

## 2023-2024 Goals and Achievements

### Goals

- Improve End-of-year member donations from the current 30% to 75%.
  - End-of-year member donations increased from 30% to 56%
- Support a semi-annual action to support DEI.
  - We held a January event focused on Reproductive Choice and showed the film "Fly So Far" about how women in El Salvador are being prosecuted and imprisoned for miscarriages. The film was followed by a panel of local doctors and a representative from Planned Parenthood discussing the state reproductive health globally, nationally, and in Sonoma County. Additional participation and collaboration with Indivisible Healdsburg and Sister District was part of the event.
  - We showed the same film to a Spanish-speaking audience on May 17 at the Community Center.
- Continue to develop a long-term fundraising plan.
  - Several ideas were researched. None looked promising for long-term fundraising. Our traditional Homes Tour is being looked at again. In the past, the Homes Tour has raised between \$35 and \$60 K annually
- Develop a plan for the Speakers Series by December 31 and implement it by early 2024.
  - The Speakers Series commenced in January, with our last speaker, from the SMART, train on May 13.
- Pursue possible development of new interest groups such as Art, Garden, Mahjong, and Movie.
  - A new Travel Group has been formed.

### Achievements

- **Scholarships**
  - High School Scholarships -- 12 x \$2,000 = \$24,000
  - JNR Foundation Scholarships - 8 x \$4,000 = \$32,000
  - SRJC Reentry Scholarships - 5 x \$4,000 = \$20,000
  - Garren Fund Scholarships - 2 x \$4,000 = \$8,000
- **Public Policy**
  - Reproductive Choice Event English and Spanish
  - Participated in Petaluma's Gun Violence Event
  - Letter writing to congressional swing districts
  - Climate Fest
- **Membership**
  - Continued New member socials and orientation
  - Continued buddies program
  - Membership now 189 members
- **Administration**
  - Budget Stable

- Started new Speakers Series
- Rewrote the bylaws
- Participated in Gun Violence Event – wrote article
- **STEM**
  - 8 Tech Trek Scholarships awarded
  - Participated in Climate Fest
  - TTAG Expanded
- **Social**
  - Happy Hour – Montagne Russe, Longboard, Merriam
  - Lunch Bunch – The Matheson, Bollywood, Charlie’s
  - Cultural Events, SMART Train to Larkspur
    - Marine Mammal Center
    - SR Recycling Center
  - Wine n Dine – October February, April, June
  - Holiday Party, Fall Kickoff, Spring Celebration
- **Mission-Based Programs**
  - Junior Internship Night at High School
  - Financial Literacy Night
  - Added Reading Rocks at Mattie Washburn, now at 3 schools
  - Books to all first-grade children at Westside and Healdsburg Elementary
  - School supplies funding of \$410
- **Fundraising**
  - Raised nearly \$30,000 from end-of-year appeal
  - Received grants of \$32,000
  - Exceeded our Spring Event goal by \$2,600
  - Met all fundraising goals
- **Communications**
  - Kept members informed via over 100 e-blasts
  - All events listed on the website
  - Ten Grapevine Issues including New Member Bios and Scholarship Success Stories
  - Front page article re: Tech Trek in the Healdsburg Tribune
  - Thinking of you cards sent to members
  - Regular Social Media Posts