

THE ALTRUSA COMPASS



VOLUME I, ISSUE I

SEPTEMBER 1, 2014

PRESIDENT'S MESSAGE

Welcome to the first issue of the Altrusa International newsletter. Our goal is to get information into the hands of our members much quicker than in the past.

Last month, the Altrusa International Board Meeting was held and there were several task forces appointed based on feedback the International Representatives received while visiting conferences. Those task forces are: Tiered Membership, Lifetime Membership, Virtual Clubs and the Dr. Nina Fay Calhoun Award. For more information, each of the task forces are posted on the member site of the Altrusa International website. Both the members of the task force and the charge for each task force are listed there. Your ideas and input are appreciated and we are excited to explore each of these options!

Staff have worked hard at reorganizing the website to make things a little easier to find. I encourage you all to visit www.altrusa.org to see the latest information such as the schedule of International Visitors to 2015 District Conferences or the numerous items listed in this newsletter. There is a wealth of information on the website; please make use of it for your club. You may have noticed that there is only one Altrusa International Facebook page. We have consolidated the various pages for clarity and all posts are being handled through the International office. The committees are providing ideas for posts and posting is daily. We are almost at 1,000 likes and I would ask each of you to go to our page and invite friends to like us. Let's get our name and good work out there for the world to see. We want brand recognition and potential members wanting to join us.

In the membership area we have several clubs that are in formation. It is my hope to be able to announce the charter of the first one within a couple months. We don't all need to build a new club but let's all work on the *Power of One* and grow Altrusa!

INCORPORATION DEADLINE EXTENDED FOR US CLUBS

The deadline for US Clubs to Incorporate has been extended to December 31, 2015. The Board realizes that many clubs need additional information and assistance to accomplish this task. Help is on the way! Association Legal Advisor Pat Woodward is working with other Altrusa Leadership to make the process as painless as possible. A start is the new Incorporation FAQs which, with the first set of information, is available on the website at <http://members.altrusa.org/Publications/IncorporationToolkit.aspx>. The International Office will be collecting basic information from clubs and providing personal assistance to clubs one District at a time. State-specific information will be added.

Why Incorporate?

- IRS changes require clubs affiliated with an organization to be incorporated.
- It may provide additional protections varying from state-to-state.
- It documents a direct relationship for inclusion in International Insurance Programs.



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This newsletter is being sent to District Fourteen in Spanish. Additional requests for the Spanish Edition may be sent to altrusa@altrusa.org.

DEMYSTIFYING THE USE OF ALTRUSA[®] AND THE EMBLEM

- Members, Local Clubs, Districts, and International may use Altrusa[®].
- The Altrusa International Foundation may use Altrusa[®].
- The Altrusa International Foundation may grant their Local Club Foundations the use of Altrusa[®].
- Altrusa International may grant the use of Altrusa[®] to other entities.
- The Emblem will continue to be used on jewelry.
- Items that currently bear the Emblem may be used until worn out.
- The Emblem may be used on official documents.
- The Emblem may be honored in historical context.
- The International Office may grant additional use of the Emblem.

At this time, Altrusa International is allowing other entities that have been using the word Altrusa to continue to do so. Historically, clubs were encouraged to create foundations in the name of Altrusa. Infrastructures including trees, bridges, buildings, statues, park ornaments, etc. bear the name Altrusa. It may be in the Organization's best interest to allow them to continue to do so. A process and implementation timeline is being developed to orderly review and formally grant entities permission to use Altrusa[®].

In the spirit of Altrusa, it is believed that our name is being used for good purposes and its use represents no immediate threat to the integrity of the organization. If any member believes there is an inappropriate use, they should immediately report the situation to the International Office.

US TAX FILING REQUIREMENTS REMINDER

Legal Advisor Pat Woodward reminds every US club and District that they must file an IRS 990. Incorporation research finds many clubs do not have current filings. For her quick and easy instructions/fact sheet [click here](#).



The Altrusa Emblem

LOGO NEWS

- The tag line may be used in any of the three approved languages; English, Spanish, or French.
- ASTRA Clubs may have individualized logos that include their club name.
- Logos may be used in grayscale or single color on approved items.

Contact the office with your requests for updated logos.



THE MEMBERSHIP REPORT

Membership By the Numbers

These are the membership numbers, as of July 31, 2014:

Active	7,697
Affiliate	32
Life	16
Emeritus	325
Total	8,070

A detailed membership report is available at <http://members.altrusa.org/Committees/StandingCommittees/MembershipDevelopment/Reports.aspx>.

Club Annual Report

Congratulations to the 69 Clubs receiving Distinguished Service Awards!

119 Clubs took advantage of the extended opportunity to provide additional information to their Club Annual Report, bringing the percentage of reporting clubs up to 75%. The updated Metrics Report will be available soon at <http://members.altrusa.org/Committees/SpecialCommitteesandTaskForces/LRSPCommittee/Reports.aspx>

FOUNDATION UPDATE

Grant Deadline – International Foundation: **September 15, 2014**

- Applications are available under the new Foundation tab of the website (login side)

Local Club Foundations – Remember!

- The required name change – move “Inc” to the end of your foundation name by **December 31, 2014**
- Return the signed logo acknowledgment form to foundation@altrusa.org by **December 31, 2014**. We’ll create a custom foundation logo for you once it’s received.
- Keep an eye out – the LCF Annual Reporting Form will be sent **September 5, 2014**. It will be due by **September 30, 2014**.

Please contact Shawna Kaiser, Foundation Coordinator, at foundation@altrusa.org with any questions.

ALTRUSA INTERNATIONAL CHARGED FOR COPYRIGHT INFRINGEMENT

Altrusa International Inc. received an Unauthorized Use Notification from gettyimages® and was charged \$1,870 for the violation. Fortunately the URL was not ours. Unfortunately it is an Altrusa Club's independent website. The notice will be reissued to that local club. The item sited was an event registration flyer which used two images that allegedly they were not licensed to use.

USE ONLY PHOTOS YOU OWN OR PHOTOS YOU HAVE A LICENSE TO USE. Photos found on the International Website may not be used by others.

BUSINESS CARDS

You may now design your own business cards! Templates are also available on the website at <http://members.altrusa.org/Publications/Toolkit.aspx>. If you would like to share your designs, we will add them to the list of available templates.

Also, blanket permission has been granted to use local vendors for business cards. If a local vendor is used, please remit the required 10% royalty fee.

The Altrusa Compass, our new 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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like us on
Facebook!***