



SOROPTIMIST®

Investing in Dreams

Celebrate our Increased Collective Impact as we work toward our next Big Goal!

SEVEN YEAR PROGRESS: FY11/12—FY18/19

LIVE YOUR DREAM AWARDS®

**500 more women** receive the award annually  
▲39% from 1,200 to 1,700 (actual: 1,189 in FY11/12 to 1,655 in FY18/19)  
**\$1.1 million more** awarded annually  
▲71% from \$1.54 million to \$2.63 million (actual: \$1,538,074 in FY11/12 to \$2,635,743 in FY18/19)



DREAM IT, BE IT®

**56,332 girls** have been reached since the program launched in FY15/16  
**Received the Summit Award**—American Society of Association Executives' highest award



FUNDRAISING

**\$550,000 more** in annual funds raised  
▲34% from \$1.6 million to \$2.15 million (actual: \$1,605,808 in FY11/12 to \$2,215,415 in FY18/19)  
**\$1.1 million more overall funds raised** from annual funds and major gifts in FY18/19 Overall funds raised ▲69% from \$1.6 million to \$2.7 million (Overall: \$2,706,414, Annual: \$2,153,414; Major Gifts: \$553,000)  
**Signed our first blue-chip corporate sponsor**—Torrid/Torrid Foundation



MEMBERSHIP

**Slowed our membership decline**  
by 37% from 7-year average loss of 730 members to 459



LIVEYOURDREAM.ORG

**Attracted 145,000+ supporters**  
(actual: 1,235 in FY11/12 to 144,809 in FY18/19), 48% active in FY18/19



# Get Ready for 2021-2031!

To build on the success of increased collective impact, we began planning for the Big Goal that would carry us into our second century. Through engagement with leaders, clubs and members, we created a bold goal for 2021-2031: Invest in the dreams of **half a million women and girls** through access to education.

**Join us as we work together to reach this audacious goal.**

## PROGRAM

Increase the number of women and girls your club serves by providing additional *Live Your Dream Awards* and holding *Dream It, Be It* projects.



## MEMBERSHIP

Grow and retain members by creating an enjoyable and civil member experience.



## PUBLIC AWARENESS

Gain greater recognition by promoting your club's impact through our Dream Programs.



## FUNDRAISING

Increase funds raised to support our brand unifying Dream Programs.



## FUTURE

Mobilize support of our 2021-2031 Big Goal: *Invest in the dreams of half a million women and girls through access to education.*



**For more information about SIA's Big Goal visit:**

[<Soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal.html>](https://soroptimist.org/for-clubs-and-members/federation-information/sias-big-goal.html)