



Best for Women

A Publication of Soroptimist International of the Americas®

PRESIDENT'S MESSAGE

Hear from SIA President Susan "Sam" Collier Buchenau

OUR NEXT BIG GOAL

Big Goal exercise and survey results revealed

LOCAL IMPACT: SOROPTIMIST CLUBS

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

Giving a Voice to Girls



Dream It, Be It is making waves all over the globe! Girls are learning new skills, receiving support for their goals, and being inspired to follow their dreams. Soroptimist members love the new program too, because they notice a positive change in girls who start out shy and become willing to share their struggles and their hopes for the future. Learn how some clubs are kicking off their projects and what a few regions have done to match the program to local need and club capacity. SIA hopes you'll join in the girl-powered excitement!
(continued inside)

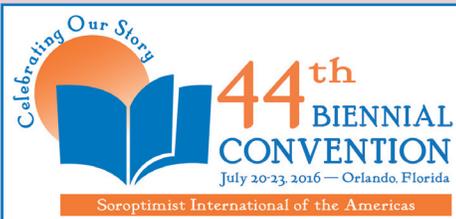
Photo credit: Kamali Brooks

Celebrate Our Story

Join us in sunny Orlando, Florida, where we will reminisce about the past, reflect on the present and plan for the future of SIA.

Visit the SIA convention page <http://bit.ly/SIA_Orlando2016> to plan your trip, learn more about Orlando and see all the fun activities SIA has in store.

Join the convention community, connect with other attendees, and get the latest news by following the convention on Facebook and Twitter (#SIAOrlando). 🌸



Make a Global Difference

As a Soroptimist member, you are part of a global organization that works to help improve the lives of women and girls—not just in our local communities, but throughout the world. But in order to deliver on the global promise of our organization, we need to make sure our dream programs—the *Live Your Dream Awards* and *Dream It, Be It*—have the funding they need to reach women and girls throughout our federation.

The club's support is what fulfills that promise. By reallocating at least 10 percent of the funds your club raises to Club Giving, you provide Soroptimist with the funding needed for our global programs that extend our reach beyond our local communities—in order to help more women and girls worldwide! 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 and provide for their families. More girls will have access to professional role models, career education and the resources they need to thrive. And 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

What does *Live Your Dream* mean to you? *Live Your Dream Education and Training Awards for Women*? LiveYourDream.org—our SIA online community?

"Live Your Dream" is not limited to the women and girls we serve. It is also a challenge to every Soroptimist to live our own dreams—in our homes, work, and clubs.

I'm not suggesting we need to add something new to our already busy lives. We just need to SIMPLIFY.

At home maybe that means spending important time with a family member without distraction. At work perhaps it means making a priority of getting all the way to the bottom of your "in box" at least once each month. In our clubs, I believe it means putting our Soroptimist Dream programs at the top of our fundraising and budgeting priorities.

Just imagine if every one of our 1,300 plus clubs put our *Live Your Dream*

Award program first? What if every club currently giving one award gave two—and if every club that gives two awards gave three, four or more.

That could potentially quadruple the number of women in your local community whose lives are transformed and empowered by our programs. It would also multiply the number of people in your community who know about Soroptimist programs, leading to increased donations and impact.

Soroptimist's Dream Programs are intensely local and intensely personal. They are also grand and global! It's genius! It's Soroptimist!

I have big dreams for Soroptimist. Working together I know it's possible ... because dreams inspire amazing possibilities! 🌸



Susan "Sam" Buchenau

Transformation: A View from Spruce Street

A message from the SIA Executive Director & CEO

Our dream for the world's women and girls is that they have the resources and opportunities to reach their full potential and live their dreams. This dream defines our mission. But what are the dreams for our federation to be better and different?

Recently, we asked clubs "How do we transform SIA's collective impact so we are working together toward the same outcome to make a BIG change in the world?" You said "Invest in the dreams of one million women and girls through access to education by 2031."

We asked which concepts are most important to include in Soroptimist's next big goal statement. You replied "Access to educational resources."

Clubs want our federation to grow membership, existing programs, our external sources of revenue, and public awareness of Soroptimist. You also indicated you are excited and supportive of Soroptimist and your clubs working collectively toward a big goal.

Don't miss out on your club's next opportunity to participate in building our Soroptimist future! Join us in Orlando and reserve a club meeting for September or October for your next Big Goal conversation. We want your help to define how big our big change should be; what clubs will have to do to support our next big goal; what clubs are willing to stop doing; and what clubs will need to support our next big goal.

Thank you for sharing your thoughts. These are the times great stories are made of. Join me in imagining the hopes and dreams for our future ... a future we ARE making come true.

To read more about the future of our organization visit <Soroptimist.org/members/transformation.html>. 🌸



Elizabeth M. Lucas

Giving Voice to Girls

Continued from cover

Dream It, Be It may be a new program for girls, but it's already making waves all over the globe! After participating in *Dream It, Be It*, girls in California said, "it is good to know I am not alone" and "you give me hope." A girl from Nebraska said, "[Soroptimists] taught us about making goals, and being strong independent women. It really came in handy for a bunch of stuff going on in my life." And, girls in Japan were "able to think about how to overcome obstacles in order to pursue [their] dreams."

Girls aren't the only ones reporting a positive change from *Dream It, Be It*! SI/Rosarito (Mexico/Centroamerica Region) started with "200 very serious girls who wouldn't even look at us when we spoke, and now we have 250 very enthusiastic girls [who are] willing to share their experience on a microphone and be friendly with each other and us." SI/San Jose Del Monte members (Philippines Region) felt a little overwhelmed but also very excited to participate. Girls who attended the club's one-day conference said they were "enlightened and now aware of the directions they have to pursue in their career path." During the last session of *Dream It, Be It*, members and participants of the SI/Scotts Bluff County, Nebraska (Rocky Mountain Region) project "became very emotional and shared struggles and triumphs they have personally experienced, and the girls opened up about their hopes and dreams in a more open manner than they ever have before."

So how are clubs making this impact happen? Many participating clubs are holding one-day conferences, but some clubs have decided to break up the curriculum sessions and hold a conference over two days. Other clubs are meeting with girls for small group mentoring sessions conducted at school during lunch time or over the course of several evenings. At least

one club kicked off its project with a conference and continued to meet with girls afterward in single sessions. Several clubs have embraced the challenge of starting brand new girl projects while others are beginning to incorporate aspects of *Dream It, Be It* into their existing girl projects.

When preparing for *Dream It, Be It* in the Japan Kita Region, clubs hosted tea parties with girls to talk about their careers and learn more about the hopes and dreams of girls in their communities. This was the first step in adapting the curriculum to local need. Camino Real Region reported that "clubs that actually jump in and do it are finding it's not

that intimidating. It's challenging when you roll out something new." But, according to the region, "clubs are finding power in collaboration." Two clubs joined together to host a one-day conference. Japan Minami Region incorporated *Dream It, Be It* into a conference with 55 girls in secondary school. Girls submitted essays prior to the conference

and were divided into eight groups according to their future dreams and goals, so they could hear from members about specific needs and issues within the girls' intended career path. Interactive sessions about how women experienced setbacks and failures but overcame them to achieve their career goals were especially inspiring for the girls.

Want to know more about our federation's new girl program? There will be an opportunity at SIA's 44th Biennial Convention in Orlando to hear from several clubs that have embarked on the planning and implementation of *Dream It, Be It* projects. SIA hopes you'll join us for the *Dream It, Be It*-specific workshops to learn from other clubs' experiences and add to the excitement! ✨



Soroptimist Source

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

■ Program

Dream It, Be It Resources

Is your club participating in *Dream It, Be It*? SIA headquarters wants to capture the success of your project! The *Dream It, Be It* Club Evaluation Guide <<http://bit.ly/club-evaluation-guide>> helps clubs measure the program goal and objectives so SIA and Soroptimist clubs understand the local and global impact we all have on girls. Clubs should report their evaluation data via an online form on SIA's website by June 1.

Is your club considering participating in *Dream It, Be It*? SIA headquarters has created a new resource <<http://bit.ly/participation-survey>> that explains participation in a simple step-by-step process so it's easier for your club to understand what you're being asked to do. Join hundreds of other clubs throughout the federation working to improve the lives of girls!

■ Membership

Plant The Seed ... Grow A Soroptimist Club!

Has your club climbed aboard the memberSHIP recruitment campaign and welcomed new members? Consider another great way to increase our membership—start a new club! Chartering new clubs is essential for maintaining the vibrancy and future of Soroptimist and spreads our mission throughout the whole world. Learn more in the New Club Building Guide to see how easy it is to help organize a new club, so together we can help more women and girls! Read the full article at <<http://bit.ly/plant-the-seed>>.

■ Public Awareness

Annual Report

View SIA's new annual report to read a summary of the hard work, dedication and impact from our 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>.

Art Contest

Thank you to all the clubs that promoted the 2015-2016 Art Contest. SIA received more than 1,900 entries from children around the world! Staff narrowed down the entries to 40 finalists, then SIA Facebook fans determined the winners by "liking" their favorite entries in each category. View the finalists' and winners' incredible art work on the SIA Facebook page. The winner in each category received certificates and prizes featuring their art work.

■ Fundraising

Plan for a Future Gift

By arranging a future gift to Soroptimist that continues to help women and girls reach their dreams for years to come, you can ensure your legacy and generosity will live on forever. Philanthropic gifts come in many different shapes and sizes—which one is right for you? You can provide funding for life-changing Soroptimist programs while also achieving your own personal financial goals. To learn more, please visit <Soroptimist.plannedgiving.org>. ✨

Presenting New Club Website Templates

A website is a great way to increase your club's visibility, promote club projects and events, recruit members, and inspire people to donate. SIA provides free website templates that clubs can download and customize. The templates are in Drupal 7, an open-source content management system for building websites.

The goal of these templates is to help clubs create websites that reflect the Soroptimist brand through standardized design elements and content, while keeping the functionality simple enough for those who are less tech-savvy to be able to implement basic customizations to suit the club's needs.

This new platform is user-friendly and flexible, enabling clubs to have better success building and maintaining their websites.



Clubs can access the templates on the SIA website. The following page contains an extensive how-to manual, the download files and other resources, such as SIA's Club & Website Guidelines. For help, contact siahq@soroptimist.org.

<http://www.soroptimist.org/clubweb>
Username: siaclub
Password: club!web

Meet 2015-2017 Soroptimist International President Yvonne

Soroptimist International President Yvonne Simpson is a member of SI/Westland in New Zealand. A Soroptimist since 1996, Yvonne has served as club secretary and president, regional president and SISWP president. Read more about SI President Yvonne at: http://bit.ly/SIpresident-Yvonne.



Spotlight on Clubs and Members

JAPAN KITA REGION

SI/Miyagi, Japan, recently teamed up with a local high school to raise awareness about breast cancer. Club members educated students about physical and mental health and the importance of early breast cancer detection. More than 35 students held signs promoting the importance of self breast examinations. Kudos to the club for providing education on this important issue.



SI/Miyagi's breast cancer awareness event.

NORTH ATLANTIC REGION

SI/Rittenhouse Square, Pennsylvania, recently held its first "Snow Jams" fundraiser, which raised more than \$1,300. The event included a raffle, light snacks and a special performance by a local cappella group. More than 50 people from the community attended the event, including members from nearby Soroptimist clubs. Club members designed and sold tickets, organized raffles and distributed promotional flyers. Funds will be used to grant a *Live Your Dream Award*. SI/Rittenhouse Square is a new club made up of mostly SIA headquarters staff.



SI/Rittenhouse Square members Allison Sylvester, club president Kamali Brooks and Laurie Sutton (left to right) at Snow Jams.

SIERRA PACIFIC REGION

SI/The Sierras, California, recently held its first *Dream It, Be It* event. The all-day conference, which attracted more than 30

high school girls, included information on career opportunities, life skills and setting and achieving goals. The girls created vision boards, decorated cupcakes and heard from various successful businesswomen. Motivational speaker Linda Newton and California Highway Patrol Public Information Officer Kaci Lutz spoke about rising above obstacles, while business owner and educator Susan Nobles spoke about discovering dreams and exploring careers. An article about the event appeared in the *Sierra Star*.



SI/The Sierras Dream It, Be It event. Photo credit: Joelle Leder Photography

SOUTH ATLANTIC REGION

SI/Alexandria, SI/Manassas, SI/Mid-Atlantic Online and SI/Woodbridge, Virginia, recently teamed up to raise awareness about human trafficking. The event, which attracted more than 70 members from the community, included a panel discussion, exhibitors and a musical performance by singer Erin Ochoki. Said SI/Woodbridge President Ginny Dempsey, "We are proud to work together on this important issue and plan to work together again in establishing a future human trafficking event. The well-being of girls and young women can only be achieved when [Soroptimist] clubs come together."



South Atlantic Region held a human trafficking awareness event.

READ MORE AT: http://bit.ly/ClubProjects-Issue1-2016.

Want to see your club news featured? Email information and photos to *Best for Women* Editor Laurie Sutton at laurie@soroptimist.org.

WE ASKED, YOU ANSWERED ...

“Invest in the dreams of one million women and girls through access to education by 2031”

was overwhelmingly selected as the **BIG GOAL** statement to lead Soroptimist into its second century! Thank you to all the clubs that participated in the **BIG GOAL** exercise and survey.



48% of clubs participated in the **BIG GOAL** survey. This high response rate means the results apply to 99% of the clubs, just as if they participated.



44% of clubs selected it as their first choice



63% selected it in their top two choices



41% felt it reflects the kind of service their club delivers today



72% of clubs are excited about reaching more women and girls



57% of clubs identified “access to education” as the most important words to include in a **BIG GOAL** statement



51% felt it represents the kind of service their club wants to deliver in the future



LiveYourDream.org's New Face

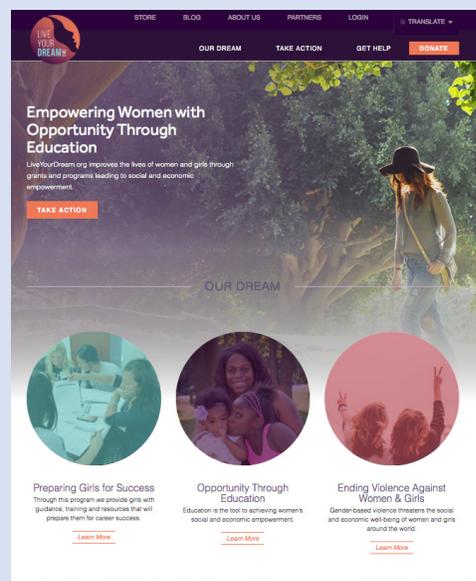
SIA hopes members have had an opportunity to check out the new LiveYourDream.org, which boasts a new logo and website design! LiveYourDream.org is SIA's online volunteer community, offering flexible action opportunities to improve the lives of women and girls.

It is an important strategy to help expand SIA's reach and keep the organization viable and healthy to continue its mission and realize its vision.

The updated website makes it easier for the 75,000+ “Dreamers” to connect with SIA's mission and take action. Dreamers can search for actions based on their interests and time availability. They can also create a volunteer profile to track their actions and progress, enabling SIA to measure the impact the LiveYourDream.org community makes on the lives of women and girls.

The “Your Dream” section is an interactive blog. Whether you want to go back to school, advance your career, pick up some lifestyle advice, or learn about current issues in the world of gender equality—the blog has something for everyone. It is also the new home of Past SIA President Cathy Standiford's “Focus on Women” blog (found in the “Newsworthy” section)!

SIA invites Soroptimists to explore the new site and everything it has to offer. Clubs can find resources to help promote LiveYourDream.org in the LiveYourDream.org Guidebook on SIA's website. 



The new website offers advocacy and action opportunities to spread awareness about causes such as preparing girls for success, increasing the standard of living for women and their families and ending violence against women and girls.

▶ NEXT STEPS

- Additional survey results will be shared at SIA's convention in Orlando, Florida.
- Additional input will be gathered from members at convention.
- Save a club meeting date in September/October for the next **BIG GOAL** conversation, when we will determine how many women and girls we can reach and what we have to do to reach them! 



SOROPTIMIST

Best for Women®

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www.liveyourdream.org

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and more at <Soroptimist.org/
rise/store> and order today!



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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 or to
connect with potential members.

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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