



SOROPTIMIST

Best for Women

Soroptimist International of the Americas

SIERRA PACIFIC REGION NEWSLETTER

Volume 1, Issue 2

www.sierrapacificregion.org

Fall 2016

Welcome!

Calendar of Events & Deadlines

2016 -17 A few important dates:

October 2016

29 District I – Fall District Meeting
– Aptos, Hosted by SI Santa Clara
Silicon Valley

29 SPR Board Meeting - Aptos

November 2016

1 Soroptimists Celebrating
Success Award region recipients
and transmittals due to
headquarters

15 DEADLINES:

- Live Your Dream Awards
application deadline
- State of California Franchise Tax
filing 199 or 199N
- State of California Registry of
Charitable Trust filing RRF-1
- Form 990 due to IRS no later than
this date (Clubs with July 1-June
30 fiscal year)

December 2016

10 Human Rights Day: SI
December 10th Appeal

June 2017

2-4 Sierra Pacific Spring
Conference, Visalia Marriott

Welcome to the “fall” edition of our Newsletter. It truly resonates change. For those who attended the first of the three district meetings, do you agree that change is the message once again, this time in a single direction? The cultural shift is moving from a “local” presence towards one that is “global”. “Collectively” it will make a greater impact for our organization.

Ask yourself this. If I were to ask an average person what any of the following organizations are: SPCA, Red Cross, Salvation Army, Relay for Life, UNICEF, American Heart Association or Doctors without Borders, they would more than likely give you a correct answer. Now ask that same person if they know what Soroptimist is? This becomes a bit more difficult and challenging for them to answer.

How can we change that mindset and work towards our mission? Many of our clubs support other programs such as these, thus putting them before ourselves. This action is how we have diluted our power, or common core, purpose and our mission. Of the clubs reporting, our region funds other programs at the level of \$150,000 minimum.

I understand we have ties to our communities and they support our clubs in various ways by attending a fundraiser or donating a gift basket for a raffle. The message I am sending is very simple: how can your club give more to our own women or girls focused programs first? Can you shift \$200, \$500, \$1000 or \$1,500 and redirect it to our own Live Your Dream Award recipient(s)? Can we make an investment in the Dream It Be It program that invests in young girls’ career development?

This is a very important message to consider personally and one that your club should review. On September 7th all club Presidents received their club survey. I encourage each club meet and discuss the direction, the importance or if there is any validity, of reaching one million women and girls through access to an education. After all, this was the identified “Big Goal” and direction we agreed as members to pursue. Now that we have identified our next goal, how do we *COLLECTIVELY* rise above and achieve it?

Members of the Sierra Pacific Region, I need your voices heard. By far, this is not a problem but an opportunity to overcome our challenge across Soroptimist International of the Americas. *LET US BEGIN THE JOURNEY.*
- Governor Tana

News from SIA



On October 6th, President Elect Yoko Ichigatani for Soroptimist International of the Americas was hospitalized and is in intensive care for traumatic head injury. After her husband left for work, her home was robbed. During the home invasion the assailant hit Yoko on the head with a blunt object. Her housekeeper later found her unconscious and bleeding due to severe head injuries.

She is recovering from surgery to repair her injuries. Although she remains unconscious, she has moved her limbs and her doctor says that this is a very positive sign.

Membership by Amory Elizondo

Happy Fall Members!

I hope those that attended Convention had much to take away. The loudest voice at Convention this year was that of the Young Members. These preliminary takeaways from the important conversation had by the focus group in Orlando should be used to gain insight on how to engage and retain younger members.

- Younger Soroptimist members value opportunities for service, and they define service differently than many of our members and clubs traditionally have. While many clubs focus on service through the distribution of awards and funding, this group seeks experiences that are hands-on.
- Members in this age group see the future of SIA as very different – particularly in terms of simplifying the formalities and procedures that guide most Soroptimist functions, and using technology to make club business more efficient.

- A major issue for younger women in our organization is finances. The cost of membership can be prohibitive for women just starting out in their career. Beyond the cost of membership dues, the costs of meals for meetings and required contributions mean that the financial strain of membership continues throughout the year. Only in some clubs are there flexible options available that accommodate younger members such as payment plans, optional meals or even credit card processing. While existing younger members know the value of membership and find a way to “make it work,” they report it is hard to recruit their peers from outside of the organization. It is also important to note that younger members do not like to be viewed as a “charity case” or have other members pay their way.

- Opportunities to connect with the larger Soroptimist community at region conferences and Convention are valuable educational experiences to this group, and provide fellowship and networking with other women who have similar values.

Again, with regard to the financial concern, these events can be quite expensive to attend and are not necessarily accessible to members in this age group.

- Younger members feel encouraged to take on leadership roles by tenured members - although they do not necessarily feel they are given the full training or orientation they need before taking on a leadership position. They are happy to step into leadership roles, but need support from experienced members and past leaders.

Three of the eight that participated in the panel discussion were members of our Region. If your club would like them to host a meeting at your club to further discuss the issues with gaining younger members, please reach out to me to schedule a meeting. If you have any advice within your club that can be shared on this topic, please email them to spmembership@soroptimist.net so that your ideas can be heard throughout the Region. Sharing is caring!

Fund Raising by Barbara Giambastini

FUND THE DREAM

As Soroptimists, we envision a world where all women and girls have the resources and opportunities to live their dreams. To help make these dreams come true we rely on the generosity of clubs and members to fund the programs that make the sustainable and measurable change for women and girls globally. Our program costs are over \$2.5 million and contributions only cover about 68% of the cost. The remaining funds come from



investments. Ideally contributions should cover 100% of these life changing programs.

Is your club helping to provide the financial support of SIA's Dream

Programs by contributing generously to club giving?

Have you thought about becoming a monthly giver? Helping to Fund The Dream by signing up for monthly giving are Kay Vierra and Paul Schlotfeldt of SI San Francisco, Maureen Larkin of SI Hanford, Debbie Jensen of SI San Luis Obispo, Charlie Rodgers of SI Modesto and a brand new member from SI Manteca, Alana Turner.

Soroptimist – one mission – many women- countless dreams

Let's Give an Award! Tips for Recruiting Live Your Dream Applicants

OK, your club has established the amount they want to award to a Live Your Dream applicant. But how do you find applicants and assist them in the application process?

You are not alone - there are resources available to assist you in your search. The SIA website, [Programs, Live Your Dream](#), has numerous resource documents to assist in your search: how to advertise your award, writeable application packets, or order them from SIA, and tips for recruiting and assisting your applicant in completing the application.

Some recruiting tips include:

- **Work with Local Schools** - many community colleges, universities, and vocational and trade schools offer financial aid workshops that include information about local scholarships and awards. Contact the financial aid offices of nearby institutions to ask if the Live Your Dream Awards can be included.

Also, any of these institutions have women's centers to assist women throughout their education.

- **Personal Contact** - Clubs have reported success getting completed applications when they have a personal contact at the organizations where they are recruiting.
- **Assist Women with their Applications** - Women targeted by this award are usually going to school, raising children and working. Completing an application may be difficult and they might need assistance and reminders of deadlines. Hold an application workshop. SIA has information on their website with guidelines for holding an application workshop.
- **Expand the Search to Surrounding Areas** - If you live in a small community and are having difficulty finding applicants, expand your search to surrounding communities that do not have Soroptimist clubs.

- **At-large Applications** - If your club has not received any eligible applications, contact SIAHQ to ask if there are any at-large applications that can be forwarded to your club.
- **Work with other, local Soroptimist Clubs** - Some clubs share their completed applications as a way to honor as many eligible women as possible.
- **Work with Previous Award Recipients** - Many previous recipients would love to promote the award in their communities by speaking to local organizations, schools, and health centers.

Don't forget to advertise on social media - Facebook, websites, Twitter. Churches are a great resource, club fundraising events or programs - have LYD literature displayed, and of course good, old fashion print media should also be used.

Bonnie White Silveira, Chair, Live your Dream Committee

Public Awareness by Kate McGuire/Leanne Davis/Joelle Leder

The search for eligible candidates for Soroptimist Live Your Dream awards is currently underway and media planning for promoting the program and its eventual winners is critical for letting those in our local communities see exactly how we meet our mission.

All our fund-raising, membership and program development activities exist to help women and girls complete their education in order to live their dreams. But it's public awareness that will help you find your candidates, announce the winners and honor their achievements at an awards ceremony.

Media planning includes all forms of media available to us—traditional, social and websites. It typically begins with traditional media that includes a series of press releases, such as:

- Announcing that your club is searching for eligible candidates
- Identifying each winner with a press release solely devoted to her and her achievements, if you have more than one winner
- Creating a special awards ceremony to which you can invite local media
- Attaching a photo (head and shoulders only) of each

winner with her press release increases the chance of publication

- Issuing a News Advisory (requires a special format) to local media inviting them to cover your awards ceremony

Simultaneously, the press releases should be rewritten in a more conversational and brief style and posted on all forms of social media and on your website.

While print outlets require the more formalized style of writing, social media and website postings are typically more casual as you would write for broadcast media—radio for listening and television for viewing. Writing for print is about space, but broadcast, social and website writing is about time. Keeping the attention of the listener, viewer, social media fan or website explorer is critical. Your message has to be compelling, short and to the point.

“You’ll want to garner as much attention for each winner’s story with every outlet and cast as wide a net as possible,” said Leanne Davis, SPR website developer. “Traditional and social media as well as website

development all go hand-in-hand when promoting the Soroptimist global mission and programs.”

Davis added that SPR recently launched its newly-revamped website. Check it out at www.sierrapacificregion.org, if you haven’t already.

Click on Programs and you’ll see there is an entire section about the Live Your Dream Award that includes the due date, videos and a description of the application process. It gives you all the help you’ll need to have a successful awards program.

Contact Kate McGuire, Leanne Davis, and Joelle Leder to find out more about how our public awareness team can help your club generate some publicity!

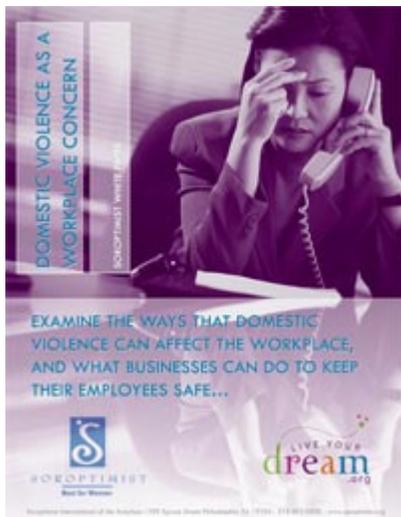


Programs by Gail Dekreon Program Chair and Governor-Elect

IT'S OCTOBER!! IT'S SOROPTIMIST FOUNDERS MONTH and IT'S NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH

Nearly 1 in 4 women and 1 in 7 men have suffered from domestic violence by an intimate partner. All people deserve to feel safe with loved ones.

When a woman is a victim of domestic violence, the abuse often follows her to work, where her abuser may harass her in person, by telephone or through email. The workplace may be the only place a woman has sanctuary, and where she is safe to receive help and support.



Domestic Violence Awareness Month evolved from the "Day of Unity" in October 1981. The [National Coalition Against Domestic Violence](#) conceived it with the intent to

connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became an entire week devoted to a range of awareness activities at local, state, and national levels. Soroptimist International of the Americas is one of those advocates.

In October 1987, the first Domestic Violence Awareness Month was observed. That same year marks the initiation of **the first national domestic violence toll-free hotline.**

Two years later, in 1989, the U.S. Congress passed Public Law 101-112 designating October of that year as National Domestic Violence Awareness Month. This legislation has been passed every year since then... and the Day of Unity is still celebrated every year on the first Monday of October.

During National Domestic Violence Awareness Month, the United States shines a light on this violation of the basic human right to be free from violence and abuse, pledges to ensure every victim of domestic

violence knows they are not alone, and fosters supportive communities that help survivors seek justice and enjoy full and healthy lives.

Check our Soroptimist International of the Americas' white paper "*Domestic Violence as a Workplace Concern*" at

<http://www.soroptimist.org/whitepapers/whitepaperdocs/wpdv-workplaceconcern.pdf>

to examine the ways domestic violence affects the workplace and what employers can do to keep their employees safe.

.....and Soroptimist Founders Month? A core group of women met in May of 1921 to discuss chartering the first women's service club. They continued to meet once a week until they had recruited 80 women needed to charter a club. The presentation of the charter and the installation of our first president, Violet Richardson, took place on October 3, 1921 in Oakland...which is the date officially celebrated as *Founders' Day.*

NOW YOU KNOW!!!

District I

An endearing aspect of our Soroptimist clubs is that we reflect the uniqueness of our communities. Thus, programs and fund raising efforts vary from club to club. As we all try to meet and grow our “Club Giving” efforts, to achieve that requires that we increase the funds we raise. Several District I clubs have tried something new this year. SI Salinas wrote a grant to a local philanthropic group and received a sizeable check based on our Soroptimist mission. SI Capitola has partnered with a local consignment store and receives proceeds from their sales. Carmel Bay held a hugely

successful weekend “estate sale.” And our Santa Clara-Silicon Valley club will hold its annual “Classy Bag Affair” on February 25, 2017. Whether it’s bingo or a formal ball, a bus trip or a bake sale, our clubs continue to “test the waters” to see what works best.

Partnering with other clubs or local non-profits is another way to approach a fundraising event.

Here are some no-effort ideas: Sign your family and friends up to the “Amazon Smile” program, have your club as “foundation” of choice and get a percentage back from your purchases. Do the same with

Raley’s/Nob Hill or other participating stores. Have pre-printed fundraising envelopes available at all of your functions so guests can slip some donations into the envelope and mail it back to you. Have a “Donate” link on your website.

We’ll be announcing more upcoming events at our District 1 meeting on Oct. 29. Most importantly, have FUN with your FUNdraising, as we all strive to serve more women and girls in our community and beyond.

Jan King

District II

Greetings and Happy Fall from District II!

October got off to a busy start beginning October 1st with the Fall District II Meeting

I was so pleased that 100% of all clubs were in attendance with 77 members present.

Thank You Sierra Pacific Region Board and committee members for giving us the most informative presentations on the 4 pillars, LYD and Dream It Be It.

We had so much fun playing Family Feud, Soroptimist

version. I love that we are so competitive and can laugh a lot!

My first club visit was to SI Calaveras, October 6th. Thank you so much for your hospitality and your commitment to Soroptimist programs. You are all on board!

I also visited SI Twain Harte October 11th with Past Governor Pat Jones. We had a wonderful lunch with this bunch of very busy ladies. Again, their club is on target and committed to Soroptimist goals. My challenge in these next two years is to get

everyone in District II to get on the 10% Giving Ship!!

On October 16th, SI Modesto had their 41st Pancake Breakfast! I am glad to hear some members came from far away. As one can see, this month is very busy!

Have a Happy Halloween and stay safe!

Yolanda Rivera

District II Director

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SIA Summary:
<http://www.soroptimistsummary.org/>

Newsletter Editor: Donna Svedberg SIW

District III

Greetings to all of you in District III!

The District III fall meeting is now behind us, I am so grateful to all of you who attended and a special thank you to SI Tulare for doing such a great job hosting us. It was a really great event.

SAVE THE DATE: The President's Round Table is scheduled for Saturday, January 7th. With the holidays just around the corner, this date will sneak up fast, so please mark your calendars! This meeting is going to be more of a **retreat!** More information to come!

I am looking forward to visiting some of your clubs soon. I will continue working out a schedule for each of your clubs.

Please contact me if you have any questions or if you'd like to share what your club is involved with at the moment. I am here for you!

Best Wishes,
Janet Manos

Membership Challenge: My Soroptimist Story

My first interaction with Soroptimist International of Madera was as a program speaker. As I sat at the meeting, I realized that I was having a great time! I enjoyed the women attending the meeting and loved hearing about all the things that they were involved in throughout our community. Fast forward to today. I have been a member for almost 15 years. I still enjoy our meetings and activities. I have met and become friends with a very diverse group of women. We have completed many, many projects of service to the

women and children in our local community and through our participation in SIA projects have been able to help women around the world. Having an outlet for my desire to improve the lives of women and girls is by far the most important feature of my Soroptimist membership and has improved my life by giving me the opportunity to join with like-minded women. Not only can many hands make light work, it is much more fun to do projects with friends!



Sue Harris, SI Madera