



- Hello everyone, I'm Elise Balgley, Program Chair for Founder Region.
- I'm excited to talk to you about working together during this extremely important biennium, where we need to make strong progress on our Big Goal together to ensure we're set up for a strong future. As you know, our Big Goal is to invest in the dreams of half a million women and girls by 2031. The Big Goal might feel huge, but we can all be local champions for the Big Goal in our region. Our 22/23 Soroptimist strategic plan helps us get to our Big Goal.

Impact Goal

Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, gender-based violence, and teen pregnancy by providing access to education leading to economic empowerment.



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- In our Soroptimist strategic plan, our Impact Goal is the vision we're striving for and which determines all of our objectives, strategies, and tactics.
- Our Impact Goal is: Together, we will provide a sustainable impact on the lives of women and girls who face obstacles such as poverty, gender-based violence, and teen pregnancy by providing access to education leading to economic empowerment.

Impact Objectives

01

Increase the impact of our Dream Programs

02

Increase engagement with our Dream Programs

03

Increase access to education leading to economic empowerment through Big Goal Accelerator Projects



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- Our objectives for outline the specific goals we plan to achieve the next year and near future to move us towards our Impact goal.
- Our Objectives include the following:
 - Increase the impact of our Dream Programs (meaning to increase the number of women and girls who are participating in the Dream Programs)
 - Increase engagement in our Dream Programs (meaning to increase the number of clubs engaging in our Dream Programs)
 - Increase access to education leading to economic

empowerment through Big Goal Accelerator Projects

- Achieving these objectives will move us closer to achieving our Big Goal and the impact we all want to see!

Strategy: Promote participation in our Dream Programs.



Onboard

new region chairs and
build excitement about
Big Goal



Encourage

regions to redistribute \$
to support club work



Share

Big Goal targets with
regions



Celebrate

Big Goal gains in our
communications



Host

Live Your Dream Award
101 webinar



Host

Dream It, Be It 101
webinar

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- Our strategies describe what we and SIA headquarters staff plan to do to reach those objectives and our tactics are the more granular work that the SIA program team will be undertaking to bring that strategy to life.
- Our first strategy is: **Promote participation in our Dream Programs.**
- To achieve this, SIA staff will:
 - Onboard new region chairs and build excitement around Big Goal with them
 - Encourage regions to redistribute funds to support club-level Live Your Dream Awards and to support club's Dream It, Be It projects
 - Set and share Big Goal Targets for Regions
 - Celebrating Big Goal Gains in our communications
 - Host live webinars focused on the following topics:
 - Live Your Dream Award 101 and how to reach more women
 - Dream It, Be It 101 and how to reach more girls
 - Big Goal Accelerator Projects 101 and how to expand your reach

Celebrating Big Goal Gains in our communications



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- I want to go into a little more detail with a few tactics.
- Celebrating Big Goal Gains in our communications: what does this mean?
- We know that every life we change through increased access to education for women and girls facing obstacles is huge and the result of hard work. SIA wants to hear those stories and amplify them! At region conferences in the spring, a new story to share your story as a member and share stories of your impact was shared. Please make sure you're using that (along with completing the required program reports) so that

headquarters knows about our amazing work and can share it!



Live 101 Webinars on the following topics:
Live Your Dream Awards
Dream It, Be It
Big Goal Accelerator Projects

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- SIA staff will also host live webinars focused on the following topics:
 - Live Your Dream Award 101 and how to reach more women
 - Dream It, Be It 101 and how to reach more girls
 - Big Goal Accelerator Projects 101 and how to expand your reach
- Dates and invitations for these webinars will be sent in advance of the event throughout the year. If your club has never held a Dream It, Be It or hasn't given a Live Your Dream Award in a few years, these would be great to attend! If you have questions about the Big Goal Accelerator Projects, you can also learn more at that event. And of course SIA staff can always answer questions by email or phone call.

Big Goal Targets

10%

Annual increase
in # of women
given Live Your
Dream Award

10%

Annual increase
in number of
women and girls
reached
through Big
Goal
Accelerator
Projects

25%

Annual increase in #
of girls participating
in Dream It, Be It
until 26/27; then
15% increase
annually

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- I'd also like to explain the Big Goal region targets. After years of data collecting, conversations with regions, and crunching the numbers, SIA staff have determined annual increases for each program that will ensure we reach the Big Goal if every region and club works together each year.
- To invest in the dreams of half a million women and girls through access to education, we must:
- Increase the number of women receiving a Live Your Dream Award by 10% each year
- Increase the number of girls participating in Dream It, Be It by 25% each year for the first five years and

then decreasing to 15% after that

- Increase the number of women and girls served through Big Goal Accelerator Projects by 10% each year
- Each region will receive their own individual targets. These increases are ambitious but they are also possible—in fact, we saw these kinds of increases with Dream It, Be It before the pandemic! These annual increases ensure that we're all working together and working evenly to change the world for these women and girls.
- If you attended convention, you heard Malala say: Let's be a little more ambitious, a little more positive today than yesterday. Let's bring some Malala energy to this challenge!

Strategies

Evaluate

To optimize
impact of
Dream
Programs



Provide

Increased \$
support for
Dream
Programs
access



Explore

Other delivery
methods for
impact



Raise

Awareness of
Big Goal
Accelerators



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- Continuing with our strategies, here's some more from our Soroptimist strategic plan:
- **Evaluate to optimize the impact of our Dream Programs.**
 - Implement and launch JotForm reporting for programs to reduce workload and make it easier for clubs to retain a copy of the report for their records
 - This change will go into effect THIS CLUB year for the Live Your Dream Awards—a training video and other resources will be created by SIA staff for you
- **Provide increased financial support for expanded access to our Dream Programs**
 - Increase budget for Soroptimist Club Grants to provide more grants for club work that supports the Big Goal (make sure you're applying!)
 - Restore our SIAHQ Live Your Dream Awards to pre-pandemic numbers for women who live more than 70 miles from their nearest club in US/Canada
- **Explore other delivery methods for our impact.**
 - Research and development of virtual impact program for a way to deliver our mission beyond the Dream Programs
- **Raise awareness to encourage participation in the Big Goal Accelerator Projects.**
 - Sharing social media posts and best practices about projects that are successful along with training webinar for all members



500,000

Women and girls able to live their dreams because of YOU!



I know some of these changes are ambitious. But the journey of a thousand miles begins with one step. And investing in the dreams and changing the lives of half a million women and girls begins with increasing the number of women and girls we reach, here in our region, so we're on track to reach the Big Goal. Thank you so much for your time, and I will pause now for questions.