

## An Extraordinary Year!

*"The Foundation continues to benefit from the generous support of individuals, families, foundations and corporations through their time, talent and financial assistance. We couldn't do it without you."*

This past year was an unusual one in the life of the Mary A. Tidlund Charitable Foundation – unusual in a good way. Actually, it was extraordinary!

I studied for four and a half months at the world-renowned Development Leadership program at The Coady International Institute, St. Francis Xavier University. You can read more about my experience on pages 2 and 3, but in a nutshell, it was an incredible opportunity to learn with and from 53, on-the-ground development workers representing diverse cultures from all over the world, and to really focus the vision of our Foundation.

My learning at the Coady Institute was profound and will have a positive and significant impact on the Foundation. I came away with a clear idea of what makes a successful, sustainable development project: building from within and educating for long-term success. With 13 years and many projects behind us at MATCF, it was validating to know that we are doing so many things that have a supportive or positive impact! Of course this has been a learning process over the years but we call all be justifiably pleased with the projects we have undertaken and supported.

Intuitively MATCF has worked toward local engagement, education and long-term sustainability. When I focus that lens on the projects of the past year, I can say that we are achieving our goals.

For example, in February and March of this year, we undertook our largest-scale medical trip to date in Tanzania. Part of that project included engaging and educating local health care workers. As we have been returning to

Tanzania for several years, we are also able to see the long-term benefits of better health care, nutrition and education – and cultural shifts.

In a true example of a community-driven project, the Foundation continues to support the 'Common Belly' project launched in Cape Three Points, Ghana last year. At every step of the way, this project has been based on community input and active engagement.

The Foundation continues to support and help launch partners such as the Pink and Green Ribbon Campaign. We have also embraced new partners in Peru, Pakistan and Ecuador. Old and new, all our project partners are clear about their sustainability focus and congruent with MATCF.

I had the honour of speaking to women's groups in a number of cities in Canada and on a panel discussing maternal Health with Global Exchange featuring *No Woman No Cry* by Christy Turlington as well as in The Netherlands over the past year. As this role has grown for me, I have seen a growing, universal connection, and again, learned from new perspectives for which I am grateful.

The Foundation continues to benefit from the generous support of individuals, families, foundations and corporations through their time, talent and financial assistance. We couldn't do it without you. Thank you!

Finally, if I could sum up our thirteenth year in a catchphrase, I would say it was one of clarity and context, and focusing the vision.

Yours,

Mary 



## 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

# Focusing the Vision with Clarity and Context



"... sustainable improvement comes about through education and group action; and building community-capacity is about building from within. This is how MATCF has been functioning intuitively; now it will become the lens through which all potential projects are viewed."



*The following is a conversation with Mary Tidlund about the unique program she attended last year at the Coady International Institute, for a 4 1/2 month diploma program in Development Leadership, from August to December 2010 – made possible through a generous grant. The Coady International Institute was established at St. Francis Xavier University in Antigonish, Nova Scotia in 1959, named for Reverend Dr. Moses Coady who championed economic and social justice in Eastern Canada in the mid-20th century. Dr. Coady was the prime force in what has come to be known as the 'Antigonish Movement,' which encouraged poor fishermen, farmers and miners to form cooperatives to ensure more local economic benefit. In 1939, Coady published a book called Masters of Their Own Destiny in which he describes how the rural people of northeast Nova Scotia were "using what they have to create what they have not". What he was promoting was citizen-led development that puts local citizens in the central role of the development process and utilizes their skills, capacities, savings and social capital to build local economies. In today's world, this is known Asset-Based Community Development (ABCD). It is an approach to development work that is at the core of the Coady International Institute's programs; and which resonates with the Mary A. Tidlund Charitable Foundation (MATCF).*

### **What led you to the Coady International Institute?**

I'm a big believer in life-long education. You can always learn. The Coady Institute attracted me because it is renowned for its programs in transformational leadership and attracts people from all over the world who are on the ground, doing development work. My cohort had people from 17 different countries, which made for a fabulous mix of people and opinions. Our time together reinforced the fact that we have a universal connection. You can imagine with such a diverse group and experiences, that it was invaluable to learning what is effective and what isn't in terms of development work. I came away with a broader base of knowledge of how to work with both men and women of different cultures.

### **How would you describe the experience?**

I can tell you, it was an intense, educational roller coaster. My experience at the institute was life-changing. It re-energized and motivated me in so many ways – helping me grasp development concepts at a deeper level and to come away with more clarity about the sustainability of projects, the vision of the foundation, and a more defined context for our projects. The fundamental principles of Dr. Coady's work and Asset-Based Community Development are that sustainable improvement comes about through education and group action; and that building community-capacity is about building from within. This is how MATCF has been functioning intuitively; now it will become the lens through which all potential projects are viewed.

The experience was humbling too. We can't say that we have all the answers, but that universal connection and insight on diverse cultural values certainly helps to give context. There is no band aid. When a community needs help it's never just one issue. It's a combination of health, economy, political system and the global economy. And we need to look at it all. It is far more empowering to look at the whole picture.

### **What does Asset-Based Community Development mean to you?**

ABCD is about getting a community to come up with what they want or need for local improvement to health, commerce, education, and

so on; and using the local skills and support (assets) that community members can bring to an initiative. And this is regardless of their education: a key outcome of ABCD is building confidence and self-esteem by valuing and validating what everyone in the community has to offer. It's about empowering people with their own skills. Once the community identifies their wants, a development team can help move the project along by outlining and facilitating the steps that need to be taken to make it happen. That's a process that rings true with me. When a local community is vested in a project it improves the odds of success and long-term sustainability.

### **What impact will your time and learning at the Coady International Institute have on MATCF?**

For me, it all boils down to clarity and context. We hear a lot about 'sustainability' these days but often the meaning is vague. I am really clear on what sustainability means in terms of the development work that we do – and that is facilitating long-term, positive outcomes in partnership with local communities and according to their identified needs. And this clarity will become a guiding principle on the choices we make around what to support. The ABCD fundamentals give us context for programming. It is a very respectful and honouring approach. Ultimately when MATCF participates in a project, we want to have a positive, ongoing ripple effect.

### **Does this mean that MATCF will look at potential projects through a different lens?**

I wouldn't say a different lens – but a sharper focus. In addition to asset-based community development, the Coady Institute also had us examine communications, gender/power issues and our own impact by virtue of the lens that we do look through – the resulting impact it has on our own abilities and the people with whom we engage. It was a very comprehensive, eye-opening program. We also looked at the role of businesses and corporations and their social responsibility. This is definitely an area we would like to grow in influence and given our past work, we are well positioned to do so.

As I said earlier, I am excited, inspired and highly motivated to incorporate this new learning into the Foundation's work.

# Focusing on Community Involvement



The beginnings of the medical centre.



Excitement at the Barrouallie project.



Locals working at the Georgetown playground.

## Common Belly a.k.a. Funtunfuneeфу Cape Three Points, Ghana

*Last year we told you about the start of this co-operative health post and sanitation project, initiated by Sheila Conacher. The underlying approach to the project is self-determination by the local community, which has meant local surveys, meetings and the establishment of the 'Funtunfuneeфу' organization to ensure local stewardship and sustainability. The medical centre is almost completed. Mary reports on a visit to the community just prior to completion of phase one.*

### **How many people does it take to build a medical centre? A whole village ...**

"We have met with various people in the village, including the Chief and Clan Father and as we pass through the village everyone is happy to tell us how grateful they are that a health post is being built here. Recent photos show how far the building has come and with the recent funds sent, they are hopeful that the basic building will be very close to completion. So far the work has been completed with a combination of community labour, masons and carpenters; the football teams have contributed a lot of volunteer time as well. I have not heard any negative comments at all. We were able to bring some soccer jerseys and equipment for the teams and the banner was made in the village. I have spent time with the midwife in nearby village and she has provided a lot of helpful information as to how best to administer the health post upon completion. She is also very impressed with the progress made so far."

3,000 people will benefit from the Common Belly.

## Playing it Forward Barrouallie and Georgetown, St. Vincent

The successful completion of playgrounds in Tobago by MATCF volunteers last year showed us how excited a community can get over working and playing together. This year MATCF supported playground projects in St. Vincent – but rather than sending a large group of volunteers to do the building, the projects were completed mainly by local communities, with some technical assistance from Canada's Emmanuel Foundation and local hosting through the St. Vincent Fund (SIF) and its staff.

The playground initiative is coordinated by the Emmanuel Foundation (Canada), which sources no-longer-in-use (recycled) public playground equipment for re-assembly through the Calgary School Board to use in developing countries. The purpose of 'Playing it Forward' is to provide the opportunity for developmental play to children who have never experienced it.

Approximately 50 members of the local communities constructed the playgrounds in Barrouallie and Georgetown with technical consultants, Darcy Lamoureaux and Terry Markovich, from Emmanuel. Douglas Beatty from Canada joined the team again this year, as did Andre Matthews, who was the on-the-ground and main organizer of last year's project in Tobago. MATCF was also able to assist by shipping the playground equipment thanks to a generous donation from AMJ Campbell International.

3,000 children will benefit directly from the use of the facilities.

# Focusing on Relationships

*Where objectives are in line with the MATCF vision, the Foundation gives financial assistance and infrastructure support to a number of development partners.*

## Four Worlds & KADO

### Pakistan

A new partnership for the Foundation, MATCF has sought assistance from Four Worlds and KADO to further develop the HiMAT Indigenous Leadership and Development Project in the Hunza Valley of Northern Pakistan. HiMAT project goals include the improvement of agricultural practices, support for the establishment of small and medium-sized enterprises and micro-credit initiatives. KADO has operated as an NGO in Northern Pakistan since February 1998 and has extensive experience in building capacity for sustainable social and economic development, and in integrating business initiatives with comprehensive poverty reduction. Four Worlds has been incorporated under the Alberta Societies Act since 1995 and has worked in North America, Africa, Asia, South Pacific and the former Soviet Union. The group has experience and expertise in developing learning materials and processes focused on building capacity for sustainable, people-centered development.

## Nancy Blackstock

### Calgary, Alberta

MATCF is providing charitable status to facilitate care for Nancy Blackstock. A senior citizen living at the Bethany Care Centre in Calgary, Nancy has outlived her financial resources is unable to care for or feed herself. A Fund has been established to provide monies for necessary personal and palliative care in order for Nancy to live peacefully, without pain and to receive proper nourishment. During her active life and well into retirement, Nancy was generous in giving to charitable causes, particularly where animals were involved. She set up a bursary program for veterinary students at the University of Saskatchewan in Saskatoon, which paid the tuition of a number of students over several years. Nancy also contributed to the CNIB in Calgary to provide monies to pay for the training of guide dogs for the blind.

## Pink & Green Ribbon Campaign

### Canmore, Alberta

MATCF continues to provide guidance to this breast and environmental health initiative run by women in Canmore. The group's annual awareness campaign runs from Earth Day to Rachel Carson Day on May 27 (acknowledging Carson's pioneering role as a water environmentalist). Now in their sixth year, Pink and Green had 2,000 participants in their women's run on May 14 and 15, sponsored by the Rocky Mountain Soap Company. [www.pinkandgreenribbon.com](http://www.pinkandgreenribbon.com)

## Asociacion DESEA

### Peru

MATCF is participating in a three-way partnership with DESEA and the Human Settlements Development Workshop (HSDW) based in Guelph, Ontario to provide health care and education, and clean water for Andean communities in Peru. DESEA had a number of achievements in 2010: training local, illiterate women as health workers or 'qhalis'; establishing and supplying first-aid treatment centres in a number of communities; holding weekly health clinics and assisting in the construction of 102 biosand water filtration systems. This community-based approach has significantly improved local health outcomes. Ongoing goals include production of health-education materials in the local Quechua language.

## Thank you for your continued generous support

AMJ Campbell International  
Glenn and Bev Buchwald  
S.M. Blair Family Foundation  
Matt and Tara Brister  
Maureen & Edmond Eberts  
Gary Nissen  
Roy & Erma Wilson

# Tanzania Medical Trip

*For three weeks in early March, the Mary A. Tidlund Charitable Foundation undertook its largest medical clinic program ever, doing comprehensive medical screenings and treatments for almost 2,000 individuals (mainly students) as well as holding educational seminars in three communities in Tanzania – Arusha, Karatu, Burko. At each of the clinics, the MATCF team collaborated with local NGOs, health care workers and translators. Travelling and working with the team, Mary Tidlund was pleased to report on the sustainability of the health care initiatives. “We were in communities where we have been supporting efforts and building relationships for several years. It is a credit to all our past and present volunteers that we can track positive health outcomes and ongoing change for women and children who have come to previous clinics and who are benefiting from preventative education and good health habits.”*

Part one of the Tanzania Medical Trip started on February 28, with a five-day, student health-screening and clinic at Gyetighi school with the Rift Valley Children’s Village (RVCV). RVCV is supported annually by an anonymous donor; and matched this year with Alberta Culture and Community Spirit: Community Initiative Program funds. The MATCF team stayed at the village, sharing rooms, meals and play with the children.

The students were screened at school and the team was set up in stations for vision, hearing, height, weight, and full examination, which were recorded for the community records. The team screened and treated over 446 students, with the main health issues being skin infections, particularly ringworm and tungiasis, respiratory infections and parasitic intestinal infections including hookworm. As a preventative exercise, there were many short classes on what a hookworm is, where it comes from, how it lives in the stomach and how to prevent it.

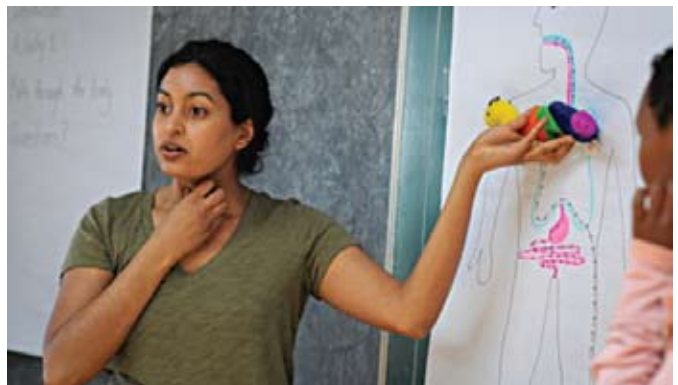
A first-time volunteer was astounded at how quickly complex health screening systems were set up and open for business, “We are here to create small changes as well as to do ground work for continued change with short-term clinics, long-term education and building programs at schools and clinics.”

The smooth operations were thanks to the assistance and collaboration of local health care practitioners, translators and community members. In particular, Dr. Michael and pediatric nurse practitioner Shayanga; and India Howell and her team at RVCV.

RVCV houses and makes a family of 69 orphaned children and has been run by India Howell for almost a decade. Returning to the community, Mary Tidlund noted the long-term, positive results at RVCV. “India has had an incredible impact on the community. I’m pleased with the role that MATCF has played with the annual clinics and health education. The clinics are catching problems earlier, kids have better nutrition – they are taller and healthier than when we first saw them four years ago. At that time too, only 15 percent of students stayed in school to graduation. Now 90 percent graduate. Fathers are bringing children to the clinics now, which is a cultural shift (not men’s work) and huge validation.”



*Learning how to care and brush our teeth!*



*Nurse Latifa teaching how hookworms live in our bodies.*

Not only the children are thriving. The MATCF team also learned that there have been positive outcomes from last year’s women’s clinic held in nearby Oldeani. Local health practitioners reported that more women are asking for birth control and showing more concern for their own health.

The Foundation has been asked to return on an annual basis and to hold another women’s clinic.



*Photos Left to Right: Dr. Violet Shadd examines the children. Dr. Gulshan Lodhi. Eye examinations with translators Selestian and Elisante. Photos courtesy of Jo-Anne McArthur.*

For Part Two of the Tanzanian Medical Trip, the team moved from lush hillside to drought-ridden plains and the Robin Hurt Wildlife Foundation – Burko safari camp where they stayed in tents for the balance of the trip. Over the course of two weeks, they saw 1641 people in makeshift clinics in schools, and in collaboration with a team of local health care practitioners.

Lack of water is a main issue for the health of the entire community. Children were diagnosed with intestinal parasites, respiratory infections, and skin and eye infections, also related to poor hygiene and nutrition. Mothers and infants had acute diarrhea/gastroenteritis, pneumonia, otitis media, intestinal parasites, conjunctivitis and cough, upper respiratory tract infections and reactive airways.

Canadian teacher Ami Barras, nurses Latifa Mnyusiwalla and Taryn Knowler gave classes on general health care to all the students and at any opportunity that arose. Sunstar Butler sent 2000 toothbrushes with MATCF, which were distributed to the kids with lessons on use and making sure they knew that they didn't need water or paste to brush; that the brushing alone would make huge improvements.

Language and cultural differences added to the challenges of seeing so many people in such a short time frame. But the Canadian team had wonderful support from the Robin Hurt crew, particularly Wesley Kaleshu and Joash Vomo; and local health care workers, Dr. Wilfred Sungura, the administrator of the Monduli hospital; clinical officer Machumai Kiwanga; Theresia Lukumay pediatric nurse at the Monduli hospital; Herman Sulle the clinical officer in charge at Emqireti clinic; Jubilate Temu public health nurse; and Anna Sulle nurse in charge of maternal care at the Emqireti clinic.

A team great team of 20 local translators worked alongside and translated from Swahili to English. In addition local students and some drivers added support when Massai needed translation first to Swahili and then English.

For more information, see the blog kept by trip photographer and chronicler, Joanne McArthur. [www.joannemcarthur.com/main/?cat=3](http://www.joannemcarthur.com/main/?cat=3)



## The Canadian Health Team

**Calgary, Alberta:** Danica Brister, Anne Darragh, Maureen Eberts, Taryn Knowler, Shannon Otsuka, Carol Pederson

**Canmore, Alberta:** Patti Mayer, Mary Tidlund

**Coronation, Alberta:** Jackie Rodvang

**Okotoks, Alberta:** Nicole Entz, Leslie Reidlinger

**Nelson, British Columbia:** Ami Barras

**Kitchener, Ontario:** Violet Shadd

**Toronto, Ontario:** Heather Gilley, Jo-Anne McArthur, Latifa Mnyusiwalla

**Waterloo, Ontario:** Gulshan Lodhi

## Sponsors

**Alberta Culture and Community Spirit - Community Initiatives Program:** Grant

**Anonymous Donor**

**Dr. M.E. Ashenhurst:** Eye chart

**Sunstar Butler:** Toothbrushes

**Calgary Bow Constituency Office:** Canadian pins

**Drumheller Community Health - Dental:** Toothbrushes

**Chris Goodbrand  
Coronation Pharmacy**

**Jerico:** Bamboo t-shirts

**Jo-Anne McArthur:** Photography

**Gary Nissen**

**Wayne Smith**

**Raymond Pharmacy Ltd.**

**Traces:** Screen printing on T-shirts

**Rocky Mountain Soap Company**

# Focusing on Education



## *No Woman No Cry Panel Discussion*

*Left to Right: Peter A. Singer, McLaughlin-Rotman Centre for Global Health and Grand Challenges; Christy Turlington, Every Mother Counts; Mary Tidlund, The Mary A. Tidlund Charitable Foundation; Karlee Silver, McLaughlin-Rotman Centre for Global Health and Grand Challenges*

## Speaking Engagements

Mary spoke at The Power of the Purse (POTP) women's conference in London, Ontario in September 2010. Subsequently, the organization made the MATCF its charity of choice and invited Mary to speak at two upcoming POTP events: Kitchener on November 16, 2011 and Calgary in 2012. 350 women attended the London event.

In February 2011, Mary gave a talk to the Women's Guild in Holland. She appeared by video at the Woman of Vision Award Ceremony in Calgary in March which was sold out with 800 people attending; and was the keynote at a sold out Famous 5 Speakers Series event in Calgary on April 7, 2011, speaking on "The Power of Change."

On May 13, 2011, Mary participated on a panel in Toronto, in conjunction with the Canadian premiere of the Christy Turlington's *No Woman No Cry*, a film focused on maternal health in developing nations. The panel focused on what a few Canadians are doing to tackle the problem of maternal health. It was organized and moderated by Peter Singer, Chief Executive Officer of Grand Challenges Canada and husband of Heather Gilley who was a volunteer on the Tanzania medical trip.

## Haskayne School of Business University of Calgary

Working with MBA students, the purpose of this project was to research and develop asset-based criteria for MATCF. This tool will be used to assess to what extent organizations, projects and programs use asset-based approaches for sustainable community development. A primary outcome produced a contact list with brief descriptions identifying NGOs, non-profits, foundations and other charities involved in sustainable international community development who use asset-based approach.

