



# 2024-2025 Fiscal Year-End Analysis

August 31, 2025

## Member and Club Summary

SIA ended FY24/25 with 25,349 individual members. This is an increase of 2,690 members (or 12%). That 12% increase signals more than just growth; it reflects renewed energy, stronger engagement, and a membership community that is once again expanding with confidence. This is a strong positive rebound, signaling accelerated engagement and improved recruitment compared to FY23/24.

This year also marked an important shift in how SIA measures its community. By focusing future analysis on Paid Active Members, the organization is grounding its decisions in a clearer picture of those who are both engaged and financially invested. This change strengthens planning, reporting, and long-term sustainability.

### Key Drivers of Membership Growth

- New member recruitment rose significantly, from 1,871 to 2,991, an increase of 1,120 new members (or 60%). This is the most significant contributor to overall growth and reflects successful outreach, campaigns, or club-level efforts.
- Reinstatements increased from 30 to 48 (or 60%), indicating that more former members are returning, often a sign of improved value perception or targeted re-engagement strategies.
- Charter membership saw one of the most substantial increases, rising from 154 to 285 (or 85%). This reflects growth in new club formation and strong early engagement in those clubs.

### Membership Losses

- Terminations increased modestly from 3,014 to 3,286, a rise of 272 (or 9%). While this is notable, the significant gains in new, reinstated, and charter members more than offset these losses.

### Net Membership Performance

- FY23/24 saw a net loss of 959 members.
- FY24/25 saw a net gain of 38 members, marking a positive turn of 997 members.

This represents a full-year turnaround, moving the organization from negative growth back to positive territory.

## Club-Level Performance

### Total Number of Clubs

Total clubs declined from 1,118 to 1,078, a net loss of 40 clubs (or -4%). Despite strong individual membership growth, the organization continues to face challenges in retaining clubs.

### Club Gains

- **New/Reinstated Clubs.** Increased modestly from 9 to 11, a gain of 2 (or 22%). This is a positive sign, especially given the rise in charter members.

### Club Losses

- **Disbanded/Lost to Merger.** Dropped significantly from 63 to 42, an improvement of 21 fewer club losses (or -33%). This shows progress in addressing club stability and support.

### Net Club Performance

- FY23/24: Net loss of 54 clubs
- FY24/25: Net loss reduced to 31 clubs
- Overall improvement: 23 fewer net losses (a 43% improvement)

Although the total number of clubs continues to decline, the downward trend has slowed significantly, indicating that retention strategies are gaining traction.

## Summary

- Individual membership is growing strongly, driven by substantial increases in new, reinstated, and charter members.
- The organization achieved a significant turnaround, moving from a net loss to a net gain in individual membership.
- Club numbers remain in decline, but with significantly fewer disbandments and slightly more new/reinstated clubs, the situation is improving.
- Continued focus on club support and sustainability will be essential to align club trends with the positive membership trajectory.

## Regions Leading the Way

FY24/25 was a year of collective success, with all 26 of SIA's regions achieving year-over-year growth in new member acquisition, a strong indicator of SIA's expanding reach. 🙌⭐

*America del Sur*

*Brazil*

*Camino Real*

*Central East Coast*

*Desert Coast*

*Eastern Canada*

<i>Founder Region</i>	<i>Korea</i>	<i>Sierra Nevada</i>
<i>Golden West</i>	<i>Mexico/Centroamerica</i>	<i>Sierra Pacific</i>
<i>Japan Chuo</i>	<i>Midwestern</i>	<i>South Central</i>
<i>Japan Higashi</i>	<i>North Atlantic</i>	<i>Southern</i>
<i>Japan Kita</i>	<i>Northwestern</i>	<i>Taiwan</i>
<i>Japan Minami</i>	<i>Peaks to Plains</i>	<i>Western Canada</i>
<i>Japan Nishi</i>	<i>Philippines</i>	

## Looking Ahead

The outlook for both member recruitment and club stability is bright and grounded in purposeful action.

We are laying the groundwork to ensure every new club member's journey begins with clarity, connection, and inspiration. The new Club Orientation Video Resource will give clubs a shared, high-quality way to welcome members to the SIA story. From the very first interaction, new members will better understand who we are, why we matter, and how they can belong and contribute. By creating a strong, consistent first experience, we are strengthening retention where it matters most: at the beginning.

At the same time, the momentum will carry over to the global stage. The launch of our New Member Campaign at the 49th Biennial Convention in Incheon, Korea, in July 2026 will serve as a catalyst for renewed energy across the organization. This campaign is designed not only to recruit but also to inspire, equipping clubs around the world with tools, messaging, and enthusiasm to grow their membership with confidence.

Together, these efforts tell a clear story: we are investing in people, empowering clubs, and building a future where growth is both intentional and sustainable. With stronger onboarding, energized recruitment, and a shared vision, SIA is well-positioned to turn today's optimism into lasting impact.

TOTAL # INDIVIDUAL MEMBERS	25,349
TOTAL # CLUBS	1,078

<i>Individual Members - Fiscal Year Comparison:</i>		FY2425	FY2324	Variance Gain/Loss %
Total # of Individual Members	25,349	22,659	2,690	11.9%
# New	2,991	1,871	1,120	59.9%
# Reinstated	48	30	18	60.0%
# Charter	285	154	131	85.1%
# Terminated	3,286	3,014	272	9.0%
Net Gain(Loss) in period	38	(959)	997	-104.0%

<i>Individual Member Type Breakdown:</i>		Aug-25	Aug-24	
Regular	25,125	Regular		22,442
Life	224	Life		217
Total	25,349	Total		22,659

<i>Clubs - Fiscal Year Comparison</i>		FY2425	FY2324	Variance Gain/Loss %
Total # Clubs	1,078	1,118	(40)	-3.6%
# New/Reinstated	11	9	2	22.2%
# Disbanded/Lost to Merger	42	63	(21)	-33.3%
Net Gain(Loss) in period	(31)	(54)	23	-42.6%