projects starting in Trinidad resulting in a ripple across the Caribbean and affecting an estimated 10,000 lives through skill building, employment or enhancement of family life.

It began in 2003, when Roy connected with Mary Tidlund to explore ways to give back to Trinidad where he had previously spent time volunteering. At that time he also connected Mary with his work protégé from Trinidad, Andre Matthews.

Working with MATCF and Rotary International, Roy and Erma Wilson initially funded health clinics in Trinidad. Andre paved the way with on-the-ground logistics. Following two successful, annual clinics, Andre and Mary explored different ways to have more impact in the region. That led to partnerships with local NGO’s to work on women’s empowerment and poverty alleviation. Roy was the initial sponsor in these new areas of focus helping to purchase equipment to set up kitchens for single mothers to learn to cook.

The rest is history. In the intervening years, MATCF has used the partnering model in Tobago, St. Vincent and the Grenadines. Andre has become the MATCF ‘Caribbean Connector’. He represents the foundation in the region, exploring and assessing new project possibilities and acting as coordinator and facilitator for projects.

“Andre represents the *Tidlund Transformational Model*,” says Mary. “He finds the assets – places where we plant the seeds of change – identifying areas where the foundation can work together with local communities and partner NGO’s to improve lives.”

As for Roy, his role in connecting Mary and Andre is the stand out memory of his association with MATCF. “Introducing Mary and Andre is quite poignant, since that introduction led to one of the foundation’s longest and most fruitful partnerships.”

The Ripple Effect...

When Mary Tidlund participated on a panel, "The Pulse of Philanthropy" at the Philanthropic Foundations Canada presentation in 2009, a member of the Calgary audience from TD Waterhouse, Philanthropic Advisory Services saw a connection. She introduced Mary to the D.C. Anderson Family Foundation who was interested in giving back. That connection was the catalyst for five new projects on the tiny island of Bequia in the Grenadines.



A wonderful collaboration of groups.

What is commonplace in parks and school grounds in Calgary is brand new and unique in many developing nations. The benefit for thousands of children is the opportunity for developmental play.

Playground Action – 2012

Bequia became the third Caribbean island to benefit from the playground-recycling program coordinated by MATCF and the Emmanuel Foundation. Three recycled and refurbished Calgary playgrounds were reconstructed in separate communities on the island, similar to programs in Tobago in 2010 and St. Vincent's in 2011.

As with previous constructions, volunteers report hundreds of wide-eyed children watching the swings, climbers and slides take shape – and then the playground coming to life with non-stop activity and happy noise. One volunteer couple from Calgary was delighted to recognize the Haysboro playground their children grew up with. What is commonplace in parks and school grounds in Calgary is brand new and unique in many developing nations. The benefit for thousands of children is the opportunity for developmental play.

MATCF has been pleased to partner with the Emmanuel Foundation to make the projects happen – taking care of shipping logistics and coordinating volunteers on the ground. MATCF's Caribbean coordinator Andre Matthews was on site. The Bequia build was a collaboration of a number of additional groups: Bequia Mission, Rotary Club of Bequia, Action Bequia and Calgary volunteers with funding support from the D.C. Anderson Family Foundation and Roy and Erna Wilson.

Sugarmill International Academy

The foundation has set up a scholarship program to promote the education of children from low-income families in Bequia, at select educational institutions in the Caribbean including Sugar Mill International Academy in St. Vincent. The scholarship covers expenses at the school and is designed to facilitate completion of the school program.

Successful scholarship candidates are chosen by the school and MATCF. One scholarship has been issued to date for a student at Sugar Mill International Academy. The program can support up to five additional students.

Sunshine School

The foundation has also given some needed funds to the Sunshine School for children with special needs, supporting teachers' salaries for two years. Sunshine School has operated successfully on Bequia for the past 29 years but was in want of 'breathing' room to undertake some reorganization and develop a new fundraising strategy moving forward.

Growth in Remote Communities



Transforming lives through partnerships – for single-parent families living in impoverished conditions in remote highlands, and left to support the family, rebuilding after devastating floods...

Growth in Remote Communities

High in the Andes

MATCF reached new heights in November 2011, by traveling to 4,000+ meters altitude to the Sacred Valley in Peru's Andes. There, the foundation worked with local partner, DESEA, to participate in a health campaign covering five communities in a two-week period.

Life is particularly hard for the highland women. It is cold. They have no clean water or electricity; and have had almost no maternal healthcare. DESEA has delivered comprehensive community healthcare programs and household-water treatment initiatives in the area over the past few years and continues to have a positive impact on the health of the local community.

A significant accomplishment is the training of local, illiterate women as health workers or 'qhalis'; and establishing and supplying first-aid treatment clinics. The qhalis are able to use picture books to teach about maternal health. As a result, more women are having their babies in the clinics and there has been a drop in infant mortality.

In support of these initiatives, a small volunteer team from MATCF, including Mary Tidlund, Dr. Violet Shadd, and nurses Nicole Entz, Christine Anderson went equipped with medical supplies to operate a clinic that cared for more 200 community members, providing pap tests, results, and treatment to 40 women and treating local ailments. The work continued with small workshops for the qhalis given by DESEA nurses and dental hygiene classes given at local schools.

A further collaboration between DESEA and Calgary-based CAWST resulted in the design and development of new water filters suitable for high altitude. They were installed in each community.

MATCF returns to the Sacred Valley in October 2012. Visit our website for a video of the 2011 trip to the Sacred Valley (featuring Andean music from friends Wiñay Taki Allyu):

<http://vimeo.com/39268530>



Women Farming for Independence in Ecuador

Following on the Peru trip, MATCF traveled to the Riobamba area of Ecuador in November 2011, to work on an agricultural initiative with partners Groundswell and EkoRural.

EkoRural has implemented a program in Ecuador that empowers women to become self-sufficient by generating income through farming organic produce and selling it to consumers in urban markets. Using this approach, since 2009 EkoRural has helped some 10,000 farmers in Ecuador's northern and central highlands to improve their lives. Many women are operating farms independently, using EkoRural as a resource.

In an area where women are often abandoned by their husbands, this type of economic independence can lead to a better life.

MATCF supports the project through funding and was able to travel to rural areas where EkoRural is training women in agricultural practices that focus on bringing back the use of ancient high-quality grains, potatoes, corn, lima beans and numerous vegetables. All crops are grown without chemicals. The foundation also visited an urban market to help local producers weigh and prepare the food for the urban buyers.

Groundswell is an international organization that works with local partners, in this case EkoRural, to enable hundreds of community members to improve their lives by strengthening local food systems.

Blossoming...

The foundation is also proud to sponsor Veronica Vargas, a student attending her last year in medical school in Riobamba. By providing her with an education, partial living expenses and medical supplies, Veronica can empower others in her community once she graduates.

Women's Conference in the Highlands of Pakistan

A group of 80 women representing 30 communities from across the Hunza Valley, a remote area high in the mountains of Northern Pakistan, came together for the first-ever Gojal Women's conference in July 2011. The event gave older and younger women the opportunity to share their perspectives about how increased access to higher education and information through digital media is changing attitudes and behaviours.

Women also reflected on the role of the Women's Councils in the development process and what is needed to strengthen these institutions. Their communities are still recovering from the devastating floods that hit Pakistan in 2011. Women know they play a key role in restoration and continued development.

What is particularly significant was the commitment to the conference. It is not easy for these women to be away from their homes for an extended period as they bear the primary responsibility for the household and livestock; and had to make arrangements for female relatives to cover their duties while they were away.

MATCF supports this initiative of Four Worlds, a Cochrane, Alberta-based organization that supports community development initiatives aimed at improving agricultural practices and promoting micro-financing arrangements for women. There are plans for future conferences.

Blossoming Projects

More Pink and More Green!

The Tidlund Foundation is proud to continue its partnership with the Pink & Green Ribbon campaign based in Canmore, Alberta. Now in its seventh year, this awareness initiative focuses on breast cancer prevention and the link between the environment and women's health. It is supported by the annual Rocky Mountain Soap Company Women's Run/Walk, in Canmore. The 2012 event took place on May 12-13, selling out with over 2,000 women participate and raising more than \$10,000. As a new initiative, Pink and Green Ribbon awarded two \$1000 scholarships for videos that help spread the message. The first recipients: Shelley Clouthier for her video on "Healthy Breast Education with a Focus on Prevention" and Amanda Espinoza for her video on the "Connection Between Environmental Health and Women's Health". www.pinkandgreenribbon.com

Women Moving Millions

As mentioned in Mary's letter on the front cover, MATCF is proud to have become a member of Women Moving Millions (WMM), a global community of women who have made gifts of \$1 million or more to organizations or initiatives that support the advancement of women and girls around the world.

WMM is a philanthropic movement galvanized by the belief that communities everywhere benefit from investing in women and girls, and is activated by a growing and diverse body of research that the full economic, social and political empowerment of women and girls leads to healthier families, communities, institutions and nations.

For more information please visit www.womenmovingmillions.org



Join us for our 2nd Annual Global Compassion Cup Golf Classic

Thursday, August 23, 2012
Canmore Golf and Curling Club

*A fun-filled day in the Rockies to raise
awareness and funds. All skill levels welcome!*

Planting Seeds...

Canadian Association of Gift Planners

Mary spoke at the Canadian Association of Gift Planners (CAGP) conference which took place in Victoria, BC from April 18-20. Her speech focused on the ways charities can engage women in philanthropy.

Cincinnati conversation on community

As a continuing ripple from the Dalai Lama conference held in Vancouver in 2009, Mary continues to be connected to a group of like-minded individuals who meet to share ideas. Mary participated with the group in Cincinnati, Ohio in May, in an exciting dialogue on 'Community Building' discussing ways to empower people to work together and operate as a community.

"What crystallized for me was another aspect of our transformational model, thinking of people in communities as the assets. The role of foundations and NGO's is to support."

Canadian Association of Petroleum Landmen Annual Conference

Mary will be speaking at the 34th annual conference of the Canadian Association of Petroleum Landmen (CAPL) in Vancouver this coming September. It's a return to roots of sorts, as Mary began her career as a petroleum landman. Her session title is 'From Prairie Oil into Global Philanthropy'. She will talk about what knowledge and experience she carries over from her early career to her current life in philanthropy.

Ralph R. Gregory Memorial Foundation

MATCF has supported the Ralph R. Gregory Memorial Foundation (Canada) in its medical research and education on the NUCCA form of chiropractic care. NUCCA was developed by Dr. Gregory to focus on correcting a small misalignment of the neck and thereby restore balance to the spinal column. The Ralph R. Gregory Memorial Foundation is currently conducting a study on NUCCA in Calgary.

The Vital Flow of Funds...

**Thank you to all the individuals, families, foundations,
corporations for your generous support of volunteer time
and financial contribution.**

"One of the regular outcomes we see is that once women engage in a project, they continue to reach out and want to do more. This is part of the transformational model."

www.tidlundfoundation.com