

## 2019-2020 Healdsburg AAUW Year End Report

What a year! We started with wildfires and our communities being evacuated for about a week. Then, the Russian River flooded. And we ended with COVID-19. Yet through it all, we remained committed to our mission and each other. What an amazing group of members.

National AAUW's Strategic Plan included assisting branches to focus and align their goals with National. They provided guidelines and a method to submit accomplishments through their website. Fortunately, the plans were consistent with our ongoing work and did not add any costs to Healdsburg AAUW.

Our goal for the year was to achieve at least 4 of the 5 goals of the AAUW 5 Star Program. Congratulations! We met our goal.

1. **Programs**-Sue Campbell and Karla Rosen
  - a. Provide a Work Smart Training Day and updated the website. The workshop was put on hold because of COVID-19 and will be rescheduled.
  - b. GEMS provided a panel discussion of women leaders in a variety of STEM fields.
  - c. Developed and conducted a Money Matters workshop for Expanding your Horizons, which was rescheduled for September.
  - d. Completed community resource mapping.
2. **Advancement** -Barbara Epstein and Barb Reid
  - a. Fund raising for non-restricted funds in a year end drive brought in \$12,000 for \$54/member which exceeds the \$30/member goal.
  - b. Membership increased by 24 members, which exceeded the goal of retaining 90% of members.
  - c. No action for Legacy circle.
3. **Communications and External Relations** -Sue Campbell and Mary Fitzgerald
  - a. Developed and implemented an Advocacy Tab on our website.
  - b. Included a link to Work Smart online on the website home page.
4. **Public Policy and Research** - Sue Campbell
  - a. Introduced 2-Minute Activist to members and the community at December and January Forums.
  - b. Surveyed members to determine their participation. (Data not available from National.)
  - c. Scheduled meeting with Congressman Mike McGuire. On hold because of COVID-19.
5. **Governance and Stability** -Kate Van Ness and Linda Clark
  - a. Developed action plans for completing the 5 Star Program, submitted results and included under strategic plans on the website.
  - b. Succession planning included in Vice President job description.

## **UPDATES FROM DIRECTORS**

### **Financial: Julie Hanamura**

The cancellation of the Spring Forum session and the 2020 Homes Tour will provide us with a challenge in our coming fiscal year, which begins July 1, 2020. The funds raised this year, now less than planned, were intended to fund our scholarship, education and community giving activities in the upcoming year. The Fund board has already begun brainstorming ways to make up for our lost fundraising opportunities. We very much appreciate the generosity of all of you who have made special donations to help support these efforts.

### **Communications: Mary Fitzgerald**

- Website redesigned to be more user friendly.
- Continued member spotlight in the Grapevine. Very well received.

### **Fundraising: Barbara Epstein**

- Fundraising Net Income was about \$30,400 below goal this fiscal year primarily due to cancelation of the 2020 Homes Tour and the Forum Spring Session. The deficit was cut in half by transfer of funds from the Branch to the Fund and by a Special Spring Fundraising Drive. As of May 1, 2020, the shortfall in funds available for scholarships and donations was \$12,100.

### **Membership: Barb Reid**

- Continued growth of our AAUW Branch. Membership stood at 220 members as of 04/30/20. We received recognition from State AAUW for having the highest membership increase of any branch in the state! We had 24 new members this fiscal year. Our retention was very high with only 17 members not rejoining and the majority of those were due to relocation.
- On line membership renewal instituted by National in 2019 resulted in a more efficient use of time.
- Debit Card to pay our dues on line has greatly reduced our mailing costs, and increased our efficiency for enrolling new members in a timely manner.
- New Membership Mentor program has been challenged by the fires and Covid-19. The Windsor program is operating well.
- New members connected to appropriate interest and social groups by making their member application interest information available to board members.

### **Mission Based Projects: Beth Wolk**

- **Reading Rocks:** There were four volunteers at HES, two in first grade and two in second grade. The annual holiday book giveaway to the first-grade classes at Westside and HES was a rousing success. Every student received a book which was given to them individually by the Reading Rocks volunteer in their class.

- **Future Prep Healdsburg:** Future Prep session held at Healdsburg High School in January. The focus was agriculture and hospitality. It was well attended, and the students were engaged. Many wrote heartwarming thank you notes to the speakers and spoke about how they were positively influenced.
- **Future Prep Cloverdale:** On Friday January 24, a Future Prep session held at the Cloverdale High School Maker Space. The focus was Arts and Entertainment. Thirty-six students attended from all high school grade levels.
- **Holiday Supplies for Teachers:** As always, our members generously donated enough supplies so that the teachers at Healdsburg Elementary and Charter at both campuses, HES and Fitch Mountain, and Westside school all received a generous amount of supplies
- **School Readiness:** AAUW was a supporter of the Preschool Fair, hosted by Corazón at the Healdsburg Community Center on January 26<sup>th</sup>. This was the third annual Fair with AAUW a supporter of all three.
- AAUW contributed \$500 to North Bay Children's Center for their Raising A Reader program.

#### **Public Policy and Programs: Sue Campbell**

- Women's March – Organized by Ann Pederson, held in January.
- Rosie the Riveter Event – Attended by Sue Finan in March.
- Member Survey – Conducted by Ann Pederson.
- 2-Minute Activist – Organized by Becky La Lond, communicated to the membership via the Grapevine and the Board to their committees; also presented at the Fall Forum.
- Advocacy Web Page – Developed by Sue Campbell and implemented by Nancy Haiston.

#### **Scholarships & Grants: Mickey Sarquis**

- Winners of all three of our scholarship programs were highlighted in the Grapevine throughout the year. Hot-links to the articles are included in the Scholarship section on our website.
- Seven SRJC return-entry women scholarships were given this year, totaling \$28,000
- In August 2019, the Al Garren renewal scholarships, announced the awarding of 5 scholarships to SRJC graduates who continued into their 4<sup>th</sup> year of study at a 4-yr institution. The 2020 scholarships will be awarded in early August.
- High school scholarships totaled \$27,000. These were given to students in Cloverdale, Healdsburg and Windsor. In addition, the Perez family will continue to provide funding for a \$500 scholarship for a Cloverdale HS graduate.

#### **Social Activities: Kathryn Henderson**

- Lunch Bunch was a huge success this year, with a waiting list for every planned lunch.
- Wine and Dine expanded by including a 2019 summer brunch, which was very successful.
- Cultural Events held a successful event in January.
- Happy Hours: One fall Happy Hour and one on Valentine's Day. Valentine's Day HH was at a new venue this year, Young and Yonder Spirits, which was very well received by members.
- Kick-off and Holiday Party: Both went well, with solid attendance.
- Summer Barbecue: On the grass at Lake Sonoma, and, as always, successful.

**STEM: Karla Rosen**

- **Tech Trek 2019**
  - October Article in the Windsor, Healdsburg and Cloverdale Sonoma West newspapers about the 2019 Tech Trekkers
  - Held Tech Trek Panel Discussion for AAUW members and Tech Trek Sponsors
- **Tech Trek 2020**
  - Girls were selected and notified of their acceptance status to Tech Trek 2020. Tech Trek was then cancelled and the girls were notified of the cancellation.
  - A summer activity called Terrific Science Virtual Camp 2020 will be held for the girls selected to attend Tech Trek 2020.
- **GEMS**
  - Bodega Marine Laboratory field-trip on October 22.
  - STEM Career Panel on Wednesday October 23.