

The Soroptimist

W O M A N

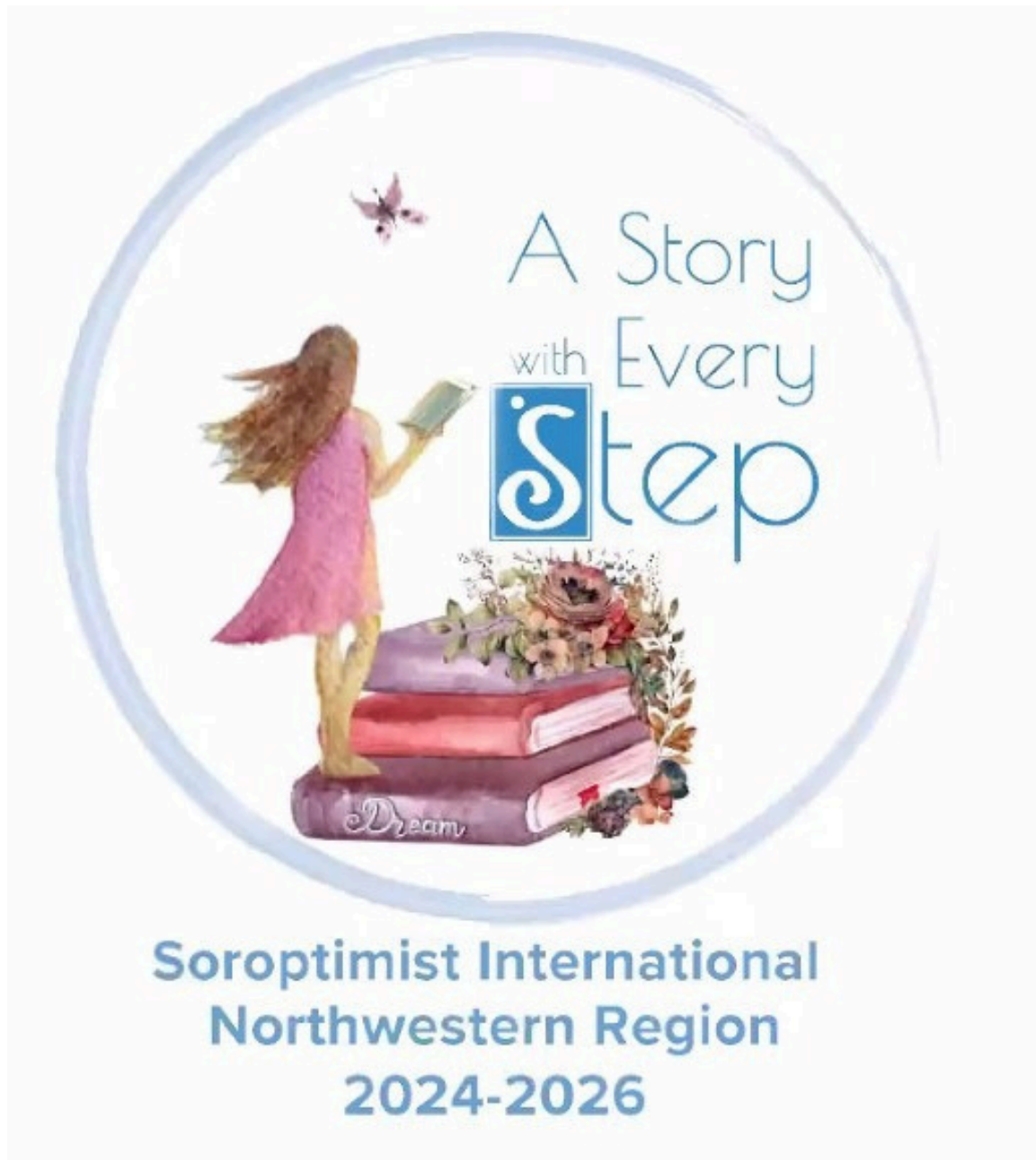


TABLE OF CONTENTS



Soroptimist International
Northwestern Region
2024-2026

01	Opening Message A word from Governor Wendy
02	Chapter 1 Messages from District Leadership District 1—Let Your Dreams Become Your Story District 2—Sharing Stories, Inspiring Dreams, Sparkling Change District 3—Turning Dreams Into Stories District 4—Unveiling A New Story Beneath The Big Sky
20	Chapter 2 Committees Impact UpliftHER Live Your Dream Dream It, Be It Engagement Brand Recognition Roadmap
34	Chapter 3 Tales from the Treasurer

TABLE OF CONTENTS



Soroptimist International
Northwestern Region
2024-2026

38	Chapter 4 Technology and Beyond
40	Chapter 5 Club Stories SI Eugene SI Lake Oswego/West Linn SI Portland SI Three Rivers
48	Chapter 6 Next Steps Calendar—December 2024, January & February 2025
50	Index NWR Contact Information Who To Contact Social Media Links

Opening Message

Governor's Message



Greetings my fellow authors....

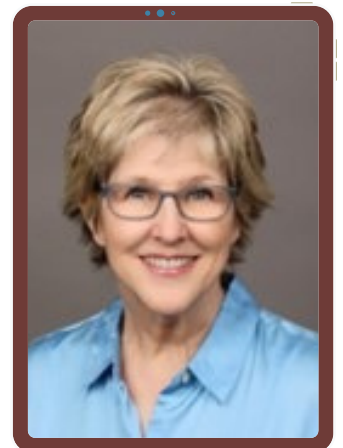
As we continue to write “A Story with Every Step”, I hope you have been filling your journals with *your* story. With the winter season upon us, it invokes different emotions, memories and affects us all differently. I am always ready for the change of seasons and next to the summer months, winter is my favorite. I find it to be magical, encouraging and reflective. My winter chapter is filled with the magic of the season and endless thoughts about the amazing opportunities that await all of us, a reminder of our mission, a renewal with determination to succeed.

During this winter season, your board will be busy planning the upcoming region conference in April (page 47). I can share with you that the Ritz Bits (past governors) will have another Gracious Space presentation. Their general session at the district meetings was so well received and we are thrilled they will be back for the next chapter.

I want to urge all of you, not just as individual members, but collectively as clubs, to take the opportunity in the new year to review the SIA Club Roadmap, making sure you're aligned with our mission, supporting our Dream programs and inviting new members to help us achieve them. If we focus our energies on the SIA Club Roadmap goals and keep things simple, you will see just how achievable the goals really are.

In closing, my wish for all of you is a peaceful holiday season filled with family and friends, and a heart full of gratitude.

In Soroptimist friendship, Wendy



Chapter One

MESSAGES FROM YOUR
DISTRICT LEADERSHIP TEAMS





DISTRICT 1

I trust you are enjoying the beautiful Fall weather, and the anticipation of the Holiday Season that is upon us!


What a great District 1 Meeting we had in Lynnwood, Washington. Our theme was, “Let Your Dreams Become Your Story”, and we were served by an amazing D1 Meeting Team: D1 Secretary, Debbie Austin, D1 Site Coordinator, Carolynn Kaetterhenry, and D1 Registration Chair, Carol Ann Hopper.

From the time we arrived at the Embassy Suites, the employees at the hotel were accommodating and went the extra mile to make the service and environment the best it could be, to ensure a productive and enjoyable time. Twenty-Four of the Twenty-Six D1 Clubs were represented at the meeting.


We were honored to have NWR Governor Wendy Falkenstein, and Governor Elect Chris Christensen as our official Region visitors. Their leadership and teaching were helpful, and we appreciate the time they took to attend all of the four district meetings.

Our keynote speakers, Kit and Drew Coons, shared the “Power of Dreams and Stories” at the Saturday Luncheon. They also presented a breakout session, “The Power of Communication”. They definitely added an important element to the overall event and received high acceptance and comments.

Past Governors, Sue Riney, Stephanie Smith, and Linette Zimmerman presented a general session entitled, “The Leading Edge: Writing the Stories of Becoming our Best Selves”. It was both introspective and interactive!



SIA President Elect, Sue Riney, presented a general session, “Let’s Write the next chapter: Soroptimist’s Story of Impact”. Sue and Marilee Paddock, led an UpliftHer Strategy Session on this new initiative from SIA.



The story theme was also carried out by the Soroptimist members who gave inspiration talks: Lisa Miller, SI Port Angeles, Elizabeth Mehlbrech, SI Marysville, Megan Lycette, SI Anacortes, and Whitney Borchers, SI Greater Bremerton. Mayor Christine Frizzell, of Lynnwood, shared her story as she welcomed us to her city.

Our Service Focus for the YWCA's Homeward Bound Shelter also known as Pathways for Women was a great success. This is the only 365-day shelter in South Snohomish County serving women and children. We were able to present over \$2800 in sheets/blankets along with \$1300 in cash! Needless to say, they were thrilled with the generosity of incredible Soroptimist women who care.

Everyone who presented a workshop, gave a report, served on the volunteer team, participated in the Market Place, and all who took time out of their busy schedule to attend and represent their clubs, made this meeting the success and fun it was.

Some of the comments by the attendees were: "very good content; learned new things; It was good/It was fun/learned a lot.... high energy, lots of happy people; Wonderful to connect with so many inspiring women! Excited to take information back to our clubs."

We are already anticipating and planning for next year! In the meantime, may we all work toward our mission of changing the lives of women and girls; and growing our clubs by presenting a unified and directed vision to accomplish our mission.

You can find the reports and other information shared at District 1 meeting on Teams as well as the Northwestern Region website.

Turn the page...



Mark your calendars, and start making plans now for the area meetings, taking place in February/March. These meetings are always a “shot in the arm”, and gives an opportunity to connect, learn, and share ideas with other clubs. These times together will inspire, motivate, and help keep our mission and vision in focus.

May you enjoy the Holidays this year with family and friends. As we gather, some of us will exchange gifts, some will share meals together, and all will hopefully make good memories. Our wish for everyone this season is that you will receive the gift of love, the gift of peace, the gift of joy and the gift of happiness!

Best wishes for a promising New Year that will bring growth and progress, both in your personal life and in every Soroptimist Club.



*District 1 Director Sandy Jennings
District 1 Secretary Debbie Austin*



D1 Meeting

October 18-20, 2024

Embassy Suites, Lynnwood, WA



DISTRICT 2

A Special Holiday Message from Director Jeanne and Secretary Theresa

Dear District 2 Soroptimists,


As the holiday season approaches, we want to take a moment to express our heartfelt gratitude for your unwavering dedication and commitment to improving the lives of women and girls. Your selfless efforts and passion make a profound difference in your communities, inspiring hope and change.

During this special time of year, may you find joy in the impact you've made and warmth in the connections you've fostered. We appreciate your hard work and the countless hours you've devoted to empowering those in need.

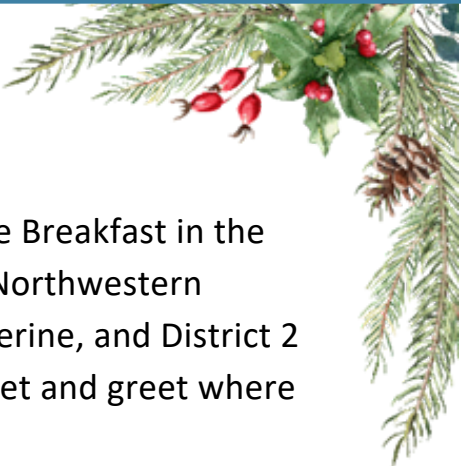
Wishing you and your loved ones a wonderful holiday season filled with peace, joy, and fulfillment. Thank you for being a beacon of light in the lives of so many.

2024-2026 Biennium - Looking Back and Moving Forward

LOOKING BACK at the past few months, Secretary Theresa and I are extremely proud and grateful to our District 2 Meeting Planning Team. Together with Site Coordinator Rachael Spoon and Registration Chair Cindy Parker, we worked closely together to plan a District 2 Meeting which would provide attendees with new and exciting information, provide plenty of inspiration and motivation, offer several opportunities to deepen connections, and have a lot of fun, too, all in a laid-back lodge-style atmosphere at the beautiful Heathman Lodge in Vancouver, Washington.



We kicked off the weekend on Friday, October 25th with the Lodge Pajama Party. This set the tone for the casual weekend ahead. We played "Get to Know You" BINGO, discovered our Big Foot name, and decorated sleep masks. There was lots of fun and laughter as we reconnected with old friends and made new ones.



Saturday, October 26th began with a special First Timer's Welcome Breakfast in the Hospitality Suite. Sixteen First Timer's joined our Official Visitors, Northwestern Region Governor Wendy and Northwestern Region Secretary Catherine, and District 2 Secretary Theresa and I, District 2 Director Jeanne, for a casual meet and greet where all the first timers were warmly welcomed and celebrated.

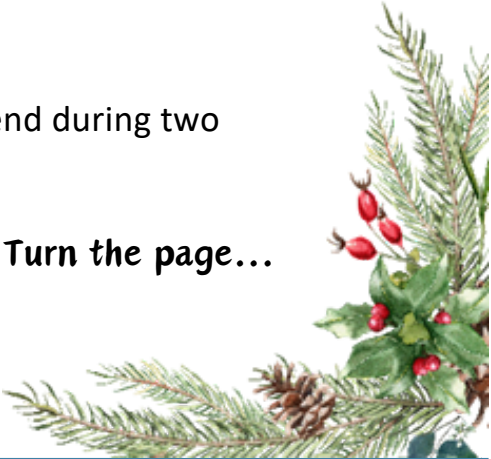
Saturday after breakfast we gathered to attend the District 2 Business Meeting, General Session, Keynote Speaker presentation, and Workshops. From the Opening Ceremonies to the Governor's Report, SIA Engagement Report, SIA Philanthropy Report, SIA Brand Recognition Report, SIA Nominating Report, General Session workshop, Keynote Speaker, and Breakout Session Workshops, we were provided with an abundance of detailed information and goals for the biennium. Lots of information to take back and share with our clubs.

The General Session was led by Past Governors, Kathy King, Marti Crook and Martha Falkenstein. As they presented their workshop, The Leading Edge: Writing the Stories of Becoming Our Best Selves, they introduced us to the concept of creating "Gracious Spaces" which they defined as a space of belonging, which includes the elements of spirit, a setting, inviting difference and learning in public.

The lunchtime Keynote Speaker was local author, Susan Tate Ankeny. Susan's latest book, American Flygirl, is the story of patriotism, barrier breaking, and fearlessness. Susan shared the story of one of WWII's most uniquely hidden figures, Hazel Ying Lee. Hazel was the first Asian American woman to earn a pilot's license, join the WASPs, and fly for the United States military amid widespread anti-Asian sentiment and policies.

After lunch, attendees had their choice of five workshops to attend during two breakout sessions.

Turn the page...





Workshop choices included Chartering New Clubs presented by NWR Past Governor Marti Crook, D2 Engagement Representative, and Wendy Falkenstein, NWR Governor; Engagement presented by Martha Falkenstein, NWR Past Governor; Live Your Dream Award presented by Catherine Dorn, NWR Secretary; Soroptimist UpliftHER Initiative presented by Wendy Falkenstein, NWR Governor; and the Area Meeting Planning Session facilitated by Jeanne Androvich, District 2 Director.

During the weekend, attendees were challenged to try and find the District 2 Soropti-Sloth who loves to hide. A small reward was given to everyone who found the D2 mascot.

Soroptimist Laurel Boards were also available to attendees to purchase a square for \$10. District 2 filled two Laurel Boards over the weekend and presented two lucky new members with a Laurel Society pin. Congratulations and welcome to the Laurel Society! They also chose to become Stargazers as monthly donors.

After a well-deserved rest break, we gathered again for shopping at the Trading Post (aka Marketplace) and socializing during the cocktail hour. I was able to add to my Soroptimist pin collection and took home new NWR pins for each of my club members.

Decked out in our Pacific Northwest denim and plaid, we were treated to a delicious barbeque dinner where mystery was afoot thanks to the talented members of the Murder Mystery Theater along with several Soroptimist murder suspects...and one murderer! Each table worked together to try to solve the crime! And one table succeeded in correctly identifying the murderer! They are Soroptimist Super Sleuths.

On Sunday morning we were treated to a hearty breakfast buffet before we began the Sunday Session. This year's Service Focus beneficiary was Girls Build. Girls Build inspires confidence and empowers young girls through building. Thanks to District 2 clubs and Soroptimist members \$1,500 was raised which will be used to fund scholarships for three foster girls to attend one of the Girls Build one week Summer Camps. Thank you, District 2 for supporting this year's service focus!





We were given a detailed Federation Impact report from SIA, and Northwestern Region reports on Live Your Dream, Dream It, Be It, and Imagine Life Without Violence.

We were treated to a comprehensive report on SIA's Reaching Higher Biennial Convention which took place in Bellevue, Washington last July. I was honored to be there and came away even more inspired and motivated to continue our work to empower women and girls.

Governor Wendy shared with us a very personal invitation to attend the 2025 Northwestern Region Conference in her hometown of Eugene, Oregon next April. And she announced that the 2026 NWR Conference will be held in Montana.

The 71st Meeting of District 2 wrapped up with the Director's Report focusing on the district's 2024-2026 biennium theme of Sharing Stories, Inspiring Dreams, Sparking Change. My sincere appreciation and gratitude was expressed to all the attendees and guests, first-time attendees, our official visitors, Northwestern Region Governor Wendy and Northwestern Region Secretary Catherine, the volunteer helpers, the photographers, our projectionist NWR Past Governor Karen Marshall, all the presenters, workshop leaders, keynote speaker, Saturday night entertainers and murder mystery participants, and especially to the D2 Meeting Planning Team. And an extra-special thank you was given to this year's D2 Meeting Sponsors. Without sponsors, we would not have been able to provide all the extras that made the weekend extra special and fun.

I did not provide a district meeting survey at the end of the meeting; however, I would love to hear from you so we can gather additional information and feedback to help us improve the meeting next year. Please share with the team what you enjoyed the most, what didn't work, what workshops you would like to have next year, ways we can improve, or any other information you feel would be helpful to the planning team. This meeting is for all of you!

Turn the page...



MOVING FORWARD, it's now time to look ahead to the February and March District 2 Area Meetings. I'm super excited and eager to spend quality time with club members in each area of District 2. This will be my first official visit to each area this biennium. I know I will learn so much more about each of your clubs after my visit. I can't wait to hear your stories and to share mine!

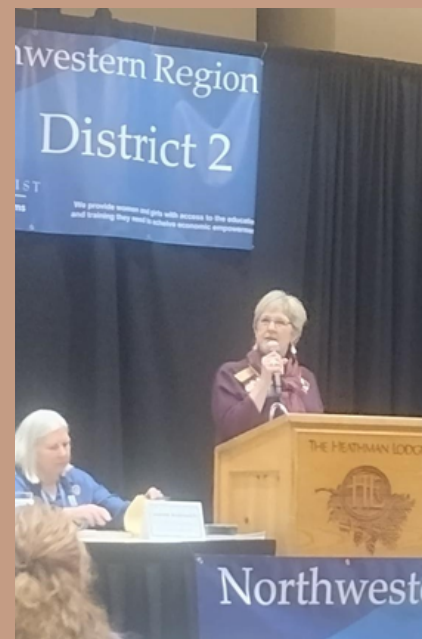
Area Meeting Representatives, please take time to review the updated Northwestern Region Area Meeting Handbook for detailed information to make the area meeting planning process go smoothly. The handbook can be found on the Northwestern Region website, and it's also posted in Teams.

Please, don't forget, one of Governor Wendy's goals this biennium is to have 100% participation in the Live Your Dream Award. Our Region hit 100% before, so we should be able to do it again...and again...and again. If your club did not receive any LYDA applications, please contact the D2 Live Your Dream Award Representative for help. We can do this!

Thank you again for your continued support and patience. And never forget the difference you make! Volunteers have H-E-A-R-T!



District 2 Director Jeanne Androvich
District 2 Secretary Theresa Hart



D2 Meeting

October 25-27, 2024
Heathman Lodge, Vancouver, WA



DISTRICT 3


Greetings fellow D3 members!

Are you enjoying the bright variety of colors during our mild autumn transition between nature's warm green days & cold brown days? By now your local Soroptimist Clubs are well into this year's activities. I suspect you are wrapping up the process of seeking Live Your Dream Award applicants as the deadline for applying is November 15. We are all working to reach our goal of 100% of Clubs giving at least one LYDA...and more than one when possible.

What a joy it was to work with the D3 Meeting Planning Team for our October gathering. D3 Secretary, Nancy Boettcher, D3 Site Supervisor Holly Cole, and D3 Registration Chair, Jo Breneman all went way above & beyond their job descriptions to ensure a successful & fun time together. Also, the support of the Northwestern Region Board was ever-present and so appreciated.

Here are just a few highlights from our D3 Meeting.

Governor Wendy's report clearly lining out her goals for the biennium:

1. Chartering of 4 new Clubs in Northwestern Region
 2. Maintaining & increasing participation in the Dream Programs
 3. Enhancing our use of Teams
 4. Finding new ways to tell our Soroptimist story
- 



The General Session – entitled Creating Gracious Spaces – was facilitated by Past Governors to inform how we work together and support each other.

Reports from Soroptimist International of the Americas shared to help us stay informed, focused, and united while working toward our bigger goals, as well as remind us of the resources available to us.

Our keynote speaker, author Sherry Jones, wove her personal & professional stories into a most inspiring presentation. Her revelation that she had been a Live Your Dream Award winner & how that supported her educational journey made her time with us even more special.

Four informative workshops, learning about the work of our Service Project – YWCA's Sisters Closet in Spokane, a fun & successful Marketplace (formerly Tell & Sell), and a favorite/influential Book/Author Sharing Session added to the variety of ways we connected and spent time getting better acquainted & sharing ideas.

Turn the page...



I could list so many more moments that stood out to me as important...I am sure the members who attended shared their reports and experiences. My goal for our D3 Meeting 2025 is that more members attend so we learn more from and about each other. I will inform you of the location once the final arrangements are confirmed.

Please feel free to contact me with any questions or concerns being raised in your Clubs as you work to promote the Soroptimist mission and write your Soroptimist story.

I send you all my sincere wishes for a very joy-filled and peace-promoting holiday season.



*District 3 Director Sue Thornton
District 3 Secretary Nancy Boettcher*



**OCTOBER 11-13, 2024
MIRABEAU PARK HOTEL,
SPOKANE VALLEY**

D3 Meeting



DISTRICT 4

Greetings D4 Soroptimists!

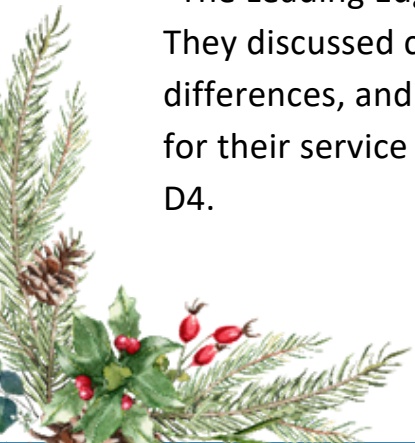
This year's District 4 Meeting, themed "Unveiling a New Story Beneath the Big Sky," brought us together to explore fresh stories and perspectives.

One key goal this biennium is chartering new clubs, with a focus on Bozeman and Great Falls. We welcomed Grace Basirico from Bozeman, interested in starting a club, and Hannah Metzger, D4 Site Coordinator, who is focused on Great Falls. We aim to charter these clubs in 2025.

Renowned Missoula author Sally Thompson inspired attendees with insights from her book, "Disturbing the Sleeping Buffalo". She shared how Abraham Maslow's 1938 research with the Siksika Nation influenced his Hierarchy of Needs theory, emphasizing the importance of nurturing environments for human potential. Sally's talk encouraged us to reflect on how our stories connect us to the land and each other.

Dr. Beth Hubble, a professor in Women's, Gender, and Sexuality Studies at the University of Montana, delivered an impactful talk on gender studies and the importance of inclusive storytelling. She emphasized recognizing and amplifying underrepresented voices and highlighted how stories shape perceptions and drive change.

Interactive workshops included Heidi Gordon's session on Chartering New Clubs and "The Leading Edge" led by past governors Jan Martin, Connie Beahr, and Janet Donahue. They discussed creating "Gracious Spaces" focused on spirit, setting, inviting differences, and public learning, promoting acceptance and inclusion. We are so grateful for their service and insights and are fortunate to have them as valuable resources in D4.





Our D4 Service Project, UM Spectrum's SciGirls, supports girls in exploring STEM fields. We collected \$1,080, creating three scholarships for their summer science camp for girls aged 8-12. We also collected items used in the camp. Thank you to all contributors!

Lastly, Bonnie and I visited Choteau, MT, where we explored potential sites for the 2025 D4 Meeting. We are excited to announce that the meeting will be held at the Stage Stop Inn in Choteau. We look forward to continuing our theme of Unveiling a New Story Under the Big Sky. Hope to see you there!

Stay tuned for more information about the Area Meeting in 2025!



*District 4 Director Diane Yarus
District 4 Secretary Bonnie Baker*

To enjoy the photos...

Turn the page...





D4 Meeting
SEPTEMBER 27-29, 2024
MIRABEAU PARK HOTEL,
SPOKANE VALLEY



Chapter Two

COMMITTEES

IMPACT:

UPLIFTER

LIVE YOUR DREAM

DREAM IT, BE IT

ENGAGEMENT

BRAND RECOGNITION

ROADMAP






IMPACT




#SoroptimistUpliftHER

UpliftHER is an initiative that focuses on obstacles that women and girls face on their path to formal education and economic empowerment. SIA will select an obstacle for clubs to focus on each quarter and share information about the obstacle. The focus months will be October, January, March and May. They will also share suggested projects related to that obstacle that can count towards our Big Goal. The October project was Intimate Partner Violence, January topic will be Trafficking, March will be Single Mothers and May will be Period Poverty. Clubs have the option of participating in the quarterly project focus by either sharing *SIA's social media posts*, or holding your own project and posting about it, while incorporating the hashtag **#SoroptimistUpliftHER**.

The first quarter *Intimate Partner Violence* was selected as the topic. Access to formal education can provide tools to the women experiencing domestic violence, and to command better wages after they leave a violent situation. The suggested project for this focus is to team up with a local shelter by providing professional dress clothing or work clothing for women who have experienced violence. If appropriate, you could also provide training on interview basics, resume writing, and career advancement. Women who have left violent situations struggle to find employment, especially if they've been out of the workforce for a long time. If you don't have members with knowledge on these topics, you could possibly recruit a resume writer or human resources professional within your community to assist. Be sure to complete a Big Goal Accelerator Report if you do participate along with sharing about your project with hashtag **#SoroptimistUpliftHER**.






Are there other ideas of projects you can think of besides these that focus on victims of Intimate Partner Violence and would provide access to formal education or economic empowerment? Laptops for women in the shelters; training on Office programs; Financial literacy training; or maybe Assistance in helping gain work experience through apprenticeships or internships.

If your club already has a project that is related to one of these obstacles but is not focused on access to education or economic empowerment, you are welcome to share about it during the appropriate month and quarter but just don't report it as a Big Goal Accelerator Project. For example, if your club already has an awareness campaign related to trafficking you can definitely post about it during the month of January and use the #SoroptimistUpliftHER hashtag. But if it's not focused on access to education or economic empowerment you wouldn't need to complete a Big Goal Accelerator project report.

If you'd like more suggestions on other ideas for the three other quarters, please reach out to me. My preferred email is MDPaddock@gmail.com but I can also be reached at program@soroptimistnwr.org. If you have questions about an existing project and whether it fits the criteria to be a Big Goal Accelerator project, please reach out to me or email headquarters at program@soroptimist.org.

Submitted By Marilee Paddock, Chair Program





LIVE YOUR DREAM

Hello NWR Soroptimists!

I have excellent news to share that we received over 500 applications in our region and over 400 eligible applications for the Live Your Dream award! We are tracking to continue our trend of 100% club participation, which is amazing, so congratulations to all! I encourage you to please reach out to me or your district reps for any assistance in getting more applications or for sharing your extras.

SIA at lydawards@soroptimist.org can also assist within the application system for transferring applications as I do NOT have visibility to your applications. Just make sure you've reached out to the club and gained agreement to accept beforehand.

I would love to challenge clubs with funding to give out at least ONE more award than last year. That would put us over our 199 NWR goal and give us even more funding from SIA for next year's region awards! A reminder, the amount we get from SIA is dependent on the *number* of women we help, not the amount of money distributed. A huge shout out to the clubs that have already reported an increase year-over-year too!

Please review the [step-by-step](#) guide for how to give your club's award(s). Step 5 begins with Conducting your judging. Don't forget to mark your calendar for February 1st as your deadline to report your impact to SIA. The online system will open on December 1st for this step.

Thankful for you and all that your members are doing to help so many women in need!



Submitted By Sheri Kroeter
Chair Live Your Dream Award

DREAM IT, BE IT

As time for year end projects and holidays approaches, now is a good time to include Dream It-Be It planning.

When out and about is the prime opportunity to connect with your Librarians, like minded nonprofits for underserved High School girls and businesses with large enough space to hold doing the Program.

January is the perfect time to present DIBI Session 1, Creating Dream Boards! It is fine to start small, ten girls is a good and manageable number.

Think about doing that first Session to get your club started.

It will build relationships for potential future Sessions, get your Club active in the Dream It-Be It Program and create a lot of Joy to start off the New Year.

Of note, there are required documents for conducting the Program, all located on the SIA website. For concerns on retaining copies of the background checks with their personal information, per SIA the Social Security number may be redacted.

As always, please feel free to contact me for any questions, assistance and help for your Club's Dream It-Be It!

All the Best for a delightful Holiday Season.

Submitted By Leslie Aungst
D1 Representative Dream It, Be It

Chris Kelly, Chair Dream It, Be It: dibichair@soroptimistnwr.org

D1 Representative Leslie Aungst: d1dibi@soroptimistnwr.org

D2 Representative Open: d2dibi@soroptimistnwr.org

D3 Representative Angie Comstock: d3dibi@soroptimistnwr.org

D4 Representative Sandra Amsden: d4dibi@soroptimistnwr.org





ENGAGEMENT

Happy Holidays Soroptimist Members!

As a member of the NWR Engagement Committee, I would like to thank each and every member of Soroptimist Northwestern Region for your continuing membership within this fantastic organization! Each of you, in your own way has been a driving force for the success our region, districts, and clubs this year and over the past decades. Keep up the great work and continue to add to your story your next year!

As we look forward to 2025, NWR Engagement Chair Stephanie Smith and the Engagement Committee (each district representative is identified at the end of this article) will be busy collaborating with their respective District Leaders and members who are interested in chartering a new club (or more). There were many great ideas provided at each District meeting. Thank you to everyone involved at the meetings.

It would be great to report at the Region Conference in April, that we have at least one or more new clubs (and new members) in the Northwestern Region. For any member who was unable to be at your applicable District meeting and would be interested in participating in chartering new clubs, please reach out to your District Engagement Representative for more information.

See you in Eugene, Oregon in April 2025!

Submitted By Heidi Gordon
D4 Representative Engagement

Stephanie Smith, Chair Engagement: stephaniesmith1315@gmail.com
D1 Representative Sandy Lawrence: d1membership@soroptimistnwr.org
D2 Representative Marti Crook: marti@dr-hvac.com
D3 Representative Susan Guthrie: d3membership@soroptimistnwr.org
D4 Representative Heidi Gordon: d4membership@soroptimistnwr.org



BRAND RECOGNITION



At our district meetings, the report we shared from our staff at SIA Headquarters discussed the importance of having an elevator speech – your Soroptimist Why. Here is a recap of that report, including the handout. You can also find these documents on our region website. I strongly encourage you to have an activity at a club meeting where all members share their Soroptimist Why. It is a fantastic way to learn more about each other.

What is an elevator speech, and what does it have to do with Brand Recognition?

An elevator speech is a brief, persuasive speech that you can use to spark interest in what you do and why it matters. In our context, an elevator speech, or your Soroptimist Why, is about communicating the essence of Soroptimist and your personal connection to the organization. It's getting the word out about all the amazing work we do as Soroptimist members.

Why is this so important?

As Soroptimists, we often speak with potential members, donors, and community partners. Having a well-crafted elevator speech helps you articulate your passion and purpose, making your message memorable and inspiring.

How do I craft my elevator speech?

This handy form below prompts you to think of potential components of your elevator speech. You may decide that you need multiple elevator speeches, depending upon the circumstances. Are you speaking with a potential member? Are you asking for a donation for a fundraising event? Are you in line at the grocery store when someone asks about your Soroptimist branded t-shirt? You can highlight different aspects of your Soroptimist Why to maximize your impact in these scenarios.

Turn the page...





What are the four components of your Soroptimist Why elevator speech?

1. Start with your hook. This is a captivating opening that grabs attention: What inspired you to join Soroptimist? Share a personal story or a powerful statistic.
2. Explain your why. This is your personal journey or connection: Why do you stay involved with Soroptimist? Focus on your passion for the cause.
3. Highlight the impact: What makes our Soroptimist mission crucial?
4. Add a call to action. Encourage listeners to join, donate, sponsor, or learn more.

How can I get suggestions/feedback on my elevator speech?

I strongly encourage you to ask other club members to listen to your elevator speech. Then refine it until you are comfortable enough to repeat it without pausing to think about the content.

In closing, as your Northwestern Region Brand Recognition Chair, I encourage you to participate in the SIA Share Your Story initiative. There is additional information and a form at [Share Your Story](https://www.soroptimist.org/ways-you-can-help/share-your-story.html) on the SIA website at <https://www.soroptimist.org/ways-you-can-help/share-your-story.html>. It would be awesome to have the most members of any region sharing our Soroptimist stories!

Until next time, Keep on Brand! Contact your Brand Awareness Team at pubaware@soroptimistnwr.org. We can assist with Soroptimist brand questions, social media, Canva, and websites.





My Soroptimist Why

Written by _____

1) I was inspired to join because _____

2) I stay involved because _____

3) I believe in this crucial work we do _____

4) I encourage you to _____

LEARN MORE ABOUT THE IMPORTANCE OF THE SOROPTIMIST WHY
Here: <https://www.soroptimist.org/ways-youcan-help/share-your-story.html>

Submitted By Karen Marshall, Chair Brand Recognition





Brand Recognition “PRoAction” Year-end Opportunities and More

From your SIA HQ Brand Recognition Team

Your Impact Made a Difference this Year!

As this year begins to close, it's the perfect time to showcase the incredible impact your club has had on women and girls in the community. Don't miss the opportunity to spread festive cheer and highlight the remarkable work your club has accomplished.

Tips to weave your club's impact into its heartfelt holiday messages: Countdown of Best Moments

A twist on a year-in-review, consider creating a countdown to the new year and post highlights, events, and encouraging moments throughout the past year. Mix content like photos, videos, and testimonials to keep it fresh—prompt followers and members to share and comment on their favorite memories. A great number to start would be a week out, 12 days, or if you are feeling ambitious, try 20 days!

Share Inspiring Stories


Forge a deeper connection with your community by sharing member spotlights, award recipient features, and stories of community engagement. These narratives can be relatable and touching. It fosters a sense of unity and shared purpose.

Spread Gratitude

Express gratitude towards your club members, community members, sponsors, and partners. Share testimonials, success stories, or quotes that highlight the positive impact of their contributions. This not only shows appreciation but also strengthens relationships.

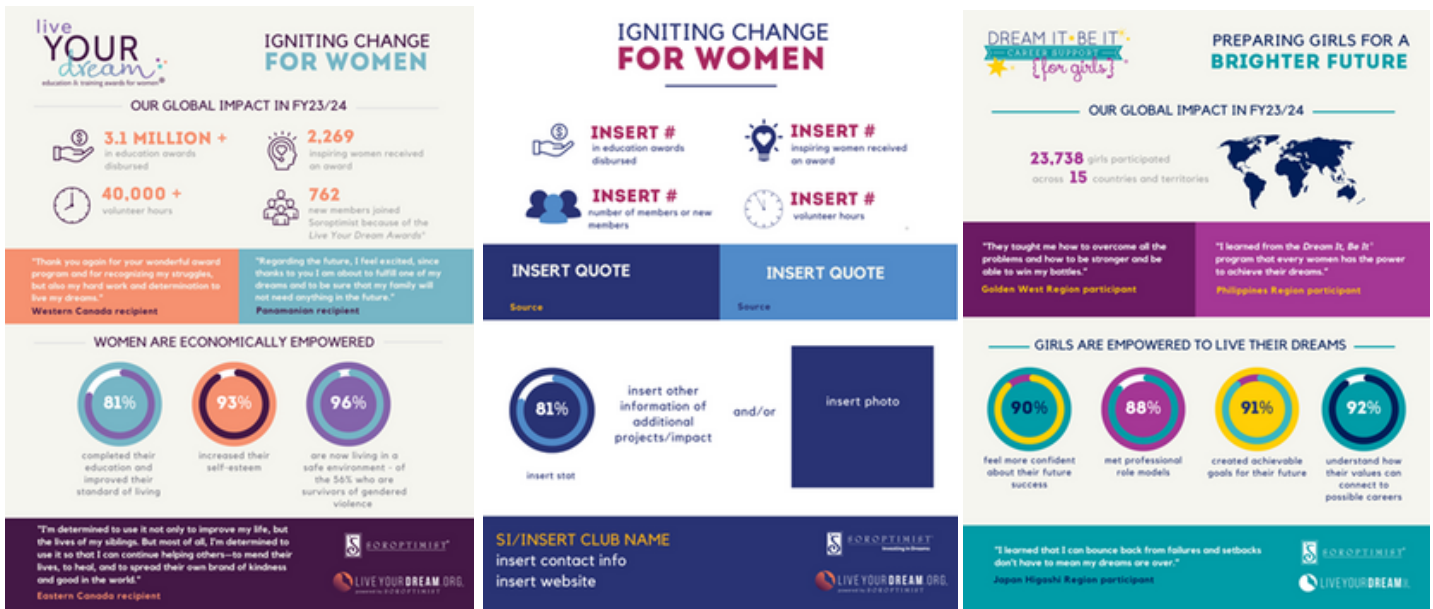
Sneak Peeks

Tease your club's plans and goals for the upcoming year. Share some projects you have coming up in the new year and what you hope to achieve. Building anticipation can generate excitement throughout the community and create a sense of unity as everyone looks forward to the future. Are you looking for some input? Ask a fun question like “What would you love to do for women and girls in 2025?”.



Our Impact in FY2023-2024

Share our impact graphics or create your own with this template!



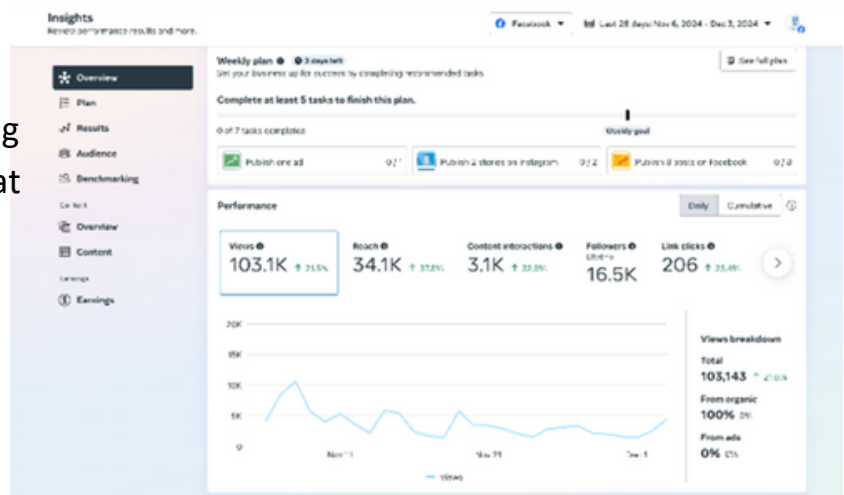
[Download](#)

[Customize](#)

[Download](#)

Analyze Your Social Media Reach

Take a look back at your content and how it performed in your Facebook Meta Business Suite, found by accessing it from your page. This can tell you what content got the most reach, engagement, likes, etc. Use this data and insight to see if a certain type of post resonates with your audience more, and plan to include more in the upcoming year.



Canva Templates Update

Canva has changed its nonprofit program, impacting club eligibility for a nonprofit discount. We have updated our templates to ensure they remain accessible for everyone.

[Read more](#)

SIA Club Roadmap

For Success in 2024-2025



SIA's clubs are committed to providing an engaging and meaningful, mission-based experience. But, of course, our members are busy women. And serving women and girls who face obstacles such as poverty, violence and teen pregnancy—locally and throughout the world—can be a tall order.

To make it easier to accomplish our organization's goals we have developed this simple club road map for your use. In order to provide a positive club experience while helping to build our recognition and work towards our Big Goal of investing in the dreams of half a million women and girls through access to education, clubs are asked to do the following:

1

IMPACT

Help us reach our 2021-2031 Big Goal by serving more women and girls through *Live Your Dream Awards®*, *Dream It, Be It®* and Big Goal Accelerator Projects.

2

ENGAGEMENT

Grow and retain members by creating an enjoyable and civil member experience. Ensure club members are attending SIA's Leadership Round Table.

3

BRAND RECOGNITION

Gain greater recognition by promoting your club's impact through our Dream Programs.

4

PHILANTHROPY

Increase funds raised to support our brand unifying Dream Programs.

That's it! If your club accomplishes the above, we guarantee you will be providing a superior member experience, fulfilling our mission and strengthening Sorooptimist's global brand.

For more ideas on how to accomplish the strategies on this roadmap, please consult the following resources:

- [Sorooptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html](https://sorooptimist.org/for-clubs-and-members/federation-information/sias-big-goal/index.html)
- [Sorooptimist.org/for-clubs-and-members/program-resources/index.html](https://sorooptimist.org/for-clubs-and-members/program-resources/index.html)
- [Sorooptimist.org/for-clubs-and-members/for-clubs/index.html](https://sorooptimist.org/for-clubs-and-members/for-clubs/index.html)
- [Sorooptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html](https://sorooptimist.org/for-clubs-and-members/federation-information/recognition-and-branding-tools/index.html)
- [Sorooptimist.org/for-clubs-and-members/donate/index.html](https://sorooptimist.org/for-clubs-and-members/donate/index.html)

SIA Club Roadmap Metrics

2024-2025

The metrics below are based on clubs following the Club Roadmap – the guide for clubs to achieve the goals of the SIA Strategic Plan. These can lead to a positive club experience while helping to build our recognition and invest in the dreams of half a million women and girls through access to education.

Clubs will be recognized by SIA for accomplishing one or more of the following during July 1, 2024-June 30, 2025. Additionally, those clubs that achieve all metrics will be invited to apply for the Best in Federation Club Award.

IMPACT

- Work towards achieving our 2021-2031 Big Goal: investing in the dreams of half a million women and girls through access to education by:
 - Participating in *Live Your Dream: Education and Training Awards for Women*® and increasing the number of women who receive an award.*
 - Participating in *Dream It, Be It: Career Support for Girls*® and increasing the number of girls reached by the program.*
 - Reporting your club's Big Goal Accelerator Projects and increasing the number of women and girls reached.*

* Final numbers for annual increase to be provided in addendum entitled "24-25 Annual Big Goal Increases."

ENGAGEMENT

- Achieve an 85% or better retention rate.
- Add new members to your club.
- Have 10% of your club members attend the Leadership Round Table.

PHILANTHROPY

- Contribute at least 10% of funds raised locally to Club Giving in support of our federation programs.
- Donate Founders Pennies for every member in support of our federation programs.

Did you know?



When we look back at the beginnings of Soroptimist in 1921, many people are surprised that a women's organization includes a man in its origin story. Stuart Morrow was Soroptimist's man who helped propel the first clubs to their founding.



Chapter Three

TALES FROM THE TREASURER





Tales from the Treasurer

GENERAL NEWS

I hope this Newsbook finds you settling into your role as club Treasurer. The beginning of the club year is always a whirlwind of things to do.

I also hope you have all managed to connect with TEAMS so you can stay up to date with the latest Northwestern Region news related to your club Treasurer position. I will be posting information in Teams and sending out eblasts as necessary.

I know all of you have filed your tax returns by now as they were due November 15th. It does not hurt to double check as we had a handful of clubs last year that forgot, and we don't want you to lose your non-profit status!

MY ADDRESS HAS CHANGED!

Please note that my address has changed. I have updated the new member form on the NWR website, and you will find it in the Club Treasurer section. The form is also in the General file section in TEAMS under the team SI NWR Treasurers. Don't forget, you can now register new members on Zeffy. Save the postage and writing a check. Here is the link:

Use this ZEFFY link - <https://shorturl.at/Gs6xS>

Starting in July 2025 ALL club registrations and new member registrations will be done on Zeffy.



CORPORATE AND MEMBER DONATIONS

With the end of the year just around the corner, don't forget to send out your donor acknowledgment letters to anyone who has contributed more than \$250 in donations to your club and report any donations over \$5,000 to your tax preparer.

Have you reached out to donors to consider last minute year end giving? Many folks and corporations need those tax deductions so consider social media posts that tell our story and ask for donations.

THINGS TO PUT ON YOUR CALENDAR

It is not too early to start thinking about your club budget for the 2024/2025 club year. Plan to put it on your calendar to start in March!

WRAPPING UP THE CALENDAR YEAR

I wish you all a happy end to the year and a fresh, bright start to the new one! Please reach out to me if you need help or have any questions. Make sure you start planning for the Region Conference in Eugene in April. It will be amazing!



Region Treasurer Becky McGinty

Did you know?

International clubs were a priority for one prospective member, Violet Richardson, who refused to sign the charter (for the first Soroptimist Club in Alameda County, Oakland) until she had Morrow's promise that there would be international clubs.

Morrow made good on his promise to Violet Richardson and headed to Europe to establish clubs there. The first international Soroptimist club was chartered in London in February 1924.



Chapter Four

TECHNOLOGY AND BEYOND



A WORD FROM YOUR SYSTEM ADMINISTRATOR

NWR has a variety of resources that are designed to make information easy to find and communication with other members more efficient.

For all members, we provide access to Microsoft Teams. This is our communication platform, where you can chat with other members, access the Members Only site, collaborate on documents, and keep up to date on District and Region activities. Every member received an invite to this platform when it was live in 2020. Since then, all new members are issued an invitation when their email addresses are submitted. If you can't find your invitation, you can ask for a new one at <https://forms.office.com/r/3yruQa4UAi>. The invitation comes in two parts: an invitation from Microsoft followed by an email from support@soroptimistnwr.org with step-by-step instructions.

For club Treasurers, the quickest way to add new members is by using our Zeffy form at <https://www.zeffy.com/ticketing/584ae389-49f0-4e34-a292-c83264345700>. This form lets you pay for new/reinstated members. It will ask for their names and their join dates. You can pay via check, credit, or debit card using this form. When you submit it, it immediately goes to both the NWR Treasurer and to our Tech Support team for processing. Your payments will be processed automatically, and your new members will be added to the NWR database very quickly. When you mail a form, you have to fill it out, write a check, address an envelope, find a stamp, mail it. Then it gets to the NWR Treasurer who has to open it, process it, scan it, email the scan to the support team, and file it. Then the support team has to open it, type everything by hand to add your member, issue the invite, and wait for a response. It can literally take weeks before your new members get added when you do it this way. Please use the Zeffy form!

If you ever have questions or need assistance with NWR technology, be sure to email support@soroptimistnwr.org. Our mighty team of 2 will get back to you as soon as we can. If you want to volunteer to help with that team, send an e-mail. We will enthusiastically accept your help!

Submitted By Sarah Miller, System Administrator

Chapter Five

CLUB STORIES

SI EUGENE
SI LAKE OSWEGO, WEST LINN
SI PORTLAND
SI THREE RIVERS



Soroptimist International of Eugene Celebrates 75th Anniversary



Soroptimist International of Eugene celebrated their 75th anniversary of service to the Eugene/Springfield area on November 3rd at the Valley River Inn, with a Sunday brunch. Attending were representatives of some of our more major projects over the years, nine past presidents, and five Women of Distinction Award winners. We also had one of our 2016 Live Your Dream recipients attend and share her success story - she is founder and Executive Director of the Lane County Diaper Bank! Our mother club (SI Klamath Falls) attended with their Fairy God Mother wings, and members from SI Junction City (a club we chartered 55 years ago) were in attendance. Governor Wendy, Governor-elect Chris, and D2 Director Jeanne were also there to share in our joy!



SI Eugene Past Presidents



SI Klamath Falls members Bonnie, Kathy & Christine perform a skit about chartering SI Eugene "In the Beginning"



Woman of Distinction Awardees



~submitted by Martha Falkenstein

Soroptimist International of Lake Oswego, West Linn

ServeNow

SILOWL is excited to report that we provided a \$1500 donation to ServeNow a women's assistance organization started in December 2012 by Lars Dunberg and his daughter Maria Sturt. Their mission was to serve those most in need around the world. ServeNow's first project was the rebuilding of a toilet facility in Uganda where children were attending school. Since then the ministry has grown significantly, serving over 3 million people in our first five years throughout Africa, Europe, Asia, Latin America, and the Muslim World. We are happy to add that we have contributed \$500 for a table at ServeNow event in November.

A Village For One



From left: Peggy Kennedy, Ashley Purdue, Interim Executive Director, Village for One (check recipient), Cheri Weaver, incoming President Marlene Everding and Roxanne Waterman

A Village For One annual gala attended by Soroptimist International Lake Oswego/West Linn members who presented a \$500 donation to A Village For One at the event. The nonprofit seeks to empower members of our community - the village - in an effort to heal the impact of commercial sexual exploitation by providing a safe and healthy environment of healing for impacted youth, especially through additional training, outreach, and advocacy.



Turn the page...

Soroptimist International of Lake Oswego, West Linn

Paint & Sip

Soroptimist International Lake Oswego/West Linn members recently held a just for fun Paint and Sip party generously hosted by Oswego Hills Vineyard and Winery in West Linn. The company was fabulous as we the art and wine!



Top Left: Guest, Guest, Marlene Everding, Carmen Rusca, Guest, Anne Harris
Fron row: Guest, Guest, Guest and Cheri Weaver

SILOWL featured in West Linn Tidings



We are also excited to share that the SILOWL chapter was prominently featured in a recent edition of the West Linn Tidings community newspaper where our work and support of the Live Your Dream project and its awardees was prominently recognized.

~submitted by Carmen Rusca



Soroptimist International of Portland

Blanketed with Love



What sounds good to you when you're feeling forlorn and you just want to hide from the world for a while? Okay, besides food, I think of snuggling up with a soft blanket. Special ones seem to be endowed with healing properties of comfort that bring us hope and strength.

Someone I know and love got such a blanket when she was a small child - it's called her woobie. Today, some might say her woobie looks like it's been through a meat grinder. They wouldn't be wrong; it's so thread-bare she keeps it in a bag. But after a really bad day, at 50 years old, she still hauls it out and gets solace and the rebound she needs to go out and be her normal, kind, kick-butt and get-things-done self. One could even say the woobie's powerful, transformative power is awe-inspiring, and that's what the women of SI Portland wanted to give to some kids in the community. And of course, we wanted to have fun; that helps infuse the hope and strength-building properties in the blankets, you know.

So, we gathered at a member's wonderful family-owned shop, Woodstock Wine and Deli, and armed ourselves with a little wine, a few scissors, and pins (What could go wrong?), and got to work making fleece no-sew blankets.

Thank you so much to Gregg and Nyla for hosting us! You made the event so fun.

We had a great social time making and building connections with each other and collectively tying a few hundred pieces of fringe together. We were all tied up in knots in the best possible way.

We're going to deliver the blankets to a women's shelter soon, just as the weather is turning colder. It feels good knowing we're helping moms envision a brighter future for themselves

and their families and also helping them give comfort to their kiddos. In what is undoubtedly a tumultuous time of transition, we hope families will take these blankets with them as they leave the shelter and that the blankets will become a permanent source of comfort and good feelings, knowing that people cared for them when they needed it most. Isn't that what we all want?



~submitted by Diane Hale

Soroptimist International of Three Rivers Takes on Diaper Need, Helping Over 300 Babies and Toddlers in the Mid-Columbia Region

Diaper need is a growing concern in the U.S. It affects families of all incomes and impacts daily life, forcing parents to miss work, causing stress over lost wages and cutbacks on other essential necessities including food.

During the second annual Diaper Rally on October 18, 2024, Soroptimist International of Three Rivers (SI3R) donated over 15,000 diapers to four local outreach programs that support families with diaper need. SI3R distributed diapers to [Second Chance Center](#) (SCC) at Community Action Connections (CAC) in Pasco, [Restoration Community Impact's](#) Restoration Market in Kennewick, and the [Inspire Developmental Centers](#) in Prosser and Connell. These nonprofit organizations address diaper need by distributing free diapers to struggling families.

SI3R's donation will help over 300 babies and toddlers stay clean, dry, and healthy for one month, based on the [National Diaper Bank Network](#) (NDBN) best practice of providing 50 diapers per child per month.



Many families in our community need help with diapers

Diaper need is described as the lack of a sufficient supply of diapers to keep infant and toddler children clean, dry and healthy. Statistics from a [2023 study](#) show that one in two U.S. families struggles to afford clean diapers for their young children.

Infants require up to 12 diapers per day, which can cost \$80 to \$100 or more for each child per month. Most childcare centers require parents to provide a day's supply of disposable diapers (four to six changes) for each of their children to be accepted. Government programs, including food stamps and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), do not provide funding for diapers.

Families with diaper need often turn to diaper banks and community outreach nonprofits that obtain diapers through local diaper drives, in-kind donations, and by purchasing diapers with donated funds. [In Washington](#), the 10 NDBN-member diaper banks distribute 7,828,346 diapers annually, helping 13,131 infants and toddlers on a monthly basis.



How the SI3R Diaper Rally developed



This is why SI3R gives to outreach programs that support families in the growing Mid-Columbia region. In addition to monetary donations, SI3R leveled up support in 2023, collecting over 10,000 diapers and distributing them in one day as part of the inaugural Diaper Rally event.

In 2024, SI3R partnered with [Community First Bank & HFG Trust](#) on a public [diaper collection drive](#). From September 16 to September 30, all Community First Bank & HFG Trust locations accepted new, unopened packages of disposable diapers in any size.

With support from the community at large, a grant from [Legends Casino](#) and donated funds from Community First Bank & HFG Trust and [Costco](#), SI3R was able to distribute over 15,000 diapers to help local Moms and their kids during the second annual Diaper Rally.

“Supporting local women and families through diaper donations is a cause that’s been dear to our hearts for 10 years,” says Georgia Bruce, President of Soroptimist International of Three Rivers. “We were thrilled to be working with Community First this year for the opportunity to get members of the community involved. This, along with gracious donations from Legends Casino and others, enabled our club to strengthen and improve our support.”



~submitted by Janet Muniz

SI3R members:

Mary Dover, Georgia Bruce, Toby Connolley, and Karson Taylor-LaMotte deliver boxes of diapers as part of the organization’s second annual Diaper Rally



W o n ' t y o u j o i n u s ?

EUGENE

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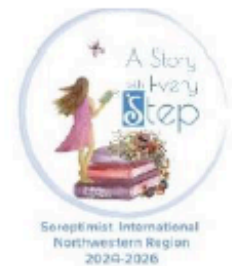
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You will want to extend your visit to the beautiful Willamette Valley. We are just an hour east of our breathtaking coastline and an easy drive up the historical McKenzie Hwy to the mountains!



This is one Region Conference you won't want to miss! We can't give away all the details, BUT it is sure to be educational, and FUN! It's also a perfect time to plan a club road trip, whether it be by train, plane or automobile. Whichever way you choose to arrive, it will be a bonding experience for your club members! And the memory making moments will be plentiful!



Book early because the Eugene Marathon is also in town the same weekend. This marathon is a qualifier for both the Boston Marathon AND the Olympic Trials. Fun fact: Eugene has hosted the Trials six times! They don't call Eugene "Track Town USA" for nothing!



Book your room now by clicking on this link: [Sorooptimist](#)

Rate: \$149

Chapter Six

NEXT STEPS



UPCOMING STEPS FOR OUR STORY

December 2024

- DEC 3:** Giving Tuesday
DEC 10: Human Rights Day: Soroptimist International Foundation Day Appeal
DEC 11: Electronic ballot on 2024 Proposed Amendments to SIA Bylaws closes at 11:59 p.m. IEST)
DEC 24-25: Headquarters office closed (Christmas)
DEC 31: Headquarters office closed (New Year's Eve)

This month, Best in Federation Club & Region Awards winners announced

January 2025

- JAN 1-31:** Soroptimist Stargazer Month
JAN 1: Headquarters office closed (New Year's Day)
JAN 2: Electronic ballot closes at 11:59 p.m. IEST) for federation board members in regions electing this cycle
JAN 20: Headquarters office closed (Martin Luther King Jr.'s Day)

February 2025

- FEB 1:** Live Your Dream Awards new club funding application due to headquarters
FEB 1: Live Your Dream Awards club reports due (in regions with district judging) via online reporting form
FEB 15: Live Your Dream Awards club reports due to region via online reporting form
FEB 17: Headquarters office closed (President's Day in U.S.)
FEB 25-27: SIA Board of Directors meeting (virtual)
FEB 26: Official notifications sent to club officers for the 2025-2026 SIA President-elect ballot
FEB 28: Electronic ballot for 2025-2026 SIA President-elect opens; official ballot link sent to club email address

- The next newsbook will be posted on March 10th.
- The due date for those articles is February 15th. Email your submissions to newsletter@soroptimistnwr.org
- The newsbook is downloadable as a PDF.
- It is available in Teams as well as the NWR website.

Index

NWR CONTACTS INFORMATION

WHO TO CONTACT

SOCIAL MEDIA LINKS



NWR Contacts Information

Region Officers

Governor Wendy Falkenstein: governor@sroptimistnwr.org

Governor-Elect Chris Christensen: governorelect@sroptimistnwr.org

Region Secretary Catherine Dorn: secretary@sroptimistnwr.org

Region Treasurer Becky McGinty: treasurer@sroptimistnwr.org

District Teams

District 1 Director Sandy Jennings: d1director@sroptimistnwr.org

District 1 Secretary Debbie Austin: d1secretary@sroptimistnwr.org

District 2 Director Jeanne Androvich: d2director@sroptimistnwr.org

District 2 Secretary Theresa Hart: d2secretary@sroptimistnwr.org

District 3 Director Sue Thornton: d3director@sroptimistnwr.org

District 3 Secretary Nancy Boettcher: d3secretary@sroptimistnwr.org

District 4 Director Diane Yarus: d4director@sroptimistnwr.org

District 4 Secretary Bonnie Baker: d4secretary@sroptimistnwr.org

Who To Contact

Woman Newsletter Submissions

Newsletter@soroptimistnwr.org

Teams Help

Systems@soroptimistnwr.org

Social Media Postings

pubaware@soroptimistnwr.org

Brand Guideline Questions

pubaware@soroptimistnwr.org

Live Your Dream Award Chair

lydachair@soroptimistnwr.org

Dream It Be It Chair

dibichair@soroptimistnwr.org

Imagine Live Without Violence Chair

ILWVchair@soroptimistnwr.org

Engagement Chair

stephaniesmith1315@gmail.com

Philanthropy Chair

fundraisingchair@soroptimistnwr.org

Nominating Chair

nominating@soroptimistnwr.org

Impact Chair

programchair@soroptimistnwr.org

Social Media



New social media hashtag for your Facebook and Instagram posts: **#StorieswithsoroptimistNWR**



Follow us on Instagram!

https://www.instagram.com/soroptimist_nwr/



Subscribe to our YouTube Channel: Soroptimist Northwestern Region

https://www.youtube.com/results?search_query=soroptimist+northwestern+region

**If you, or someone you know is
struggling or in crisis,
help is available.**



The [988 Suicide & Crisis Lifeline](https://www.988lifeline.org/), previously known as the National Suicide Prevention Lifeline, offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and/or mental health crisis, or any other kind of emotional distress. People can also call, text or chat 988 if they are worried about a loved one who may need crisis support.

The 988 Lifeline is a direct connection to immediate support and resources for anyone in crisis. Watch the video - Here are some of the many [reasons people might decide to connect with the 988 Lifeline \(MP4 | 19 MB\)](#).

www.nami.org for more information.

[988: Reimagining Crisis Response - NAMI](#)