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My Dear Members

As I write these lines, I am looking out over an Autumn landscape where a carpet of coloured leaves covers the lawns. Autumn brings a new season in nature but also a new season in life and with it comes new opportunities.

With the announcement of a new ACWW strategy, it is almost as if ACWW is entering a new season offering its membership new opportunities to participate and rediscover the value and impact of our beloved organisation.

After many deliberations, well-researched studies regarding the decline and problems within ACWW, the Board of Trustees decided to shift the emphasis from problems to challenges. When you have problems you worry about them, when you have challenges, you are positively working and confronting the problem to ensure results. Therefore, the Board decided to implement changes in accordance with the mandate we received in April 2019 to serve ACWW to the best of our abilities. In deliberating these changes, we found solace and inspiration in the wisdom of Henry Wadsworth Longfellow who said:

"The lowest ebb, is the turn of the tide."

With the start of the new year in January 2022, travel restrictions in many

to finalise the arrangements with the members of the Hostess Society, WI Pahang, for the next Triennial World Conference. Meetings with the Hostess Society and other key individuals were extremely successful and I am grateful for the wonderful collaboration. Please be encouraged to visit the brand new ACWW website and familiarise yourself with the abundance of new information including everything you need to know about the 2023 Triennial World Conference.

In February I was home barely one week, when I had to leave for England for the Board meeting and to attend other appointments on behalf of ACWW. While I was working at Central Office in London, several online meetings took place with members as I wanted to share as much information as possible on the new strategy of ACWW.

In March, the meetings of the United Nations in New York on the Commission on the Status of Women, had to be reconsidered and reconfigured as two members of the ACWW delegation tested positive for Covid-19 on the eve of our departure for America. These meetings were then successfully converted and hosted virtually by ACWW. After I spent ten anxious days in London while being ill, I was able to return home where I received further medical treatment and recovered in the loving care of my family.

In April, I resumed my duties and six online meetings with members of the Specified Committees followed. In May I hosted online sessions which were specifically created for the membership to receive information, ask questions, and discuss the new strategy. These virtual events will continue to take place and I look forward to meeting many more members online and assuring everyone that the core values and the mission of ACWW have not changed at all and we will continue to be rural women in action while the prospect of ACWW's future is being secured by implementing a few essential adjustments.

It is of great importance to be transparent about the new structure within ACWW and therefore I am grateful for the effective communication strategy being rolled out since February. The first printed edition of The Countrywoman in 2022 covers all aspects of the Board's decision to secure the future of ACWW, not compromising the Constitution.

normal". I see opportunities ahead that will allow us to continue to build on our work with a new approach. I ask that you not only support us but also reach out with questions, comments, compliments, concerns, and complaints. While change in general is inevitable, we sometimes tend to demonstrate a remarkable resilience to face whatever challenges come at us. Change is often associated with challenges but *is easier to succeed when you are challenged*.

ACWW is entering a new season offering new opportunities. It is recommended to approach challenges and opportunities with enthusiasm, confidence, and the conviction to succeed. Willingness to try innovative approaches to meet new challenges displays internal strength as well as the ability to safeguard the corporate ship during a threatening storm. ACWW has always strived to amplify the voices of women, to connect women, to mobilise women to be leaders in their communities and to empower women through friendship and collaboration. These aims will remain our focus as we deliberately move forward.

It is my honour to serve ACWW as World President in an extended year of this term. I am enthusiastic as ever; I thoroughly enjoy my work and am delighted with the relationships that have been built and nurtured over the past three years - internally as well as externally. I see a multitude of possibilities for expanding the work we have done during this term and for ACWW to have an even greater impact on our organisation and the global membership at large.

Thank you for every kind letter of encouragement and support – it is much appreciated!

Mandy Hale said:

"To make a difference in life you don't have to be brilliant, rich, beautiful or perfect, you just have to care".

Dear Members, please be reminded of my sincere care and passion for ACWW and its Membership!

With kindest regards



We have been delighted with really positive feedback to the recent changes to the way of working at ACWW, and also grateful for everyone who has brought their concerns to light so that they can be addressed. This has given us many opportunities to talk about the history and founding of ACWW, and the unique place that we hold among charities and NGOs as an organisation working specifically for improvement of the lives of Rural Women and their communities.

We wanted to give some reminders about key upcoming dates:

18th June 2022: Q&A about ACWW Changes

Please let us know if you would like to attend by emailing sydney@acww.org.uk. There will be an 8am session and a 3pm (London time) session.

30th June 2022: Closure of the WE Fund

If you have been collecting donations for the WE Fund, please ensure that they are sent to us by 30th June 2022. Donations to the WE Fund made after this date will be returned with an explanatory note, reminding the donor of recent changes.

16 July 2022: Q&A about ACWW Changes

Please let us know if you would like to attend by emailing sydney@acww.org.uk. There will be an 8am session and a 3pm



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