



Best for Women

A Publication of Soroptimist International of the Americas

PRESIDENT'S MESSAGE

Hear from SIA President Poco Davis

GLOBAL IMPACT: DREAM IT, BE IT

Use the curriculum to participate in SIA's newest program

LOCAL IMPACT: SOROPTIMIST CLUBS

Learn about clubs and members working to empower women in their communities.

LiveYourDream.org: Extending the Soroptimist mission



SIA's LiveYourDream.org online community offers supporters on- and off-line ways to help deliver the Soroptimist mission of improving the lives of woman and girls through programs leading to social and economic empowerment. Efforts such as creating awareness by distributing flyers, participating in action alerts, and reaching out to potential Live Your Dream Award candidates are some of the ways LiveYourDream.org supporters are working to empower women and girls. (continued inside)

Ride the Wave of Change on the MemberSHIP!

What makes our organization special? Members of course! They are the heart of Soroptimist. With a history of declining members and changes in our membership criteria, now more than ever, we must focus on recruitment and grow!

To help with recruitment, headquarters will support clubs' efforts through a federation-wide campaign with a fun, nautical theme called "All Aboard the MemberSHIP"!

The campaign will take place during the 2015-2016 club year. Details will be shared at the Governors Roundtable in June 2015. The campaign will be rolled out to clubs following the GRT.



Ideas have been developed with input from region membership chairs and clubs. The campaign will include incentives to reward the top clubs for their efforts. Stay tuned for more information. ✿

Make a Global Difference

As a member of Soroptimist International of the Americas—a global organization—your club can extend its reach beyond your local community with your Club Giving contribution. When your club makes a gift of at least 10 percent of what it raises locally, you help us reach more women and girls through our federation-wide programs.

That means more women and girls close to home and across the world will have access to our programs. More women will be able to increase their standard of living. More women will be able to overcome challenges such as sex slavery, domestic violence and poverty, and live their dreams. That is what being a Soroptimist is all about.

To make your club's gift today or learn more about Club Giving, please visit <http://bit.ly/ClubGiving>. ✿

President's Message

As your president, I'd like to thank all of you for your incredible teamwork. There's a saying: "Many hands make light work." When people join together, even the most overwhelming job can be achieved.

Every successful movement throughout history has been the result of excellent teamwork. And that includes our own Soroptimist movement. None of our progress would have happened without teamwork.

Good teamwork can be defined by the following attributes: mutual trust and respect; a commitment to growth; pursuing a common vision; and finally, the team produces the desired results of its efforts.

As Soroptimists, we're all about changing the world for women and girls. And lately we've been talking a lot about Shaping Our Future for Increased Collective Impact. What is collective impact? It's the outcome of teamwork.

I'm sure you can see why teamwork is so important to achieving our mission. In fact, it's essential. Our members and clubs make things happen. Because you are on the frontline, your teamwork is essential to accomplishing SIA's goals on behalf of women and girls.

I believe that we all have a dream—and given support and the opportunity, the chance to live it. I have been a member for going on 33 years and I am now living my dream. To have the opportunity to serve as your president and to lead our team is an honor and a privilege. When we work together there is nothing we cannot accomplish. Thank you—together we are using teamwork to make the dream work! ✿



Poco Davis

Transformation: A View from Spruce Street

A message from the SIA Executive Director & CEO

Recently, your federation Board of Directors evaluated how best to increase our federation's collective impact. They determined the best way was to focus on federation-wide programs—so clubs have the opportunity to participate, their efforts tracked, and our collective impact reported.

Federation-wide programs address a local need, but when carried out together, they reflect the impact our 28 regions can have on improving the economic standing of women and their families. Together, we are making progress toward realizing our potential. As a federation of regions and clubs united by advancing our mission, we now have 80 percent of clubs participating in Live Your Dream: Education and Training Awards for Women.

Our outcomes for the Live Your Dream Awards program include increases in standard of living, self-esteem and self-confidence, and serving as a role model for the recipient's dependents.

Our new girl program, Dream It Be It, offers a similar opportunity to make

social change—but in the lives of girls. By giving girls a head start through this program, Soroptimists can further support our mission.

That's what our federation-wide programs do—improve women and girls' economic standing through access to education.

By using the funds we raise locally to carry out Soroptimist-branded programs, we will be recognized not for giving money to other organizations to achieve their mission, but for the measurable, collective impact we realize. That's the power of uniting and focusing on delivering our federation-wide programs.

Thank you for all you are doing to advance Soroptimist. ✿



Elizabeth M. Lucas

Continued from cover

Going into its third successful year, LiveYourDream.org is helping Soroptimist deliver its mission. Your Board realizes there may be lingering confusion about LiveYourDream.org, and hopes the following FAQ will help clarify SIA's decision to pursue this strategy.

Why is SIA supporting LiveYourDream.org?

Soroptimist, like many older brands, has been doing things the same way for many years. In our case, we have been involving people in our mission exclusively through clubs. Since 1990, SIA has lost about 35 percent of its members. Meanwhile, the needs of women and girls have not diminished. Generational and social differences are demanding new ways for people to volunteer. LiveYourDream.org is meeting that need by enlisting supporters to help deliver the SIA mission—in a way that's attractive and meaningful to them.

How does LiveYourDream.org support SIA's strategic plan?

SIA's strategic plan goal areas include: impact, engagement, recognition and philanthropy. LiveYourDream.org is successfully supporting all those goals. To date, LiveYourDream.org has almost 64,000 supporters who have taken more than 44,000 actions on behalf of women and girls. LiveYourDream.org also has helped to attract two new corporate sponsors, is developing a new pool of donors, and provides clubs with a way to engage prospects. As the online community grows, so is recognition for SIA and its mission.

Why is LiveYourDream.org only in English?

LiveYourDream.org is being piloted in English because it mirrors North American volunteer trends. Once it is fully functioning, SIA

will begin researching the feasibility of establishing the model in other SIA languages.

Is LiveYourDream.org going to replace Soroptimist?

The main purpose of LiveYourDream.org is to invite as many people as possible to help SIA deliver its mission. It is a strategy designed to supplement Soroptimist clubs, not replace them. LiveYourDream.org offers alternatives for people who do not have the time, money, or desire to be part of a club. SIA and LiveYourDream.org work together to connect people to our mission.

Can Soroptimists belong to LiveYourDream.org and connect with Dreamers?

SIA encourages members to join LiveYourDream.org to deepen engagement with Soroptimist and help grow the community. Also, be sure to "get in the network" and interact with Dreamers via social media. While LiveYourDream.org is designed for people who wish to engage with the Soroptimist mission on an individual basis, Dreamers are encouraged to explore Soroptimist

club membership.

Why do the Live Your Dream Awards and LiveYourDream.org have similar names?

Both the online community and awards program take their branding cue from our award recipients, who almost always tell us Soroptimist support is helping them to live their dreams. Using this imagery is an effort to brand the program and Soroptimist in a powerful and inspirational way.

Please visit <<http://bit.ly/LYD-faq>> to learn more about LiveYourDream.org, and contact <siahq@soroptimist.org> with any questions or concerns. ✨



Soroptimist Source

Keeping you up-to-date on important news and information from SIA headquarters.

■ Program

Live Your Dream: Education and Training Awards for Women

SIA surveys previous Live Your Dream Award region-level recipients to determine what other types of support Soroptimist could provide. Results from 2013-2014 show recipients would like:

- Additional funding to support further education/training, 59 percent
- Mentoring by Soroptimist members, 22 percent
- Tax/financial advice, 19 percent
- An online/private support group of Live Your Dream Award recipients, 19 percent

Consider supporting past recipients in one of these ways! For more ideas visit <<http://bit.ly/beyond-cash-award>>.

■ Membership

Boost Your Club's Membership Momentum

Is your club experience as good as it could be? Maybe long-standing members have been reminiscing about the "good old days" when club meetings and activities were robust and energetic, and no one is sure how or when that feeling started to fade. If the quality of your club atmosphere has been stalling, consider following the lead of SI/The Langleys, BC—have an honest conversation about what's working and what's not in your club. Then face the issues head-on by making the bold changes your club needs! Read the full article at <<http://bit.ly/boost-momentum>>.

■ Public Awareness

Annual Report

View SIA's new annual report to see the hard work, dedication and impact of Soroptimist clubs and members around the world! It's proof that when we join together and focus on addressing need, our collective impact can be realized <Soroptimist.org/pdf/annual.pdf>.

Live Your Dream Art Contest

Thank you for participating in the Live Your Dream Art Contest! We received 3,600 entries and the finalists received more than 5,900 combined votes. Visit the LiveYourDream.org Facebook page to see the winners. Also visit the LiveYourDream.org <<http://bit.ly/art-contest-merchandise>> store for fun merchandise featuring the winning artwork.

■ Fundraising

Investing in Women and Girls

A report released by Women Moving Millions calls on women to focus their philanthropic decisions on projects that empower women and girls. While women control more than 27 percent of the world's wealth, only 7 percent of all philanthropic dollars are currently being invested in programs for women and girls. Imagine how SIA could empower women and girls to overcome poverty and violence if we direct our charitable giving to the cause SIA champions. To read more about this report, go to <<http://bit.ly/womeninphilanthropy>>. ✨

DREAM IT BE IT

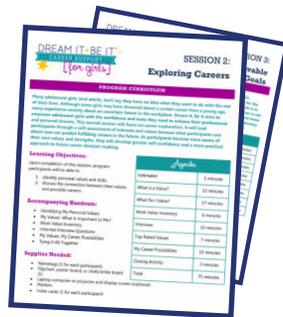
CAREER SUPPORT

{for girls}

DREAM IT, BE IT CURRICULUM
AVAILABLE NOW!

Recently, SIA launched Dream It, Be It, a program that empowers girls to pursue their career goals and reach their full potential. Soroptimist believes that, if given the opportunity, girls can feel more confident about their future career success. Now, SIA is excited to announce that the curriculum for Dream It, Be It is available! The curriculum consists of seven sessions that can serve as the agenda of a one-day conference or conducted as separate topics for small group mentoring meetings. The sessions build on one another and are designed to be presented in order. The activities in the program vary. In one session, girls could be given the opportunity to speak with professional career women; in another, girls could play a game that illustrates gender discrimination. The curriculum includes instructions for all possible activities. A Club Project Guide is also available to help clubs understand and effectively use the curriculum. The seven curriculum sessions include:

- ★ Discovering Dreams
- ★ Exploring Careers
- ★ Creating Achievable Goals
- ★ Rising Above Obstacles
- ★ Turning Failure into Success
- ★ Balancing Your Stress
- ★ Putting Dreams into Action



In order for the curriculum to fit specific audiences, clubs may adapt the sessions by working with community partners. Clubs may also establish a Girls Advisory Group, which includes girls in the Dream It, Be It process—not just as beneficiaries but as planners as well. The Dream It, Be It curriculum addresses areas where girls need skills to harness their potential and ultimately live their dreams. Soroptimist understands not all girls will know what they want to do for the rest of their lives, because plans change. That's why the curriculum develops girls' skills, which can be applied to any goals identified during their education and/or career paths. Check out the Dream It, Be It curriculum and Club Project Guide at <Soroptimist.org/members/program/career-guidance-girls.html>.

Through Dream It, Be It, girls will learn to put their dreams into action! ✨

Increase Your Happiness

However you might be feeling right this minute, did you know there are skills you can build for greater happiness and life satisfaction? It takes a little bit of practice, but scientists say that doing so will change your life.

Essential Happiness Skill #1: Savoring

Savoring is a quick and easy way to boost optimism and reduce stress and negative emotions. It's the practice of noticing the good stuff around you and taking the extra time to prolong and intensify your enjoyment of the moment, making a pleasurable experience last for as long as possible. So whether it's preparing a meal, pausing to admire the sunset, or telling a friend your good news—the idea is to linger, take it in, and enjoy the experience. Eventually it'll become a habit—one you'll never want to break. Discover four more skills you can build for greater happiness at <Happify.com/happyskills>. ✨

Protecting Women Financially

Royal Neighbors of America, like Soroptimist, has a long history of supporting women and the issues that are important to them. That's why Royal Neighbors continues to financially support our Live Your Dream: Education and Training Awards for Women.

Did you know that every time someone associated with Soroptimist purchases life insurance from Royal Neighbors, that purchase helps to ensure the continued financial support of the Live Your Dream Awards?

As one of the largest women-led life insurers in the U.S., Royal Neighbors has been protecting women financially and empowering them to improve their lives, families, and communities since 1895.

To speak to a Royal Neighbors representative, please call (855) 243-4823 or visit <Royalneighbors.org/sia>. ✨

Will You Outlive Your Retirement Savings?

The average person buys a dozen cars in their lifetime. But unlike cars, you get one retirement, one chance to choose an income plan for life.

It seems unthinkable to jump behind the wheel without testing the feel of particular plans. Most jump into the first plan they see and hope it's the right one.

To help make smarter choices, Janney developed the Janney Retirement Test Drive <<http://bit.ly/Janney-test-drive>>—a unique opportunity to see how your retirement income holds up in unexpected conditions—in the safety of a simulation.

Get in the driver's seat! Take a retirement "test drive." Contact Adrienne today at <ahoren@janney.com>. ✨

Laws and Resolutions Mail Ballot Results

The results of the 2014 laws and resolutions mail ballot were counted at SIA headquarters on January 7, 2015. All seven bylaw proposals and two resolution proposals passed with the required two-thirds approval by clubs. A complete teller's report with the tally for each proposal on the ballot is available on the SIA website at <<http://bit.ly/laws-resolutions-ballot-results>>.

The SIA Board of Directors wishes to thank all clubs and members who took the time to carefully consider all the background information provided, beginning with the Call to Convention last April, to make an informed decision before casting their vote. Participating in the election and voting process is an important membership right. All clubs should strive to express their voice in this way. For this ballot, 63 percent of clubs submitted an eligible ballot (signed by two different officers of the club) on or before the January 6, 2015 deadline.

The bylaws and resolutions changes were effective immediately, with the exception of the dues increase. The SIA Bylaws, SIA Procedures, and Be It Resolved documents have been updated and are available on the SIA website in all languages.

The membership changes in proposals 2 and 3, regarding the criteria for member clubs and the criteria for individual membership in a club, are now in effect. Membership and additional affected resources and other materials also have been updated and posted on the website. Please make sure you are using the most up-to-date resources by checking the SIA website, especially for membership materials.

The approved, graduated dues increase will be effective with the annual dues billing, to be sent to each club in May 2015. This billing will reflect the first dues increase to \$68 per member (except for life members) for club year 2015-2016.

For more information about the implementation of these changes, please read the updates in the monthly Soroptimist Summary, and on the SIA website.

Questions regarding the results, or the implementation of the results, may be directed to SIA headquarters at <siahq@soroptimist.org>. ❀

Spotlight on Clubs and Members

DESERT COAST REGION

SI/Vista and SI/Oceanside-Carlsbad, California, recently teamed up to hold their ninth annual human trafficking awareness event. Together, the clubs organized an informational seminar, which attracted more than 70 members from the community. Oceanside Police Department Human Trafficking Task Force Vice Investigators Ryan Erwin and Ryan Davis spoke about ways to prevent trafficking and new laws that provide support for victims. Club members helped with event preparation, distributed flyers and wore Soroptimist Stop Trafficking shirts. Attendees also participated in a one-mile walk carrying signs stating, "Look Beneath the Surface" and "Stop Trafficking." An article about the event appeared in the *Vista Press*.



SI/Vista and SI/Oceanside-Carlsbad's human trafficking awareness event.

GOLDEN WEST REGION

With assistance from a \$3,500 Soroptimist Club Grant for Women and Girls, SI/San Jacinto-Hemet Valley, California, recently held its first Girl Power conference. Club members organized the event, which presented sixth and seventh grade girls with information on topics including bullying, self-esteem and career choices. More than 125 girls attended the event. Keynote speakers and special guests included Riverside County Court Judge Sunshine Suzanne Sykes, local author Cherise Darnell-Roy and Hemet Mayor Linda Krupa. Says club President Dee Cozart, "The girls sat down as strangers but left with new friends. We have received phone calls and notes from



SI/San Jacinto-Hemet Valley's Girl Power conference.

students, teachers and parents thanking us, asking to help and wondering when the next event will be held. It was a truly uplifting day for our club." An article about the event appeared in the *Press Enterprise*.

JAPAN MINAMI REGION

After learning that many sexual violence victims keep silent due to lack of resources, SI/Fukuoka, Japan, members joined together to provide support to the Hakata Women's Counseling Center. With the help of its \$10,000 Soroptimist Club Grant for Women and Girls, the club provided computers, printing supplies, and transportation funds to host counselor training courses. More than 350 members from the community have enrolled in the classes, which will enable participants to provide counseling and support to sexual violence victims.



Hakata Women's Counseling Center staff member Kyoko Sawaragi (far right) with SI/Fukuoka members Akiko Ueno (center) and Keiko Tanaka.

KOREA REGION

Korea Region clubs SI/Seoul, SI/Namsan, SI/Chungdam, SI/Hanyang, SI/Seocho, SI/Newkangnam, SI/Seoseoul, SI/Hannam and SI/Shinsa recently partnered with Girl Scouts Korea to hold a Dream It, Be It event. Club members prepared brochures, created signs and distributed bracelets and whistles with the Dream It, Be It and Soroptimist logos. More than 250 girls were encouraged to write their career goals on boards, which included becoming teachers, singers, painters and web designers. Kudos to the clubs for holding a Dream It, Be It event.



Korean Region clubs' Dream It, Be It event.

READ MORE AT: <<http://bit.ly/ClubProjects-Issue1-2015>>. ❀



SOROPTIMIST

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DOES SIA HAVE YOUR EMAIL ADDRESS?

Members:

Email is the primary way we communicate with
our members. Make sure you are receiving
important emails and alerts by reviewing
your profile at <Soroptimist.org/members/

membership/updateprofile.html> and making
any necessary changes.

Clubs:

The best way for headquarters and potential
members to contact clubs is through the
Soroptimist club email accounts. A designated
member should be checking the club email
account regularly (at least once per week) to
keep up to date with the latest SIA news.

For help with setting-up or accessing
the account, see the members area on
SIA's website <Soroptimist.org/members/
membership/clubadmin.html> or contact
<siahq@soroptimist.org>.



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