

# District Meeting 2019: Empowering Global Connections



## *Empowering Change*

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Sylvia Crafton, Governor  
Founder Region



2019 Founder Region District Meetings





# Our Roots



Improving the lives  
of women and  
girls has always  
been at the root  
of our work.





# Celebrating our Roots



**BRIGHT PAST  
BRILLIANT FUTURE**  
October 1-3, 2021 • San Francisco, CA



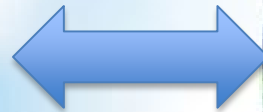
# Global Scope



2019 Founder Region District Meetings



# Advocates



President's Appeal Projects





# The Road to Equality

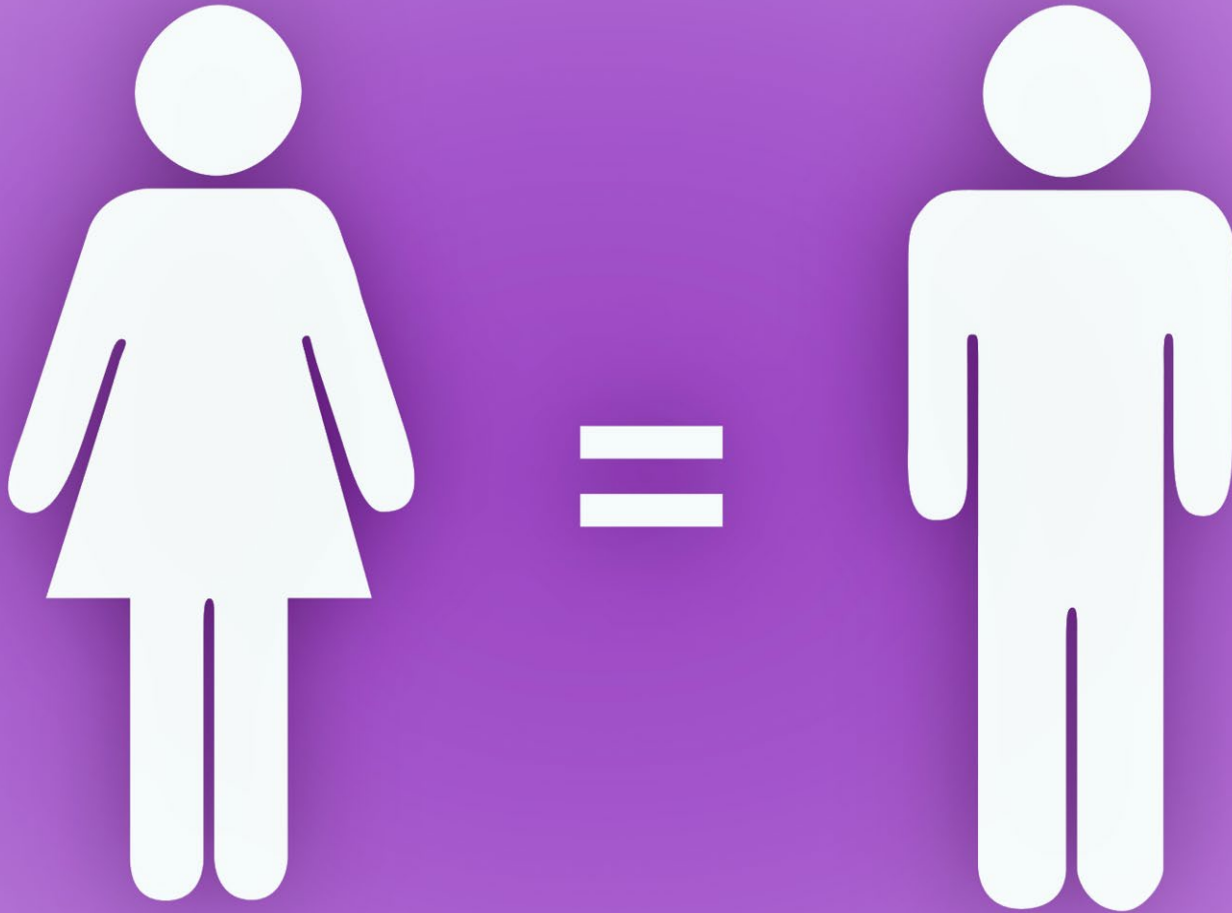
SI PRESIDENT'S APPEAL 2019 - 2021

2019 Founder Region District Meetings





# The Relationship Between Achieving Gender Equality



And the empowerment of women and girls



# Refined Branding Statements







# Soroptimist International of the Americas



S O R O P T I M I S T<sup>®</sup>

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**Investing in Dreams**



# Refined Branding Statements



SOROPTIMIST®

**Investing in Dreams**

Our Vision:

Women and girls have the resources and opportunities to reach their full potential and live their dreams.

Our Mission:

Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

Our Tag Line: Investing in Dreams





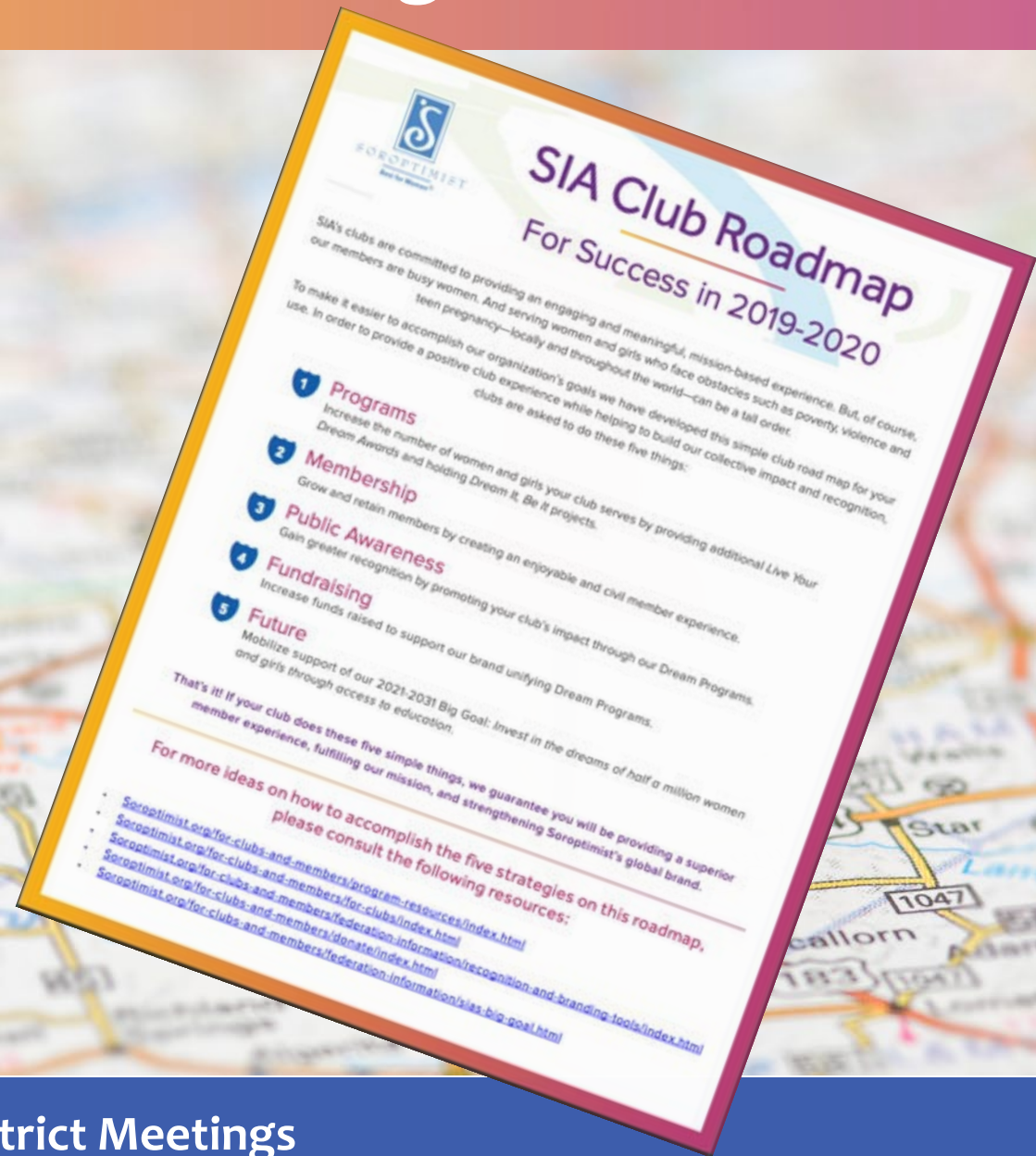
# Our Next Big Goal: begins 2021



Invest in the dreams of half a million women and girls through access to education by 2031.



# Our Next Big Goal





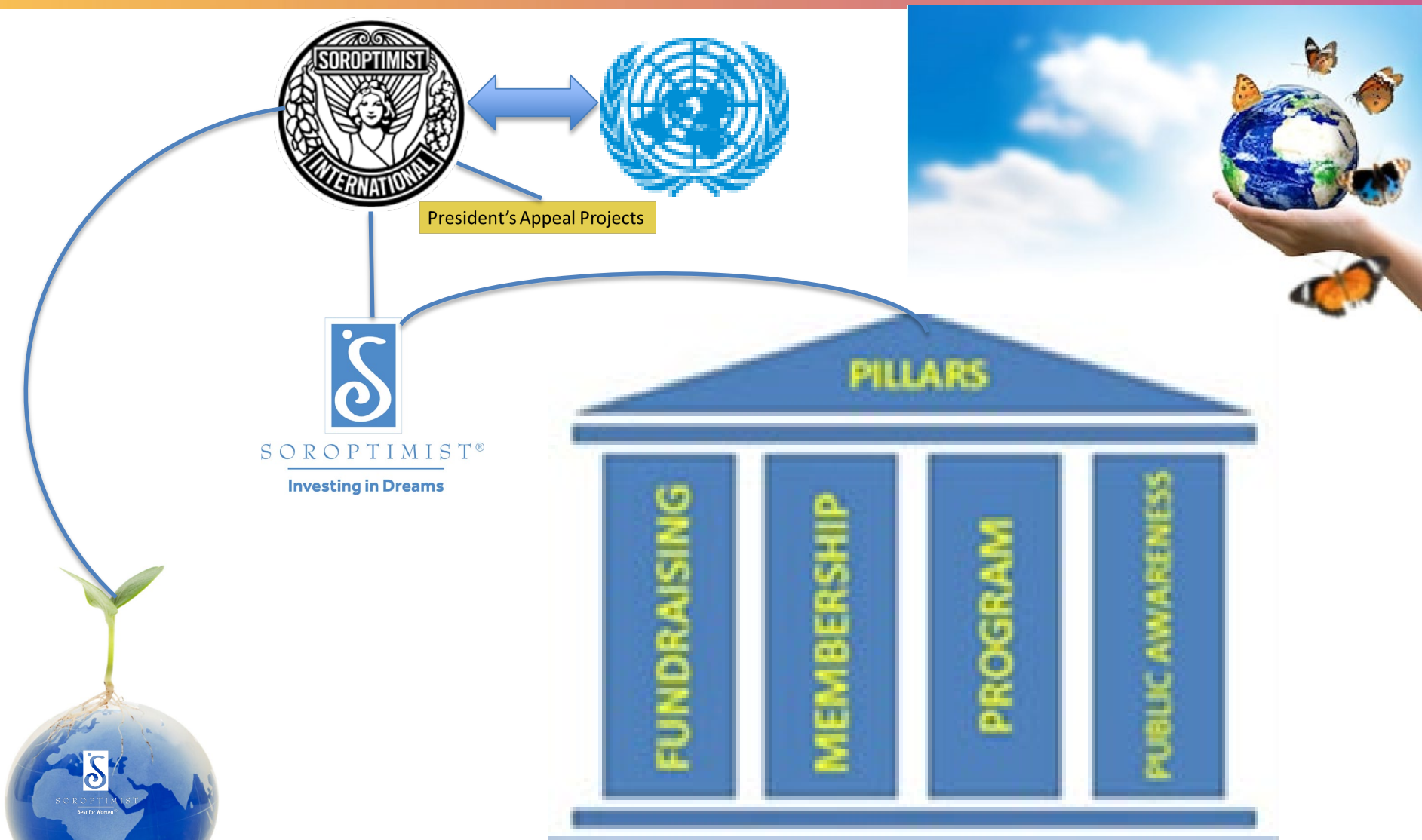


# By Supporting this Next Big Goal

**We...**

- **Honor our heritage and tradition**
- **Balance our local and global projects**
- **Continue the impact of the SDGS**





2019 Founder Region District Meetings



# Governor-elect Kris Chorbi



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## *Founder Region* Program Update

2019 District Meetings





# Soroptimists Ending Gender-Based Violence



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**Investing in Dreams**







# Domestic Violence Risk Factors

Low self-esteem

Low education level

Unemployment

Low income

Depression

Alcohol/drug use

Unplanned pregnancy

Social isolation







# Trafficking Risk Factors



Abuse

Neglect

Parental substance  
abuse

Foster care system

Limited education

Limited economic  
opportunities





# Teen Dating Violence Risk Factors

Poverty

Disadvantaged  
homes

Violence

Harsh parenting

Low self-esteem

Anger/Depression

Less likely to solve problems via social support







# What do women and girls need?





# Gender-Based Violence Protective Factors

SOCIAL  
SUPPORT

ECONOMIC  
STABILITY

EDUCATION







# & Gender-Based Violence



Domestic violence  
Sexual assault  
Child abuse  
Trafficking  
Prostitution

\$ 2.6 million  
to  
1,655 women

Increased:  
Education  
Standard of  
Living  
Self-Esteem

Safe  
Environment





# Founder Region Statistics



100 %  
Participation

53 Clubs  
82 Awards  
\$170,300

Up 7%  
Funding

Up 34%  
Beyond  
the Cash  
Award



# Live Your Dream Updates

Chair: Lou Sablan SI/Guam

Online Portal Opened August 1

Portal Deadline November 15

[lydawards@Soroptimist.org](mailto:lydawards@Soroptimist.org)







# & Gender-Based Violence



Foster care  
Witnessed violence  
May not graduate  
Social support

14,000+ girls  
14 countries  
(35,000+ total!)

Overcome obstacle  
Make a difference  
Taught to hope  
Loved relating to adults



# Founder Region Statistics



19 Clubs  
One day  
Small group  
mentoring



35%  
Participation



Up 22%  
over  
17-18

Reached  
451 Girls



# Dream It, Be It Updates

Chair: Karen Jameson

Curriculum Updated

Online Reporting Only

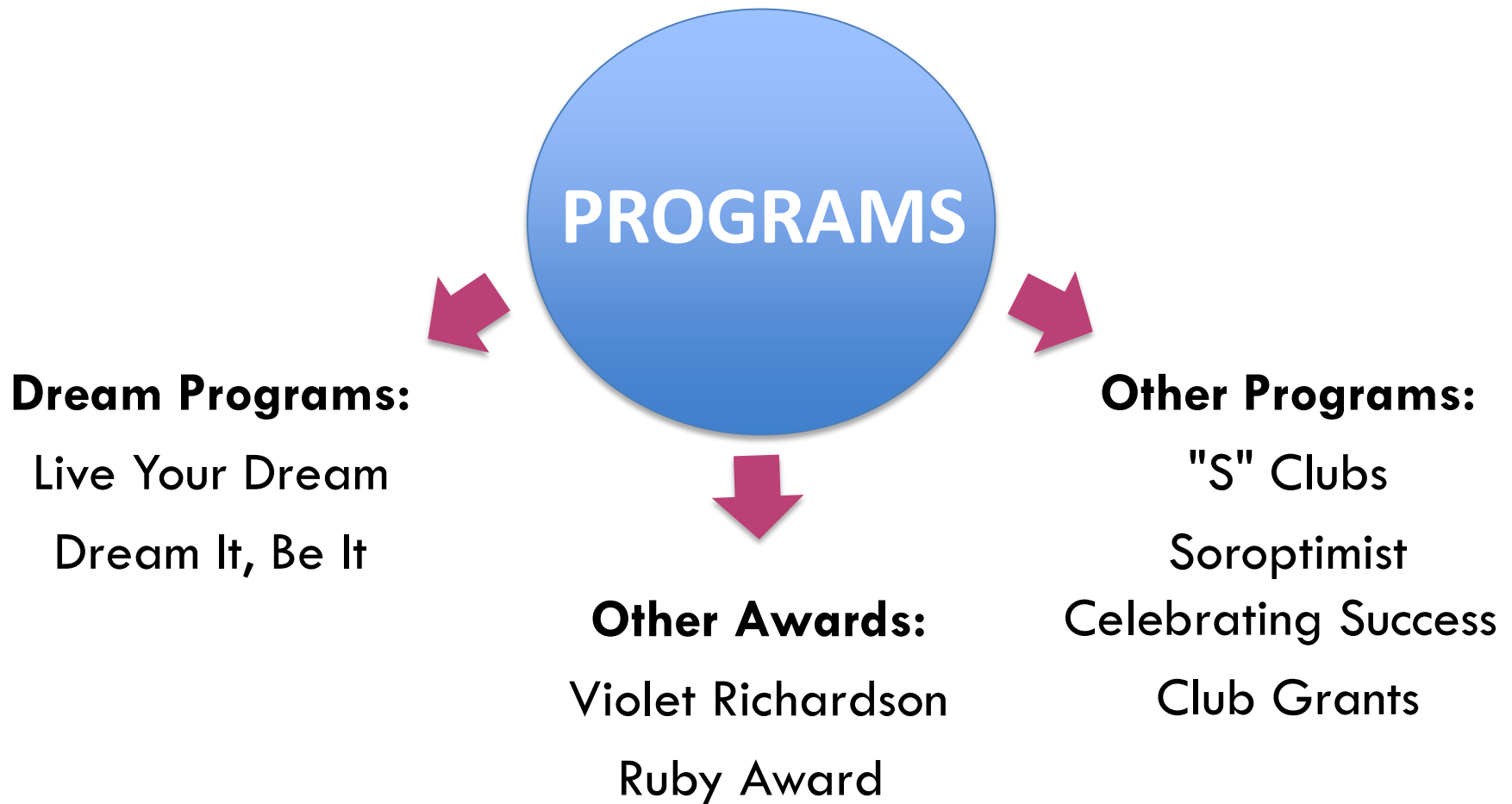
Deadline June 1







# Program Connections







# Violet Richardson Award



64% Clubs  
Participated

34 Clubs  
Gave  
41 Awards

\$20,600  
Awards

\$7,050 to  
Charity





# Ruby Award



17 Clubs Gave Awards

\$10,300 to Charities

32% Participation



The Soroptimist Ruby Award:  
For Women Helping Women

Discontinue at Region Level





# “S” Clubs



13 Clubs  
Sponsor

19 “S” Clubs  
In High  
Schools

Start “S”  
Club

Service  
Project for  
Girls

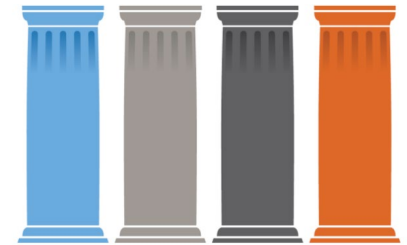




# Soroptimist Celebrating Success

Chair: Debbie Scaife (SI/Eel River Valley)

Total 32 Entries: Fundraising, Membership,  
Program, Public Awareness



60% Participation

Up 11% from 17-18





# Club Grant for Women and Girls

Due by March 1

Priority Given to Dream Programs

SI/Martinez - \$2500

SI/Rio Vista - \$500







# THANK YOU!

Governor-elect  
Kris Chorbi

[kchorbi5@yahoo.com](mailto:kchorbi5@yahoo.com)

(707) 498-9711





# Treasurer Vicki Ham



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## *Founder Region* Fundraising Update

2019 District Meetings



# Fundraising

## Fund Development Council



**Soroptimist Thanks its Official Sponsors**







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◆ *Certificate of Appreciation* ◆

Congratulations to

*Founder Region*

for attaining 100% club participation for  
Founders Pennies 2018-2019

*Lee Ann Cochran*

Chair, Fundraising Council

August 2019





# Club Giving

100%

 **Club Giving**  
empowering women and  
girls to live their dreams 

*Imagine how much more we could do when every club contributes at least 10% of their locally raised funds, and even increases their donation over last year by 10%.*





Soroptimist International of the Americas, Inc.®  
is pleased to recognize

## FOUNDER REGION

for having every club contribute to Soroptimist's global impact

*Elizabeth D. Yerosimo*

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SIA President



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Best for Women®


*Lee Ann Cochran*

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Chair, Fundraising Council



# 2019-2020 Club Giving Benefits

**Club Giving** empowering women and girls to live their dreams 

Club Giving contributions provide the funding necessary for our global Dream Programs. The combination of all clubs' donations ensures SIA can increase the number of women and girls who benefit from our programs throughout our 21 countries and territories.

**Below are just a few of the many ways your Club Giving contribution helps women and girls:**

- Granting Live Your Dream Awards to women who do not live near a club
- Providing Soroptimist Club Grants to support a Dream It, Be It program or other local projects
- Enabling a newly chartered club to provide a Live Your Dream Award in their local community
- Funding additional region and federation level Live Your Dream Awards

**Imagine how much more we could do when every club contributes at least 10% of their locally raised funds, and even increases their donation over last year by 10%.**

Together, we've made great strides in helping women and girls live their dreams. However, there are so many more women and girls facing obstacles who could benefit from our Dream Programs.

**Live Your Dreams: Education and Training Awards for Women®**  
 "Being recognized for how hard I worked to fulfill my purpose as a human being and as a mother was one of the best experiences of my life."  
 —Bailey, Live Your Dream Awards Recipient

**Dream It, Be It: Career Support for Girls®**  
 "This program has given me the confidence and help I need to know how to grow and get what I need to succeed."  
 —Dream It, Be It Participant

**See your club's benefits on next page**

**Recognition for club contributions received June 1, 2019 through May 31, 2020**


**NEW FOR 2019-2020**  
 Receive (1) additional entry into the \$1,000 Live Your Dream Awards drawing for every 10% increase over the previous year.

Recognition Type	Dream Catalysts (\$10,000+)	Dream Chasers (\$5,000 - \$9,999.99)	Dream Builders (\$2,500 - \$4,999.99)	Dream Believers (\$1,000 - \$2,499.99)	Dreamers (\$500 - \$999.99)	Contributors (\$1 - \$499.99)
\$1,000 for a club-based Live Your Dream Award OR 1 free registration and meal package at SIA's 46th Biennial Convention	✓	—	—	—	—	—
Featured for Women mention on the SIA website	✓	—	—	—	—	—
Featured on SIA social media	✓	—	—	—	—	—
President and/or member a VIP reception Biennial Convention*	✓	✓	—	—	—	—
Story mention in Live Your Dream	✓	✓	✓	—	—	—
Feature on club's website	✓	8	6	4	2	—
Additional Benefit	✓	✓	✓	✓	✓	✓

**Additional Benefit:**  
 At least 10% of locally raised funds to support our global Dream Programs and receive additional entry into the \$1,000 Live Your Dream Awards drawing


**For every dollar raised, your club has the ability to change the lives of women and girls in your local community AND around the world!**

\*Chaser levels include invitations to the club president AND delegate. Builder level includes an invitation to the club president OR delegate. Live Your Dream Awards will be distributed in the 2020-2021 club year.

**Impact Of  Giving** empowering women and girls to live their dreams

When you contribute **AT LEAST 10%** of your locally raised funds, you join forces with other **COMPASSIONATE** Soroptimist members who are **COMMITTED** to empowering women and girls.

TOGETHER we can ensure a better life not only for the women and girls within our own **COMMUNITIES**, but **WORLDWIDE!**

**100%**   
 of your contribution goes toward empowering women & girls throughout our 21 global regions!

**YOUR CONTRIBUTION DIRECTLY SUPPORTS:**


Live Your Dream Awards (region & federation level)  
 Dream It, Be It Programs and local club projects provided through Soroptimist Club Grants  
 \$1,000 gift to newly chartered clubs for a local Live Your Dream Award

**WHAT DOES THIS MEAN?**  
 You're not only helping women & girls within your **LOCAL COMMUNITY**, but you're also extending your reach within our **21 COUNTRIES & TERRITORIES**

**PLUS,**

by participating in Club Giving, together we can help reach the 20 MILLION women & girls who stand to benefit from our global Dream Programs!

**Okay, so how do we participate?**  
 Make your contribution of at least 10% online by May 31 at <https://www.soroptimist.org/clubgiving.html>



<https://www.soroptimist.org/club.html>





# How Contributions Are Used

## Membership Dues

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- Member Services
- Governance
- Administration

## Contributions

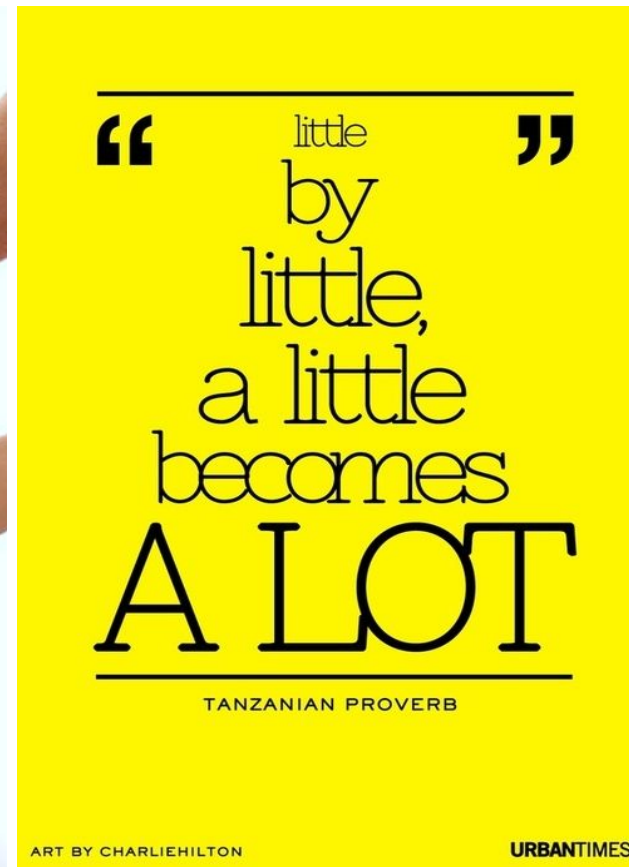
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- Live Your Dream Awards
- Dream It, Be It
- Soroptimist Club Grants
- Fundraising





# How Can You Help?





# Soroptimist Stargazers



**Angie Haramoto,  
Soroptimist  
member of  
SI/Maui since  
1992**

**\$20 each month**



**\$50 each month**





# Recognition

## Laurel Society



- Recognition for donors who contribute gifts totaling \$1,000 or more.
- Since 1921, 8,500+ members have given over \$13 million to help economically empower women and girls through our Dream Programs.



## 1921 Visionaries

- Recognition for donors who contribute consecutively for 5, 10, 15, and 20 years.





# SIA's 46<sup>th</sup> Biennial Convention – July 22-25, 2020 Bellevue, WA

**SAVE THE DATE!**

**The Laurel Society Celebration is on July 24, 2020!**





# Membership Chair Bobbi Enderlin



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## *Founder Region* Membership Update 2019 District Meetings



# Membership

## Growing Membership and Strong Leaders



2019 Founder Region District Meetings





# The Diamond Campaign

## Diamond Campaign Phase 1 Results

Congratulations to 8 Founder Region Clubs met all 3 Diamond Campaign Goals:

El Cerrito  
American Canyon 2018  
Benicia  
Clear Lake  
St. Helena  
Santa Rosa  
Eel River Valley  
Honolulu







## SIA'S DIAMOND CAMPAIGN

*Shining Our Way to the 2<sup>nd</sup> Century*

This certificate is presented to

# Founder Region

in recognition of participation in the 2018-2019 Diamond Campaign, and achievement of the following campaign goal:

- 13% or more new members added

*Elizabeth D. Yernimo*

SIA President

*Elizabeth M. Lewis*

SIA Executive Director & CEO

June 2019

Date



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# The Diamond Campaign

## Diamond Campaign Phase 2 Goals



- -1% or better net change in membership
- More than 14% new members added
- Less than 15% terminated members
- 1+ new club chartered per region annually





# Recruitment Tip

Engage Prospective  
Members in our  
Dream Programs.

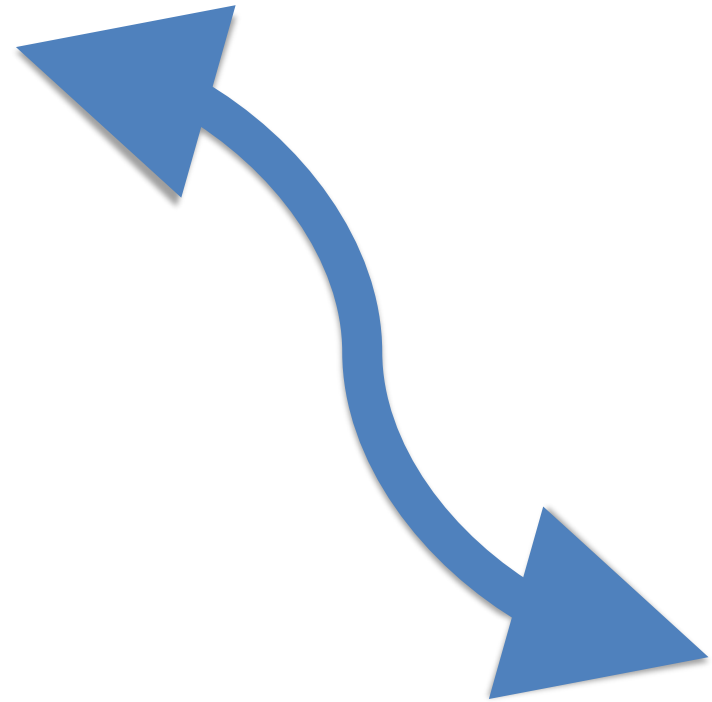






# Retention Tip

Be Flexible: It's  
better to bend than  
to break





# When We Have Strong Roots



2019 Founder Region District Meetings





# THANK YOU!

Membership Chair  
& Past Governor  
Bobbi Enderlin

[bjenderlin@gmail.com](mailto:bjenderlin@gmail.com)

(707) 980-4356



2019 Founder Region District Meetings





# Public Awareness Chair, Jackie De Vries



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## *Founder Region* Public Awareness Update

2019 District Meetings





# Social Media Branding +

## Soroptimists of 2019





# The *art* of the selfie



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Investing in Dreams



Leanne C. Davis, MBA  
SI /Oakland-The Founder  
Club  
Founder Region

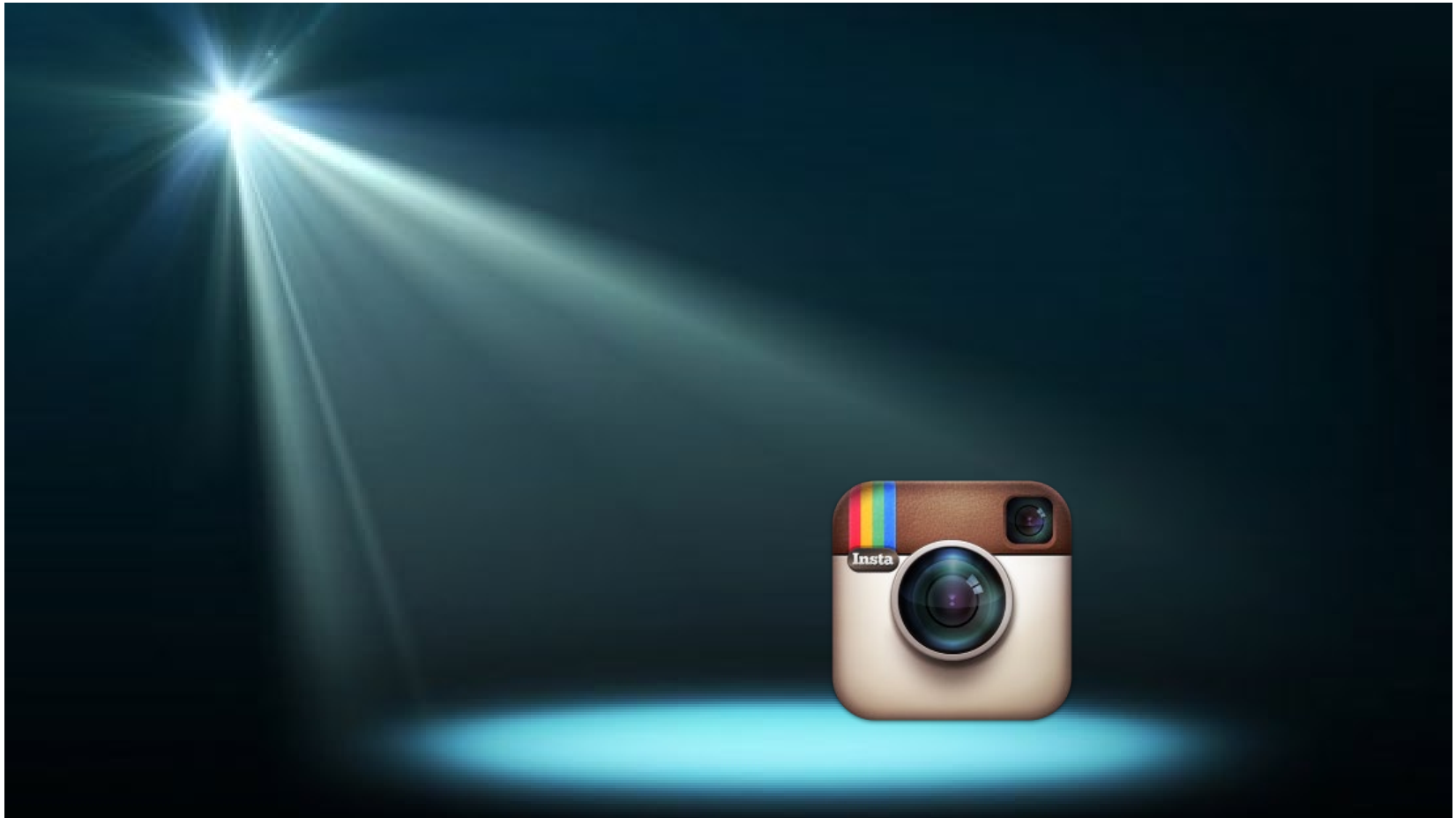


Jackie De Vries  
SI/Vacaville Twilight  
Founder Region Public  
Awareness Chair





# Spotlight on Instagram







Do you want to gain visibility among younger donors?

Are you looking for ways to increase your relevancy?

Do you strive to find alternative methods to share your nonprofit story?

Want to reach more women who could apply for Live Your Dream?







# Hashtag# or @



- A @ is a reference to a person.



- **#SoroptimistFounderRegion** click it and see all of the different memories from different clubs that use the label.





# The What Not To Do.....

Be sure you check your background!



Don't cut off your face





# Tricks of the Trade



- How to Hold Your Phone
- Get Your Best Angles
- Don't Forget to Post it On Social Media!!

**@SoroptimistFounderRegion**

**@Soroptimist**

**#SIA #Soroptimist #SoroptimistFounderRegion**







HOW TO HOLD  
YOUR PHONE



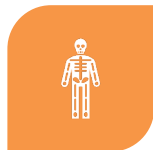
GET YOUR BEST  
ANGLES



DON'T FORGET TO  
POST IT ON SOCIAL  
MEDIA!



HASHTAG :



**#SOROPTIMISTFOUNDERREGION**  
**@SOROPTIMIST #SIA**  
**#SOROPTIMIST**







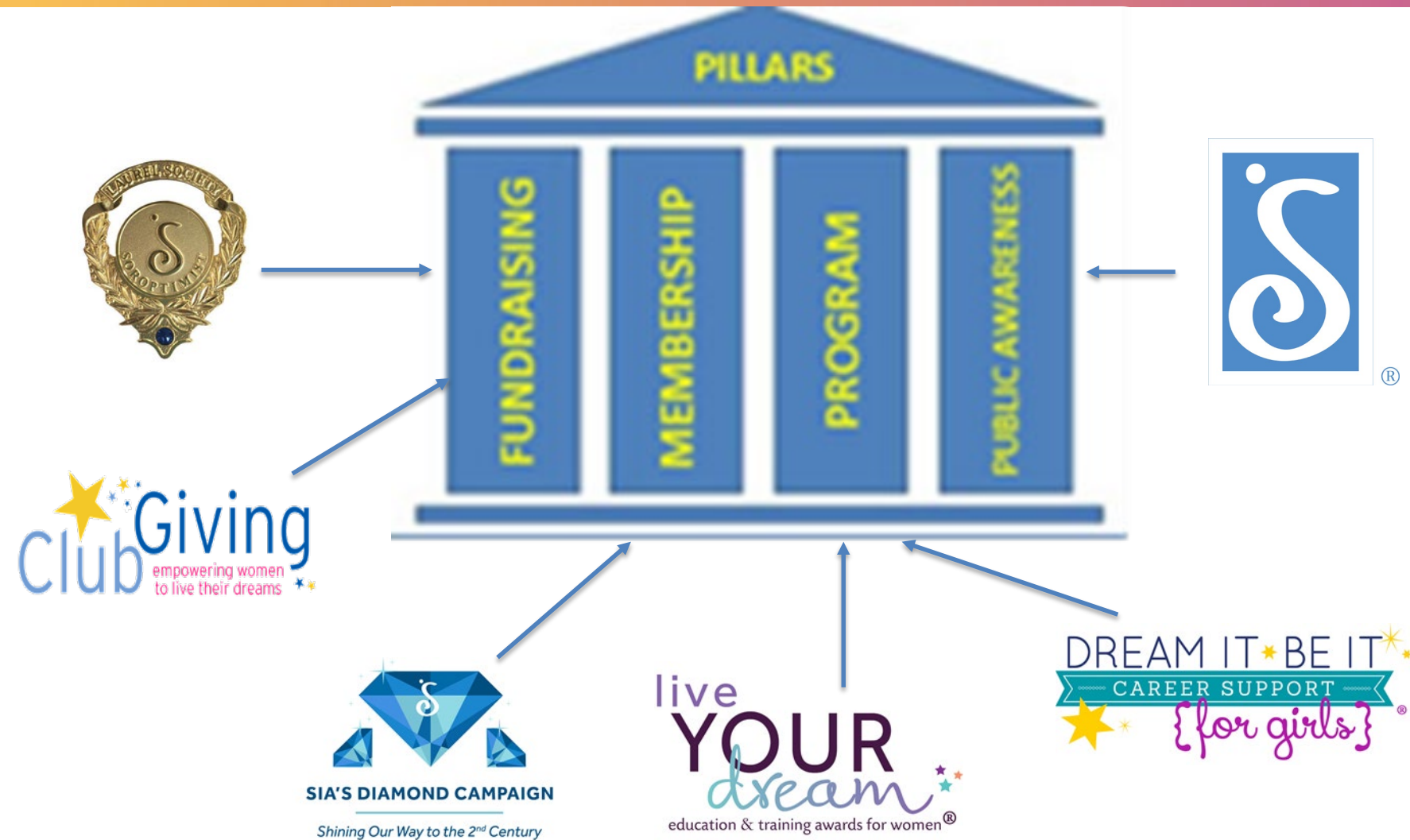
# Resources Available From Headquarters

- SIA Website
- Brand and Style Guides
- Logo Downloads
- Banners/Flag Templates
- Social Media Kit
- Key Messages
- Promotional Materials
- Social Media Sites
- Professional Staff





# Four Pillars





# The Soroptimist Big Picture







# Economic Empowerment

## **Our focus:**

- Reflects our roots
- Supports the UN's Sustainable Development Goals



**We are well positioned to accomplish this focus through our Dream Programs.**





# Empowering Change

*We rise by  
lifting  
others*





# Reminders

- December 2019 is the deadline for transitioning the SIA logo as the sole identifier
- E-balloting is on the way!







# Together



We are making  
incredible things  
happen!