



## 2021-2023 BIENNIUM GOALS

### Here are my Goals:

1. **MEMBERSHIP:** each club to recruit three new members; educate and motivate members;
2. **SERVICE:** submit a club strategic plan to the District Governor; participate in a district wide service project; submit your club projects for the DSB;
3. **MARKETING:** continue to expand the use of social media; participate in the newsletter contest; learn how to “market” your club;

Danielle Robello won the DSB contest. She received a \$35 Target Gift Card. We will have the same contest in the October in the DSB. Winner, winner, chicken dinner!

### \*Elevator Speech:

We are all frequently asked the following questions, to explain who Altrusa (the organization) is, or what Altrusa does (accomplishes). If we all answer with the same language, there is **clarity** and **consistency** in our message and our image.

“WHO IS ALTRUSA?” “Altrusa is an international non-profit organization, making our local communities better through leadership, partnership, and service. We are civic-minded people who strive to create better communities worldwide.” [add local flavor unique to the community served]

“WHAT DOES ALTRUSA DO?” “Giving over 1 million volunteer hours annually, throughout 11 countries, our focus is Literacy along with specific projects unique to individual communities.” [add local projects]

(\* an ‘elevator speech’ is a 30-second response given to the usual question “What do you do?” The ideal response to any elevator is: **“please tell me more!”**, which leads to a longer conversation)

Members, please memorize this elevator speech. We need new members! I hope you live near an elevator if not.....



Leadership/Membership Workshop; Led by Jeri Fulgham and Antoinette Thorburn on Saturday, November 6, 2021, 1pm, Zoom; clubs will receive \$10 for every member that registers.

Foundation Director Liaison, Danielle Robello, invites club presidents to attend a “**Grant Writing**” BASICS via zoom, Saturday, August 14, 11am-12noon. Presidents, mark your calendar. Foundation Grants are due 9/15/21.

District Wide Literacy Project- “United Through Reading” will be announced soon. We will use this project for this 2021-2023 biennium. More information to come.

Communications Chair Corey Johnson is having a Club Newsletter contest due March 1, 2022. See DSB for more info or contact Melinda or Corey for more info.

Governor Elect, April Smith, invites club presidents to learn how to navigate your club’s “**Long Range Strategic Plan**” on Saturday, August 28, 11am-12noon, via zoom. Presidents, mark your calendars.

**INTERNATIONAL BIENNIUM CALENDAR-JULY**

| AUGUST 2021 |  | WHO                | RESPONSIBLE PERSON        | NOTES  |
|-------------|--|--------------------|---------------------------|--|
| 08/1/2021   | Governor's Newsletter  | 2021-2023 Governor | Governor                  |  |
| 08/01/2021  | Start organizing your Make a Difference Day  | Local club         | Club president            | MADD-10/23/21  |
| 08/01/2021  | Encourage members to become Club 21 members  | Local club         | Club membership chair     | Cost: \$21   |
| 08/12/2021  | International Youth Day  | Local Club         | Club President            | Qualifies for Dr. Nina Fay Calhoun Award                                 |
| 08/15/2021  | Start thinking about projects to submit for Mamie L. Bass Service, Letha H Brown Literacy, and Nina Fay Calhoun Int'l awards | Local club         | Club committee chairs     | Applications are on the website. Check altrusa.org for ideas. Due 3/1/22 |
| 08/15/2021  | Start planning a membership recruitment event  | Local Club         | Club Membership chair     |  |
| 8/31/21     | Consider applying for International Foundation Grant   | Local club         | Club president assigns    | Due 9/15/21  |
| 8/31/21     | Work on club yearbook  | Local club         | Club Communications chair | Distribute to District board by 9/15                                     |

**"Committed to Service"**

***These three clubs applied and received a Disaster Relief grant of \$2500 each, Congratulations!***

***S.O.S.: San Diego Armed Forces Food Distribution Program-by Kathy Girard, Altrusa Club of San Diego***

Altrusa San Diego has a rich history of involvement with our military community. Our Project Linus Program provides security blankets via the **Armed Services YMCA** to the Naval Medical Center San Diego. These blankets go to newborns and children in need of a loving embrace while undergoing treatment at the hospital or during times of insecurity. This relationship with the military goes back over twenty years. Another involvement stemming from S.O.S. has been quarterly personal donations of much needed food and dry good items to **Fisher House San Diego**. Fisher House is operated much like Ronald McDonald Houses. Members of the San Diego Altrusa Club began gathering and delivering these items as a response to the call to **Support Our Soldiers** at the 2019 Convention. Without being able to hold in person fundraising activities, our members have generously reached into their own pockets to support this worthy cause. Altrusa San Diego would now like to reach out to military families in need of

basic food services within our large military community. With summer vacation in full swing, our youth are no longer being fed via school meal programs. Families who qualify under the Federal Assistance Program are also eligible to receive assistance via a bi-monthly distribution service. To date the weekly drive through **Food Box Distribution** has served 1,600 families per month. Many of San Diego's military families now have only one parent working due to Covid restrictions with school attendance and other situations. Many dual income families are now single income families due to layoffs in the public sector. As you can see, Altrusa of San Diego has stepped up to the challenge during Covid restrictions.

***“Support Local Food Bank”-by Bea Goyette, Altrusa of Central Coast***

Santa Maria, California is a small to medium agricultural community with many essential workers on the lowest end of the economic scale, eg., food service workers, retail, farm labor, etc. although the restrictions imposed due to the COVID-19 pandemic are slowly being lifted, the continued impact on the **Santa Barbara County Foodbank** is crushing. Federal support of food banks is declining, yet our Foodbank continues to operate locations and volunteers in an effort to keep local residents from going hungry. This continues to be an immense strain on local resources. Our club was able to donate funds earlier in the year, but due to fundraising restrictions over the past year, we are requesting \$2500 in disaster relief to assist this worthwhile organization in feeding the people who are food insecure in our community.

***Feeding Victims of California/Nevada Wildfires – by Courtney Vogt, Reno/Sparks Club***

On July 4<sup>th</sup> a fire started in Northern California in the Mokelumne wilderness from dry lightning. The firemen decided that it would burn out and had other priorities at the time, so they let it burn. About 2 weeks ago the fire began to grow and spread uncontrollably to multiple areas and thousands have been evacuated from their homes as it continues to burn and spread to many communities. Currently it is at 59,112 acres and is only 4% contained.

To support the victims of the fire we have chosen to support the Carson Valley Community Food Closet who is extending assistance to help feed those who have been impacted by the Tamarack Fire. They are extending their services to anyone that is need due to the fire, whether they have been evacuated or lost their home.

The funds requested will be used to purchase the immediate needs for bottled water, individual snacks, juices, and other grab and go items that can be consumed in a vehicle or hotel with little preparation, paper products and other hygiene products. They are expecting to see an influx of 1000 more residents then normal due to the fire and will need the additional funding to support the extra residents.



**“BACK TO SCHOOL AND A NEW YEAR FOR ASTRA CLUBS”**  
**by April Smith, ASTRA Chair**

For those clubs that already sponsor an ASTRA Club in your area, this year getting back into the routine of a new school year after the pandemic is going to look a little different than what we are used to. Hopefully, you have a good relationship with your school administrators and ASTRA advisors at the school and you will be able to figure out the best way to ease back into the routine and offer a wonderful experience for the ASTRA Club members. There may be a few more restrictions put in place for volunteers on campus but there are still lots of service opportunities in our communities to share with these young people and our future Altrusans.

For those Altrusa Clubs who do not currently sponsor an ASTRA Club maybe this is the year to finally make that commitment. The beginning of the school year is usually the best time to focus on getting an ASTRA Club started. I have seen the interest over the last few years to increase the number of ASTRA Clubs in District Eleven. The process of chartering an ASTRA Club can take time but once you have that first meeting and see the enthusiasm in the faces of the young members you will know it was worth the effort.

A good way to get started is to have an agenda item for your next Altrusa Club business meeting to “brainstorm” the club’s commitment to starting an ASTRA Club. Items to talk about are:

1. How would starting an ASTRA Club not only benefit the potential young members in your community and their families but also promote your Altrusa Club.
  - a. Remember ASTRA stands for Ability, Service, Training, Responsibility and Achievement.
2. What schools would you like to consider or what community organization might have an interest to partner with your Altrusa Club to promote service for their younger members.
3. Who in the club knows someone who would be a good contact person at that location? Or maybe who has a child or grandchild that would be a good prospect to explore options. Some clubs have even been started by the kids themselves.
4. Who in the club would be willing to take the lead of being an ASTRA Chair, or even better, co-chairs?

As soon as your club decides to take on this commitment be sure to go to the ASTRA website at [astra.altrusa.org](http://astra.altrusa.org) and look through all the wonderful resources that are available for all aspects of working with ASTRA Clubs. I am available to help in any way I can and provide information and answer your questions. You can contact me at [astrachair@altrusadistricteleven.org](mailto:astrachair@altrusadistricteleven.org)

**ASTRA Motto: “GROWING IN SERVICE”**



**CREATING WAVES OF CHANGE**  
**66<sup>TH</sup> DISTRICT CONFERENCE**

**April 29 — April 30, 2022**

**San Diego, CA**

**Paradise Point Resort & Spa**

**Hello:**

**Make sure to mark your calendars for our 2022 Altrusa Conference. We are going to have fun! There will be workshops to satisfy everyone's interest and challenges. Thank you to Altrusa Chula Vista for hosting 2022 Conference. Together we can "Be the Change."**

### ALTRUSA DISTRICT ELEVEN BOARD OF DIRECTORS AND COMMITTEE CHAIRS

|  |                  |                    |  |
|--|------------------|--------------------|--|
| Governor                               | Melinda Aguirre  | Central Coast      | governor@altrusadistricteleven.org           |
| Governor elect                         | April Smith      | San Luis Obispo Co | governorelect@altrusadistricteleven.org      |
| First Vice Governor                    | Leslie Johnson   | Anaheim            | firstvicegovernor@altrusadistricteleven.org  |
| Second Vice Governor                   | Hillary Sloan    | Chula Vista        | secondvicegovernor@altrusadistricteleven.org |
| Director/Foundation Liaison            | Danielle Robello | Chula Vista        | director@altrusadistricteleven.org           |
| Treasurer                              | Betty Baran      | San Diego          | treasurer@altrusadistricteleven.org          |
| Secretary                              | Kathy Girard     | San Diego          | secretary@altrusadistricteleven.org          |
| Parliamentarian                        | Carol Latham     | Anaheim            | Parliamentarian@altrusadistricteleven.org    |
| Immediate Past Governor/Training chair | Pat Zoller       | San Diego          | trainingchair@altrusadistricteleven.org      |

|                               |                     |                    |  |
|-------------------------------|---------------------|--------------------|--|
| ASTRA                         | April Smith         | San Luis Obispo Co | astra@altrusadistricteleven.org                |
| Communications                | Corey Johnson       | Los Angeles        | communicationschair@altrusadistricteleven.org  |
| Service                       | Tiffany Lau         | Eastern Sierra     | servicechair@altrusadistricteleven.org         |
| Membership                    | Antoinette Thorburn | Oxnard             | membershipchair@altrusadistricteleven.org      |
| District Service Bulletin/DSB | Eva Salas           | Chula Vista        | dsbeditor@altrusadistricteleven.org            |
| New Club Building             | Gail Swain          | Eastern Sierra     | newclubbuildingchair@altrusadistricteleven.org |
| Literacy                      | Elaine Wilder       | Tucson             | literacychair@altrusadistricteleven.org        |
| Leadership                    | Jeri Fulgham        | Reno/Sparks        | leadership@altrusadistricteleven.org           |
| Webmaster                     | Eva Salas           | Chula Vista        | webmaster@altrusadistricteleven.org            |

#### Club Visit and Liaison Assignments-

|  |   |
|--|---|
| IPG-Pat Zoller                               | Indian Wells Valley, The West Valley, Tucson                      |
| GE-April Smith                               | Anaheim, Chula Vista, San Diego, San Diego North County Coastal   |
| First Vice Gov-Leslie Johnson                | Los Angeles, Monterey, Reno, Eastern Sierra                       |
| Second Vice Gov-Hillary Sloan                | Central Coast, Golden Valley, Santa Maria, San Luis Obispo County |
| Director/Foundation Liaison-Danielle Robello | Glendale, Long Beach, Oxnard, San Buenaventura                    |

**“Leading to a better Community”**