



Best for Women

A Publication of Soroptimist International of the Americas®

President's Message

Hear from SIA President Elizabeth Di Geronimo

Soroptimist Source

Read important news and information from SIA headquarters

FY17/18 in Review

View SIA's year-end performance



Photo Credit: Joelle Leder Photography

Dream It, Be It: Career Support for Girls®

A Success Story

Club Giving

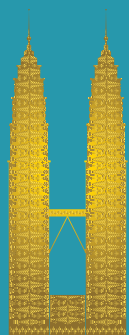
Just like the women and girls we serve, Soroptimist has big dreams. It's essential as we near the end of our first century—to us, and to tens of thousands of women and girls—to offer more Dream Program opportunities than ever before. We can't do it without your club's help!

Club Giving: Empowering Women and Girls to Live their Dreams, makes possible 27 percent of our Dream Programs' direct and indirect costs. The need is great: there are 20 million women and girls in our 21 countries and territories who could benefit from our programs, and we need this primary source of funding to meet that need and invest in more women and girls!

If your club has increased its Club Giving participation in 2018-2019 over the prior year, you have our gratitude. You will receive the honor of a shooting star on your Club Giving certificate. Last year, more than 500 clubs made the decision to increase their generosity. To learn more about why clubs are increasing their commitment to Club Giving, or to make your gift, visit <http://bit.ly/SIAClubGiving>. 🌟

Soroptimist International Convention

SI's 21st International Convention, July 18-21, 2019, will be in Kuala Lumpur, Malaysia. Visit <http://bit.ly/si-convention-flyers> to access flyers in English, Japanese, Korean and Chinese. Please note at least 30 people from those language groups need to attend in order for the interpretation to be provided. 🌟



**SOROPTIMIST
INTERNATIONAL**
21st International Convention
18-21 July



KUALA LUMPUR 2019
Malaysia Truly Asia

President's Message

I am delighted so many of our members and clubs throughout the world have been celebrating the journey of women toward equality.

Our organization, which was born in the era of voting rights for women, is coming up on our 100th anniversary. It's never been more important to fight for the rights of women and girls.

And how do we do that?

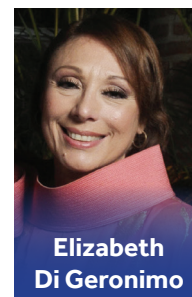
By focusing our energies on accomplishing our current Big Goal (increasing our collective impact) and laying the groundwork to begin work on our next Big Goal (investing in the dreams of half a million women and girls through access to education).

By affording women and girls opportunities to be empowered and educated, you are enabling them to make a difference in their own lives, as well as the lives of their families and communities.

This year, I launched #Spotlight Soroptimist, a hashtag campaign to showcase our clubs' work through our Dream Programs. Please remember to post using that hashtag on the 25th of every month.

This is my last *Best for Women* message as your SIA president. I look forward to seeing you as I visit many of your regions and celebrate the positive difference we are making for women and girls. Until then, I thank you and wish you every success in your Soroptimist work.

Visit <http://bit.ly/sia-presidents-message> to read more. 🌟



**Elizabeth
Di Geronimo**

Transformation: A View from Spruce Street

A message from the SIA Executive Director & CEO

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.

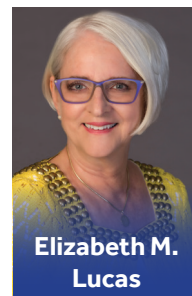
We have made remarkable progress in all aspects of our key efforts: club building, new members, program impact, fundraising, sponsorship and recognition.

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 <http://bit.ly/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>. 🌟



**Elizabeth M.
Lucas**



Photo Credit: Joelle Leder Photography

Dream It, Be It: A Success Story

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. 🌸

SEPTEMBER 1, 2017—AUGUST 31, 2018

SOROPTIMIST®

PROGRESS IN FY17/18

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)



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Soroptimist Source

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

■ 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

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. 🌸

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! 🌸

SAVE THE DATE



Join SIA for our convention in July 2020. Be there to kick off our 100th anniversary celebration!

Visit <http://bit.ly/siaconv2020> for the latest information.

Registration will open in October 2019



SOROPTIMIST
Best for Women®

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www.soroptimist.org
www.liveyourdream.org



Check out these featured
sales items and more at
<Soroptimist.org/for-clubs-and-members/shop/index.html>!



BELL NECKLACE (#114) \$40 | S PENDANT NECKLACE (#115) \$37 | SOMBRERO PIN (#116) \$30

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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>
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/for-clubs/club-administration.html> or contact siahq@soroptimist.org. 🌸



Soroptimist Thanks its Official Sponsors

