

# SOROPTIMIST

South Atlantic Region

*Meeting of the Region Leadership*

*August 6, 2016*

*Richmond, VA*

ICEBREAKER

**In regards to Soroptimist,  
what do you want to see  
occur during this 2016-18  
biennium?**

PRIOR  
MISSION  
STATEMENT

Business and professional women working to improve the lives of women and girls in our communities and around the world.

AS OF MAY 31,  
2016, THERE  
WERE 32,557  
MEMBERS  
AMONG 1,294  
CLUBS WITHIN  
THE SIA  
FEDERATION

- United States 46.08%
- Japan 25.39%
- Phillipines 5.73%
- Taiwan 3.89%
- Korea 2.61%
- Canada 2.13%
- Brazil 2.07%
- Mexico 0.48%
- Paraguay 0.32%
- Guam 0.31%
- Panama 0.29%
- Venezuela 0.20%
- Bolivia 0.10%
- Ecuador 0.10%
- Argentina 0.09%
- Northern Mariana Islands 0.06%
- Chile 0.05%
- Puerto Rico 0.05%
- Colombia 0.05%
- Peru 0.05%



VISION OF  
SOROPTIMIST  
INTERNATIONAL  
OF THE AMERICAS

Women and girls will have  
the resources and  
opportunities to reach their  
full potential and live their  
dreams.



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MISSION OF  
SOROPTIMIST  
INTERNATIONAL  
OF THE  
AMERICAS

Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.



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WHAT IS  
SOROPTIMIST  
SHAPING THE  
FUTURE FOR  
INCREASED  
COLLECTIVE  
IMPACT  
ALL ABOUT?

- The concept of Shaping the Future is about:
- identifying barriers to organizational success, providing greater clarity to Soroptimists,
  - ensuring our core programs are measureable, sustainable and in alignment with our direction and values,
  - generating an evidence base that effectively tells about the impact we make achieving the social transformation of women and girls, so they have the education and training they need to live their dream,
  - leading to greater recognition for SIA, and
  - resulting in greater resources for the federation positively affecting the social and economic empowerment of women and girls by providing them with resources and opportunities to reach their full potential



GOAL

For Soroptimist clubs to increase their collective impact.



INSPIRE

“When girls are educated their countries become stronger and more prosperous.”

-Michelle Obama

Increased Collective Impact, stands for:

Strengthen our organization **(increased)**

by working together, **(collective)**,

providing women and girls with access to education and training to make a sustainable and measurable difference in their lives **(impact)**.

Increasing our collective impact looks like a cohesive effort throughout our federation—members, clubs, regions, board and staff—to make a sustainable and measurable difference in the lives of women and girls by providing them with access to education and training. It also means strengthening our organization—our financial resources, the number of people engaged in our mission, and the number of women and girls' lives we improve.



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DESIRED  
OUTCOME OF  
THE BIG GOAL

Together, we will provide a sustainable impact on the lives of women and girls.

Members and supporters will find value through engagement with the SIA mission.

We will be recognized for their efforts to improve the lives of women and girls.

Members and supporters will fund the Dream Programs.

We will enter our second century able to serve more women and girls through the Dream Programs.

Increase the impact of the Live Your Dream Awards.

OBJECTIVES  
AND  
STRATEGIES  
TO ACHIEVE  
DESIRED  
IMPACT

- a. Ensure women have access to the Live Your Dream Awards.
- b. Provide additional resources to Live Your Dream Award recipients.
- c. Demonstrate Live Your Dream Awards' sustainable impact.



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# NEXT STEPS IN THE BIG GOAL SELECTION AND IMPLEMENTATION



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OBJECTIVES  
AND  
STRATEGIES  
TO ACHIEVE  
DESIRED  
IMPACT

Increase engagement in the  
Live Your Dream Awards.

Provide resources for clubs to  
support the Live Your Dream  
Awards.



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OBJECTIVES  
AND  
STRATEGIES  
TO ACHIEVE  
DESIRED  
IMPACT

Increase the impact of Dream  
It, Be It.

- a. Measure the impact on participating girls.
- b. Improve existing resources.
- c. Provide new support materials.



OBJECTIVES  
AND  
STRATEGIES  
TO ACHIEVE  
DESIRED  
IMPACT

Increase engagement in  
Dream It, Be It: Career  
Support for Girls.

Promote club engagement in  
Dream It, Be It.



LOOKING TO  
THE FUTURE

**Soroptimist International of  
the Americas has  
announced the  
Next Big Goal . . . .**

Find our identity again,  
support each other, our  
members, and our projects;

**PURSUIITS  
FOR THE NEW  
BIENNIUM:**

Be something that attracts  
younger members who desire  
hands-on volunteering, while  
craving satisfaction of  
achievement, and needing to  
network for work; and

Be recognized in our  
communities as an  
organization that is making  
an impact.

PURSUIITS OF  
THE REGION TO  
CARRY-OUT THE  
VISION,  
MISSION AND  
PLANS OF SIA

The Soroptimist clubs and members located in the Region's territories will be encouraged to collectively communicate and work together to provide a sustainable impact on the lives of women and girls, and to invest resources in carrying out the following SIA programs: Live Your Dream Awards and Dream It, Be It (as well as the Violet Richardson Awards program (a program still supported by the Region)). The Region will also encourage and promote membership and leadership recruitment, development and retention; assist in the internal and external promotion of the mission, club and Region endeavors and events; promote the sharing of ideas for, and the participation in, club fundraisers; and educate and promote SIA as a charity of choice.

WE'RE ALL IN THIS  
TOGETHER



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## Remember

*Remember the purpose of  
Soroptimist:*

*We are an organization working  
to improve the lives of women  
and girls through programs  
leading to social and economic  
empowerment.*



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## Re-Engage/Re-Ignite

*Re-engage/re-ignite our individual and collective passion and efforts to pursue programs and projects that correspond to the Soroptimist purpose.*



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## Recognize

*Recognize that many members and potential members want to help their communities through meaningful and purposeful projects, and they do not want to simply join an organization; and, if that is not what is being offered, we need to reassess how we do things.*



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## Reveal

*Reveal to our communities that Soroptimist has a purpose to directly make a difference in the lives of women and girls; and Reconnect with the community through programs and projects that truly relate to Soroptimist.*



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TEAMWORK  
MAKES THE  
DREAM WORK




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# PROGRAM



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 Live Your Dream: Education and Training  
Awards for Women



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LIVE YOUR  
DREAM  
AWARDS  
2015-2016

Live Your Dream Awards  
totaling nearly \$1,900,000.00  
were given to 1,355 women.

An increase of 7% in money  
awarded over the prior year.

An increase of 5% in women  
helped over the prior year.

A woman is eligible to apply for the *Live Your Dream Awards* if she:

1. Provides the primary financial support for yourself and your dependents. Dependents can include children, spouse, partner, siblings and/or parents.
2. Has financial need.
3. Is enrolled in or has been accepted to a vocational/skills training program or an undergraduate degree program.
4. Is motivated to achieve her education and career goals.
5. Resides in one of Soroptimist International of the Americas' member countries/territories.
6. Has not previously been the recipient of a Women's Opportunity or Live Your Dream Award.
7. Does not have a graduate degree.
8. Is not a Soroptimist member, an employee of Soroptimist International of the Americas or immediate family of either.
9. Has a Social Security number or Tax ID number.



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## QUOTES FROM RECIPIENTS

“I don’t know how to put into words receiving this award. I was in shock; I couldn’t believe it”

“I want to be an advocate for youth, my dream is to never stop believing in change: “Receiving this award validates me”

“There is an element of peace receiving the award”

“I know that I needed to reach out to my community for help and support”

“The impact that this award has made on my life has been huge”



# ADDITIONAL SUPPORT-AREAS OF NEED

59%: An opportunity for additional funding to support further education or training

22%: Mentoring by a local Soroptimist member

19%: Tax or financial advice

19%: An on-line, private support group of women who have received a Live Your Dream Award

19%: An opportunity for funding to start a business

16%: On-line mentoring



TAKING LIVE  
YOUR DREAM  
AWARD  
PROGRAM TO  
THE NEXT  
LEVEL:  
PROVIDING  
ADDITIONAL  
SUPPORT

Strategies to support the Live Your Dream Education and Training Award recipient.

Develop outcome goals to increase support beyond cash award.

Create a relationship with the recipient.



## STEP 1

### **Application and References**

Review the application, and reference letters.

Collect important facts that will provide an understanding of recipient's strengths and needs.



## STEP 2

### **The Social Meeting**

Contact the recipient and invite her to meet you so that you may get to know more about her.

Inform the recipient of their right to privacy and confidentiality

ASK QUESTIONS  
DURING THE  
SOCIAL MEETING

Ask questions that provide an insight into her individual needs and strengths (few examples) :

Briefly tell me about yourself and your background

What are your strengths?

What do you think you are good at?

Tell me about your life as a child

What were your challenges as a child?

As an adult what are your challenges?

What are your goals 1-2-3 years?

What are your current needs?

How could we help you?

## Developing A Personal Profile

### STEP 3:

Review all information collected from application, reference letters and social meeting.

Emphasize the most important.

Create a simple plan with:  
Background, strengths, area of need, goals, employment.



POSSIBLE  
NEEDS

Personal needs

- Mentoring
- Job training
- Counseling
- Employment
- Financial advice

Family needs

- Childcare assistance
- Housing
- Transportation
- Clothes

## SAMPLE PROFILE

### **Background**

27 year old single mom, with one child

Employed as a hostess, income 13,000 per year

Victim of human trafficking

### **Assets**

Daughter gives her joy

Speaks publicly

Loves to write

Has transportation

### **Barriers**

Poor self-esteem and self worth

Physical, sexual, emotional abuse

No family support

# POSSIBLE WAYS OF HELPING

Provide a personal coach/ mentor via bi-monthly contact

Identify community resources and activities that promote recipient's lifelong goals

Provide partial financial payments for educational expenses

Purchase technology equipment to support educational goals

Provide job training, employment coaching

Adopt the family during holiday and annual events  
(Christmas, birthdays, summer breaks, start of school etc.)

TIMEFRAME  
FOR  
ASSISTANCE

6 months

1 year

2 years

3 years



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## ADVICE FOR SUCCESS

- Remember to keep the action plan simple
- ***Do not overwhelm yourself or the recipient***
- Start with what you know for sure
- Create a short term plan and extend when necessary (6 months to 1 year)
- Recognize that some recipients may only need financial assistance



DREAM IT \* BE IT

CAREER SUPPORT



{for girls}



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DREAM IT, BE  
IT:  
COMPLIANCE

Procedures for Working with  
Youth:

<http://www.soroptimist.org/members/program/procedures-working-with-youth.html>

# VIOLET RICHARDSON AWARD

## **Who is the Violet Richardson Award Honoree?**

- A young woman who is caring, compassionate, creative and most of all committed to making the world a better place.
- A young woman who has demonstrated leadership and initiative in both identifying a problem and in trying to solve it. Taking a first step in making a difference in the world shows both leadership and initiative.
- A young woman who has had significant and noteworthy accomplishments as a volunteer.

## **Eligibility**

- Applicants must be young women 14 to 17 years of age.
- Applicants must be engaged in volunteer activity.
- Soroptimist members, SIA employees and their immediate families are not eligible for any Soroptimist monetary award available to the public. Immediate family is defined to include spouse/partner, parents, siblings, children and grandchildren by adoption, blood or marriage. Previous winners of the award are also ineligible.



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SAMPLE  
PROGRAM  
TIMELINE

It will be the responsibility of each club to set their own deadlines for applications and judging.

**December 1:** Application deadline.

**December- January:** Hold club-level judging.

**January- February:** Inform applicants of their award status.

**February 15:** Forward information (copy of application) on club winner to Region Chair for judging at the region level

[HTTP://WWW.SOROPTIMIST.ORG/MEMBERS/PROGRAM/  
PROGRAMDOCS/VIOLETRICHARDSONAWARD/ENGLISH](http://www.soroptimist.org/members/program/programdocs/violetrichardsonaward/english)

## **Website Resources**

All the materials your club needs to participate in the Soroptimist Violet Richardson Award program are available in the program section of the members' area of the SIA web site. Listed below is a comprehensive list of all Violet Richardson Award resources available:

### **Club Participation**

Violet Richardson Award E-mailable Application

Violet Richardson Award Club Participation Instructions (writable)

Violet Richardson Award Certificate (writable)

### **Public Awareness**

Violet Richardson Award Information Poster (writable)

Violet Richardson Award Information Poster Instructions

Violet Richardson Award Sample Publicity Materials



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# TAX REPORTING

NOTE: Certain U.S. tax legislation affects the taxability of awards, which includes the Live Your Dream Award and the Violet Richardson Award. These awards are not designed as scholarships, therefore recipients must report their monetary awards as income. As taxable income, clubs and regions must provide Form 1099MISC by January 31 (of the following year) to all individuals receiving \$600 or more in one year. Copies must also be provided to the IRS by February 28. Recipients should consult IRS Publication 520, "Scholarships and Fellowships," Tax Topic 421, "Scholarship and Fellowship Grants," and IRS Publication 525, "Taxable and Nontaxable Income," or their tax planner for further information. In order to comply with U.S. tax regulations, it is imperative that the social security number and complete name and address of each recipient be obtained



# MEMBERSHIP



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## *What's new this year?*

### **MORE INCENTIVES!**

Awards and recognitions will be given to clubs and regions in the following categories:

- Highest percentage of new members added by clubs and regions!
- Highest percentage of new/charter members retained by clubs from the 2015-2016 campaign!
- Largest percentage of net growth by clubs!
- Largest number of new clubs chartered within a region!

### **EXTENDED TIMEFRAME!**

The campaign timeframe has been expanded to give a full 12 months of club/region recruitment and retention efforts for campaign recognition.

The 2016-2017 All Aboard the membersSHIP campaign will award your hard work for the timeframe between June 1, 2016 – May 31, 2017!

Thank you for growing our memberSHIP!

# PUBLIC AWARENESS



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# TEAMWORK AND COMMUNICATIONS

- Teamwork Activity
- Presentation: Why Communication Is Important



## TASKS FOR EACH CLUB

- Bylaws
- Strategic Plan
- Roadmap
- Submission of Rosters and Contact Lists
- Submission of Meeting Dates and Event Dates to Region Liaisons
- Use Region Communication Groups to Share Ideas, Request Assistance, and/or Extend Invitations
- Contact Region Liaison and/or Governor Amy Harman regarding issues or concerns
- Confirm Membership Numbers with Region Treasurer by 4/15/16
- Share Club and/or Member Accomplishments via Best For Women, Celebrating Success Entries and Monthly Club Spotlight Submissions to Region Governor



## TASKS FOR EACH CLUB- PLANNING AHEAD

The 2016-2017 club year federation dues will be \$70 per member, and 2017-2018 club year federation dues will be \$72 per member.

The region dues are and will remain for 2017-2018, \$25 per member.

Spring Conference 2017 club fee: \$50. It is anticipated that this will remain the same in 2018.

SIA Convention 2018 will be in Japan. The club convention fee was \$475 for the 2016 SIA Convention fee in Orlando. When planning the 2017-2018 budget, plan for a minimum convention fee of \$475, but be prepared that it could be significantly higher.



LEGAL AND  
INSURANCE  
MATTERS

- Breast Cancer Event
- Insurance
- Taxes
- Contracts
- Licensing



FALL  
MEETINGS  
2016 AND  
2017

9/24/16: Chestertown, MD (on the Eastern Shore of MD)

10/1/16: Williamsburg, VA

10/22/16: Gaithersburg, MD (in DC-Metropolitan area)

2017: By 3/1/17, need three clubs to volunteer to host the Fall Meetings in 2017. Preference is for one site to be on the Eastern Shore and one site to be in the Greater Washington, DC area, with the third to be either towards the Western portion of the Region, the Southern portion of the Region, or the Northern portion of the Region.



SPRING  
CONFERENCE  
2017

April 28-30, 2017, in  
Staunton, VA

The planning committee  
needs each club's  
assistance.