



IODE CANADA *EXPRESS NEWS*

IODE AWARENESS WEEK 01 to 07 OCTOBER 2022

The IODE AWARENESS WEEK will have as a theme, **SERVICE TO OTHERS**. This theme reflects the commitment made by Princess Elizabeth, on the occasion of her 21st birthday to devote her life to the service of the peoples of the Commonwealth. In the year of her Platinum Jubilee, on 14 March 2022, The Queen renewed her lifetime promise of devoting her life to service.

IODE is dedicated to enhancing the quality of life for individuals, through education support, community service and citizenship programs. IODE chapters and members can celebrate their service to community and honour The Queen during her Platinum Jubilee year by designing a project that **SERVES THE COMMUNITY** and commemorates The Queen's 70 Years of Service, such as:

- **Commemorative Book Plates** are available for any book donated from IODE
Share a Story ... Bring a Book, Violet Downey Books, Chapters donating books locally
- **Donate "70"** of anything to a local agency, school, group such as socks, books, mugs, diapers, tinned goods, blankets, good grooming bags...
- **Make a "7" donation** – 7, 14, 21 ... \$700 bursary
- **Plant a native tree(s)**

The **National Advisory Committee** has suggested ways that IODE chapters can celebrate during The Queen's Platinum Jubilee year and during IODE AWARENESS WEEK.

Drive by Drive – set up in a member's driveway and garage and drive by to drop off needed items for a local organization with the idea of collecting SEVENTY of something. Visit and socialize with members as they arrive. Serve coffee and a goody. Be visible. Let neighbours know that IODE is collecting for a local group in need.

Highlight something that is the CURRENT focus or initiative in the Chapter. This does not need to be an "add on" or a grand gesture! Use the week as an opportunity to **"Sharpen the focus"** on what you are already doing to serve the community.

Contact local politicians to designate the week as "IODE Week".

Write up 7 things the Chapter has done in the last 12 months and post on social media – one a day!

Create 7 statements, distribute them to chapter members, have individual members post them on their own social media accounts – one each day of the week.

TALK about what you do!

Use a local commercial kitchen to make "70" of something to donate to a local agency. e.g. Soup kitchen, food bank, shelter, drop in centre

Put together 7, 14, 21 ... 70 Baskets, personal property bags, good grooming bags, items of clothing ... to support a refugee group.

Gather 7, 14, 21 ... 70 children's books and donate to a library. Chair Natalie Denesovych will be collecting the ways that Chapters celebrate and compiling the initiatives into an IODE Canada News Release.

IODE AWARENESS WEEK is an opportunity to celebrate, the wonderful things that you are doing NOW and how you are helping your community. It is NOT necessary to plan a big new project or celebration. It is a confirmation that your mandate is to serve the needs of individuals in Canada.

One of the best ways to attract members and donations to an organization is to share stories about the work accomplished, the people who do the work, and the fun they are having. **IODE AWARENESS WEEK** provides an opportunity to tell your story.



Founded in 1900, IODE Canada is a national women's charitable organization dedicated to enhancing the quality of life for individuals through education support, community services and citizenship programs. For more information about our organization and charitable work, please visit our website.

www.IODE.ca



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