SeedChange
Formerly USC Canada



A GROWING CIRCLE

SeedChange's circle of loyal supporters has been expanding for more than 75 years. Like a tree adding a new ring each passing year, our community continues to grow around the strong core of its earliest supporters.

When you decide to leave a legacy gift to SeedChange, you become part of this Growing Circle.

A better world grows one seed at a time. You've been planting these seeds for many years, with each of your generous gifts to farmers.

Are you ready to take the next step?

Leave a legacy of hope, resilience and commitment to a better world.

JOIN OUR GROWING CIRCLE.



Dr. Lotta Hitschmanova in Korea around 1970 with her trademark uniform and notebook in hand.



Farmer Fanta Traoré from Safo, Mali shakes hands with SeedChange employee Marie Dulude.



Farmer Chini Maya Bomjan's daughter Rima and grandson Asis, Chhatiwan, Nepal

Above: Farmers Dado Traoré, Binta Kané and their neighbours working their fields in Safo, Mali.

You've always believed in a better tomorrow

Planning a legacy gift is a powerful way to pass on your values and your vision for a better world. With SeedChange, you can trust that your legacy will seed change for generations to come.



A PROVEN TRACK RECORD

When you add SeedChange to your will, you gain the peace of mind of knowing that your legacy will carry on through one of Canada's first and oldest international organizations. Ever since Dr. Lotta Hitschmanova founded SeedChange as the Unitarian Service Committee of Canada in 1945, our guiding principle has been to "help people help themselves." Generations of generous supporters have joined us, drawn in by our shared values of human dignity, social justice and equity.

Together, we've empowered hundreds of thousands of people to live healthier, more resilient lives. Your legacy will empower many more.



A RESPECTFUL APPROACH

Going as far back as 1945, our partnership model has made us stand out. Our trusted partners help us shape projects tailored to local farmers' needs, priorities and culture. We provide funds and share our expertise to ensure excellent program delivery. This collaboration means you can support farmers in ways that honour their dignity, their seeds and their land.

Your legacy will continue to grow a more equitable world through respectful collaboration with dependable partners around the world.



ALWAYS GROWING AND ADAPTING

Our world is always changing. Over many decades, we've proven that we can innovate to help farmers address new challenges. Today, that means working to overcome climate change, biodiversity loss and injustice. Our main focus remains international, but in recent years, we also brought our expertise home. With farmers here, we address gaps in our local seed systems, advocate for better climate policies, and contribute to reconciliation with Indigenous communities.

You can rest assured that your legacy will continue to evolve, helping future generations thrive in a changing world.

If you have questions about joining our Growing Circle, please call us at 1-800-565-6872 #234. We're here to answer your questions and support you.

The gift of a lifetime

BY FRIEDERIKE KNABE, A LOYAL SEEDCHANGE DONOR AND FORMER EMPLOYEE

When I first heard about SeedChange in 1991—then USC Canada—I was immediately attracted to its pioneering Seeds of Survival program. It was a unique initiative with a solid plan to build long-term food security for communities overseas.

I was very happy to join the organization as an employee shortly thereafter. My first visit to Ethiopia in 1992 confirmed my expectations and hopes for the farmers and their families.



Friederike Knabe with partners in Mali, 2011

"With climate change, future generations need farmers on their side now more than ever."

I will never forget Workinesh Abebe, a widowed grandmother, who proudly showed me her field of a dozen traditional wheat varieties. She told me their names and specific uses and explained they had been in danger of disappearing due to famine. Thanks to SeedChange's work with the local gene bank, these wheat seeds could now be preserved, multiplied and redistributed to farmers. The seeds were locally-adapted, resilient and drought tolerant In her assessment, they were also much tastier and more nutritious!

Workinesh could now teach her children and grandchildren about these seeds.

That knowledge would have been lost forever without her, and without the programs that SeedChange's donors made possible. It reminds me of my own grandfather, who used to teach me about the farms near his home, when we walked past their fields. I cherish these memories. This is the kind of knowledge transmission we need, from one generation to the next, for a resilient future. **With climate change, future generations need farmers on their side now more than ever.**

Supporting SeedChange programs around the world feels like a legacy investment to me. I trust this work to use a scientific approach to build on farmers' knowledge of seed selection, storage and sustainable farming. I've seen how it supports farmers' expertise and resilience. **Farmers are better prepared to cope with all the changes they face, which benefits not only their own community, but also the whole world.**

In the 30 years since my introduction to SeedChange, the organization has expanded its programs and deepened its reach around the world. Now retired, I am impressed with the long-term outcomes of this work. The resilient spirit of farmers and their communities never ceases to inspire me. I left the organization as an employee, but I continue to support farmers as a donor. And now, I've planned for a legacy gift in my will as well.

What fertile ground for me to plant my legacy. A gift that can literally grow, and grow, and grow...



Victoria Concepción Aguirre, Honduras

Victoria's living legacy



Like you, Victoria Concepción Aguirre wants to leave her community better than she found it.

Victoria is a sustainable farmer and respected coffee producer in Campanario Dos, a small mountain village in Honduras. She's also a mother of eight, ranging from toddlers to young adults.

"My aspiration for my children is that they be happy, that they fight for others, and that they always support and serve their community. This is what I try to instill in them."

Whether with her children, or with the young women around her, Victoria has spent her life leading by example.

Years ago, donors like you supported Victoria in learning how to grow coffee ecologically, amid her maize, beans and avocado trees. Victoria became so good at her craft that she eventually earned the top prize at an international coffee tasting competition. **She's one of the first women in Honduras to earn this distinction, making her an inspiration for women across her country.**

Just a little bit of support changed Victoria's life dramatically, giving her greater financial stability and an opportunity to contribute. To give back, Victoria began teaching young women farmers in her community how they, too, could grow high quality, ecological coffee.

She also spent five years leading the local women's agriculture and research group. Together, the women—who call each other *compañeras*—work to solve their farming challenges, breed better crops, and find better ways to bring their harvests to market.

Today, thanks to Victoria's mentorship, a new generation of women in her region is growing sustainable coffee, earning better livelihoods for themselves and their families.

Victoria speaks of this legacy with emotion in her voice. "It is something very rewarding to see my *compañeras* feel motivated by me," she says. "It is a gift that I was able to discover late in my life. It motivates me to make my *compañeras* happy as well."

This is the power of legacy. One act of generosity prompting another, sowing the seeds of a better world, everywhere.



If you entrust us with your legacy, this is our commitment to you

We will respect your privacy. The decision to leave a gift in your will is deeply personal. If you decide to share your intentions with us, we will respect your privacy and handle your gift with sensitivity and discretion.

We will spend your money carefully so that your gift will have the most impact. When you give to SeedChange, 85 cents of every dollar is spent in the field on programs that support small-scale family farmers. The rest of your donation allows SeedChange to operate effectively, ensuring we have the capacity to oversee excellent program delivery.

We will work to maximize the impact of your legacy. Through careful financial management and investment, we plan to grow the gift you leave for generations to come. Legacy gifts are deposited in the SeedChange Foundation which funds SeedChange’s work. We are proud of the efficiency and effectiveness of our work, and will ensure your gift has the maximum positive effect on the lives of others.

We will always be here to help. We know this is a big decision. If you want to know more about the impact of your gift or the communities you are helping, please call or email us. We love talking to our donors and it would be our pleasure to speak with you.

Please contact Katie Breen, Donor Engagement Manager at 1-800-565-6872 #234 or katie@weseedchange.org.

SeedChange

56 Sparks Street, Suite 600
Ottawa, Ontario, K1P 5B1
1-800-565-6872 #234

info@weseedchange.org
Registered Canadian charity:
11927-6129-RR-0001