Coming together is a beginning. Keeping together is progress. Working together is success.

Your Board has established our direction as:

• our target populations are women and girls who face obstacles such as poverty, violence or teen pregnancy
• our thriving membership economically empowers women and girls through our widely recognized, brand-unifying Dream Programs.

We have made remarkable progress in all aspects of our key efforts: club building, new members, program impact, fundraising, sponsorship and recognition.

As we plan for our second century and our 2021-2031 Big Goal of investing in the dreams of a half a million women and girls through access to education, we will need to increase our annual collective impact by three times. That means increasing our reach from 16,142 women and girls annually to 50,000 annually.

Club presidents have been asked to conduct the Working As One exercise with club members to learn how to support more women and girls through our Dream Programs. If your club has not done this, I ask that you work with your club president to make it happen.

To read more about the remarkable progress we’ve made toward Shaping our Future, visit <http://bit.ly/view-from-spruce-street>. 🔵
Clubs are finding tremendous success with Soroptimist’s newest program, *Dream It, Be It*. Thanks to SI/The Sierras, CA (Sierra Pacific Region) club president, Michele Shockley, for sharing insights into her club’s experiences with the program.

Your club recently held its fourth annual *Dream It, Be It* conference. What has been the key to your success?

Our relationship with local teachers and parents, and the support of the community. This program has been very well-received from the beginning. We have a small club, and without community involvement, this event would not be possible for us. This year, we had about a dozen non-Soroptimist volunteers who filled roles as table mentors and speakers, along with our Soroptimist members.

What’s the most rewarding part for the club and/or members?

This event has done an amazing job of promoting Soroptimist and our mission in our local community. Our club was founded 50 years ago, but many people had never heard of us or only knew us for our fundraisers. They had no idea what we did with the money we raised. Now the word is out and the name Soroptimist is becoming more relevant to younger generations. We are very proud of our *Dream It, Be It* event and the recognition that it has received. Two very active members joined in 2016 and then in 2018 because of this event. This past year, we had two of our speakers express interest in joining the club.

What advice do you have for other clubs for executing a successful *Dream It, Be It* event?

Start with what you know and what you feel comfortable with when planning your first event, and then build on it each year. We always summarize the evaluation sheets and hold a wrap-up meeting and it’s then that we start planning for next year. We highlight successful practices, and then talk about what could have been better. And, it is very important to have a teen advisory group in the planning stages. They will really help to make sure you’re headed in the right direction. Make sure to feed the girls well, have an appropriate music play list, decorate with vibrant colors, have them do dream boards, provide branded goodie bags, plan great ice breakers, give prizes, have fun activities, invite great speakers, and document your event.

How did you get the word out and promote the event?

We have a dedicated website for our conference and we handle all of our registrations on that site. We have posted flyers around town and in the schools. We email flyers to all of our personal contacts, school counselors and teachers, and past attendees. And, we have a very large social media presence, with boosted posts, an event page, and our local Facebook news page that promotes our events.

The SIA website has a wealth of information, tools and resources to help clubs participate in *Dream It, Be It*.

What resources and tools have you found most helpful?

We, of course, love the curriculum and the handouts that go along with that. We do have to shorten some of the sessions to fit into a one-day conference. We also use the inspirational quotes for our Dream Boards, and use many of the ice breaker activity ideas. And the folders are really great.

Tell us about budgeting and fundraising.

With *Dream It, Be It* being one of our primary service projects, we do dedicate a generous budget to this event. When we need assistance, we have found local sponsors. We have found that employers of club members, female businesswomen, and past speakers have been happy to donate gifts for the girls, sponsorship money, and even pizza for lunch.

Visit <http://bit.ly/dream-it-be-it-success> to read more and access *Dream It, Be It* resources. 🌟
Empowering Women & Girls Through Access to Our Dream Programs

**LIVE YOUR DREAM AWARDS**

- $2,414,864 in Live Your Dream Awards was given through the program ▲15%
- 1,595 deserving women ▲9%
- 93% increased their self-esteem
- 86% completed their education and increased their standard of living

**DREAM IT, BE IT**

- 14,547 girls participated ▲19%
- 88% feel prepared to pursue their career goals
- 91% feel more confident about their future success

**Gaining New Members and Supporters**

- 3,714 new and charter members
- +9 net increase in clubs (best net change since FY97/98)
- 127,825 people in our LiveYourDream.org community
- 101,638 program activities conducted through LiveYourDream.org

**Attracting More Financial Support**

- $2,284,366 raised ▲22%
  - $1,141,420 in total individual contributions ▲44%
  - $748,304 contributed through Club Giving ▲3%

**Corporate Philanthropy**

- $180,375 raised ▲$168,375
  - $150,000 received from Torrid Foundation
  - 17 unsolicited corporate partnership requests were received through LiveYourDream.org

- $14,291,581 in Net Assets ▲5%

**Growing Recognition**

- 537,654 unique visits to Soroptimist.org and LiveYourDream.org ▲51%
- 41,567 social media followers ▲8%
- 1.5 million people reached through SIA and LYD.org social media networks
- 6 million+ women across the US saw our online ads (Google Grants and Facebook Ads)
Program
SIA’s Next Big Goal
Have you heard about SIA’s 2021-2031 Big Goal? The Working as One exercise offers clubs an opportunity to participate in this exciting process of preparing for our future. Clubs are invited to take stock of their projects to make decisions about where to spend their time and resources. Working as One is a step-by-step guide for club presidents to facilitate with a committee or the whole club, and includes a PowerPoint presentation, script and handouts. Check out club planning tools, the presentation, and more here <http://bit.ly/working-as-one>.

Membership
What is Soroptimist All About?
Whether you are organizing a new member orientation or making a speech to another community group, a great visual aid will help you maintain interest and hold your audience’s attention. The next time you need to showcase Soroptimist, use our About Us presentation, which combines our powerful messaging with beautiful graphics. Use this resource to provide general information about SIA, our Dream Programs, our volunteer membership base and member benefits. Additionally, it also spotlights several local Soroptimist club projects around the world that demonstrates our members in action. Check it out today! Read more here <http://bit.ly/sia-about-us>.

Public Awareness
Annual Report
View SIA’s latest annual report <http://bit.ly/sia-annual-report> to learn about all of the hard work, dedication and impact from our clubs and members. When we work together we make great things happen for women and girls around the world!

S Logo
The December 2019 deadline is approaching for all clubs and regions to transition to solely using SIA’s S logo as your visual identifier. For more information, visit <http://bit.ly/s-logo-deadline>.

Fundraising
Soroptimist Visionaries
The 1921 Visionaries is an elite group of Soroptimists who have given for five consecutive years or more to our global Dream Programs. Visionaries received a signature numbered pin. If you see a Soroptimist with this pin, please thank her for counting among our most dedicated members. You can take steps toward your 1921 Visionaries eligibility today by making a gift at <Soroptimist.org/donate.html>!

SI Dues Increase
Soroptimist International’s (SI) Board of Directors has increased per capita dues, which will be reflected in SIA’s July 1, 2019 billing statement for the 2019-2020 club year. The new amount will be about US$9.00 per member. It has been 21 years since the last SI dues increase, despite inflation and a decline in membership. SI has exercised strict fiscal prudence and cost-cutting measures, but was forced to use reserves—which is not sustainable. SI provides a valuable global component to all Soroptimist members. Thank you for continuing to be an important part of the Soroptimist worldwide movement. ✮

SAVE THE DATE

Registration will open in October 2019
Follow Soroptimist on Facebook, Twitter, LinkedIn, Instagram and YouTube! Simply visit these social networks and search for “Soroptimist International of the Americas” to follow SIA today!

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/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.

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/club-administration.html> or contact <siahq@soroptimist.org>.

Get in the Network!