

FM Script – Governor’s Message

Slide 1 - Thank you District Director_____.

Good Morning everyone, again my name is Laurie Moses, your 2020/2022 Governor of the Golden West Region and a proud member of SI Parker. I am so happy and grateful to be able to see your beautiful faces this morning... and am so thrilled to be able to work with you and your clubs in this biennium.

Slide 2 - Our core value has been women working together to help other women and girls. This means we achieve outcomes together, which can be accomplished through increased collective impact – our current Big Goal.

Of course, the world around us has been providing us challenges ... but there are new opportunities as well!

To be successful, we must strategically create a future where **Everything We Do is Tied to Our Big Goal!** Not only now, but looking ahead to our next Big Goal to “Invest in the Dreams of Half a Million Women and Girls through Access to Education.”

By focusing strategically, we can make significant progress for women and girls.

Slide 3 - Clubs and regions have done an incredible job since the current Big Goal of increased collective impact was launched in 2012-2013.

Nearly 13,000 women have received \$18.5 million through the Live Your Dream Awards.

Dream It, Be It has also made amazing strides through collective impact: over 73,000 girls have participated in over 2,300 projects since the program launched in 2015.

Working to increase collective impact has meant some difficult choices – for regions and clubs, like stopping projects that are not aligned and redirecting funding to the Dream Programs. But the pursuit of collective impact has also meant new opportunities to connect with and support women and girls in communities around the world.

Slide 4 - In order to continue to achieve a sustainable impact on the lives of women and girls who face obstacles, our work must be guided by our region roadmap.

Region leadership will encourage clubs to make the Dream Programs the center of their program work; celebrate the global impact of our Dream Programs; and align all region projects or programs with our mission to provide women and girls with access to the education and training they need to achieve economic empowerment.

Slide 5 - I know that in a time of physical distancing, it may be more difficult for clubs and regions to carry out their work as they traditionally have. But I also know that Soroptimists are more than capable of meeting such challenges, especially when we work together.

The Soroptimist Forward resources created by your SIA headquarters staff can help clubs in your region navigate these challenges, and to prepare for the next Big Goal by learning new ways of delivering the Dream Programs. You are going to be learning a lot more about this valuable resource in upcoming segments. You can also learn a lot from other clubs in our region by attending the monthly “Come as you Are” Region Zoom Meeting on the 2nd Wednesday of each month at 6:30pm Arizona time.

Slide 6 - So, just a few minutes ago, I referred to our Region Road Map. And what is our region road map you might ask?

It is our recommitment to the next Big Goal—invest in the dreams of half a million women and girls through access to education in the next decade. That makes this a crucial biennium as we prepare ourselves.

In order to do this, we must continue to change how we work, including in our clubs.

As Executive Director Liz mentioned in her convention video, one of those changes is that other club work that increases access to education leading to economic empowerment, will be counted towards the Big Goal of reaching half a million women and girls.

The SIA board of directors heard from members and clubs (our region being one of them) – they wanted their local work that supports our next Big Goal to count. And going forward it will. See? They were listening.

Slide 7 - Some of the necessary changes to prepare for our next Big Goal will require some sacrifice. One of these changes is that SIA may need to adjust the program budget to match contributed income.

We have already begun some of those changes in our region as I'm sure some of you have as well in your clubs.

For years, SIA relied on investment income to fill the gap between contributed income and program costs and have not been able to close that gap despite a concentrated effort.

In this current economic environment, they cannot continue this practice. They need to align the projected decrease in contributed income with a decrease in program costs.

Slide 8 - SIA had planned on taking FY19/20 as a year off from grant distribution in order to direct their human resources to re-align the program, its application, and impact reporting materials to the 2021-2031 Big Goal.

They will now continue with this plan and will not be distributing any grants in the FY20/21 year. They hope to be able to re-launch the program in FY21/22 with fresh materials and funding projects that align to our next Big Goal such as Dream Programs work or local work that increases access to education.

Slide 9 - Another change to how we operate will be the Live Your Dream Awards region awards.

Currently, SIA gives region awards based on the number of clubs participating. But they realized this wasn't necessarily supporting our goal to reach more women.

They also knew we have regions with clubs giving ten or more awards. If the goal is to encourage more awards to be given, distributing region awards based on the number of club awards given will better support that goal.

It also makes the competition for the region-level awards fairer. For FY20/21, region awards will be based on FY19/20 numbers. Each region will still receive one \$5000 and additional \$3000 for every 30 awards given.

Slide 10 - This change will not decrease the impact of our Live Your Dream Award program. Three years after receiving the award, women who received \$1,000 consistently report similar outcomes in education, self-esteem, and standard of living increases compared to women who received larger sums.

With this proposed change, in FY20/21 region award support will be \$277,000 – an amount SIA can support with contributed income.

Slide 11 - We are confident that with regions and headquarters working together to support clubs, we can move closer to achieving our vision of a world where women and girls have the resources and opportunities to reach their full potential and live their dreams.

Slide 12 - I understand that we are facing times of challenge for fundraisers across our entire organization, but we also know that the women and girls we serve need us more today than ever.

Our Dream programs deliver documented, sustainable outcomes in and for the communities we serve, which in turn allows us to attract more members and as external recognition for the strength of our efforts and goals.

Today it is more important than ever that we work together to ensure the funds we need to achieve our Dream Programs are on hand.

As a member of our organization, we hope you'll see yourself as a vital part of the Fundraising equation. Please help us by making the case for Soroptimist as our "cause of choice" by encouraging your Club to support Founders' Pennies, Club Giving, and Individual Giving so that women and girls throughout our Federation can thrive.

Let us not "*wait a single moment before starting*" to create a world where all women and girls have access to the education and training they need to achieve their dreams.

Slide 13 - So, what's next?

This next Big Goal requires a transformation of our organization. Our goal of reaching four to five times more women and girls than

we do today will not be possible without all of us making a commitment to BE a part of this change.

The Dream Big Campaign, currently in the quiet phase, will launch publicly to all Soroptimist members in the spring of 2021. Funds generated for the Dream Big campaign will make an impact globally and through our clubs and members carrying out the Soroptimist mission in their communities.

Slide 14 - So what can you do as Soroptimists?

Participate in and promote the Dream Programs; feature SIA's visual identity; use SIA branding tools and share SIA news on social media.

Some clubs may already be doing these things. Others need more of a push and more understanding on why they should do them. And then others are willing to do whatever it takes to help SIA meet its recognition goal, but don't know how. But hopefully they understand that by doing these few things, they are helping tremendously.

We are getting ready to celebrate our 100th anniversary. No other organization provides impact for women and girls the way we do. That is significant. But if we're not careful and we don't keep our focus, our next 100 years are uncertain.

That's why it's so important that we be who we say we are. Because who we are, which is an organization that helps women and girls achieve economic empowerment through access to education—is

amazing. We have to share our best stories, which are the stories of the women and girls we serve and the impact we have on their lives.

Slide 15 - Going from great (where we are today) to spectacular (where we want to be in the next millenium) comes about by a cumulative process – step-by-step, action by action, decision by decision – and this adds up to sustained and spectacular results.

So here we are. Working together....as one. Remaining vigilant that we are on the right track – our progress shows us that. We will succeed. We will secure the future of this organization.

It's not easy. But it's also where the fun and creativity and teamwork really happens. We have to make this work. There are no hidden resources. No pile of money hiding anywhere. No genius with all the answers. What we have is each other – our members, our clubs, our region board, pillars & committees and of course SIA & SI. Add to that our resilience and creativity... it is a lot to have. We can do this!

Slide 16 - This is an amazing time to be a leader in Soroptimist. I encourage everyone to take that next step...even if it scares you.

On the eve of our 100th anniversary, although sometimes it feels like an uphill battle, it is also a remarkable time for us to learn and grow – and to be successful. You each have an opportunity to be leaders of the change we are trying to create. We need you to be change champions in your clubs and our region. Champions for the Big Goal. Champions for working together as one. Champions of the Dream Programs.

Being a leader is not just about a title. Or tenure. Or experience. It's about the belief that things can be better and a relentless drive to figure out how to make it happen. A belief in lifelong learning, hard work, discipline, careful listening and an openness to new views. We can all be leaders.

We are building something special here. And we are doing it together.

Slide 17 - SIA Board member Stephanie Smith shared an excellent quote at our Governor's Round Table from John Maxwell. And since taking the role of Governor this past July, I find myself returning to it again and again. *You cannot do the same, think the same, and act the same if you hope to be successful in a world that does not remain the same.*

Again, we are building something special here for women and girls around the world. We know this in our hearts. And we will continue our impact of women and girls into the next 100 years. Why? Because...we can envision nothing less.

Slide 18 – Any question? Feel free to email me at LaurieM.gwr@gmail.com

Thank You and enjoy the rest of your Fall Meeting.