



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Fiscal Year End 2022-2023 Analysis of Change in Membership

Total Individual Members: **25,133** Total Clubs: **1,170**

Summary of FY22/23 Membership Performance

During FY22/23, SIA's total membership decreased by -1.5%, or -374 individual members. This is a **marked improvement** over FY21/22 performance that showed a membership decrease of -2.6% or -671 individual members and a net gain of 282 or 42% in membership.

Increased Member Recruitment and Engagement. SIA added 3,582 new, reinstated, and charter members during FY22/23, an increase of 520 more added members or 17% more than the 3,062 added members during FY21/22. This can be attributed to SIAs heightened member engagement through events like the International Women's Day Tea and our virtual leadership development opportunities. Additionally, this increase in members demonstrates that campaigns such as the Member Get a Member Campaign are effective.

Member Retention. This year, terminated members increased slightly by 3.9%, but fewer terminations than in the past five years.

FYE Net Change in Individual Members

SIA tracks performance in this area by measuring the number of individual members added and lost to clubs in SIA. We measure these by tracking the following member counts: new and reinstated members (of existing clubs), charter members (of new clubs), and terminated members.

- At the close of FY22/23, SIA has a net decrease of -374 members, a -1.5% change. This net change was reached by the following:
 - 3,162 new members were added to existing clubs.
 - 110 reinstated members were added to existing clubs.
 - 310 charter members were added to new clubs.
 - 3,971 lapsed members.
- Recruitment to existing clubs during FY22/23 (combined new and reinstated members) brought in 3,272 total members. This reflects an increase of 4.1% from the previous five-year average (3,143 combined new and reinstated members).
- Recruitment through charter clubs brought in 310 charter members during FY22/23, an increase of 31 or 11.1% compared to 279 charter members during FY21/22. This also reflects a 13.5% decrease from the

previous five-year average of 352 charter members. This also indicates the gap is closing after FY21/22, when charter members fell 26.6% behind the previous five-year average.

- SIA lost 238 more individual lapsed members this year (3,971 members) than in FY21/22 (3,733 members.) This reflects a 4% improvement over the previous five-year average (4,132 members). For the fourth year, membership retention remains steady at 86%, exceeding the industry standard of 75%.

FYE Net Change in Clubs

SIA tracks performance in this area by measuring the number of clubs added (chartered or reinstated) and clubs lost (disbanded or charter forfeited).

- SIA closes FY22/23 with a net decrease of -51 clubs.
- Newly chartered clubs during FY22/23 (9 clubs decreased by 59% compared to FY21/22 (22 clubs). This year's charter clubs fell 66.6% behind the previous five-year average (27 charter clubs).
- SIA lost 47 clubs to disbandment, charter forfeiture, or merger during FY22/23. This falls slightly behind FY21/22, when 41 clubs were lost.
- Clubs that disbanded during FY22/23 had an average charter year of 1993 or around 30 years of service to SIA.

FYE Region-Level Change in Individual Members and Clubs

- During FY22/23, twelve regions showed an annual net increase in individual members, an improvement from seven regions with an annual net increase during FY21/22. The regions with an annual net increase in each period are listed below:

FY21/22 North Atlantic +2.5%, Central East Coast 3.4%, Midwestern .2%, Peaks to Plains 2.5, Desert Coast 4%, Golden West 1.1%, Sierra Nevada 8%, Sierra Pacific 2.6%, Western Canada 7.4%, Mexico/Centroamerica 2.5%, Taiwan .5%, Korea 10.5%

FY20/21 Taiwan +8.2% South Central +3.6% Sierra Pacific +3.2% Brazil +1.6% Camino Real +0.6% Eastern Canada +0.4% Desert Coast +0.1%

- Three regions had an annual net increase in clubs during FY22/23. The regions with an annual net increase in clubs during each period are listed below:

FY22/23 Taiwan 12.2%, America del Sur 4.3%, Sierra Pacific 3.2%

FY21/22 Taiwan +5.1% Korea +4.9% Brazil +4.0% Sierra Pacific +3.3% South Central +3.2%

- Looking at the overlap during FY22/23 in the two areas above, Taiwan and Sierra Pacific stand out overall for showing a net increase in total individual members and total clubs this fiscal year.