

THE ALTRUSA COMPASS



VOLUME 1, ISSUE 4

PRESIDENT'S MESSAGE

Merry Christmas! Happy Hanukkah! Joyous Kwanzaa!

No matter how we celebrate, as we enter the holiday season, let us take time to reflect on our many blessings. Through my position in Community Action I have many opportunities to appreciate how fortunate I am to have shelter, a job, food on the table, transportation, heat, and access to health care, as well as loving family and friends who add joy to my life.

I am thankful for my Altrusa family of caring, giving members who work to help relieve some of the daily burdens of those who struggle with the survival challenges of daily life. It was my Altrusa sponsor who gave me the gift of membership by bringing me into this worldwide network of amazing people and for that I am grateful. Altrusa has provided me with many opportunities and challenges for growth and to experience the joy of giving. I thank all of you who have had a part in this journey.

As you consider your friends and gifts you might give them, consider the gift of Altrusa membership. It is a gift that brings ongoing joy, friendships around the world, and opportunities for growth. Let's all share the gift of Altrusa and bring in a new member to mentor and grow in service.

In Altrusa Service,

Stona A Kerley

DECEMBER 20, 2014

The International Office will be closed December 24th-26th and January 1st in observance of the holidays. Aside from these closures, we will have regular office hours.



Inside this Issue:

<i>Opportunity Knocks for Membership Growth</i>	2
<i>ASTRA on the Rise</i>	2
<i>Adding a Member Online</i>	2
<i>New Altrusa Video</i>	3
<i>2014 Make A Difference Day Reporting Recap</i>	3
<i>Foundation Update</i>	4
<i>Member Profile</i>	4

This newsletter is being sent to District Fourteen in Spanish. It can be found online at http://members.altrusa.org/Publications/Altrusa_Compass.aspx

Opportunity Knocks for Membership Growth

There is a realistic opportunity to show **MEMBERSHIP GROWTH THIS YEAR** for the first time since before 1990 - as far back as our records go. Last May, the number of Active Members was 8,249. Currently it is 7,983. We only need 267 to have **MEMBERSHIP GROWTH**. In each of the last three years, over 300 new Active Members have joined by paying Half Year's Dues. **IT CAN BE DONE!**

Congratulations to Districts One, Three, Nine and Fourteen who already show membership gains this year.

However, challenges remain. 16 clubs were disbanded last year. Even with fewer clubs, our number of clubs under charter strength has grown to a record 143 clubs. There is more work to be done. Opportunities abound!

New Clubs

Several clubs are in formation. One already has 16 members and a projected Charter date.

Half Year Dues

Half year dues are in effect now through March 31st. What a great time to bring in new members.

Add an Altrusan Month

April is Add an Altrusan Month. It is your last chance to bring in new members this year. After April 1st full year dues are required and the new member receives a 14 month membership.

ASTRA Numbers on the Rise

ASTRA continues to grow! We already have three new Clubs since last November with more forming. In just two years membership has grown from 1,540 to 2,667 members. Congratulations go out to:

- * Club ASTRA Escuela Patria Latorre High School – Sponsored by Altrusa International of San Sebastian, PR, District Fourteen
- * ASTRA Club of Epiphany, Lake City, FL – Sponsored by Altrusa International of Lake City, FL, District Three
- * Northview High School ASTRA Club – Sponsored by Altrusa International of Atlanta, GA and Altrusa International of North Georgia, GA, District Three

These young people, serving their communities, are the future of Altrusa and the world!

Adding A Member is Now Easier Than Ever

The process for Club Presidents and Treasurers to add new and returning members online has been simplified. Those with access can go to the Club Tab and select Add New Member from the drop down list. Complete the online form with member and sponsor(s) information; repeat this process to add more than one member. Once everyone has been added, click Continue to Confirmation. If paying by check, print this confirmation page and submit a copy with each check for District and International dues. Once printed, you may navigate to any other part of the website or log off. If paying online, click Continue to Payment and follow the instructions.

There is no separate form on the website to add new members. Information is added to the Club Roster once payment has been received, either electronically or by mail.

Share the Joy: *Altrusa International Gets New Marketing Video*

To see the new 30-second video, click [here](#).

Copy and paste this link for easy sharing: <https://www.youtube.com/watch?v=yF4zHYSo800>

We have been given permission to use this video at any level of Altrusa, International through local, so share and share again!

The pictures featured in the video (in order of appearance): Altrusans at the Delta, Colorado food bank; a District Ten Altrusan with her daughter; a Past Governor of District Ten with her nephew that was an ASTRA member; and a young boy in the Haiti disaster relief program.

Thanks go out to several people for the newly rebranded Altrusa video. As with so many Altrusa things, Margaret Goodhue of District Ten was the driving force behind the project. She personally took the pictures that were used, with the exception of the little boy in Haiti, which was taken by a nurse sponsored by Altrusa International of Grand Junction. John Carls, himself a very talented photographer, did the video work and adapted it for us so that it would include the new Altrusa International logo. The background music is by Mark Pettit from his CD "Between Worlds" - a fabulous artist and very talented musician. And the excellent voiceover work was done by Jordan Carls, John's son.

We extend our deepest thanks to everyone involved for sharing their talent and ideas with Altrusa International. This video can be linked to any of your websites, or used as a PSA at your local television stations to spread the word of Altrusa!



Reporting Recap

This year, 135 Clubs submitted Make A Difference Day reports, compared to 84 Clubs last year. Most projects were not big projects. Over 75% of the clubs reported spending less than \$500 and donating less than 100 hours of volunteer time. But the collective impact was immense. Over 60,000 people were directly served, and countless more have and will benefit from projects with ongoing effects. Literacy was a common focus, with 58% of the projects addressing this topic. 66% of participating Clubs targeted children and youth and 29% targeted women.

This year's open format provided an opportunity for Clubs to try new things, with two-thirds reporting a new project this year. Clubs garnered recognition in many ways including 43% through community partnerships and 40% with media coverage.

The fun and fulfillment these projects brought to their clubs is evidenced by almost unanimous plans (97%) to participate again next year.

Foundation Update

Please consider giving to the Altrusa International Foundation this holiday season. It is through your generosity we're able to have continued success in the Grants, Disaster Relief, Endowment, and Club 21 Programs. Remember: your gift is tax-deductible and you're able to designate it to the program of your choice. Thank you for your support!

To make a contribution, go to <http://members.altrusa.org/F.Board/2013-2014AnnualReport.aspx> to download the contribution form. If you need assistance making your donation, please contact Shawna Kaiser, Foundation Coordinator, by phone at 312-427-4410 or by email at foundation@altrusa.org.

Member Profile:

Joni Ernst, United States Senator-Elect

Joni Ernst, a member of Altrusa International of Red Oak, Iowa since 2002, will serve in the United States Senate as the first woman to serve in federal office from the state of Iowa. She will also be the first female combat veteran to serve in the United States Senate.

Joni exemplifies Principle 6: Altrusa commends to its members an active interest in public affairs, realizing that the State is but the individual writ large. She has served as Montgomery County Auditor and as a State Senator. Lieutenant Colonel Ernst, Iowa Army National Guard, served in Operation Iraqi Freedom.

Congratulations Senator-Elect Ernst, and thank you for all of your service.

The Altrusa Compass, our monthly newsletter, is intended to provide members with a brief summary of timely information. International Bylaws and Policies, as well as Procedure Manuals that provide greater detail are available under the Publications tab at www.altrusa.org.

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