



Hi everyone and thank you for joining us here today. As we begin to celebrate our next 100 years of service to women and girls, I want to share with you how our organization makes a “Global Impact” delivering our life-changing programs, from the international level to the federation, region, club and down to you, the most important component, the member.

**CLICK**



**Maggie McGuire**  
**SI President**  
**January 2022**

**INTERNATIONAL IMPACT**

**Founder Region**

2022 District Meetings

Soroptimist International, consists of five Federations: Soroptimist International Africa Federation, the Americas, Europe, Great Britain & Ireland and South East Asia Pacific. Our network of around 72,000 club members in 121 countries works at a local, national and international level to Educate, Empower and Enable opportunities for women and girls.

lives in Northern Ireland. She held the role of President of Soroptimist International of Great Britain & Ireland in 2011-2012.

**CLICK**



“Opening Doors to a Bright Future”, is the Soroptimist International President’s Appeal for 2021-2023, which officially launched October 1<sup>st</sup>, 2021. Building on a tangible thread running through the very heart of Soroptimist work, ‘*Opening Doors to a Bright Future*’ underlines the Soroptimist commitment to Education throughout the life-course, and its immense power and fundamental role as a driver for sustainable development, peace, and equality. Investing in girls’ education brings high rewards, breaking cycles of poverty and aiding economic growth. Education empowers women, girls, and their communities, delivering skills and knowledge, while increasing confidence; enabling women and girls to make informed decisions affecting future wellbeing, health, participation, and quality of life.



With plans to establish Appeal projects in each of the five Soroptimist Federations, the Objectives are:

To:

- Provide access to education in all its forms for disadvantaged and marginalized women and girls.
- Provide education to women and girls in a safe, friendly, and stimulating environment where there is equality of opportunity and support for all.
- Develop mentoring programs that encourage confidence, self-esteem and increase the participation of women and girls in society and in decision-making.
- And Increase access to information, educational resources, and services, to empower women and girls to make informed life-choices.

**SUPPORT**  
'OPENING DOORS TO  
A BRIGHT FUTURE'

**DONATE NOW &  
MAKE A DIFFERENCE**

**PRES.  
APPEAL  
PINS  
\$35**

**AVAILABLE  
HERE!**

**OPENING DOORS TO A BRIGHT FUTURE**  
2021 District Meetings

**PRESIDENT  
APPEAL  
PINS  
\$35**

**Support  
Education**

Where there is  
none!

You can support this program, also known as the December 10<sup>th</sup> President's Appeal, with a donation made through SIA on their Financial Transaction Form. Also, Treasurer Tess has the official pin for the program on sale here for \$35. You can see her at the breaks if you would like to purchase one.

## Soroptimist International & the U.N.

- Women's full, equal, effective and meaningful participation and leadership
- Scholarship programs access for women & girls from lower incomes
- Increase the use of cash awards, including scholarships, microloans and microfinancing
- Expand education and training opportunities
- All child care services must be free or affordable
- Education and economic empowerment programs should be considered essential
- Free educational opportunities for trafficking victims

2022 District Meetings

Soroptimist International has representatives at 7 United Nations centers around the world: New York, Geneva, Rome, Vienna, Paris, Nairobi and Bangkok. These Representatives cover gender equality, sustainable development, financing for development, trafficking, migration, education, aging and peace and security.

Soroptimist International recommends that Governments take the following actions to ensure the economic empowerment of women and girls and the eradication of economic inequality:

- COVID-19 response and recovery plans should ensure women's full, equal, effective and meaningful participation and leadership.
- Scholarship programs that are targeted towards women and girls, particularly those who have experienced vulnerabilities, must be expanded and developed.
- Increase the use of cash awards, including scholarships, that recognize that the women recipients are best placed to know how that money would best benefit them.

- Expand education and training opportunities for women and girls, ensuring they have access to all levels of education throughout their life course.
- All child care services must be free or affordable so that all women who want to work, can.
- Education and economic empowerment programs should be considered essential for supporting the psychosocial rehabilitation of survivors of gender-based violence.
- Efforts to identify women working in abusive labor conditions, as trafficked workers, as indentured servants or under conditions of modern day slavery, must be increased.

As you can see, the international level of organization is helping to ensure women and girls around the globe have opportunities to live their dreams free from oppression and discrimination.



The best way to hear first hand how Sroptimist International is empowering women and girls is by attending their Convention in Dublin, Ireland from July 27 – 29, 2023. The theme of the Convention is "Challenge the Future" and will bring together speakers from across the globe. This is your chance to meet old friends, make new ones and we do hope many non Sroptimists will join in to help improve the world we live in.

*Convention Registration is now open and the Early Bird Deadline is January 21<sup>st</sup>, 2023. Start saving your pennies so you can see first hand the global impact we are making.*

*You can* signup to receive all the latest on the Sroptimist International Convention 2023 directly to your inbox.

***Check it all out at [www.sidublin2023.com](http://www.sidublin2023.com)***

*So who's going with me?*

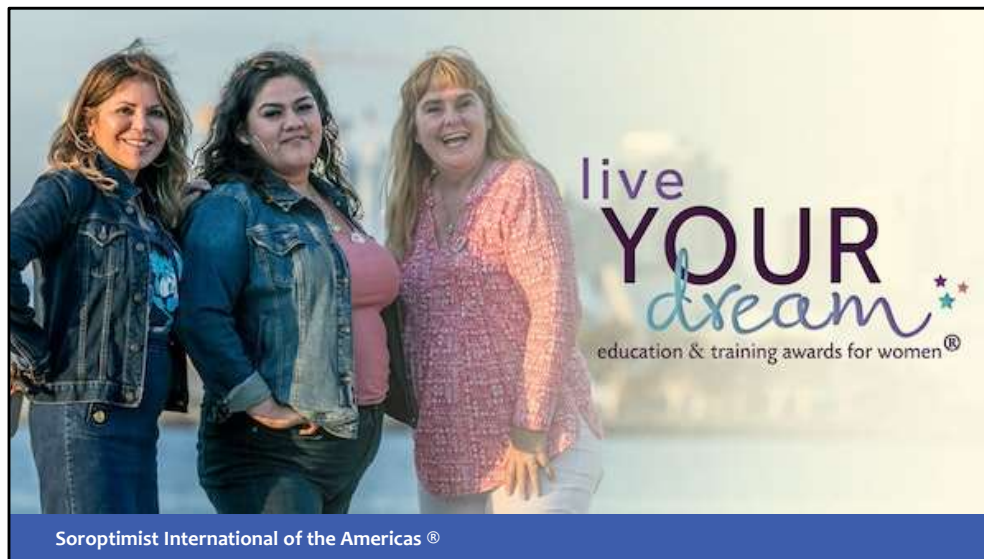




Now, let's talk about our federation, Soroptimist International of the Americas.

New officers, SIA President Stephanie Smith and President-elect Bobbi Enderlin took office on September 1<sup>st</sup>. Outgoing president Kazuko Morita did a great job during her term and we hope to see her continue her leadership journey.

So how is our federation making a global impact?



SIA's identifying project is the Live Your Dream awards.

Your club's participation in the Soroptimist *Live Your Dream Awards* is a terrific way to make a BIG difference in the lives of women—and their families.

Although the awards address economic need and make a difference in a practical way, we know they also affect women in a personal way. Women who have received the award report an increase in self-confidence and self-esteem, and pride for being recognized for having the courage to change their lives.

Every year, more than \$2.8 million in education grants are awarded to nearly 1,700 women, many of whom have overcome enormous obstacles including poverty, domestic violence, and/or substance use disorder.

Fundamentally, the LYD cash awards are empowering — they give women the power of choice and control over their lives and how they want to live. This means that cash awards don't only fund education, they address other aspects of underlying inequalities and ensures women have the resources they need to become leaders and to fully and meaningfully participate in political, economic and public life.

You will hear more about why it is so important for every club to support the LYD program, and to increase the amount of women who are reached in our Program presentation.

## Current COVID Guidelines for Clubs

- Clubs allowed face-to-face meetings - board, business, program & committee
- Declaration if non-members attending - 45 days in advance (flexible) & certificate of insurance
- Events allowed – local COVID guidelines – declaration required & certificate of insurance
- Virtual meetings optional
- Hybrid encouraged if face-to-face

2022 District Meetings

**Although we all think that the Covid-19 pandemic is behind us, we must continue to observe certain guidelines for Meetings and Activities.**

Until further notice, if your club agrees to follow the Official COVID-19 guidelines, clubs may hold regularly scheduled face-to-face board, business, program, and committee meetings.

If the club has outside guests, who are not Soroptimist members, you must file a written declaration with SIA Headquarters at least 45 days in advance of the activity. In the U.S., the club also needs to file a Certificate of Insurance (COI) with our insurance broker

The written declaration identifies and confirms the Official COVID-19 guidelines the club will follow and indicates who the designated COVID-19 compliance coordinator will be for the activity.

Both forms are available through links on the Resources page of the Founder Region website.

Clubs may still meet virtually but if you have face-to-face meetings, you may want to consider a hybrid option to accommodate members who might not be ready to attend in person.



For all the up to date information from SIA, be sure and read the Best For Women newsletter that is emailed to all members monthly. You can also read back issues. If you missed any find it on the “Members” section of the SIA website. Be sure and let SIA know if you are not receiving it.

**CLICK**



Not only will we have the opportunity to revel in our great work and plan for our future. We will also get to celebrate other exciting events too. For one, the year 2022 marks the 50<sup>th</sup> anniversary of the Live Your Dream Awards. That is definitely something to celebrate!

**Let's watch this video from SIA about our 50<sup>th</sup> anniversary! You may even recognize a member you know in this video.**

**Cue up video**



Founder Region's main objective is to support our clubs so they can have a direct impact in their local communities. Clubs have the autonomy to assess needs in their area and provide hands-on service or financial support to the women and girls who need it most. The Region uses the SIA Region Roadmap to support our clubs in four areas: Impact, Engagement, Recognition, and Philanthropy.

You will hear more about all of these in this afternoon's presentations.

**CLICK**

## Impact

Founder Region



2022 District Meetings

- Increase the number of women and girls they serve through the Dream Programs.
- Celebrate the global impact of achieving our 2021-2031 Big Goal
- Align all region projects or programs with our mission
- Report any eligible region Big Goal Accelerator Projects to SIA.

## IMPACT:

We encourage clubs to:

- increase the number of girls they serve through Dream It, Be It by 25% each year.
- Encourage clubs to increase the number of women and girls they serve through the Live Your Dream Awards by 10% each year.
- Encourage clubs to increase the number of women and girls they serve through Big Goal Accelerator Projects by 10% each year.
- Celebrate the global impact of our Dream Programs and steps our region takes towards achieving our 2021-2031 Big Goal of investing in the dreams of half a million women and girls through access to education.
- Align all region projects or programs with our mission to provide women and girls facing obstacles with access to the education and training they need to achieve economic empowerment.
- Report any eligible region Big Goal Accelerator Projects to SIA.
- Ensure any region spending is focused on reaching more



women and girls by giving additional Live Your Dream Awards at the club level and providing financial support to club Dream It, Be It projects.

# Engagement

Founder Region



2022 District Meetings

- Achieve an 85% or better retention rate.
- Collaborate regionally to charter 15 new clubs or more across SIA.
- Leverage SIA leadership development resources to develop effective leaders.

## ENGAGEMENT:

We encourage clubs to:

- to achieve an 85% or better retention rate.
- Support clubs to recruit new members, for an increase in total members added to our region.
- Increase new clubs added in our region and collaborate with other regions to charter 15 new clubs or more across SIA. Last year we chartered SI/North Oahu at our May Conference. Thank you, Lyn Lurbe! For all your help in chartering this new club!
- And Leverage SIA leadership development resources (e.g. Role Delineation Study) to develop effective leaders.

<div data-bbox="462 262 787 336"><h1>Recognition</h1></div> <div data-bbox="495 367 690 399"><p>Founder Region</p></div> <div data-bbox="462 409 755 577"></div> <div data-bbox="381 619 560 640"><p>2022 District Meetings</p></div>	<ul style="list-style-type: none"><li>➤ Promote the impact of our Dream Programs in your their community.</li><li>➤ Bolster a consistent global identity</li><li>➤ Follow SIA on social media and share SIA's content.</li></ul>
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## RECOGNITION

We want to:

- Inspire clubs to expand their brand reach through a club website and social media presence.
- Ensure clubs implement our [brand standards and approved logos](#) to bolster a consistent global identity throughout Soroptimist.
- Leverage marketing trainings and resources to help clubs promote the Soroptimist mission, our Dream Programs, and club activities that support the Big Goal in their local community.
- Use Soroptimists new story forms to share Soroptimist mission and Big Goal-related activities to help drive recognition. You will hear more about this in our Directors' Program coming up after lunch.
- Encourage clubs to follow SIA on social media to stay up to date on organizational news and to share SIA's content. Remember, we are all Brand Warriors!

# Philanthropy

Founder Region



2022 District Meetings

- Increase contributions through individual donations (Laurel Society/Dream Big) and Club Giving
- Make Soroptimist's Dream Programs the region's cause of choice.

## PHILANTHROPY

We encourage clubs to:

- Make Soroptimist's Dream Programs the region's cause of choice. We do this through our Conference Raffle Basket fundraiser and our Dream It, Be It Grants.
- Inspire contributions through individual gifts, club giving, and fundraiser events to support our global Dream Programs. If your club does not currently donate 10% of your fundraising to SIA's Dream Programs, please consider doing so.
- Encourage clubs to include fundraising presentations and discussions as part of their meetings and special events.

**CLICK**



The slide is divided into two main sections. The left section has a light gray background with a faint grid pattern. It features the title 'Investing in Dreams: 2021-2031 Big Goal' in orange text, followed by 'Founder Region' in a smaller orange font. Below this is a graphic of three sticky notes: an orange one saying 'DREAM BIG', a yellow one saying 'SET GOALS', and another yellow one saying 'TAKE ACTION'. At the bottom left of this section, it says '2022 District Meetings' in small orange text. The right section has a solid orange background with a faint image of a globe. It contains a bulleted list of five items, each preceded by a right-pointing arrowhead (➤).

Investing in Dreams:  
2021-2031 Big Goal

Founder Region

2022 District Meetings

- Increasing Collective Impact
- Brand Unifying Dream Programs
- Half a million women and girls
- Live Your Dream Awards
- Dream It, Be It Program
- Big Goal Accelerator Projects

Through Impact, Engagement, Recognition, and Philanthropy, everything we do is tied to our 2021-2031 Big Goal of investing in the dreams of half a million women and girls through access to education. This audacious goal will continue to increase our collective impact by helping four times the number of women and girls facing obstacles to economic empowerment as served in the prior decade.

We remain committed to working together to reach our Big Goal through our Live Your Dream Awards, Dream It, Be It, and Big Goal Accelerator Projects, which you will hear more about in the Program presentation.

**CLICK**



Now, we want to highlight how our clubs are making an impact.

**CLICK**



Our clubs are committed to providing an engaging and meaningful, mission-based experience. But, of course, our members are busy women. And serving women and girls who face obstacles such as poverty, violence and teen pregnancy—locally and throughout the world—can be a tall order.

To make it easier to accomplish our organization's goals SIA has developed this simple club road map (handout) for your use. In order to provide a positive club experience while helping to build our recognition and work towards our Big Goal of investing in the dreams of half a million women and girls through access to education, clubs are asked to do these five things

## PROGRAMS

Help us reach our 2021-2031 Big Goal by serving more women and girls through Live Your Dream Awards, Dream It, Be It and Big Goal Accelerator 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**

Plan how your club will support and contribute to our 2021-2031 Big Goal: Invest in the dreams of half a million women and girls through access to education.

**That's it! If your club does these five simple things, we guarantee you will be providing a superior member experience, fulfilling our mission, and strengthening Soroptimist's global brand.**

**CLICK**





**Participated in SIA programs**

- X Participated in the Live Your Dream: Education and Training Awards for Women
- X Engaged with Dream, It, Be It: Career Support for Girls.

**Supported SIA's Culture of Philanthropy**

- X Contributed to Club Giving in support of our federation programs.
- X Marked Club Giving gift(s) as at least 10% of locally raised funds.
- X Donated Founders Pennies in support of our federation programs.

**Fostered Engagement with SIA**

- X Achieved an 85% or better retention rate.

2022 District Meetings

Thank you to all our clubs for their continued work this past year.

**CLICK**

## 96% of Founder Region clubs Participated in the Live Your Dream: Education and Training Awards for Women

Many also supported Dream, It, Be It: Career Support for Girls.

**CLICK**

## All Founder Region clubs Supported SIA's Culture of Philanthropy by:

- X Contributing to Club Giving in support of our federation programs.
- X Many clubs Marked Club Giving gift(s) of at least 10% of locally raised funds.
- X All Donated Founders Pennies in support of our federation programs.

**CLICK**

## Fostered Engagement with SIA

Our region as a whole Achieved an 85% or better retention rate.

So outstanding work to all our clubs!

Your achievements are laying the groundwork for our next Big Goal to invest in the dreams of half a million women and girls through access to education.

**CLICK**

## Soroptimist Celebrating Success Awards

### Federation Finalists



#### Fundraising

SI/Vacaville, CA (Founder Region)  
The Missing Lobster Dinner

#### Membership

SI/Hanyang (Korea Region)  
Next Generation New Member Recruitment

#### Program

SI/Upper Montgomery County, MD (Central East Coast Region)  
Virtual Dream It, Be It: Career Support for Girls

#### Public Awareness

SI/Benicia, CA (Founder Region)  
You've Been Flocked

### **CONGRATULATIONS to SI/Vacaville and SI/Benicia awarded as Federation Finalists in the Soroptimist Celebrating Success Awards!**

When SI/Vacaville realized they would have to cancel their longstanding Lobster Dinner event, they created the Missing Lobster Dinner! Their lobster, Lola, had run away and they used a Facebook campaign to alert the community to be on the lookout for their wayward crustacean.

The two month-long Facebook campaign chased her all over town featuring local business owners who sponsored the Missing Lobster Dinner. Not only did SI/Vacaville engage the public in Lola's antics, but they showcased donors' businesses for public awareness, as part of the incentive offered to them for being a supporter.

With in-person events on hold during the pandemic, SI/Benicia created the Flamingo Flocking project to raise awareness and funds for Soroptimist in their local community. For this fun and engaging project, the club purchased three "flocks" of flamingos to insert in

neighbors' front lawns.

Starting with families they knew were influential in the community, as well as their homes on widely travelled streets, the clubs placed 10 flamingos in their front yards close to the street, as well as a very visible "I've Been Flocked" sign with the club's name and website. Homes also received information about the Soroptimist mission, an invitation to attend a club meeting, and instructions to have the "flock" removed, which included making a donation of at least \$20 to SI/Benicia.

These clubs' projects were recognized as having outstanding practices within the federation. SIA was delighted to be able to acknowledge their excellent work as does Founder Region.

Your own club may have had a similar project to one of these two winners. Your club can be a federation winner as well. You just need to complete the entry form (on the Founder Region website under the Programs tab) and submit it to our Soroptimist Celebrating Success Chair, Debbie Scaife, by July 1, 2023.

**CONGRATUALTIONS to SI/Vacaville & SI/Benicia AND KEEP UP THE GREAT WORK!  
CLICK**



Now, to spotlight our members, and all they do to create a positive club experience. let's have all of the current club presidents stand up! You are the most important component for setting the tone of your meetings! YOU HAVE THE POWER TO PERSUADE, INSPIRE, ENGAGE AND MOTIVATE YOUR CLUB MEMBERS. IT RESTS WITH YOU! YOU HAVE THE POWER TO CREATE A POSITIVE CLUB EXPERIENCE!

**So what do you think makes a positive club experience ?**

**(Audience participation)**

Clubs can grow and retain members by providing:

- an engaging and civil member experience.
- Inviting and encouraging members to get involved on committees, in service projects and at fundraising events
- Making all members feel welcome by hearing and responding to their feedback/ideas in a positive manner

**CLICK**



## So what do prospective members want?

CLICK

**Relationships** – prospective members are seeking “friendship and fellowship,” and “being with other like-minded women.”

CLICK

**Mission** – prospective members are interested in joining because of a personal connection to our mission.

CLICK

**Personal Growth** – prospective members hope to gain leadership and personal development opportunities through their membership.

CLICK

**Volunteer Opportunities** – prospective members are looking for hands-on opportunities to do volunteer work.

CLICK

## Many women, One mission



Now , let's take those positive club experiences globally to promote our mission.

2022 District Meetings

You are all smart women, that is obvious- introvert, extrovert, career women in your prime, retired women who choose to make their retirement years meaningful.

Many women, One mission. We are all investing in dreams.

It takes each and every one of you to grow our membership and make this second hundred years of Soroptimist Spectacular!

**CLICK**



So let's celebrate those clubs who provided a positive club experience. The "Power of 8" Award is for clubs who have retained 90% of their membership throughout the club year. This award is named after the first 8 women members who were the driving force that formed the first Soroptimist club in 1921.

Congratulations to the following clubs in **Districts 5** for ensuring all members were engaged and satisfied during the 2021-2022 club year.

**Please come up and get your certificate from your directors.**

**DISTRICT I** - 24-680 (Walnut Creek) East Bay, Martinez, Oakland-The Founder Club, Richmond

**DISTRICT II** – American Canyon 2018, Antioch, Central Solano County, Dixon, Rio Vista, Vallejo

**DISTRICT III** – Calistoga, Clear Lake, Napa, Novato, St. Helena, Windsor

**DISTRICT IV** –Crescent City, Eel River Valley, Humboldt Bay, The Redwoods, Ukiah

**District V** – Central Oahu, Honolulu, The Marianas, Maui, Palau, Waikiki Foundation, Inc.,

Your retention level demonstrates the proactive and ongoing efforts you have made to discover who your members are and understand their expectations. Congratulations for your success in serving your members well throughout this past club year.



THANK YOU!



Thank you to all our members and clubs for continuing to “BEE the Dream” of Soroptimist.

**THIS IS THE END OF THE GOVERNOR’S PROGRAM.**

BRING THIS SLIDE DECK BACK UP AT THE END OF THE MEETING FOR THE SOROPTIMIST PLEDGE.

# Soroptimist Pledge

I pledge allegiance to Soroptimist  
and to the ideals for which it stands.



The Sincerity of Friendship,  
The Joy of Achievement,  
The Dignity of Service,  
The Integrity of Profession,  
The Love of Country.



I will put forth my greatest effort  
to Promote, Uphold, and Defend these  
Ideals, for a Larger Fellowship in Home,  
in Society, In Business, for Country and for God.

*2022 District Meetings*

SHOW THIS SLIDE AT THE END OF THE MEETING FOR THE  
SOROPTIMIST PLEDGE.