

# Our name means... **Best for Women**

A Publication of Soroptimist International of the Americas, Inc.®

## **Meet SIA's 2019-2020 President**

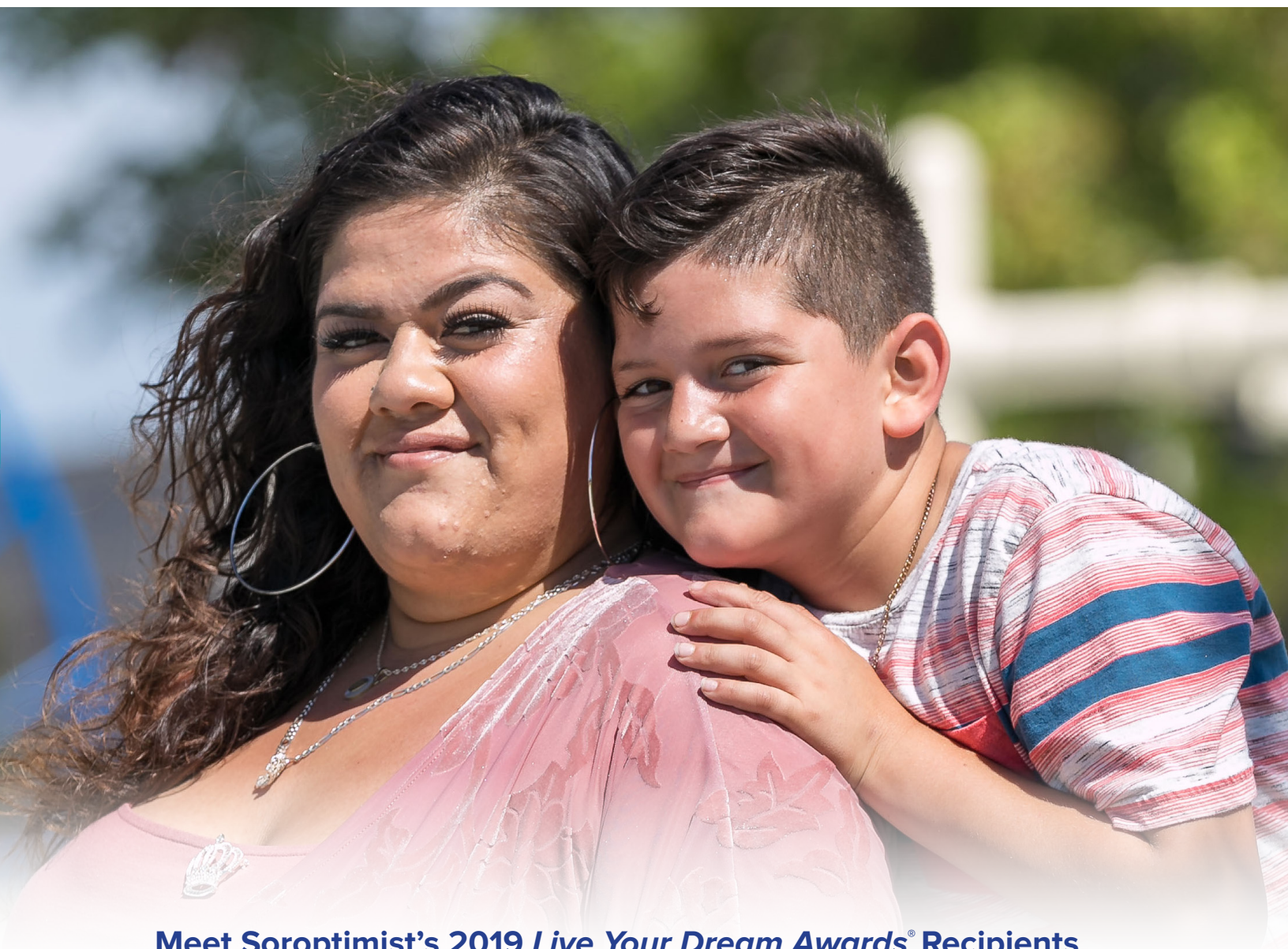
Get to know Tina Wei-Kang Pan of Taipei City, Taiwan

## **Soroptimist Source**

Read important news and information from SIA headquarters

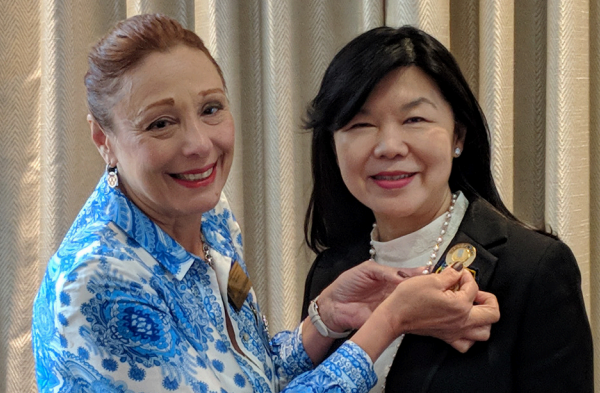
## **Refined Branding Statements**

Learn about SIA's refined mission and tag line statements



**Meet Soroptimist's 2019 *Live Your Dream Awards*® Recipients**

# **Extraordinary Women. Extraordinary Stories.**



President Tina Wei-Kang Pan (right) receives her president's pin from Past President Elizabeth Di Geronimo at the 2019 Recognition Banquet in Montreal, Canada.

## Meet SIA's 2019-2020 President, Tina Wei-Kang Pan

### What first attracted you to our organization?

I first heard about Soroptimist from Lin-Lan Tsai of SIA Taiwan Region, who was the founding governor. At that time, we both were legislators working together on the Domestic Violence Prevention Act in the congress.

### Why has your involvement with Soroptimist continued, and how has Soroptimist membership affected your life?

Being a Soroptimist means you have continuous support from the Soroptimist sisterhood.

### What function, in your opinion, should volunteerism play in today's world?

A women's volunteer organization like Soroptimist has a collective power to truly realize the concept of "women helping women."

### Why is it important for Soroptimist's brand to focus on women and girls, particularly with regard to access to education?

The African proverb goes, "If you educate a woman, you educate a nation." That is because the benefits of educating women are felt throughout the whole community.

### What are the most pressing organizational issues facing SIA?

We need to work more on collective impact and also be aware of the differences in our countries and regions.

### What are your specific ideas for your year as president?

I will work on realizing our soon-to-be Big Goal: Investing in the dreams of half a million women and girls through access to education through our Dream Programs. 🌸

## President's Message

It is my honor and privilege to serve all Soroptimist members as your SIA president. This is the first time that SIA is represented by a member from Taiwan Region. Without the support from SIA Taiwan Region and all the clubs and members, I wouldn't have this opportunity. With the guidance of SIA board members, Executive Director & CEO Liz, and all the leaders who came before me, I believe this will be a wonderful club year!

This club year is especially meaningful to me because Soroptimist is preparing for our 100th Anniversary. This is the time when we will devote ourselves to the hard work of building the foundation for the next century to come.

We will have a new Big Goal: Investing in the dreams of half a million

women and girls through access to education. Every bit of help, every dollar and every single voice will help us achieve this ambitious goal.

As your president, I would like all of us to participate more in our Dream Programs. Through these programs, we can truly make a difference in the lives of women and girls. I encourage every member, every club, and every region to come together to achieve this goal.

This is going to be a fruitful and rewarding year with your participation. Let's work together as one! 🌸



Tina Wei-Kang Pan

## Transformation: A View from Spruce Street

*A message from the SIA Executive Director & CEO*

I hope this finds you enjoying a fun and productive year with your Soroptimist club. No doubt you are hard at work advancing our mission. Did you hear that we've refined the language we use to communicate our mission? See the article in this issue.

Speaking of our mission, Soroptimist has long supported the UN's work. We are proud our Soroptimist Dream Programs support five of the UN's Sustainable Development Goals. Gender equality is at the root of sustainable improvements to societies around the world. And education is key to the success of women and girls.

What an exciting time as we gear up for our 100th Anniversary, which will kick off at our upcoming convention in Bellevue, Washington. And we will begin working toward our next Big Goal: Investing in half a million women and girls through access to education.

In my last column, I asked to hear from you about preparing for our next Big Goal. Please send an email to [elizabeth@soroptimist.org](mailto:elizabeth@soroptimist.org).

Let me know if you will: promote the Working As One exercise to your club; encourage your club to change the way they work; help your club boost Dream Program participation; and encourage your club to contribute to Soroptimist's collective impact.

I look forward to hearing from you about all the ways you're working to make our organization as strong as it can be as we anticipate our second century of helping women and girls achieve economic empowerment. 🌸



Elizabeth M. Lucas



# Meet Soroptimist's 2019 *Live Your Dream Awards* Recipients

**E**ach year, Soroptimists throughout SIA's 21 countries and territories are inspired by the incredible courage and strength of our *Live Your Dream Awards* recipients. Whether club-, region-, or international-level recipients, each woman is a role model who has demonstrated the commitment to change her own life. This year, SIA awarded about \$2.6 million dollars to 1,655 women. And thanks to the generosity of our corporate partner, Torrid, seven women received a finalist \$10,000 award. We are pleased to introduce them here.

## Meet Soroptimist's 2019 Finalist *Live Your Dream Awards* Recipients

**Natalia, USA.** After surviving a brutal childhood that included kidnapping and sex trafficking, Natalia, studying for a bachelor's degree in business management, is determined to build a better life for herself and her son. One of her references said Natalia's most remarkable strength is her resilience.

**Marisela, USA.** Marisela suffered sexual assault and physical abuse, including from her children's father. Her parents, immigrants who struggled financially, did not support Marisela's educational goals. Marisela is close to completing a degree in sociology and plans to work with immigrants and children who have suffered psychological, emotional or physical abuse.

**Rhea, Philippines.** As the oldest of 13 children, Rhea was charged with caring for her siblings instead of attending school. She ensured her siblings got their education and eventually focused on herself. Currently studying psychology, she dreams of starting a school for street children.



2019 *Live Your Dream Awards* recipient Rhea. Photo credit: Cine Verités

**Paula, Brazil.** Paula was born into a poverty-stricken, violent family. Always bright and eager to learn, Paula is currently in medical school studying gynecology and obstetrics. A single mom to two sons, she wants to help other women develop autonomy over their own bodies.

**Jayne, Canada.** A domestic abuse, rape, and eating disorder survivor, Jayme is now working toward a degree in social work. She wants to pursue a career seeking justice for marginalized people. She is thrilled to serve as a role model for her daughter and says, "I dream that my daughter will look at me and rather than be fearful of the future, see hope for who she can become."

**Alma, USA.** Alma grew up in a migrant farm working family that faced significant financial hardships. When she was a teenager, Alma contracted a serious kidney disease, with which she struggled for many years. During that time, she also became

pregnant with her daughter and endured a high-risk pregnancy. Alma is studying for a degree in child development with the goal of becoming a math teacher.

**Jana, USA.** Jana believes the pain and suffering she endured will inform her ability to help others. Jana grew up in a poor, unstable, abusive home with a drug and alcohol-addicted mother. As is often the case, Jana repeated the cycle by being in an abusive relationship with a man 15 years her senior before she found the strength to take her children and leave. Currently studying for a degree in human development and family studies, Jana says, "I am living proof that change is probable, possible, and likely." 🌸



2019 *Live Your Dream Awards* recipient Paula. Photo credit: Brazil Region

Read more about these inspirational women at:  
<[Soroptimist.org/extraordinary-stories/index.html](https://soroptimist.org/extraordinary-stories/index.html)>.

## Soroptimist Source

Keeping you up to date on important news and information from SIA headquarters.

### ■ Program

#### *Dream It, Be It*®

Since 2015, more than 55,000 girls have participated in *Dream It, Be It* with outstanding results. However, feedback from members showed the need for small revisions to the curriculum. A group of members with ample experience with *Dream It, Be It* were consulted for their input. The updated curriculum can be found online and features ideas that incorporate movement, activities more relevant for teen girls, and fewer handouts. We can't wait to hear your success with the revised curriculum! Visit <http://bit.ly/DIBI-19-E> to access the revised curriculum. Make sure to report *Dream It, Be It* projects here <http://bit.ly/DIBIReport> by June 1.

### ■ Membership

#### Leadership Survey Update

As part of our leadership development strategy to increase effective leaders within our organization, we conducted a leadership study several months ago. We heard from over 1,100 members about the technical and soft skills they feel are required to be successful in club leader roles. Thank you to everyone who participated and provided feedback! Your responses will inform our future leadership development efforts and will heighten the member experience. View the summary report at <http://bit.ly/sia-leadership-survey>.

### ■ Public Awareness

#### Using the “S” Logo

We congratulate our clubs for being on point with the SIA brand! As you know, by December all clubs in our federation have been asked to use the SIA “S” logo on all SIA materials, and we are pleased so many of our clubs have complied. Putting forth a consistent brand image is a key component of increasing global recognition for our work through our Dream Programs. And using a consistent visual identity is part of our collective branding efforts. Please note clubs may use the “S” logo with or without the new “Investing in Dreams” tagline. Please be sure to review the updated Branding and Style Guide to learn more about our visual identity and messaging. All resources are available on the Recognition and Branding page of our website <http://bit.ly/recognition-branding>.

### ■ Fundraising

#### Giving Tuesday

December 3, 2019, is #GivingTuesday—a global day of giving! This year we will be launching our peer-to-peer fundraising toolkit—arming you with all the tips and tricks to spark a movement. Let's lead the charge on behalf of courageous women and girls everywhere! 🌸

## 2020-2021 Soroptimist International President Sharon Fisher

Past SIA president and SI/The Langleys, BC (Western Canada Region), member Sharon Fisher will be the first Canadian president of Soroptimist International in more than 50 years!



Sharon doesn't officially take office until January 2020, but a change of insignia ceremony took place at the 21st SI Convention in Kuala Lumpur. Congratulations, Sharon! 🌸

## 100th Anniversary Celebration

Did you know that October 2021 marks Soroptimist's 100th anniversary? Soroptimists from around the world will gather at the Fairmont San Francisco Hotel, October 1-3 to celebrate this exciting event. Additional information, including an FAQ about the event, are available here <http://bit.ly/anniversary-celebration>. 🌸



## Club Giving: Working as One

**W**e envision a day when every woman and girl is ensured a brighter future, reaches her full potential, and lives her dreams. Together we have the power to make that dream a reality—but we can't do it without your club's support!

Across our 21 countries and territories, 20 million women and girls face obstacles that prevent them from living their dreams. With our global Dream Programs solely funded by contributions, these courageous women and girls rely on the generosity of Soroptimist clubs—like yours!

We are honored to recognize four amazing clubs in particular that have become a catalyst for change. Last year, SI/Hanford,

CA (Sierra Pacific Region); SI/Greater Santa Clarita Valley, CA (Camino Real Region); SI/Valencia, CA (Camino Real Region); and SI/Whitefish, MT (Northwestern Region) each made a Club Giving contribution of \$10,000 or more—demonstrating their unwavering dedication to our mission. But they weren't alone in their efforts! Over 1,100 clubs took action in supporting our global Dream Programs.

As we embark on a new club year, we encourage all of our clubs to continue to make a positive and lasting change in the lives of women and girls—not only within their local community, but around the world. Make a life-changing Club Giving contribution today <https://www.soroptimist.org/clubgiving.html>. 🌸

# Refined Branding Statements

*We are gearing up for our next century and our next Big Goal to invest in the dreams of half a million women and girls. The SIA Board and staff, in consultation with a branding expert, felt it was a good time to strengthen and focus our messaging. We have prepared this FAQ to address questions.*

## SIA's refined vision, mission and tag line statements

**Vision:** Women and girls have the resources and opportunities to reach their full potential and live their dreams. (this has not changed)

**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.

**Tag Line:** Investing in Dreams

### What is the purpose of vision, mission and tag line statements?

These statements are for branding purposes. A mission statement describes an organization in terms of who you are, what you do, how you do it and for whom, and why it matters (the outcome). A vision statement describes what the world will look like after you've accomplished your mission. It should be short and inspirational. A tag line is a short phrase that inspires people to learn more about you.

### What was the process by which SIA changed the mission and tag line?

SIA worked with a branding firm, Iris Communications and its president, Beth Brodovsky. Beth led the SIA Board in a series of exercises designed to provide direction and build consensus. From there, Beth worked with staff to create options. The SIA Board reviewed the options, considered whether they conveyed our desired message, and approved these refined messages at its June 2019 meeting.

### It doesn't seem like the mission statement has changed much.

The change is more of a refinement. On the advice of our consultant, we added in who we are (a global volunteer organization) and how, specifically, we support women and girls (helping them to get the education and training they need to achieve economic empowerment). We left in the words "economic empowerment" as this is the language the UN uses, and describes the condition where women have the means and opportunity to support themselves and make their own decisions.

### Do we need to stop using our banners and flags with the Best for Women tagline?

No, that's the translation of our name. It's also permissible and sometimes preferable to use the S logo without the tagline. For now, SIA will be using the new tag line underneath our logo. We expect this to be a gradual change for clubs. 🌸

**To read the full FAQ visit <<http://bit.ly/mission-branding-faq>>.**

## SIA Leadership 2019-2020

Tina Wei-Kang Pan  
**President**

Penny Babb  
**President-elect**

Kazuko Morita  
**Secretary/Treasurer**

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Jackie DeMartini

Myra Paz Valderrosa-  
Abubakar

Taeko Endo

Elizabeth Jane "BJ"  
Gallagher

Elizabeth M. Lucas  
**Executive Director &  
CEO**

Margo Hartman

**Visit <<http://bit.ly/sia-leadership>> for more information about SIA's Board of Directors and governors.**

### SIA's 2019-2020 President-Elect

SI/Happy Valley of the Sun, AZ (Golden West Region), and SIA board member Penny Babb is SIA's 2019-2020 president-elect. Congratulations, Penny!





SOROPTIMIST®

Investing in Dreams

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www.liveyourdream.org



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sales items and more at  
<[Soroptimist.org/for-clubs-and-members/shop/index.html](http://Soroptimist.org/for-clubs-and-members/shop/index.html)>!



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(#171) \$46



SAPPHIRE CHARM BRACELET  
(#172) \$42



GOLD TRIO PENDANT  
(#174) \$36

## Best for Women

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### Does SIA have your email address?

#### Members:

Email is the primary way we communicate with our members. Make sure you are receiving important emails and alerts by reviewing your profile at <[Soroptimist.org/for-clubs-and-members/for-members/update-profile.html](http://Soroptimist.org/for-clubs-and-members/for-members/update-profile.html)> and making any necessary changes.

#### Clubs:

The best way for headquarters and prospective members to contact clubs is through the Soroptimist club email accounts. A designated member should be checking the club email account regularly (at least once per week) to keep up to date with the latest SIA news or to connect with prospective members. Clubs will want to use their club email addresses prior to SIA's move to electronic mail ballots in February 2020, as each club will receive its link into the voting system via their club email address.

For help with setting-up or accessing the account, see the "For Clubs and Members" area on SIA's website <[Soroptimist.org/for-clubs-and-members/for-clubs/club-administration.html](http://Soroptimist.org/for-clubs-and-members/for-clubs/club-administration.html)> or contact <[siahq@soroptimist.org](mailto:siahq@soroptimist.org)>. 🌸



### Soroptimist Thanks its Official Sponsors





# Did your club take **ONE** step?

*Since 2012-2013, clubs, regions and SIA headquarters have worked together to increase our collective impact. We have achieved great success by serving more women and girls through our Dream Programs. And we can still do more!*

Last year, we asked clubs to **Take One Step** each month to support our Big Goal. We promoted our steps each month in the Soroptimist Summary, on social media and in special emails to clubs.

**Did you miss a step? Not a problem. Your club can take these steps at any time.**

## Step 1:

Conduct the Working As One exercise with your club to understand where your club commits its resources.

## Step 2:

Build your membership team to support our Big Goal of increased collective impact.

## Step 3:

Serve more women facing obstacles to their success by giving one more *Live Your Dream Award*.

## Step 4:

Build your membership by inviting member recruits to participate in your club's Dream Programs.

## Step 5:

Use the SIA Branding and Style Guide to support the growth of our visual identity.

## Step 6:

Share our global impact with your club and community using our program infographics.

## Step 7:

Support our programs globally by giving at least 10 percent of the funds you raise to our organization: SIA.

## Step 8:

Grow your *Dream It, Be It* project by partnering with other local organizations.

## Step 9:

Use our simple action tool to help guide your club's annual planning.

## Step 10:

Offer year-round support to your past *Live Your Dream Award* recipients by providing support beyond a cash award.

## Step 11:

Communicate changes in your club's work using our communication toolkit.

## Step 12:

Download social media badges to share your excellent work!

Take  
**ONE**  
Step

*To Support Our Collective Impact*

**Find the steps and all the resources you need:**

**<http://bit.ly/TakeOneStep>**

**Stay tuned for more steps coming soon!**



# Register Now for SIA's 46th Biennial Convention!

Reach New Heights with SIA in Bellevue! The 46th Biennial Convention will be one for the books. There is so much fun, friendship and learning in store. Here is some of the excitement awaiting you!



The kick off to our  
100th Anniversary Celebration!



Connecting with Soroptimists  
from around the world and  
celebrating our many  
accomplishments!



Getting inspiration from  
informative keynote  
speakers and workshops!



Indulging in a world-class urban  
experience and enjoying all the  
shopping, dining, arts and culture  
you can handle!



Exploring the great outdoors and  
taking in the beautiful  
scenery of the Pacific Northwest.



#SIAConv2020

Visit the SIA website [Soroptimist.org/SIAConv2020.html](https://www.soroptimist.org/SIAConv2020.html) for all the information you need to plan your trip—including pricing, where to stay, how to register and more! Be sure to follow the convention Facebook page <https://www.Facebook.com/SIAConv2020/> for updates on speakers, tours and other exciting details!