

FUNDRAISING CHAIR 2014-2015

SIA – CLUB GIVING

When I accepted the job as SAR Region fundraising Chair, I promised Governor Robin Davis that I would participate in helping clubs maximize their contributions of at least 10% of what clubs raise locally to SIA programs. Also, I would work with the region's clubs to promote joint fundraising projects that would be both beneficial to the clubs and our programs.

As a newcomer to working with SIA Fundraising Council Chair, Tamra Sipes, I found her welcoming and helpful in explaining the importance of club contributions (minimal 10%) to increase our collective impact. She helped me prepare for the Club Giving Town Hall Call meeting on March 4, 2015. I was impressed with the amount of work SIA put in to this presentation as it addressed the concerns many of the clubs have about where their money is going. For example:

- Remember that dues cover administrative costs and overall operating expenses associated with running the organization – dues do not support any funding to Soroptimist programs .
- There is a low number of SIA staff - only 27 full-time employees. They serve the needs of more than 32,000 members in 20 countries.
- Club Giving supports our programs for women and girls. Last year, 1,277 women received more than \$1.7 million in funds through the Live Your Dream Awards. This was an increase in funding of \$117,298 (7 percent) and 42 additional women received the award.

While all the information above is on the SIA web site (Fundraising Town Hall Calls – “Your questions answered”) I think it is important to remind club members that much work has gone in to addressing club concerns so we as Soroptimists can increase our current programs impact in the lives of women and girls.

Also, I would like to remind members that all proceeds from clubs donating an item to the Saturday evening silent Auction at Spring Conference will be sent to SIA headquarters as a donation to your club's Club Giving Account.

JOINT AND SEPARATE FUNDRAISING AND ACTIVITIES

As someone who enjoys fundraising in her own club, I looked forward this year to work hand in hand with other clubs. How could we work together on joint projects? Also, how could we support one another's fundraising events? While some of our clubs are in close vicinity, we don't always share how we raise money for our projects or who our sponsors may be. I think that for our clubs to stay vibrant and healthy, it is and will be imperative for us all to work and support one another.

SI Alexandria /SI Woodbridge

I have been honored to work with President Norma Gyovai and SI Alexandria this past year. As I live in Alexandria, it seemed natural to work with this club and see what they and SI Woodbridge could do together. We participated in the following events:

- Joint fundraiser (November 2014) at **FoxFire Restaurant** in Alexandria, VA which resulted in \$250 for each club.
- Joint fundraiser (December 2014) at **Chico's** at separate locations (Alexandria/Woodbridge) on the same day. This event brought each club over \$200.
- Members from SI Woodbridge participated in SI Alexandria's December Holiday Fundraiser. It was a well-planned and delightful event, and guests who have supported the Woodbridge Club in past fundraisers also attended. They enjoyed this fundraiser and plan on attending future ones.
- Members of SI Alexandria attended both of SI Woodbridge's Downton Abbey Garden Party and the Annual Fashion Show. It was a great show of support between the two clubs.
- Several members of SI Alexandria and Woodbridge met for dinner in March 2015 to greet SIGBI Member, Margaret Mowat who was visiting Washington, DC with her husband. It was comradery at its best.

SI MANASSAS/ SI WOODBRIDGE

Over the years, these two clubs have participated in one another's fundraising events as they have a shared history. We have participated in the following events:

- SI Manassas has attended SI Woodbridge's Annual Fashion Shows, Art Auctions and the Downton Abbey Garden Party.
- SI Woodbridge has attended SI Manassas's fundraising events which have included Festival of Trees Gala, An Evening with Joey Vincent, and An Evening of Comedy and Magic with Scott Alexander. Recently, I have worked with Vicki Latimer who liked our club's promotional items. Our club was glad to share vendor information that benefits other Soroptimist clubs.
- In 2014 the two clubs held a joint Human Trafficking Forum. It was put together by former Woodbridge member, Laura Jones (now member of SI Greenville and SAR Board member) and Manassas members, Becky Goodman and Diane Bennett. It was a powerful event and well attended. A 2015 Human Trafficking Forum was planned in January but the timing did not work out. The clubs hope to hold this Forum again in 2016.

Basically, while we belong to separate clubs, we share a common goal – to support the Soroptimist mission, and make a greater impact on the lives of women and girls. I look forward to working jointly with the clubs to increase our financial impact, and to see that the clubs understand the importance of club giving.

Also, I would like to work hand and hand with the region's club members to build relationships with local and corporate sponsors. The more companies that support us in our fundraising activities, the greater the impact on funding women and girls locally and internationally.

