

2023 – 2024 Goals and Achievements

Goals

- Improve end-of-year member donations from the current 30 percent to 75 percent.
 - End-of-year member donations increased from 30 percent to 56 percent.
- 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 of 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 fund-raising plan.
 - Several 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 \$35,000 and \$60,000 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 in 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 Hours – Montage Russe, Longboard, Merrian
 - 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 Kick-off, Spring Celebration
- **Mission-Based Programs**
 - Junior Internship Night at High School
 - Financial Literacy Night
 - Added Reading Rocks at Mattie Washburn; now at three schools
 - Books to all first-grade children at Westside and Healdsburg Elementary schools
 - 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 about Tech Trek in the Healdsburg Tribune
- Thinking-of-you cards sent to members
- Regular social media posts