



**SOROPTIMIST**  
Best for Women

Soroptimist International of the Americas

# SIERRA PACIFIC REGION NEWSLETTER

Volume 1, Issue 3

[www.sierrapacificregion.org](http://www.sierrapacificregion.org)

Winter 2016

## Welcome!

### Calendar of Events & Deadlines

A few important dates:

#### **January 2017**

5 Board Ballots due to SIA  
7 District III Presidents' Round Table  
11 National day of Human Trafficking Awareness  
14 District II Presidents' Round Table  
21 District I Presidents' Round Table

#### **February 2017**

**1 Live Your Dream Award club transmittals due to Region**

#### **May 2017**

31 "All Aboard the memberSHIP"  
2016-2017 campaign ends.

#### **June 2017**

1 "All Aboard the memberSHIP"  
2017-2018 campaign begins.  
2-4 Sierra Pacific Spring Conference, Visalia Marriott

Winter Greetings to all.

Business first...The hot topic for the past 3 months has been regarding the "BIG GOAL" survey. The reason for the second survey was to evaluate how we are going to *Invest in dreams of one million women and girls through access to education!* As of this writing the total percentage of clubs that responded was 11%. I hope all the clubs in our region have completed it. Just in case there might still be time, the deadline is at the end of the month.

Now on to some merriment...Tis the season for many wonderful and festive celebrations. Mine is Christmas; the tree is up, the garland is out, the cookies are baked and the tamales are made. I hope that this message finds all the members in the region happy, with a full heart, surrounded by loved ones near and from afar.

I have so much to be thankful for in looking at all that we achieved for 2016. Our region gifted \$104,000 to 88 women with Live Your Dream Awards. After meeting some of these candidates and listening to their stories, they are an inspiration to me. Never Give Up usually resonates in their message. So, make this your 2017 challenge. Let's make a bigger difference by increasing awards to one more recipient or with a larger cash award.

In the spirit of giving, what I think we all strive to achieve is to make a difference, make an impact, and make a dream come true. We are an amazing organization and I have enjoyed meeting so many great women. It has been my pleasure to serve you as Governor. I look forward to all that the New Year brings.

Governor Tana



## Membership by Amory Elizondo

It truly is the most wonderful time of the year!

This time of year always brings loved ones together. Whatever your family traditions may be, it's a great time to appreciate those closest to you, which for many us include our Soroptimist friends. The benefits of being a Soroptimist member often go beyond our acts of service and include the lifelong friendships we each begin to make.

In Soroptimist, members grow professionally and personally through their friendships with other club members, connections with women from different cultures and countries, and opportunities for leadership development. The friendships developed in Soroptimist, continue and grow to friendships outside club and thus can be beneficial in more ways.

The power of a female friend includes:

1. **Gal Pals Help Gal Pals Relieve Stress-** Research suggests girls are more likely to “tend and befriend” in times of stress, meaning they turn to their social groups for support. This coping tactic has been found to be one of the most natural ways to reduce stress, because when we spend time with our female friends, our bodies release the “feel good” hormone oxytocin, which helps reduce blood pressure, heart rate, and even cholesterol.
2. **Women with girlfriends live longer-** Given the stress-relieving benefits of female friendship, it's no surprise that women with close female friendships also live 22% longer than those without them. These networks also play a critical role in helping women overcome major illnesses.

3. **Strong female friendships help boost our self-esteem-** Strong friendships are often built upon shared beliefs, which enable girls to feel mutual love for one another. This emotional connection is what friends use to empower each other in times of distress by reminding us of our positive attributes or good times shared together. Although many studies warn of falling into comparison traps with our female friends, studies show that women with close female friendships are less likely to feel envious or insecure when making these comparisons. In fact, these friendships play a role in boosting tolerance, empathy, and civic engagement.

Please use these powerful benefits of having Soroptimist friends in your Membership presentation. It's a great key point when discussing the “sorority” aspect of Soroptimist.

## Fund Raising by Barbara Giambastini

### Give a Greater Gift

#Giving Tuesday, a Global Day of Giving, was Nov 29<sup>th</sup>. Celebrated by over 30,000 organizations in 70 countries, Soroptimist International of the Americas was proud to participate in this charitable tradition for the fifth year. Thanks to SI Greater Santa Clarita Valley each dollar donated was matched up to \$10,000. Thanks to generous donors like you, over \$24,000 was raised for disadvantaged women and underserved girls.

During this Holiday Season, we give thanks for the many blessings we have in our lives. As Soroptimists, we know there are many who are less fortunate. Soroptimist is my “Charity of Choice” and I am proud to be one of more than 6000 Laurel Society members to help empower women and girls. Monthly giving has allowed me to continue to help fund dreams.

Past Governor Debbie decided one Christmas that she didn’t need a gift but a donation to the Laurel

Society to help women live their dreams was what she wanted and she has continued helping to fund dreams by monthly giving.

If you are thinking how you as an individual member can help women and girls on a continuing basis, give serious thought to becoming a [Monthly Giver](#). Every dollar we give goes toward moving women and girls toward their dreams of a better life.

## Public Awareness by Kate McGuire/Leanne Davis/Joelle Leder

### Spreading the Word About the Soroptimist Mission

Soroptimists are always finding innovative ways to push forward with our mission to help women and girls. Press releases, social media, and website development can show where we've been as Soroptimists and the impact we are making in the lives of women and girls.

Visuals tell the story as much as words. Don't forget to take photos, get your club thanked as a donor, and share the recognition you get in your community from your donations. Connecting the Soroptimist name with strong local organizations shows our loyal ties within our local communities and back to our global mission.

Educating our communities about Soroptimists and what we accomplish worldwide is a daily and ongoing task. When someone

sees the word Soroptimist they rarely know what it means. When you see the puzzled look on someone’s face when they see the word Soroptimist, a quick, fun way to get your conversation started is with the definition of the word with a smile: a coined Latin phrase meaning “best for women.”

Follow that with what we do: a global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment.

And then describe how your club works to make that mission real in your local community, for example: Our club gives “Live Your Dream” awards every year to women enrolled in or accepted into a BA or technical training program and are the heads of their households. Typically, that’s a woman who is a single mom. And,

that award can be used for whatever her needs may be: rent, car repairs, food, medical bills. It’s not a scholarship; instead it’s a life support award that helps keep them in school.

Then, take the opportunity to invite your new acquaintance to your next meeting where she can learn more and make some new friends.

The key is not to overwhelm them with details, but be friendly and inviting if they are interested in learning more about the mission and your club. Word of mouth is still a powerful and personal part of your public awareness tool kit.



## Programs by Gail Dekreon Program Chair and Governor-Elect

It's now time for our next big goal exercise where we "figure out" what we will have to do to make our next Big Goal a reality and how many women and girls we think we can reach.

As Soroptimist approaches its 100th birthday in 2021, ...yes, 100! We are working to define our next century. Last year more than 600 SIA clubs participated in and helped to define our next big goal: *Invest in the dreams of women and girls through access to education.* That was our first "Big Goal Exercise".

So, how many do we think we can reach? Last year 1,355 women received a Live Your Dream grant. More than 82% of women who receive our grants enhanced their standard of living because they were able to continue with their education and get better jobs.

Check it out: our *LiveYourDream.org* community increased by 24% last year! We now have 77,387 supporters who read about us on the website, take part in the challenges and donate money and time. On top of that we had 736,289 visitors to *Soroptimist.org* and *LiveYourDream.org*. Who knows? Some of them might just sign up or join a Soroptimist club.

If it seems like a stretch to increase our impact from 1,355 to one million women and girls within a few years, please consider this: every woman or girl that we help passes on her success to her own kids or friends or co-workers; our statistics prove this.

But that is "just" the adult women we have been helping. How about our new girl's program *Dream It, Be It*? Last year 8,634 girls participated! Incredible!!!

Doing the math...that is 9,989 women and girls whose lives were improved by Soroptimist in one year!

Our *Big Goal* dream is not such a long shot when we look at the numbers from only one year!

To quote the chanting of the girls from *Girls on the Run* who attended a *Dream It, Be It* conference day: "*If we can dream it, we can be it!!!*"

Yes, we can!



## District I

Hello Soroptimists,

'Tis the season for giving, something Soroptimists do all year round, as our Mission to improve the lives of women and girls extends into our communities and beyond, impacting the lives of women and girls throughout the world.

During this special season, there are many opportunities to do a little extra giving ... with our 2016 Live Your Dream award recipients, with women and girls living in our local shelters, with donations to

our SIA programs, and with donations to our SI President's Appeal.

Another important element of giving is that we take time to care for each other. Nurturing our relationships, having fun times together, and keeping in touch with those members whom we haven't seen for a while all strengthen our effectiveness as a club and enhance our member experience.

So, this Santa's elf wishes you and those you love a Happy Holiday Season!

I look forward to working with you in the coming new year, as we resolve to make 2017 an even bigger year of giving.

Best wishes always,

Jan King  
District 1 Director

Reminder: District 1 Presidents' Round Table: January 21

## SPR BOARD MEMBERS

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

Newsletter Editor: Donna Svedberg SIW

## A Holiday Wish

During the Holidays, I reflect even more often, on the opportunities we have to do our BEST FOR WOMEN.

I wish you happiness and satisfaction as an individual Soroptimist member, a club member and an important part of our region.

Debbie Jensen,  
Parliamentarian

## District II

Merry Christmas and Seasons Greetings.

Thank you for all the well wishes following my second hand surgery. As I am typing this article both my hands are awake! Wow what a concept! I know many of you have been busy with your Christmas club projects and hope everything was successful.

Just a reminder that District II Presidents' Roundtable will be held on January 14, 2017. Preparations are being made for this event. I look forward to my upcoming visits with you this coming January.

In keeping with the holiday season, gift giving can be free, yes free! Remember: Hugs, smiles, friend, kisses, family, sleep, love, laughter and good memories are free! Please share these gifts with your family and friends.

Merry Christmas and Happy New Year

Yolanda Rivera  
District II Director

## District III

Season's Greetings!

Wishing everyone a happy holiday season.

The District III Presidents' Round Table is fast approaching and I'm looking forward to seeing all of our presidents (or club representatives) at the meeting on January 7th.

As we work to improve the lives of women and girls, please keep in mind: ***"It is not how much we give but how much LOVE we put in giving."*** St. Teresa of Calcutta

Wishing you all the best in 2017!

Janet Manos  
District III Director

## Secretary's Tip

Because changes may be made in the minutes before they're approved, it's good practice for the secretary to note somewhere on the distribution copy that it's a "draft for approval" at the next regular meeting.

Secretary Laura