



IODE Canada *Express News*

Founder's Day Message 2024 *Every Member Counts*

Throughout the 124 years of IODE's existence, it has been the members who made the work of the organization possible. Over the last 50 years, IODE women may have been too involved in IODE work to give enough attention to maintaining IODE membership numbers. The membership initiative for 2024 challenges members to invite new people to participate in IODE; enough of them to maintain IODE membership at 2023 levels. Not only can people be invited to chapter events and meetings; but provincial chapters can develop on-line chapters to help people, in areas where there are no chapters, try the IODE experience. On this foundation, new chapters can be formed. Some communities will have a group of people with a specific project, in tune with the IODE mission statement. By supporting that group, it is possible to form a new chapter around the project.

IODE Founder, Margaret Polson Murray, didn't have technology with which to communicate. She wrote hundreds of letters to community leaders and other prominent people. Only one of those letters initially led to action, the letter to the Mayor of Fredericton, New Brunswick. The lesson in Mrs. Murray's experience is that IODE members can ask people about joining and not receive a positive response and still, eventually, someone will say yes. Consider the amazing organization that arose from the one positive response in 1900 and the millions of dollars of support to communities over the next 124 years. And... the millions of hours of caring support to community members as IODE evolved from its Victorian roots to the modern organization that exists today.

Our Founder didn't have a product to sell, all she had was vision. Today, we have 124 years of accomplishments and positive experience from working together toward our purpose. As society has changed, IODE has changed but the focus on helping those in need continues. Modern social action requires attention to the needs identified by our clients: ask, listen, act. Cooperatively working with both clients and agencies that support those clients not only improves the delivery of IODE programs it opens opportunities to invite these people, with common interests, to join with us in IODE and enjoy the support and camaraderie of service together.

To ensure that IODE survives to serve Canadians for another 124 years, we need to share the IODE experience and invite people to join us in our work.

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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