

## A Letter to the Community

As the Mary A. Tidlund Charitable Foundation (MATCF) approaches its 15th anniversary in October 2013, the organization is breaking through to a new level – **MATCF 2.0.**

For the second year in a row, MATCF has successfully raised \$1 million. That achievement, combined with systems we have developed through years of on-the-ground project-delivery and learning, has given us the stability and confidence to take the next step to grow the organization.

As I look back over the past 15 years I am both proud and humbled. We have grown slowly and steadily in an environment made rich with work that has deeply touched so many people – both the receivers and the givers. MATCF started with one project in 1998. Today, with over 75 separate projects in 24 countries, the organization has had direct impact on 86,000 lives and indirect impact on more than a million. We have achieved this with two staff members and a corps of committed board members, volunteers and donors.

Over 15 years, 1300 volunteers have contributed more than 646,000 volunteer hours. Thank you to all our volunteers, many of you who return year after year to contribute time, talent and financial assistance – often doing backbreaking work in hardship conditions. We could not do this without you.

MATCF started with an idea to use business- and entrepreneurial skills to facilitate philanthropic dreams. Over the years we have provided the organizational structure to make individuals' ideas-for-giving-back, a reality. We have coached fledgling organizations to help them to grow. And more and more, we have

partnered with other organizations to extend our reach. Our direction over the years has been the result of connections and ripple effects.

All that we do is heart-driven. As our work and the organization evolved, we developed the Tidlund Transformational Model (graphically represented as a tree within a heart) which incorporates MATCF values and is based on working with receiving communities to meet their identified needs, utilize their capacity and ultimately lead to self-sustaining initiatives.

Our combined experiences to date have led us to MATCF 2.0.

The transformational model and facilitation of individuals' dreams will continue to be at the heart of MATCF as it was this past year. As you will read in the next few pages, we embarked on new projects in 2012-13. We transplanted successful initiatives to new locations. We expanded project-scope within locales. With a number of projects, we crossed the threshold to self-sustainability. We made many, incredible new friends along the way. We danced to African beats and sang songs high in the Andes. We improved conditions and were better for it.

Thank you all for another year that made a difference.



Mary A. Tidlund

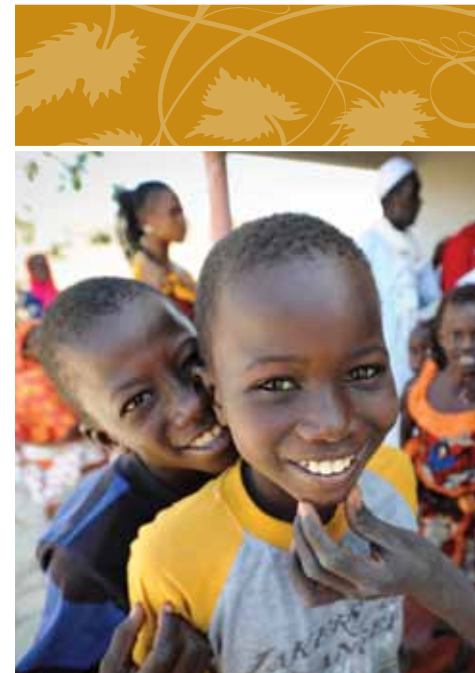


Photo credit: Jo-Anne McArthur

## 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](mailto:info@tidlundfoundation.com)

Charitable Registration Number  
87052-2687-RR0001

## 2.0 TOWARDS SUSTAINABILITY



Photos left to right:

Stoney Nakoda First Nations high school students participating in an Outward Bound experience.

Contributing writers to *The Shoe Project*. Photo credit: Mahveer Javet

## Canada

### Nakoda Outdoor Wilderness Experience (NOWE) ~ Canmore, AB

MATCF expanded its project with Outward Bound Canada, which uses outdoor education to help Stoney Nakoda First Nations high school students stay in school and achieve their potential. In addition to outdoor learning experiences, the students are also committed to year-long service work.

The leadership programs give the kids a legitimate chance to develop their strengths and talents. Some of these young people struggle with poverty, addiction, social and mental health issues that have caused violence, suicides and premature deaths. Outdoor leadership opportunities greatly improve their chances of finishing high school with good grades and embracing life's challenges with optimism and strength.

The program expanded from two to ten students this past year. Sign of success: the participants are motivated not only for themselves, but routinely bring their parents to meetings.

### The Shoe Project ~ Toronto, ON

MATCF supported the Shoe Project, which portrays the stories of immigrant women and the 'shoes that brought them into Canada.' Co-created by Canadian author Katherine Govier and senior curator of the Bata Shoe Museum, Elizabeth Semmelhack, the project included writing workshops to encourage the women in honing their English skills and self-esteem. Their stories and the shoes they wore into Canada were displayed at the museum. The underlying idea was to educate other Canadians about the journeys in emigrating.

### Ralph R. Gregory Memorial Foundation ~ Calgary, AB

MATCF has supported the Ralph R. Gregory Memorial Foundation (Canada), established in Calgary, to support patients, doctors, students and the general public with upper-cervical research, education and public awareness. The group is now well on its way to achieving CRA charitable status.

### Pink and Green Ribbon ~ Canmore, AB

For the past five years MATCF has coached and supported the Pink and Green Ribbon initiative in its efforts to promote awareness of the link between breast and environmental health. In 2013, the group's signature fundraising and awareness event, the Rocky Mountain Soap Company run was another sell-out success; combined initiatives reached more than 12,000 women. Going forward, Pink and Green will align itself with Rethink Breast Cancer to combine strengths in reaching their target market.



## 2.0 EXPANDING CAPABILITY

*Photos left to right:*

*Race afterglow of Rocky Mountain Soap Company run participants ... a great day supporting Pink and Green Ribbon.*

*Rose (Mom) and Rhea Simmons in Bequia.*

# Caribbean

## Action in Bequia

In 2012, Bequia became the third Caribbean island to benefit from a recycled Calgary playground through the collaboration of MATCF and Edmonton-based Emmanuel Foundation. In 2013, Emmanuel applied its 'recycle' approach to hospital equipment, and with assistance from MATCF, shipped a container with equipment no longer needed in Alberta – 12 hospital beds, equipment, linens and dressings – to the tiny island.

Through a collaboration of Action Bequia and the World Paediatric Project, MATCF also assisted with facilitating a compassionate surgery for brother and sister, Conroy and Rosita, who travelled with their grandmother from Bequia to Virginia for corrective eye surgery.

On the education front, MATCF expanded programs in Bequia over the past year, supporting individual students at The Learning Centre which is dedicated to helping any child reach his or her potential within the Grenadine School system, and the Sugar Mill Academy in neighbouring St. Vincent; as well as teacher salaries at Bequia's Sunshine Academy for children with developmental disabilities.

Rhea travels via ferry from Bequia to St. Vincent each day to attend the Sugar Mill International Academy, a K-6 school for talented students. MATCF has supported her tuition and educational supplies for the past two years. Depending on exam results in sixth grade, students may have the opportunity to go off-island to further their education at a school on the mainland.

Since first-grader Brianna started participating in three, supplemental classes a week at The Learning Centre (TLC), her marks have gone from 63 to 81 percent and her class standing from 16 to 10. Staffed by volunteer teachers, TLC gives students a boost to better prepare them for scholarships to better schools.

## Education in Grenada

The foundation also continued to work with Grenada Community Development Agency (GRENCODA), a group committed to providing support to rural individuals, families and communities to improve their quality of life. MATCF has committed to contributing \$15,000 over three years (2012-2014) to provide support for the education of underprivileged children, including books, uniforms and transportation.



## 2.0 EXPANDING RESEARCH



## Peru

MATCF has worked with DESEA for three years, participating in and funding their health and water programs. The 2012 medical trip saw 300 patients, the majority women and children.

The MATCF team consisted of Nicole Entz, nurse practitioner, board member, medical trip coordinator from High River, Alberta; Violet Shadd, doctor, past board member from Kitchener, Ontario; Christine Anderson, nurse from Canmore, Alberta and Mary Tidlund. They participated with DESEA remote and under-served and diarrheal diseases, many of which are caused by contaminated water supplies. The people who live in this remote and under served province suffer from gastrointestinal, parasitic and diarrhea-related diseases, much of it due to water supply. There are also high rates of maternal, infant and under-five mortality in the area.

DESEA has helped more than 2,000 people in four communities with health clinics, training of Qhalis (local health care practitioners), and provision of water filtration infrastructure, including high-altitude adaptations for the CAWST bio-sand filter. The emphasis on education and training of local health care workers combined with culturally-appropriate solutions has improved health outcomes, particularly in maternal and child health. Increased awareness of water filtration and hygiene/sanitation education for households and schools has had an immediate impact on the health of children and their families.

*Photos top to bottom:*

*A volunteer teaches children proper dental hygiene before distributing toothbrushes.*

*The Canadian and Peruvian medical teams, Peru 2012.*

*Faces of Peru.*



*Photos left to right: Farmers display their crops in Ecuador. "Quick Win" entrepreneurs use grants to establish stores in Pakistan.*

Partnerships with grassroots organizations have allowed MATCF to more effectively focus energy to be able to reach more individuals.

## Ecuador

**MATCF partnership with Groundswell and Ekorural continues to flourish.**

MATCF has been working with Groudswell and Ekorural to improve food production in the highlands of Ecuador since December 2010, to build stronger, community-managed agriculture.

In rural communities, families are generating new income as a result of improved agricultural practices and strengthened linkages between the farms and the urban markets. Work is being done to reduce risk through crop diversification, with experimenting to determine the high altitude potential of various new seed and crop types. With better business in mind, the program promotes self-sustainability through revolving credit mechanisms and start-up funding. There is also research to understand the impact of culture, including gender roles, on the success of agriculture in the region. Most of the farm work is carried out by women.

## Pakistan

**MATCF has supported Four Worlds Centre for Learning Development and local NGO HiMAT Grassroots Development Foundation in aiding communities in the Hunza Valley.**

Located in Northern Pakistan near the Kashmir and China borders, the Hunza Valley was ravaged by floods in 2010. MATCF helps fund the work of the Four Worlds Center for Learning Development. Four Worlds plans communities, coaches leaders and trains entrepreneurs who take their new knowledge to 1,000 locals. The organization also provides "quick-win" seed-project grants and ongoing technical support to give hands-on experience to small groups of men, youth, and women, as they undertake work on social and economic improvement.



## 2.0

# DUPLICATING SUCCESS

### Tanzanian Volunteers

**Medical trip**

**coordinator:** Nicole Entz, nurse practitioner, board member, High River, AB

**Doctors:** Violet Shadd, past board member, Kitchener, ON  
Gulshan Lodhi, board member, Waterloo, ON  
Heather Gilley, Toronto, ON  
Andrea Hull, Calgary, AB

**Nurses:** Lee Ringer, Toronto, ON  
Christine Anderson, Canmore, AB  
Rita Bonneville, Rockland, ON  
Latifa Mnyusiwalli, Toronto, ON

**Optometrists:** Marae Blume, Three Hills, AB  
Sherri Norris, Calgary, AB  
Rina Singh, Edmonton, AB  
Salina Wazir, Edmonton, AB

**Support:** Leslie Reidlinger, Okotoks, AB  
Laura Lynes, Canmore, AB  
Robyn Blair, Calgary, AB  
Mary Tidlund

### Senegal Volunteers

**Medical trip**

**coordinator:** Nicole Entz, nurse practitioner, board member, High River, AB

**Doctors:** Violet Shadd, past board member, Kitchener, ON  
Gulshan Lodhi, board member, Waterloo, ON

**Nurses:** Christine Anderson, Canmore, AB  
Rita Bonneville, Rockland, ON  
Latifa Mnyusiwalli, Toronto, ON

**Support:** Leslie Reidlinger, Okotoks, AB  
Jo-Anne McArthur, Toronto, ON  
Mary Tidlund

*Photo: Volunteer Leslie helps a patient in Senegal try a pair of specs on for size.*

## From Tanzania to Senegal

2013 marked MATCF's fifth year in Tanzania, and its second year of holding health clinics for residents and workshops for village health workers in the Burko area. In partnership with the Robin Hurt Wildlife Foundation, and the Monduli hospital, a volunteer team of 17 Canadians spent two weeks in March working alongside Dr. Sungura and medical staff from the Monduli Hospital in Burko.

The team spent long days checking eyesight, dental hygiene and general health as well as dealing with ongoing bone and muscle ailments. After five years of working with the Rift Valley Children's Village, the MATCF team could see a measurable improvement in the health of women and children in the Oldeani area, a positive impact which is partially due to better health education. At the conclusion of the trip Mary Tidlund said it gave her great satisfaction that the state of healthcare has reached the self-sustaining mark in Oldeani and that she had hopes to build capacity in the Burko area with Robin Hurt and the Monduli Hospital.

Saying farewell to Tanzania, nine of the volunteers had a scant three days' rest and moved across the continent to Senegal in West Africa to take the Tidlund Transformational model to rural and urban communities there. Working in partnership with NGO Tostan, the team held free medical consultations in six different communities, seeing close to 500 people over two weeks. The scale and efficiency of the program was made possible by MATCF's transferable knowledge and systems and working with Tostan's great organized staff and volunteers.

Each day the nurses registered patients, recorded their medical concerns and history, and made a basic health assessment. The doctors would then sit with each patient to consult on their main health concern and give a medical exam. No one was left unattended. The team also worked in the Thies women's prison.

Most who came to the clinics lacked regular medical care due to prohibitive cost. Their most common problems were ear, eye and respiratory ailments. Hypertension was identified as a chronic problem, one the team plans to deal with in workshops on a return trip.



## Two New Playgrounds in Gulu, Uganda

Duplicating similar projects in the Caribbean and Tanzania, MATCF will travel to the Gulu district in northern Uganda to assemble playgrounds at two schools in the summer of 2013. The foundation will work with Canadian and Ugandan volunteers with the Ssubi and Emmanuel foundations. More than 200 families will benefit from the playgrounds.

The playground project follows several years of MATCF funding support for Ssubi's efforts to restore normal life to the Gulu district, which has been ravaged by 20 years of civil war. Literally meaning "hope", Ssubi was founded by a Ugandan who was transplanted to Calgary and two Canadian women. The foundation works to provide poverty relief and school support to underprivileged children, school supplies, scholarships, teacher support and micro-financing that enables local families. Edmonton-based Emmanuel Foundation has partnered with MATCF on multiple projects.

*Photo right: The container of playground equipment and school supplies is unloaded and stored awaiting volunteers in the summer.*



## 2.0 TOWARDS SUSTAINABILITY

### A Clinic-raising in Cape Three Points, Ghana

For the past three years, the MATCF newsletter has chronicled the initiation and progress of the health clinic and sanitation project in Cape Three Points, a village of 900 on the Ghana coast. Prior to the project, living in the village was challenging since there was no power, running water, sanitation system, or health facility. Saskatoon nurse Sheila Conacher, in partnership with local organization Funtunfuneeefu, spearheaded the project while engaging the entire community in the planning and construction processes. MATCF helped with funding.

As of 2013, clinic construction is complete. The government will take over the facility and staff it with a doctor and nurse.



### Project Midabindi - Empowerment Through Education

For the past four years, members of the Ontario-based North Buxton Community Church have been travelling to Midabindi in Tanzania's Rift Valley to support the community of 300 with school supplies, tutoring and the refurbishing of the local school. MATCF has supported the group's efforts via financial contribution. Classroom construction was completed in March. Next goals are to supply computer equipment and training, and to link Midabindi children with computer "penpals" in Chatham, Ontario.



## Foundation Profile

Over the past year, Mary Tidlund expanded her role with Women Moving Millions and is now on the executive committee. A global community with members in eight countries, Women Moving Millions currently has 180 members, each of whom has made gifts or pledges of one million dollars or more to organizations or initiatives that promote the advancement and empowerment of women and girls. To date the community has mobilized more than \$260 million.

Women Moving Millions is founded in the belief that women and girls are the single best investment towards creating healthy societies, economic growth and global stabilization. It maintains a resource database of reports on all aspects of women in leadership and fosters development and shared learning amongst its members. Mary brings her knowledge and experience in hands-on program work to the community.

[www.womenmovingmillions.org](http://www.womenmovingmillions.org)

### Talking to Landmen

A talk to the Canadian Association of Petroleum Landmen in September 2012 prompted their American counterparts to invite Mary to present to their organization. Mary travels to Washington DC to tell her story of how she applied the skills of being a "landman" to philanthropy.

### High Honours

Mary has been nominated for the Ernst & Young Entrepreneur of the Year Award in the social entrepreneurship category. Award recipients will be announced in October 2013.



## Join us for our 3rd Annual Global Compassion Cup Golf Classic

Thursday, August 22, 2013

Canmore Golf and Curling Club

All skill levels welcome for a fun-filled day.

*All funds raised will be used to fund new and ongoing programs in Peru, Africa, Ecuador the Caribbean and Canada.*

## Thank You

With deep gratitude, MATCF thanks all the individuals and organizations that contributed time, talent and funding to our initiatives over the past year, and all the other donors and sponsors who have supported the Foundation over the years:

Roy & Erma Wilson  
DC Anderson Family Foundation  
Arthur J.E. Child Foundation  
Gary Nissen  
The Calgary Foundation  
The Edmonton Community Foundation  
Dunfield Family Fund  
Harold Simmons Foundation  
Lotte & John Hecht Memorial Foundation  
Alberta Culture: Community Initiative Program  
Rotary Club of South Calgary  
Beverly Buckwald  
Sarita Kenedy East Foundation Inc.  
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Sunstar Butler  
Linked Charity Canada Inc.  
Deborah A. Heap  
Robert & Myrtle Conacher  
Canadian Vision Care

### We couldn't do it without you

A final word of thanks to our dedicated administrator Marvie Payne who always goes above and beyond. And to Nicole Entz for her incomparable organizing of volunteers for MATCF medical trips.

[www.tidlundfoundation.com](http://www.tidlundfoundation.com)