



2009 • 2010

**Soroptimist International of the Americas Annual Report**



**SOROPTIMIST**  
Best for Women

# One mission. Many women. Countless dreams.



Catherine Standiford  
2009-2010 President



Jan Martin  
2009-2010  
Secretary/Treasurer



Leigh Wintz, CAE  
Executive Director

Countless women have dreams. Many dreams. To improve their lives and those of their families. To earn degrees and become teachers, social workers, nurses and more, so they can provide for themselves and their children. To help build a better world.

As Soroptimists, you have stepped forward with generosity of time and treasure to make these dreams come true. In this report, you'll read how your efforts as members and clubs, along with our amazing federation programs, have helped transform so many lives for the better. We are proud to call ourselves a global organization with one mission that continues to help countless women and girls throughout the world to live their many dreams.

We achieved great progress in meeting the goals of the five-year Renaissance Campaign that supports our federation Strategic Plan. We will go forward with that success with Renaissance Campaign 2011: Strategies for Progress to ensure we have happy, healthy Soroptimist clubs with members engaged in select projects that advance our mission and achieve progress in the four areas of program, membership, public awareness and fundraising.

Our programs are the heart of our mission and they continue to provide meaningful avenues through which our members empower countless women and girls to live their dreams. In 2009-2010 our signature program, the Soroptimist Women's Opportunity Awards, enjoyed a 74 percent participation rate (93 percent outside of Japan) and 67 percent of clubs supported at least one Soroptimist International project. Through Soroptimist programs, \$2,234,316 was disbursed both directly and through our clubs, benefiting 16,636 women. This past year, for the first time, online judging determined the federation-level Ruby Award finalist. Voting was open to Soroptimist members as well as the public-at-large, with almost 6,000 votes received. This past year, the computer laptop giveaway contest saw another successful year for regions reaching 100 percent participation in the Women's Opportunity Awards.

In 2009-2010 in membership, we continued to focus on Soroptimist's mission as a powerful recruitment and retention tool, welcoming 5,002 new members and adding 29 clubs to our ranks. Emphasis was placed on the importance of following up with potential members, leading to a much improved response rate from clubs. Resources in the membership section of the SIA website have been redesigned and better organized to help Soroptimists recruit and retain members, manage clubs effectively, and build new clubs.

Public awareness is another area where progress is happening. Hits to our website [www.soroptimist.org](http://www.soroptimist.org) were at an all-time high, increasing to 375,401 visits, which represents almost 100,000 more hits than last year. The Live

Your Dream Art contest continued into a second successful year, with 3,500 entries received. The use of video also grew on our website, conveying our mission in more effective ways, including a video version of this report, Executive Director Leigh's blog, and messages from our president. Creating a presence on various social media networks, such as Facebook, LinkedIn, Twitter and YouTube, also extended external awareness of SIA and our mission. Our partnership with the Love/Avon Army of Women also continued, which seeks to recruit one million women to help researchers learn what causes breast cancer and move beyond a cure to prevention. In addition, SIA was featured in an ad in the Sunday magazine of *The New York Times*; President Cathy was interviewed on Jane Velez-Mitchell's show on CNN; Executive Director Leigh was interviewed by *The New York Times* and several industry publications; and SIA was recognized for communications excellence with several industry awards.

In this annual report, you will find detailed financial information about the way our mission helps countless women live their dreams. Through the collective power and passion of our clubs and members, we continued funding our many amazing programs with contributions of \$1.5 million. With our corporate sponsors and cash in-kind gifts, \$50,500 was added to our total contributed income. In addition, the Live Your Dream Team project was a successful pilot program, which has subsequently been rolled into the new Club Giving campaign, with a total of \$73,000 raised to help fund our federation programs and shine a spotlight on club's many good works. President Cathy Standiford also issued a challenge to the Board of Directors and the Fund Development Council, appealing for \$5,000 from each member. As a result, \$110,000 was raised. In addition, past federation presidents donated \$4,500 to fund foreign-language laptop computers for Women's Opportunity Award recipients. About 74 percent of our clubs contributed to the Annual Club campaign and 98 percent donated to Founders Pennies.

As an international organization with one mission, we can be proud of the great strides we've made on many levels in 2009-2010. Today, because of you—our amazing members, leaders and headquarters staff—countless women are living many wonderful dreams. Thank you for your generosity of time and treasure. Thank you for your dedication to our one, amazing mission: to improve the lives of women and girls in local communities and throughout the world.

In 19 countries and territories, Soroptimist International of the Americas (SIA) club members work to improve the lives of women and girls. Through their participation in SIA programs, as well as through myriad unique projects, clubs are able to address issues that affect women and girls. Some of these include education, employment status, healthcare, disaster recovery, domestic violence, sexual assault and sex trafficking. The resulting collective impact is extraordinary. In 2009-2010, more than \$2 million was distributed through federation programs, helping nearly 17,000 women and girls live their dreams of a better life.

When clubs participate in SIA programs, and/or give money to ensure the programs remain strong, they become part of an international effort to improve the lives of women and girls. This report details the impact of those efforts and illustrates the power of women helping women.

## Soroptimist Women's Opportunity Awards

Established in 1972, the Soroptimist Women's Opportunity Award is SIA's signature program. It helps women who have suffered hardships, such as poverty and abuse, to reclaim and live their dreams. Award recipients are able to obtain the skills training and education they need to improve their employment status and standard of living—for themselves and their families.

In 2009-2010, the financial and personal impact of the program was impressive. For the sixth year in a row, almost \$1.5 million was disbursed in club, region and federation funds. More than 1,000 clubs gave awards to a combined total of 1,201 women. Federation-wide participation remained steady at 74 percent.

This year, 14 regions achieved 100 percent participation: America del Sur, Brazil, Camino Real, Desert Coast, Eastern Canada, Founder, Mexico/Central America, Midwestern, Philippines, Rocky Mountain, Sierra Nevada, Sierra Pacific, Southern and Western Canada. All 14 regions that achieved 100 percent participation received a laptop computer for their first place region-level award recipient. Jackson-Hewitt, as part of their

sponsorship of the Women's Opportunity Awards program, provided laptops to the 10 U.S. and Canada regions, while SIA provided the laptops for the remaining four regions.

SIA's 2009-2010 federation-level recipients of the Soroptimist Women's Opportunity Awards are: Lisa M. Boyd of Waterloo, Ontario, Canada; Myla H. Ningala of Baliwag, Bulacan, the Philippines; and Kimberly M. Thompson of Ashland, Oregon.

In 2002, **Lisa M. Boyd** found herself with two babies living on an isolated and derelict property, with no indoor plumbing, hot water, heat, phone or car. She was abused at the hands of her drug-addicted husband, and at one point was terrorized and harassed by people to whom her husband owed debt. Eventually Lisa broke free and escaped with her two children. Soon after, Lisa met a woman who offered her and her children a basement apartment in her home. Today, despite dealing with Multiple Sclerosis, Lisa is pursuing her dream of becoming a social service worker with the help of the Soroptimist Women's

1,033 clubs participated

1,201 women's lives were improved



**Kimberly M. Thompson**  
2010 Soroptimist Women's Opportunity Awards Finalist

"Soroptimist really helped me regain my confidence, that I can pursue my dreams and that there are other women out there who support me. That it's not just me, by myself. It's like a dream come true."

# \$1,472,416

was disbursed through the Soroptimist Women's Opportunity Award program

Opportunity Awards. She plans to graduate from Conestoga College in Kitchener, Ontario, in 2011.

**Myla H. Ningala** had always been a good student but had to drop out of school to help her sick mother and support her family. She went to Malaysia for work, but found herself imprisoned by a couple who sexually and physically abused her. She eventually escaped but was arrested by the Malaysian police and thrown into prison. When a co-prisoner was being rescued, Myla begged her to get in touch with her mother, who was able to arrange her release from prison. Finally reunited with her children, today Myla is working on a bachelor of science degree in business administration at Baliwag University, majoring in computer science.

**Kimberly M. Thompson** had unstable parents and was placed into the foster care system at the age of 10. After graduating from high school, she was alone, with no family to support her. She

ended up pregnant, in an abusive relationship, and homeless. Working at minimum wage jobs, Kimberly knew she had to go back to school to make life better for herself and her daughter. With the help of the Women's Opportunity Awards, Kimberly is now studying for her associate degree in early childhood education at Rogue Community College in Medford, Oregon. With a 3.8 GPA, she plans to graduate in 2011, the first in her family to earn a college degree.

Thanks to the Soroptimist Women's Opportunity Awards, women like Lisa, Myla and Kimberly have reclaimed their dreams and look forward to a better future.



**Lisa M. Boyd**

2010 Soroptimist Women's Opportunity Awards Finalist

"A \$10,000 award was like receiving \$100,000 for me. I'm so grateful for the opportunity to receive this award."

For 2009-2010, Jackson-Hewitt sponsored 25 laptop computers for Women's Opportunity Awards recipients within the U.S. and Canada. Ten of the laptops were presented to regions that received 100 percent participation; 10 went to club-level award recipients determined by a random drawing; and five laptops were presented to club-level award recipients from Southern Region, where Jackson Hewitt offices are located.



# \$1,226

cost per life changed

## Soroptimists STOP Trafficking



The anti-trafficking project, Soroptimists STOP Trafficking, continued into a third successful year. About 150 clubs reported conducting some type of anti-trafficking awareness project, such as sponsoring speakers, workshops and symposiums. Many events garnered media attention, including President Cathy Standiford appearing on CNN's "Issues with Jane Velez-Mitchell: Reality of the Sex Trade in the U.S." following the inaugural conference of the Northwest Coalition Against

**Soroptimist clubs in Kawasaki and Kawasaki-Ruri, Japan, partnered with two gender equality and human rights offices and a civil liberties commissioner to create, exhibit and distribute anti-trafficking posters, flyers, and information cards throughout the year. Their work has been recognized by the Kawasaki Human Rights Ombudsman, and the Human Rights Protection Committee offered their partnership for the club's sex trafficking initiatives.**

Trafficking, established by Northwestern Region. Cathy addressed Soroptimist's work concerning the trafficking of women and girls into prostitution. Across the federation, clubs also continued to distribute trafficking awareness flyers, cards and other information.

The diversity and creativity of club projects is illustrated in the range of projects completed. For example, SI/Grosse Point, MI, USA (Midwestern Region) arranged for Governor Mary Parsigian and SI/Grosse Pointe President Diana Langlois to be guests on the John Prost Show, a current events program on local cable TV. They spoke on the Soroptimist mission and Soroptimists STOP Trafficking. The club also hosted a STOP Trafficking presentation in partnership with SI/Greater Macomb and two other organizations, where trafficking survivor and author, Theresa Flores, was the keynote speaker. Other speakers included Senator Martha Scott and a staff person from a local shelter for trafficking survivors. The presentation was taped for later viewings and a Call to Action was announced in Grosse Pointe to promote active community participation in anti-trafficking efforts.

In another example, SI/Fukuoka Kita, Japan (Japan Minami Region), in partnership with SI/Fukuoka-Higashi, SI/Fukuoka-Nishi, SI/Fukuoka-Chuo, SI/Fukuoka-Minami, SI/Hakata, SI/Dazaifu and SI/Kasuga, supported a sex trafficking film screening and panel discussion event organized by the Asia Women's Center. As a result of the event, SI/Fukuoka Kita invited a board member of the Center to hold a seminar in honor of the International Day of Human Trafficking Awareness. The club is also working with the Asia Women's Center to help victims of sex trafficking achieve independence. At the center's shelter, the club is funding the installation of a security camera to ensure the safety of victims.

## Soroptimist Violet Richardson Award

Each year, Soroptimist is proud to honor the volunteer efforts of young women between the ages of 14-17 through the Soroptimist Violet Richardson Award program. During the 2009-2010 club year, 765 clubs participated, recognizing 892 girls whose volunteer actions have made their community and the world a better place. Across the federation, clubs and regions awarded \$248,576 to girls and \$124,758 to their volunteer organizations. SIA awarded an additional \$58,500, for a grand total of \$431,834.

Talia Leman of Waukee, Iowa, is the 2009-2010 federation Violet Richardson Award recipient. Just 15 years old, Talia founded RandomKid: The Power of ANYone, an organization that works to harness the giving power of kids toward great causes. Today, RandomKid works on such projects as providing crutches and artificial limbs to victims of the Haiti earthquake; planting vegetables for distribution to local homeless shelters; and unifying schools to sell their own labeled water to raise funds for water pumps in Africa. As the federation finalist, RandomKid received \$2,500 in Talia's name.



### Talia Leman 2010 Soroptimist Violet Richardson Award Finalist

"Success happens slowly, one small act at a time. Believe in your dreams. Find others who believe in them, too. You have the power to make the world a better place!"

## Soroptimist Club Grants for Women and Girls



Soroptimist Club Grants for Women and Girls enable clubs to make a real difference in the lives of women and girls in their communities by addressing specific local need.

In March 2009, SIA received 92 proposals requesting \$610,000 in funding. A task force made of members of the SIA Program Council reviewed the proposals and recommended funding to the SIA president for approval.

For the 2009-2010 club year, a total of \$175,000 was granted to 31 Soroptimist clubs for new or ongoing projects. Grants ranged from \$1,000 to \$10,000 and were given to clubs in: Brazil, Japan, Panama, Paraguay, Philippines and the United States. To date, 25 grant projects have been completed, and have helped improve the lives of almost 8,000 women and girls.

SI/Alto Parana, Paraguay (America del Sur) received \$8,500 to establish Training for Elder Care Providers, a program providing professional elder care training to improve the quality of life and standard of living for low-income women. Funds helped purchase classroom furniture, teaching materials and supplies, and subsidized transportation costs for students. As a result of the project, 58 participants secured employment providing elder care, with two participants selected to accompany two elderly persons abroad to assist them during medical treatments.

Total number of girls helped: 7,989  
Cost per changed life: \$22

**426**  
women and girls were provide opportunities for economic advancement

**654**  
women and girls gained access to educational opportunities

**6,120**  
women gained access to healthcare

**753**  
women and girls were given tools and resources to help them live free from violence

## Soroptimist Disaster Grants for Women and Girls

Soroptimist continues to focus on the special needs of women and girls before, during and after disaster strikes. During the 2009-2010 club year, one \$20,000 disaster grant was awarded to SI/Santiago, Chile (America del Sur). SI/Santiago will use the funds to rebuild the homes of 10 women in the Huechuraba community following a devastating earthquake and earthquake-triggered tsunami. The women selected as the beneficiaries are those who provide the primary financial support for their fami-

lies. While the homes are being constructed, the grant will also cover the cost of providing temporary housing for the women and their families.

In addition, SIA donated a \$10,000 disaster grant to Soroptimist International of Europe (SIE) in response to the Haiti earthquake. In 2010-2011, SIA launched a new partnership with SIE, enabling both federations to increase the impact of their respective disaster grant programs.

## Soroptimist Ruby Award: For Women Helping Women



**Lisa Culp**

2010 Soroptimist Ruby Award Finalist

“I want to thank all Soroptimists for believing in the potential of dreams and in the collective power of women to transform dreams into realities!”

The Soroptimist Ruby Award honors women who have worked through their professional or volunteer efforts to improve the lives of other women and girls. In 2009-2010, a total of 500 awards were given throughout the federation and a total of \$130,096 was donated to the recipient's charitable organizations.

For the first time ever, SIA launched online judging to determine the federation-level award finalist. Voting was open to Soroptimist members as well as to the public at large. Information about the Ruby Award, along with photos and information about the top three region finalists, were posted on the home page of SIA's website. Almost 6,000 votes were received, with Lisa Culp of Sacramento, California, being named the recipient of the Soroptimist 2009-2010 Ruby Award.

Working with the homeless for many years, Lisa began to notice more and more women and children on the streets. Searching for a way to stop the cycle of poverty, she founded Women's Empowerment, a nonprofit that educates and empowers homeless women with the skills and confidence necessary to get a job, maintain a healthy lifestyle, and regain a home for themselves and their children. The ultimate mission of Women's Empowerment is to end homelessness one woman at a time. “If you save a woman, you save a family,” Lisa says.

**500**  
outstanding women were  
honored with the award

**\$130,096**  
was given to Ruby Award recipients'  
charitable organizations

## Soroptimist Workplace Campaign to End Domestic Violence

Women deserve to feel safe wherever they are—including the workplace. The Soroptimist Workplace Campaign to End Domestic Violence is an ongoing effort to raise awareness about this issue. In its 13th year, the program focuses on the fact that women do not leave abuse behind when they go to work. Abusers often harass women at work by phone, e-mail or—in worst-case scenarios—by coming to the workplace.

During November 2009, almost 400 clubs in Brazil, Canada, Japan, Panama, Taiwan and the United States participated in the campaign. These clubs pledged to help victims of domestic violence and raise community awareness, particularly within the business community. As a result

of the campaign, members distributed tens of thousands of domestic violence hotline cards, organized public forums, collaborated with local advocacy groups, and supported domestic violence shelters. Clubs also encouraged employers to adopt and implement policies that protect women in the workplace.

In addition, SIA launched a new Soroptimist Workplace Campaign dedicated web page: [Soroptimist.org/workplacecampaign.html](http://Soroptimist.org/workplacecampaign.html). The web page contains a variety of information, including program instructions, materials and resource links geared toward employees experiencing domestic violence, their co-workers and their employers.



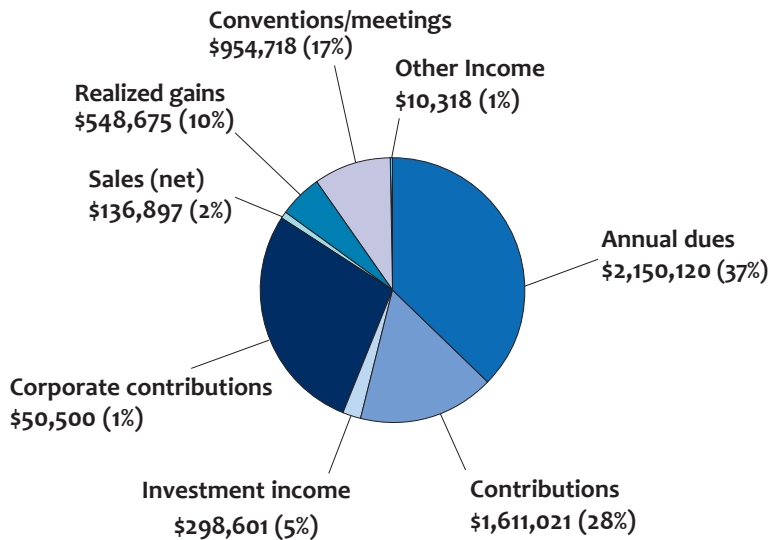
## Soroptimist International of the Americas, Inc.

Statement of Financial Position • Year Ended August 31, 2010

Assets		Liabilities and Net Assets	
<b>Current Assets</b>		<b>Liabilities</b>	
Cash and cash equivalents	\$1,714,883	Accounts payable and accrued expenses	\$309,918
Marketable securities	9,266,519	Agency funds	22,479
Accounts receivable	24,883	Deferred revenue	8,333
Inventory	141,975	<b>Total liabilities</b>	<b>\$340,730</b>
Prepaid expenses	119,437	<b>Net Assets</b>	
Beneficial interest in charitable remainder trust	14,648	Unrestricted	2,194,483
<b>Total current assets</b>	<b>\$11,282,345</b>	Temporarily Restricted	
<b>Fixed assets</b>		Dues received in advance	1,661,845
Equipment	645,674	Remainder trust	14,647
Real estate	2,324,133	Special purpose	
Accumulated depreciation	(1,060,327)	Disaster relief	265,995
<b>Total fixed assets</b>	<b>1,909,480</b>	Total temporarily restricted	1,942,487
<b>Total Assets</b>	<b>\$13,191,825</b>	Permanently Restricted (Reserve Fund)	8,714,125
		<b>Total Net Assets</b>	<b>\$12,851,095</b>
		<b>Total Liabilities and Net Assets</b>	<b>\$13,191,825</b>

The full audit is available in the members section at <Soroptimist.org>. A copy may be requested by contacting Soroptimist International of the Americas' headquarters at <siahq@soroptimist.org>.

## Revenue 2009-2010



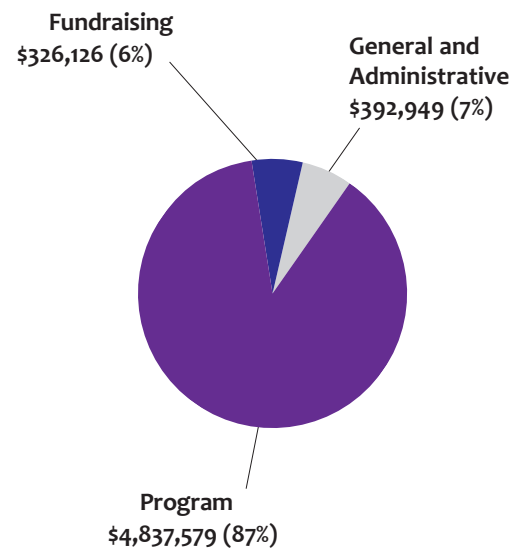
## Statement of Financial Activities

Year Ended August 31, 2010

Support Revenues and Gains	
Annual dues	\$2,150,120
Convention and meetings	954,718
Sales (net)	136,897
Contributions	1,611,021
Corporate contributions	50,500
Investment income	298,601
Realized gain on securities	548,675
Other Income	10,318
<b>Total Support, Revenues and Gains</b>	<b>\$5,760,850</b>

Schedule of Contributions  
Year Ended August 31, 2010

Contributions	
Founders Pennies	\$206,548
Club Campaign	597,687
Memorials/Honorariums	8,964
Laurel Society	612,574
Disaster Relief Contributions	141,648
Corporate Contributions	50,500
Miscellaneous	43,600
<b>Total Contributions</b>	<b>\$1,661,521</b>

Allocation of Expenses, Program Expenses  
Year Ended August 31, 2010

**Allocation of Expenses, Program Expenses**  
 Year Ended August 31, 2010

Expenses	
Membership services	\$87, 428
Soroptimist magazine	198, 486
Conventions and meetings	878, 117
Board and committees	211, 383
Fundraising	104, 748
Governors Roundtable	61, 201
Soroptimist International	181, 549
Public relations	34, 866
Personnel costs	2, 240, 361
Office and occupancy	305, 096
Depreciation	115, 653
Professional services	186, 747
Miscellaneous	56, 365
<b>Direct Program Expenses</b>	
Women's Opportunity Awards	494, 980
STOP Trafficking	2, 913
Violet Richardson Awards	73, 941
Workplace Campaign to End Domestic Violence	3, 233
Club Grants	176,168
Ruby Award: For Women Helping Women	8, 709
Disaster Grants	(7, 187)
Celebrating Success	1, 878
Venture	140, 319
<b>Total Expenses</b>	<b>\$ 5, 556, 954</b>
<b>Change in Net Assets from Operations</b>	<b>\$203, 896</b>
<b>Unrealized loss on securities</b>	<b>(539, 504)</b>
<b>Change in Net Assets</b>	<b>\$(335, 608)</b>
<b>Net Assets, beginning of year</b>	<b>\$13,186,403</b>
<b>Net Assets, end of year</b>	<b>\$12,851,095</b>

**Schedule of Agency Funds**  
 Year Ended August 31, 2010

Fund	
<b>Region Dues Pilot Project</b>	
Beginning Balance	(510)
Contributions Received	2,820
Distributions	(2,040)
Ending Balance	270
<b>Quadrennial Project: Project Sierra</b>	
Beginning Balance	23,216
Contributions Received	135,081
Distributions	(141,196)
Ending Balance	17,101
<b>December 10th Appeal: Restoring Dignity, Securing a Future</b>	
Beginning Balance	7,270
Contributions Received	—
Distributions	(7,270)
Ending Balance	—
<b>December 10th Appeal: Hopes and Dreams For Everyone</b>	
Beginning Balance	282
Contributions Received	130,796
Distributions	(125,970)
Ending Balance	5,108
<b>Total Beginning Balance</b>	<b>\$30,258</b>
<b>Total Contributions Received</b>	<b>\$268,697</b>
<b>Total Distributions</b>	<b>\$(276,476)</b>
<b>Total Ending Balance</b>	<b>\$22,479</b>

## Soroptimist Accomplishments 2009-2010

- The **Soroptimist Disaster Grants for Women** program received an honorable mention in ASAE's 2010 Associations Make a Better World Award competition, which recognizes association programs, projects and activities that make a significant contribution to society and economies around the world.
- Soroptimist's **March/April/May 2010 Best for Women magazine** cover received a Silver Davey Award, which is an annual awards program sanctioned and judged by the International Academy of the Visual Arts—an invitation-only body consisting of top-tier professionals from acclaimed media, advertising, and marketing firms. The cover was illustrated by Roger Roth.
- Soroptimist's **Best for Women magazine** received 2010 MarCom Awards for two writing/feature articles: *Inconceivable: How Technology is Changing the Way Babies are Made* (March/April/May 2010 issue) received the Gold Award and *Teen Dating Violence: Empowering Girls to End the Cycle of Abuse* (March/April/May 2009) received the Honorable Mention Award. Both articles were written by Marielena Zuniga, SIA's staff writer. The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals.



### Membership Statistics

In 2009-2010, Soroptimist comprised 19 countries and territories, including Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, Guam, Japan, Korea, Mexico, Panama, Paraguay, Peru, Philippines, Puerto Rico, Taiwan, U.S.A., and Venezuela.

#### 2009

Clubs: 1,415  
Members: 39,055

#### 2010

Clubs: 1,409  
Members: 38,441

A complete roster is available from Soroptimist headquarters. To obtain this information, contact 215-893-9000 or email [siahq@soroptimist.org](mailto:siahq@soroptimist.org).

### 2009-2010 Board of Directors

**Catherine Standiford, President**  
Cypress, California, USA

**Sharon Fisher, President-elect**  
Burnaby, British Columbia, Canada

**Jan Martin, Secretary/Treasurer**  
Helena, Montana, USA

**Raquel Arreola Ruiz**  
Tijuana, Mexico

**Patricia Donohue**  
Salinas, California, USA

**Takiko Fujita**  
Matsue-shi, Japan

**Sumie Ito**  
Tsukuba, Japan

**Carmen Moral Sgarbi**  
Santos, Brazil

**Ming-Chu Mu**  
Taipei, Taiwan

**Shirley McCoy**  
Ancaster, Ontario, Canada

**Judith Strong**  
Moorhead, Minnesota, USA

**Tazuko Tanaka**  
Kyoto, Japan

**Diane Thompson**  
Franklin, Pennsylvania, USA

**Linabelle Villarica**  
Quezon City, Philippines

**Ann Rutlege, Fund Development  
Council Chair**  
Fort Collins, Colorado, USA

**Executive Director**  
Leigh Wintz, CAE

