



SOROPTIMIST
Best for Women®

*Improving the lives of women and girls through
programs leading to social and economic
empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Soroptimists Celebrating Success 2018 Region and Federation Finalists

Fundraising

Federation Finalist

SI/Corona, Golden West Region
Raising the Bar on Sponsorships

Since 2002, SI/Corona has hosted their annual Chocolate, Wine and Jazz Festival. This year, the club set an ambitious fundraising goal and saw a net increase of \$15,000 from the year prior. They attribute this success as a direct result of focusing on increasing sponsorships through pursuing large grants from community agencies and mailing personalized sponsorship forms to prior sponsors. Their net revenue of \$45,420 supports their club projects like their Live Your Dream Award, Dream It, Be It program, Self-esteem workshop, and more! From their proceeds, SI/Corona also donated to Soroptimist International of the Americas through the Club Giving program.

Federation Honorable Mention

SI/Kumamoto, Japan Minami Region
Kumamoto Earthquakes: Support Project for Women and Girls

SI/Kumamoto hosts an annual opera concert by the opera company *Legend* as a creative way to raise money. Following two devastating earthquakes in 2016, SI/Kumamoto club decided to focus their annual concert on raising funds for local women and girls directly affected by these disasters. Through individual donations, local partnerships, support from other clubs and their region, SI/Kumamoto raised ¥3,856,000 (US \$34,740) for their disaster relief project, *Kumamoto Earthquakes: Support Project for Women and Girls*. This project includes three types of disaster aid: a scholarship for high school girls who face educational barriers due to the disaster, financial assistance program for single-mother households affected by the disaster, and funding for their past Live Your Dream Award recipient for disaster relief.

Fundraising Region Finalists

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| SI/Cochabamba America del Sur Region <i>Fundraising</i> | SI/Rio Do Sul Brazil Region <i>Soroptimist Afternoon</i> | SI/Valencia Camino Real Region <i>Bras for a Cause</i> |
| SI/Huntington Beach, CA Desert Coast Region <i>River Walk to Make a Difference</i> | SI/Stoney Creek-Niagara, ON Eastern Canada Region <i>Treasure Chest</i> | SI/Benicia, CA Founder Region <i>Sip With Soroptimist</i> |
| SI/Corona, CA Golden West Region <i>Raising the Bar on Sponsorships</i> | SI/Tachikawa Japan Higashi Region <i>Charity Dinner Show</i> | SI/Sendai Japan Kita Region <i>Airin Blue Project: Charity Short Movie Show & Lecture</i> |
| SI/Kumamoto Japan Minami Region <i>Kumamoto Earthquakes: Support Project for Women and Girls</i> | SI/Fuchu Japan Nishi Region <i>Charity Bazar</i> | SI/Seoseoul Korea Region <i>A Fundraiser</i> |
| SI/Donaji Mexico/Centroamerica Region <i>Recaudacion de Fondos</i> | SI/Fremont, OH Midwestern Region <i>Cookie Plate Painting Party/Fundraiser</i> | SI/Fulton and Montgomery Counties, NY North Atlantic Region <i>Soroptimist Craft Fair</i> |
| SI/Virginia, MN North Central Region <i>Chick Flick Movie Night</i> | SI/Willimantic, CT Northeastern Region <i>Soroptimist Heart to Heart Ball</i> | SI/Port Orchard, WA Northwestern Region <i>Comedy Night</i> |
| SI/Baguio City Philippines Region <i>Giwang Soroptimist International of SI/Baguio</i> | SI/Caldwell, ID Rocky Mountain Region <i>Spaghetti Dinner and Auction</i> | SI/Elk Grove, CA Sierra Nevada Region <i>SI Elk Grove Fundraising</i> |
| SI/Madera, CA Sierra Pacific Region <i>Crab Feed</i> | SI/Upper Montgomery County, MD South Atlantic Region <i>SIUMC 53rd Annual Gala Fundraiser</i> | SI/Boca Raton-Deerfield Beach, FL Southern Region <i>Women of Distinction Breakfast</i> |
| SI/Chilliwack, BC Western Canada Region <i>Pajamas and Pearls</i> | | |

Membership

Federation Finalist

SI/Benicia, Founder Region
Recruitment and Retention Campaign

As a result of their strategic planning meeting to start off the 2016-2017 club year, SI/Benicia set ambitious goals to increase and retain their membership. The board started by surveying current members and analyzing the club's strengths and weaknesses. They also used resources from SIA headquarters including the generational profiles to identify target groups for recruitment. As a result, meetings were reduced to twice a month and monthly mixers are now held as an informal way to get to know current and prospective members. The club president also invites each prospective member to lunch to provide the opportunity to ask questions and establish a close connection to the club. As a result of their efforts, SI/Benicia inducted 15 new members, a 33% increase, retained 100% of it's members, and more than doubled attendance at their meetings.

Federation Honorable Mention

SI/Magalang, Philippines Region

Membership Recruitment & Retention Strategy

Over the past five years, SI/Magalang has chartered two new clubs and retained all their members for the club year, as well as those of their two chartered clubs. The club has focused heavily on their retention and recruitment campaigns, which has led to this growth. Focusing on membership and fundraising, SI/Magalang implemented a *Corporate Engagement Opportunity* strategy, where ten local businesses partnered with the club to provide financial donations and sponsor new members from their own companies. They also hosted membership recruitment parties, encouraging members to bring friends, family, and colleagues to join. Focusing on retention, SI/Magalang credits their welcome party for new members, and a fun team-building day combining all three clubs. Additionally, SI/Magalang makes great use out of resources provided by SIA headquarters, including the New Club Assessment Tool, Corporate Engagement Opportunity, Membership Presentation template, and New Member certificates.

Membership Region Finalists

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| SI/Alto Parana, Paraguay America del Sur Region <i>Vistiendo la Libertad</i> | SI/Rio Negro Brazil Region <i>A Welcoming Attention for Members</i> | SI/Manhattan Beach, CA Camino Real Region <i>"Getting to Know You" New Member Social</i> |
| SI/Norwalk/Santa Fe Springs, CA Desert Coast Region <i>Sprouting</i> | SI/Peterborough, ON Eastern Canada Region <i>SIP Membership- Prospective Member Package</i> | SI/Benicia, CA Founder Region <i>Recruitment & Retention Program</i> |
| SI/Saguaro Foothills, AZ Golden West Region <i>SI Saguaro Foothills Celebrating Success-Membership</i> | SI/Shizuoka Japan Chuo Region <i>One Plus One</i> | SI/Tokyo-Komae Japan Higashi Region <i>Friendship Party "Soroptimist in the World"</i> |
| SI/Akita Japan Kita Region <i>Introduce your friends campaign for new members recruitment throughout the year</i> | SI/Kagoshima Japan Minami Region <i>Charity Christmas Family Party</i> | SI/Tokushima Japan Nishi Region <i>Member Acquisition</i> |
| SI/Daegusoosung Korea Region <i>Take a Boat</i> | SI/La Concepcion Mexico/Centroamerica Region <i>Navegacion a Bordo</i> | SI/Grosse Pointe, MI Midwestern Region <i>New Membership Attraction Ideas</i> |
| SI/Adirondacks (The), NY North Atlantic Region <i>SIA Membership/Publicity</i> | SI/Virginia, MN North Central Region <i>Buddy Backpack</i> | SI/Greater Hermiston Area, OR Northwestern Region <i>Teamwork Makes the Dream Work Membership Event</i> |
| SI/Magalang Philippines Region <i>The SI/Magalang Membership Recruitment & Strategies</i> | SI/Evanston, WY Rocky Mountain Region <i>One Billion Rising</i> | SI/Fallon, NV Sierra Nevada Region <i>What to Do or Listen to What You Don't Hear membership Project</i> |
| SI/Oakdale, CA Sierra Pacific Region <i>Mixer</i> | SI/Talbot County, MD South Atlantic Region <i>Jigsaw Puzzle Jamboree</i> | SI/Dallas, TX South Central Region <i>Rotational Presentations-SOLT</i> |
| SI/Music City Nashville, TN Southern Region <i>Summer Social</i> | SI/Tri Cities (The), BC Western Canada Region <i>Wine, Women, and Sport</i> | |

Program

Federation Finalist

SI/Borrego Springs, Desert Coast Region

Dream It, Be It Day of Empowerment

In the community of Borrego Springs, 90% of children in the local school district are at or below the poverty level. Many of the parents are hard-working families who have emigrated from Mexico and may not speak English or have the luxury of being involved in their children's schooling. Noticing a need for girls to have career role models, SI/Borrego Springs connected with the local high school and formed a Girls Advisory committee, who helped plan their upcoming Dream It, Be It conference over the course of four months. Inviting all of the girls at their local high school, SI/Borrego Springs had 41 girls attend, a record 60% of all girls at the high school! Using all seven sessions of the SIA Dream It, Be It curriculum, the girls were engaged and active. In addition to the Dream It, Be It conference, club members held mock job interviews and assisted in judging Senior Projects at the school. SI/Borrego Springs developed a close relationship with the school and considers Dream It, Be It to be the "most successful and worthwhile program that our Club has done in its over 50 year history."

Federation Honorable Mention

SI/Kumamoto-Sakura, Japan Minami Region

Dream It, Be It: Career Support for Middle School and High School Girls

Following the earthquakes of 2016, many schools in the Kumamoto prefecture had to close their doors. In light of this, SI/Kumamoto-Sakura recognized a need for girls to develop resiliency and see the importance of continuing to pursue their dreams despite adversity. To address these needs, SI/Kumamoto-Sakura hosted a one day Dream It, Be It conference for 42 middle and high school girls. In addition to using sessions from the Dream It, Be It curriculum, SI/Kumamoto incorporated self-defense training, inspirational speakers, and activities from the curriculum. The girls reported feeling confident, gaining courage, and relating to the speeches and stories shared throughout the day.

Program Region Finalists

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| SI/El Hatillo America del Sur Region <i>Tools for Life</i> | SI/Sao Vicente Brazil Region <i>Rendendo-se a Arte</i> | SI/Manhattan Beach, CA Camino Real Region <i>SI Manhattan Beach Days for Girls</i> |
| SI/Borrego Springs, CA Desert Coast Region <i>Dream It, Be It: Day of Empowerment</i> | SI/Grand Erie, ON Eastern Canada Region <i>Dream It, Be It 2017- 3rd Annual DIBI</i> | SI/Diablo Vista, CA Founder Region <i>Grateful Garment Project</i> |
| SI/Flagstaff, AZ Golden West Region <i>Dream It, Be It</i> | SI/Wakayama Japan Chuo Region <i>Dream It, Be It: Career Support for Girls</i> | SI/Saitama Japan Higashi Region <i>Live a Dream</i> |
| SI/Hachinohe Japan Kita Region <i>Staying alive project for fetus and newborns</i> | SI/Kumamoto-Sakura Japan Minami Region <i>Dream It, Be It: Career Support for Middle School and High School Girls</i> | SI/Heiwa Hiroshima Japan Nishi Region <i>Support for Dreams</i> |
| SI/Daegu Soosung Korea Region <i>Project to Restore Soroptimist</i> | SI/Tijuana Centro Mexico/Centroamerica Region <i>Help and Support with Women with Cancer</i> | SI/Canton/Stark County, OH Midwestern Region <i>Dream It, Be It Program: Summer Camp 2017</i> |

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| SI/Butler County, PA North Atlantic Region <i>A Place to Lay My Head</i> | SI/Virginia, MN North Central Region <i>Range Treatment Court</i> | SI/Greater Providence, RI Northeastern Region <i>Girls Leadership Program/DIBI</i> |
| SI/Gold Beach, OR Northwestern Region <i>Dream It, Be It</i> | SI/Makati Philippines Region <i>SIM LEAP (Living Expenses Assistance Program)</i> | SI/Salt Lake City, UT Rocky Mountain Region <i>Dream It, Be It</i> |
| SI/Chico, CA Sierra Nevada Region <i>Soroptimist Serenity Room</i> | SI/Hanford, CA Sierra Pacific Region <i>Dream It, Be It</i> | SI/Upper Montgomery County, MD South Atlantic Region <i>Dream It, Be It: Career Support for Girls</i> |
| SI/Plainview, TX South Central Region <i>Young Women's Mentoring Project</i> | SI/Davie, FL Southern Region <i>Dream It, Be It-2017</i> | SI/Central Alberta, AB Western Canada Region <i>Power of a Girl: Mother/Daughter Conference</i> |

Public Awareness

Federation Finalist

SI/São Bento do Sul, Brazil Region

Magic of Dolls

What started out as a club fundraiser to support their Dream It, Be It project quickly became a means of raising public awareness about Soroptimist in their community. SI/São Bento do Sul annually hosts their creative project Magia das Bonecas, or Magic of Dolls. Members of the club – dubbed “Godmothers – purchase original Barbie dolls and then creatively customize them with clothes and accessories. These dolls are then sold at a special exposition and the funds support their Dream It, Be It project. In 2016, these dolls garnered an incredible amount of publicity! Local, regional, and national publications cover the event. Additionally, one of the dolls was inspired by Rosangela Moro, the wife of Federal Judge and a Brazilian celebrity Sergio Moro. Rosangela saw the doll and shared it on her Facebook post and in an interview with a national magazine with an audience of thousands, gaining publicity for SI/São Bento do Sul.

Federation Honorable Mention

SI/Grand Erie, Eastern Canada Region

Public Awareness

SI/Grand Erie uses free digital tools to promote their club and it’s work, including their website, three Facebook pages, and a local digital advertising network. In addition to digital press, the club members wear name tags and marching scarves when networking and enjoying local events, which draws attention and often leads to questions! Their third approach to public awareness for their club is to take advantage of any free advertising whenever possible. These combined public awareness efforts have led to successfully recruiting Live Your Dream Awards applicants, gaining two new members, and almost doubling the number of girls participating in their Dream It, Be It program.

Public Awareness Region Finalists

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| <p>SI/Paso De Los Libres America del Sur Region <i>Soroptimists Paso de los Libres in Permanent Movement</i></p> | <p>SI/Sao Bento Do Sul Brazil Region <i>Magic of Dolls Project</i></p> | <p>SI/Manhattan Beach, CA Camino Real Region <i>Spreading the Word- An Ongoing Effort</i></p> |
| <p>SI/Norwalk/Santa Fe Springs, CA Desert Coast Region <i>Synergy</i></p> | <p>SI/Grand Erie, ON Eastern Canada Region <i>Public Awareness</i></p> | <p>SI/Vacaville, CA Founder Region <i>Chosen: Protecting our Communities Children</i></p> |
| <p>SI/Las Cruces, NM Golden West Region <i>Be in the Soroptimist Winners' Circle</i></p> | <p>SI/Nishinomiya Japan Chuo Region <i>Improvement of the Status of Women and Girls</i></p> | <p>SI/Chigasaki Japan Higashi Region <i>Public Relations Activities in Cooperation with the Community</i></p> |
| <p>SI/Ofunato Japan Kita Region <i>Charity Concert "Longing for Home"</i></p> | <p>SI/Kagoshima Japan Minami Region <i>PR Newsletter</i></p> | <p>SI/Onomichi Japan Nishi Region <i>Charity Concert</i></p> |
| <p>SI/Seoseoul Korea Region <i>Soroptimist Promotion</i></p> | <p>SI/Uruapan Mexico/Centroamerica Region <i>Soroptimist Newsletter</i></p> | <p>SI/Monroe County, MI Midwestern Region <i>SI of Monroe County Website</i></p> |
| <p>SI/Cumberland County, NJ North Atlantic Region <i>80th Anniversary</i></p> | <p>SI/Virginia, MN North Central Region <i>Painting Service Day for HFH</i></p> | <p>SI/Connecticut Shoreline, CT Northeastern Region <i>Getting the Word Out-Dreamers and Doers!!</i></p> |
| <p>SI/Gresham, OR Northwestern Region <i>Public Awareness by Design</i></p> | <p>SI/Metro Cabanatuan Philippines Region <i>Best Together-Public Awareness Campaign</i></p> | <p>SI/Ogden, UT Rocky Mountain Region <i>Increasing Public Awareness of SI Ogden</i></p> |
| <p>SI/Elk Grove, CA Sierra Nevada Region <i>SI Elk Grove Public Awareness</i></p> | <p>SI/Santa Clara Silicon Valley, CA Sierra Pacific Region <i>Public Awareness</i></p> | <p>SI/Upper Montgomery County, MD South Atlantic Region <i>SIUMC Public Awareness Activities</i></p> |
| <p>SI/St. Joseph, MO South Central Region <i>Soroptimists Support Women</i></p> | <p>SI/Tri Cities (The), BC Western Canada Region <i>Walk a Mile in Her Shoes</i></p> | |