LTR Penny's Presentation

8:30-9:00am

Slide #1 One Mission Logo

Welcome, welcome, welcome to the Golden West Region Leadership Training Retreat. Thank you for taking time out of your busy schedule to come to Ontario California to learn and share ideas, and support your Soroptimist organization.

“We know that club members who attend region meetings are more excited and engaged at the club level. They feel more connected to our mission and will bring back their passion to your clubs and communities.” Thank you for taking what you learn this weekend back to your clubs and really energize them to make a difference in our communities.

**One Mission.** You've seen One Mission logos today at our Leadership Training Retreat. You'll see One Mission at all our Fall Meetings. And, you'll see One Mission at our 2018 Spring Conference. But what does it mean?

Slide #2 - SI Chart

You know this but sometimes we forget. We are NOT stand alone clubs. Our clubs use the umbrella of an international organization to exist as a non-profit club. With that umbrella comes **responsibility**. And that responsibility is to **adjust our own focus** to fit with the mission of the organization that **gives us authority**. The **power**, the **influence**, the **weight** of an entire international organization behind our Mission. The mission of the organization that **we chose** to join.

Slide #3 - SI mission over chart

Soroptimist International has over 75,000 members in 130 countries. The Soroptimist International mission to - transform the **lives** and status of **women and girls** through **education, empowerment and enabling** opportunities - covers all four of our federations and includes the words that are familiar to us - our One Mission:

* transform
* women and girls
* education

Slide #4 - SIA chart

Our own federation, called Soroptimist International of the Americas, has 1,300 clubs in 20 countries and territories.

You may be more familiar with our own federations' mission of ...

Slide #5 - SIA mission over chart

improve **lives** of **women and girls** through programs leading to social and economic **empowerment**. And through **your** input, research and **informed decision** **making** for the **most effective** focus, we've fine tuned that mission to include our Core Value which is the **foundation** of all success - “access to **education**.”

Soroptimist International and Soroptimist International of the Americas has the same focus, One Mission with the same recognizable words:

* improve
* women and girls
* education

Yes, in our federation, we are a club-based organization located in 1300 local communities. But we are **first and foremost a global organization**, and that **requires us** to see beyond our local communities. We must **work as one**—come together globally—to focus on a common agenda with our programs designed to serve our 20 countries and territories and their variety of cultures and needs.

Slide #6 - historic pics and present pics

SIA and all of our Golden West Region clubs have had a wonderful, rich past. Absolutely. We have impacted thousands of women in California, Arizona, New Mexico and Texas over the years. We have a past to be **really proud** of and our mission has evolved over our 96 years in existence.

The world has changed dramatically since 1921. Here is a fun picture of our first club and their first project - save the redwoods. And our recent picture of GWR members at the SIA convention in Orlando, Florida with a project picture from a current project that **actually** improves lives. Every one of us is a member of an international organization with a specific mission. Our **core - our foundation, our responsibility is to understand when we need to change**—not for the sake of change, but when change will make us stronger and more successful.

Yes our organization and our clubs have had impressive pasts. But, we can’t just think about our past, or even our present. If we want to continue to make dreams come true for disadvantaged women and girls—and for our own organization—we are obligated to look toward the future.

Slide #7 - One Mission logo

To prepare for our future, here are familiar words - our Big Goal concept of Shaping the Future of Soroptimist for Increased Collective Impact. This phrase was actually introduced six years ago at the 2012 Hawaii convention. The idea was to **identify a big goal that every member and every club** can focus on through the end of our first century which ends in 2021 - and into our second century. An idea that identifies who we are and makes a difference in lives.

Slide #8 - survey screen shots

In 2015, SIA sent out several surveys and **asked clubs** to dream about our next century of helping women and girls and to think about concepts that hold them back from realizing their dreams. One dream concept rose to the top: Invest in the dreams of disadvantaged women and girls through **access to education**.

Slide #9 - Big Goal

Our Big Goal concept evolved into a specific measurable goal to **Invest in the dreams of one million women and girls through access to education by 2031.**

To actually reach 1 million women and girls, our federation, **at your direction**, did a great deal of **research** on need and what is needed to make an impact, and ultimately created our signature programs **based on knowledge - not on opinion or emotion.**

Slide #10 - Dream Program logos

We call these signature programs - LYDA and DIBI - our Dream Programs. You'll hear more about them later today.

Slide #11 - stats over pics of women and girls

Annually, our organization reaches about 1,300 women through the Live Your Dream Awards and 8,000 girls through Dream It, Be It. If our reach stayed the same, this would mean almost 100,000 women and girls would receive our help over 10 years. Not a million but headed in the right direction. In reality there are about 20 million disadvantaged women and girls in SIA’s 20 countries and territories who need our programs. 20 million! Our Big Goal is just to reach 5% of our women and girls in need.

*Consider this: we say* ***NO to 78% of eligible women*** *who ask for our help. Can you believe that? We say we are an organization that improves lives but we say NO to the overwhelming majority of women – over 3/4 of them - who apply for LYDA. Women who have* ***been told NO*** *all their lives. It haunts me. We have to do better.*

*We need your help to reach our big goal. We can* ***say YES*** *to women by increasing our LYDA recognitions and hosting more DIBI events.* If you haven't embraced both programs and haven't become a member of our online program at liveyourdream.org, then frankly, you are not following the direction of your organization that gives your club the authority to pursue our mission, and you aren't contributing to our big goal to impact 1 million women and girls. It's that simple.

We can only reach 1 million women and girls if everyone participates in LYDA and DIBI. We must expand our outreach to those you impact every year. You **don't have time** to focus on these education programs - that have **been proven** to make a difference - if you have diluted our mission with other projects. Remember 78% are told NO by US for our signature program!

You don’t have to raise your hand but does your club do projects that include collecting backpacks for back-to-school students? If you look online for donating backpacks for school, you’ll see Volunteers of America, Children’s Fund, Operation Home Front, Unidos Projects, lots of churches and school, even the Maricopa County Home and Garden Show in Arizona. A quick search didn’t show Soroptimist at all. We are not known for collecting and distributing backpacks for school.

How about organizations that support Breast Cancer awareness? You’ll see Relay for Life, Susan G Komen, Ford’s Warriors in Pink, and Avon Foundation. You won’t see Soroptimist.

Why? Because there are other organizations that spend their time, talents and treasures on collecting backpacks and promoting breast cancer awareness. That is their brand. That is why they exist. That is what they are known for.

Slide #12 - Internet search results screen shots

I tried to put myself in the position of a woman or girl who was looking for help on the Internet. I entered "Help girls identify career" into the Google search engine. Guess what, on the first page of results and the third listing was Dream It Be it!

I also entered "women education grant" and there we are! 2nd page, 2nd listing.

It's small but the position of our Soroptimist link actually takes you to our **liveyourdream.org** program. NOT our main websites. So our liveyourdream.org website **actually gets more hits**! If you are not a member of that website, join now online.

We can be known for our Dream Programs - in fact, we are high on the search engine results page.

How do we continue to be found on a search engine as the organization that helps women and girls with access to education?

Slide #13 - "S" logo

Our Soroptimist Brand is identified through our mission, our visual identity through our website, our name, and the experiences we provide. Please go back to your club and **make sure** that you are using **recognizable** logos and Dream Program related words **in prominent places** - in everything you do - so searchers will know that you are truly a Soroptimist club. You are not a standalone club doing their own thing.

Each part of our brand must be functioning well in order for our organization to be successful and result in a positive emotional connection between our organization and our constituents. Each part means your club on board with our brand, our One Mission, our Dream Programs.

Slide #14 - vision mission

I've provided a handout that lists our vision, mission, core values, and the answers to frequently asked questions. Please use these components when you are planning your Soroptimist year and ensure that you are supporting our organization with all you do.

(This is just what these three slides show)

\*Handout:

Our purpose: Our purpose is compelling and focused. The vision and mission of Soroptimist are:

VISION

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

MISSION

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

Slide #15 - Core Values

And we further define our vision and our mission by our Core Values:

CORE VALUES

Soroptimist International of the Americas is committed to:

• Gender Equality: Women and girls live free from discrimination.

• Empowerment: Women and girls are free to act in their own best interest.

• Education: Women and girls deserve to lead full and productive lives through access to education.

• Diversity & Fellowship: Women from varied backgrounds and perspectives work together to improve the lives of women and girls.

Slide #16 - Frequently Asked Questions

We even further explain our vision and our mission on our Frequently Asked Questions page on our website.

Frequently Asked Questions

WHAT IS SOROPTIMIST?

Soroptimist is a global women’s organization whose members work to improve the lives of women and girls through programs leading to social and economic empowerment. Soroptimist programs focus on providing women and girls with access to education, which is one of the most effective ways to end social problems disproportionately affecting women and girls.

WHY DOES SOROPTIMIST FOCUS ON WOMEN AND GIRLS?

Soroptimist was formed because in 1921 women who were interested in volunteering in their communities were not permitted to join male service organizations. Since that time, the organization has worked to help women improve their standing in the world. Despite tremendous strides, women still do not **enjoy equal economic or social status** with their male counterparts. As an organization of and for women, Soroptimist feels uniquely qualified to tackle the challenges facing today's women and girls.

WHAT PROGRAMS DOES SOROPTIMIST OFFER?

Soroptimist members belong to local clubs. Clubs participate in the Dream Programs of Soroptimist, Live Your Dream: Education and Training Awards for Women and Dream It, Be It: Career Support for Girls to help women and girls achieve social and economic empowerment.

Soroptimist also sponsors LiveYourDream.org, an online community empowering volunteer action and activism. The self-motivated network is made up of people who wish to support women and girls in their quest to lead better lives, while gaining inspiration in their own lives. Members of the free online community work on topics such as women’s economic empowerment, ending violence against women, human trafficking, and more. They also have access to inspirational articles, tips, and blogs that can help them live their own personal dreams.

Our Brand tells people - The Dream Programs of Soroptimist ensure women and girls have access to the **education and training** they need to reach their full potential and live their dreams. Soroptimist is committed to **investing in programs** that have a **sustainable, measurable** change for women and girls. If you are not committed then this statement of who we are makes no sense.

Slide #17 - Gaps

SIA just recently provided some information on audiences to target for our Dream Programs:

Focus on gaps for our Dream Programs: lack of educational support for women who have dependents facing economic and personal hardships (9.6m women for SIA – 2.2m for United States) and for girls, the lack of support in terms of role models, career education and resources (10.2m girls for SIA – 1.6m for United States).

\*End of Handout.

At the end of the handout, are some interesting statistics that identify gaps of service areas that Soroptimist can fill - actually, they are gap that our Dream Programs are designed to fill.

Soroptimist has a very strong message. We have a purpose; we provide positive experiences; we have a consistent message; we provoke emotion and loyalty through fulfillment and healthy clubs experiences, and our member loyalty brings in other members and results in higher levels of engagement & contributions for our Dream Programs; and we are flexible (meetings, dues, online involvement through liveyourdream.org).

We have an amazing website with impressive research articles and “how to do” just about anything guidelines. All the information you need to support our organization is available to you.

Slide #18 - Big Goal

This is our brand. This is who we are. This is why you joined. Because Soroptimist **speaks** to you.

So how do you ensure that Soroptimist speaks to others? You make sure that our strong message **is not diluted** with projects in our community that don’t point to our Dream Programs. And that is very simple to do.

Recommitting to our Dream Programs does not mean giving up support of programs that end the obstacles that can derail a woman or girl’s life. We’re just asking you to have your clubs think about how **our Dream Programs address these obstacles in a different way**. The reality is, very few resources exist to help women and girls **after or during their crisis**, so they may move on to realize their potential. Our programs, which are **measured and tracked for impact, fill that gap**.

If poverty, violence, trafficking, teen pregnancy or women’s health is important to you, you can rest assured that increased participation in our **Dream Programs will address all these obstacles** in a very tangible way. As you participate in some of your favorite projects, **insert our Dream Programs into them**. Pass out flyers on how to apply for our Live Your Dream Awards and encourage people to invite teens to our Dream It Be It program.

How do we get our club members **who are not here to understand and accept** focusing our efforts on our own organization?

**You do not have to be an experienced Soroptimist to make a difference in your club. Mentor others - especially those who are not here.** Mentors are merely people with experience. But, mentors also provide a different perspective. A mentor helps you and your club ask the question “**am I continuing to grow**.” If someone has a skill set you don’t have such as social media knowledge or QuickBooks knowledge, then their age or Soroptimist experience is irrelevant. **If someone can connect with our mission and our Dream Programs and inspire others to do the same, then your age or Soroptimist experience is irrelevant.** The truth is everyone needs a mentor and everyone IS a mentor.

As a mentor, I’m asking each of you to do this:

* Ensure the club and its members are providing the benefits and experience that Soroptimist members value, in alignment with our organization’s strategic plan.
* **That means speaking up and guiding them towards mission-based work with our Dream Programs**,
* encourage connections with Soroptimists all across our organization by **participating in region and federation** events in addition to your club or nearby club events,
* and make sure your **members know how to** access all of the support available from SIA headquarters.

**We are not stand alone clubs with our own mission.**  Helen Keller put it, "Alone we can do so little, together we can do so much."

Our Big Goal of Increased Collective Impact means a future where:

* **We meet the needs** of more disadvantaged women and girls through our Dream Programs
* **We are well known** or our brand is, for the impact we have on disadvantaged women and girls
* **We attract financial support** for our programs, and
* **We engage more people in our mission** through our clubs and our online community - LiveYourDream.org

You are going to continue to see our logo “One Mission” at region and federation events. One mission means just that – **we have one mission which** isimproving the lives of women and girls through programs leading to social and economic empowerment. And we accomplish that through access to education. **Anything else we do dilutes who we are and keeps us unknown**.

Slide #19 - Group picture and Dream Program logos

Did you know that last year, SIA reduced our membership loss rate by 30%. Research indicates that **our membership is turning around because we are working to focus clubs to provide meaningful membership experiences using our Dream Programs and we are chartering new clubs who only know our mission and Dream Programs**. We are not diluting our identity.

If all our clubs participate in our Dream Programs as their main projects, then we WILL BE known and we will experience success in improving lives and improving our clubs. I'm asking you to think about this question **"is my club growing**?" Is my club **growing and embracing our Mission through our Dream Programs.** Is my club saying **“No” or “Yes!”**

If you are not growing, or if your club is not embracing these two programs, **please speak up at your meetings no matter your experience.**

We value **your opinion**. We **value you**. One Mission. It's who we are.