

## **SIGBI STRATEGIC PLAN 2021-2025**



Each SIGBI Director is tasked with visiting regions to talk about our strategic plan and current needs and aspirations.

I will mention, briefly, all 4 strategic goals but leave Goal 1 (PA) until last and focus more on this, one of our strategic pillars and the one I know most about, until later.

I will let Rita have a .pdf copy of this presentation and speaking notes in case you wish to try out the web links I have suggested.

## **STRATEGIC GOAL 2**

*Increase membership and  
reduce age profile.*

### **Join or Renew Your Membership**

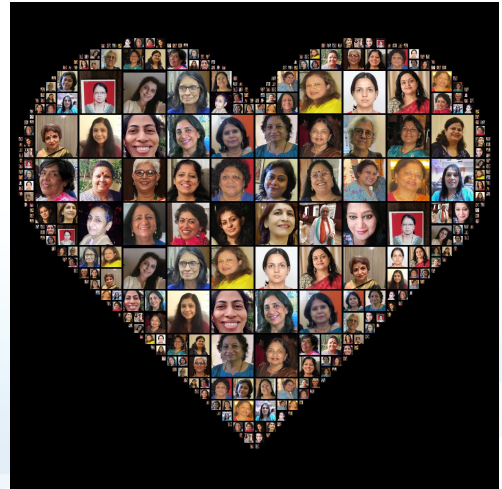


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I Am sure that you are all aware that our membership numbers and clubs are decreasing. This is happening to many organisations currently.

Our age profile is more towards my end of the scale but we need younger members. For example, SI is wanting to include a youth rep in some of the meetings I attend with them but they will not suggest an age range. The UN definition of youth is ages 18-25yrs. I feel that someone much older cannot really represent youth. When I visited SI Southern England recently there was a new, young member aged 27 yrs so I have invited her to join in and she has accepted.

- **New Forms of Clubs and Membership**
- **Targeted Marketing Campaigns**
- **Reduced bureaucracy**
- **Webinar on the members' page at <https://sigbi.org/members/membership/membership-webinar-2-april-2022/>**



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Chevonne has been looking at new forms of membership, such as e-clubs. Nisha has been leading on PR and marketing with advice on brand usage in order to raise greater public awareness of what we stand for and do.

## STRATEGIC GOAL 3

### *Increase Public Profile*



\*Today, **brands** are expected to engage in a dialogue, to exchange with their audience, to listen, respond and react to their needs both on and off line.

\*People don't use social media to see ads.

\*They go to feel a connection, to be inspired or to learn something new.

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Nisha's presentation at our webinar in February this year asked us to consider how to raise our profile. Not all of us are comfortable with social media but if we are to reach out to younger people we need to use them. With Jane as your media officer and web site administrator, I am sure you are well ahead on this.



- **External Marketing Plan.**
  - **Increased use of social media campaigns.**
  - **Improved communications within SIGBI.**
  - **Targeted marketing campaigns**
- <https://sigbi.org/members/prmarketing/template-press-releases/>
  - <https://sigbi.org/members/prmarketing/facebook-live-sessions-2022/>
  - <https://www.facebook.com/SoroptimistSIGBI/>

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Nisha and her team have been working on all of these issues.

They have produced items you can use and which are available from our web site and facebook pages. I have included some links for you.



<https://www.flickr.com/photos/sigbi>



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Here are some examples of items produced by Nisha and her team and some traditional media which we must continue to use.

We need to have:

- Good words
- Good focus
- Good visuals – I suspect you are well aware, with Sylvia and Jane as members, of the copyright rules around use of items found on the web. Clubs and regions are responsible for any misuse of them and this can result in large compensation fines, payable by the club or region and if they cannot afford to pay then individual members, not SIGBI, are responsible. Those on our flickr pages are safe to use. Royalty free is not the same as copyright free, of course.

## STRATEGIC GOAL 4

*Ensure systems, governance, structures  
and finances are fit for purpose*



**GOOD GOVERNANCE**

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A balanced budget, with good governance, are needed to support the pillars of PA, Membership and PR/communication.



- **Ensure future viability of SIGBI.**
- **Review of SIGBI structure.**
- **Review of all SIGBI governing documents**
- **New IT and Finance Systems.**
- **Deficit Budget to 2024.**

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With falling membership our income is falling so we have to find ways of making savings.

The largest proportion of most organisation's expenditure is on support costs such as HQ and staffing and we are no exception.

A current review of our structure is being undertaken.

Sylvia has been reviewing all our documentation and I hope that the revisions will be available soon.

Ruth is leading a change in our IT systems.

As a consequence of all this, together with the rising costs for everyone, it has been necessary to set a deficit budget until 2024.



## **STRATEGIC GOAL 1**

***Ensure SIGBI's work supports SIGBI Ltd's charitable purposes.***



Soroptimist International Great Britain and Ireland (SIGBI) Limited is a charity working to improve the lives of women and girls through its programme work.

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So, back to PA. As a registered charity we have to focus on our charitable purposes whilst being governed by the Companies Act as a company limited by guarantee.



**Drivers of climate change**

- Changes in the hydrological cycle
- Warmer land and air

**Changes to the climate system**

- Greenhouse gases, aerosol emissions, and land use change

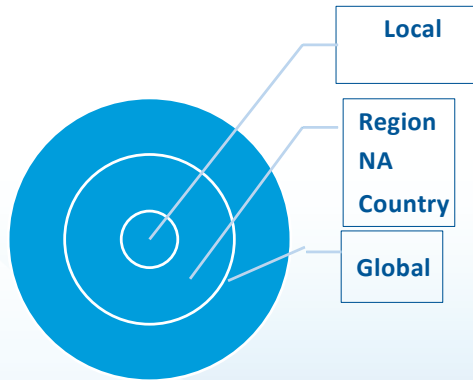
**Impacts**

- Food insecurity
- Risk to water supplies
- Conflict and climate migrants
- Localised flooding
- Flooding of coastal regions
- Damage to infrastructure
- Forest mortality and increased risk of fires
- More extreme weather
- Changes in ocean currents
- Global greening
- Ocean acidification
- Rising sea levels
- Melting ice
- Warming oceans
- Damage to marine ecosystems
- Fisheries falling
- Loss of biodiversity
- Change in seasonality
- Heat stress
- Habitat region of pests expands

1. The Economic and Social Council of the UN (ECOSOC) and the Commission on the Status of Women (CSW) – a mystery to many; I only began to understand how it all fits together after attending my first CSW in New York, with many thousands of delegates from women's organisations worldwide;
2. Through SI for the High Level Political Forum and use by our UN reps when they attend UN agencies on our behalf; plus The British Commonwealth;
3. To work with SI for events such as International Womens' Day (IWD), Day of the Girl Child and 16 Days;
4. To demonstrate what we do on our day of action and throughout the year;
5. Best Practice Awards which many see as an important part of our annual conference and as examples of best practice. More later.
6. We also use them for:
  - writing blogs
  - compiling reports for UKPAC
  - writing articles for Sorooptimist News
  - compiling the SIGBI Annual Report

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## Programme Action Webinar 21 April 2014



**MEMBERSHIP The TipJaneg**  
**WHERE ARE WE NOW?**  
**WHERE ARE WE GOING?**



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Each webinar focused on different topics.

The first one covered the future of PA and the relationship between it, membership and the growth of SIGBI. It ranged from local to global to encompass Educate, Empower and Enable through Awareness, Advocacy, and Action.

The next one looked at whether or not to have a SIGBI project -

Question	Results %		
	Yes	No	N/A
1. Do you think we should have a SIGBI project?	36	64	
1. If we do not have a Federation project, should:			
1. We support credible agencies through direct arrangements at region/NA/country/club level?	64	36	
1. The Board suggest support of a chosen agency/partner?	57	43	
1. If yes to 2.2; should any agency be chosen through a ballot of clubs?	57	7	36
1. If we do have a SIGBI project:			
1. Should we accept that no single choice would meet the interests or needs of all of our countries, not as donors nor beneficiaries?	95	5	
1. Should it be chosen in the same way as before, by a request for ideas with a shortlist to be voted on at conference?	43	57	

Ruth gave a presentation on the financial aspects of running a project covering the source of funds, due diligence on implementing partners and avoiding money laundering traps such as crowd funding.

Sylvia spoke about the governance issues such as public benefit, due diligence, financial crime and partnerships whilst reminding us that SIGBI is a company limited by guarantee and clubs are unincorporated organisations.

A questionnaire to attendees on the day revealed this chart - 64% saying no to a SIGBI project with 95% accepting that no single choice could cover the interests of all our clubs. Past SIGBI projects had received no more than 2 or 3 donations from outside the UK and not all UK clubs supported them.

## Programme Action Webinar 5 February 2022

- **What** – Discussing and agreeing a topic;
- **Why** – What are the choices and why?
- **How** – What are you going to do to achieve your objectives?
- **Outcome** – What outcome do you expect?
- **Reporting your project** – what did you achieve and lessons learned.
- <https://sigbi.org/members/programme/programme-database/>

### **DIGIGIRLZ Trinidad & Tobago 2020 GIRLS IN STEM**

#### • **WHY?**

#### **3 COMPELLING REASONS**

#### • **HOW?**

#### **STRATEGIC PARTNERSHIPS**

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Much of this webinar explored delegates' understanding of project reporting.

One of the main changes agreed was to bring the text boxes earlier in completing the PFRF so that there is an easier progression to choosing SDGs. Further help on completing the SDGs is in the link shown here, in the membership section.

A format we have used for Best Practice Award presentations each year has followed this 'planning a project' pattern which should help in completing PFRFs. An example is one from Trinidad & Tobago from last year, Digigirlz #55573.

- **WHAT/WHY did they do that? A few reasons -**
  - **Firstly** – pathways to increasing the **economic empowerment of women**
  - **Secondly** – to build capacity. Research has shown that the number of girls interested in STEM doubles when they have a role model to inspire them. More women in STEM means **more role models for girls**.
  - **Thirdly to close the gender gap in the STEM fields.**
- **How** - partnering with corporate entities and academia, namely Microsoft and the schools.
- **Outcome** – 28 girls benefitted from the project. It was reported in 2 national papers thus also spreading knowledge about soroptimism.

The information you include can help other clubs when they are planning a similar project.

BPA presentations are available on our websites in the members section under PA and on conference web sites over the last 4 years.



WHAT - Soroptimist International Great Britain and Ireland (SIGBI) Limited is a charity working to improve the lives of women and girls through its programme work.

Working to the United Nation's Sustainable Development Goals and the 5 P.s:

1. People – SDG 1-5
2. Prosperity – SDG 7-11
3. Planet – SDG 6 & 13-15
4. Peace, Justice and Strong Institutions – SDG 16
5. Partnerships for the goals – SDG 17

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So, how do we improve the lives of women and girls?

We have tried to simplify the 17 SDGs by using the UN's suggestion of 5 Ps. Each goal typically has 8–12 targets, and each target has between one and four indicators. There is a table of suggestions on the link in the previous slide.

Some have suggested that we focus only on SDG 4 – education - and have challenged suggestions of combating climate change. Each of them links to all of the other SDGs and will fail if we focus on only one SDG.

Let us look at education and climate.



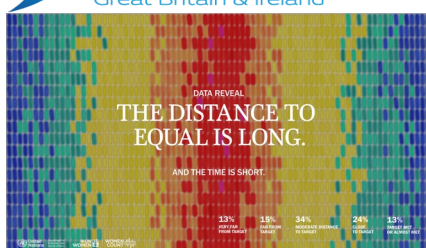
For example:

1. SDG 4, education - school education needs children to have been well fed before attending school;
2. SDG 2, no hunger- needs to have good food available at affordable prices;
3. SDG 6, access to potable water, plus no need for women and girls to walk long distances to carry it from a well; and effective sanitation;
4. SDG 1, no poverty - needs parents or guardians to have sufficient income in order to be able to afford to buy nutritious food; this means paying attention to SDGs 7-11;
5. SDGs 7-11 – these enable the communities to have clean energy, good employment conditions and wages, reduced inequalities and sustainable communities;
6. SDG 5, gender equality - needs to have equitable access for all women and girls; that means giving resources to those in most need (equity), not the same to everyone (equality);
7. SDG 3, good health - depends on an adequate diet, clean water, good sanitation and universal access to health care;
8. SDGs 12 -15 to ensure we will not need 'planet B' we will need to educate ourselves and others and take action ;
9. SDG 16, peace/justice/strong institutions is needed to provide the atmosphere in which other SDGs can be delivered, e.g. Afghanistan and Ukraine;
10. SDG 17, partnership is essential to all since we cannot achieve success without working across communities and having strong allies.

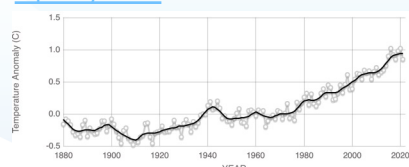


## HOW

<https://dashboards.sdgindex.org/profiles/united-kingdom>



<https://data.unwomen.org/features/are-we-track-achieve-gender-equality-2030>



[NASA's Goddard Institute for Space Studies \(GISS\). Credit: NASA/GISS](#)

FAST CHEAP FASHION IS COSTING THE EARTH



**Plastic:**  
Useful for minutes,  
harmful for decades.



#SoroptimistDayofAction

Soroptimist  
International  
Great Britain & Ireland



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In my blog in August I used this graphic since it illustrates the gaps we need to fill; and the graph showing the increase in global temperatures;

If, like me, you are fascinated by data take a look at the SDG dashboard - <https://dashboards.sdgindex.org>. The UK is 11<sup>th</sup> in the SDG league table at present with Estonia and Poland on a par with the UK. The USA is at 41 and Canada at 29. Finland, Denmark and Sweden head the table.

Examples are in our [Federation Programme Action Committee meeting](#) in 2021 which addressed climate change plus the [Best Practice Award winner](#) from SI The Wrekin which addressed 'fast fashion' and shopping from sustainable and ethical fashion brands;

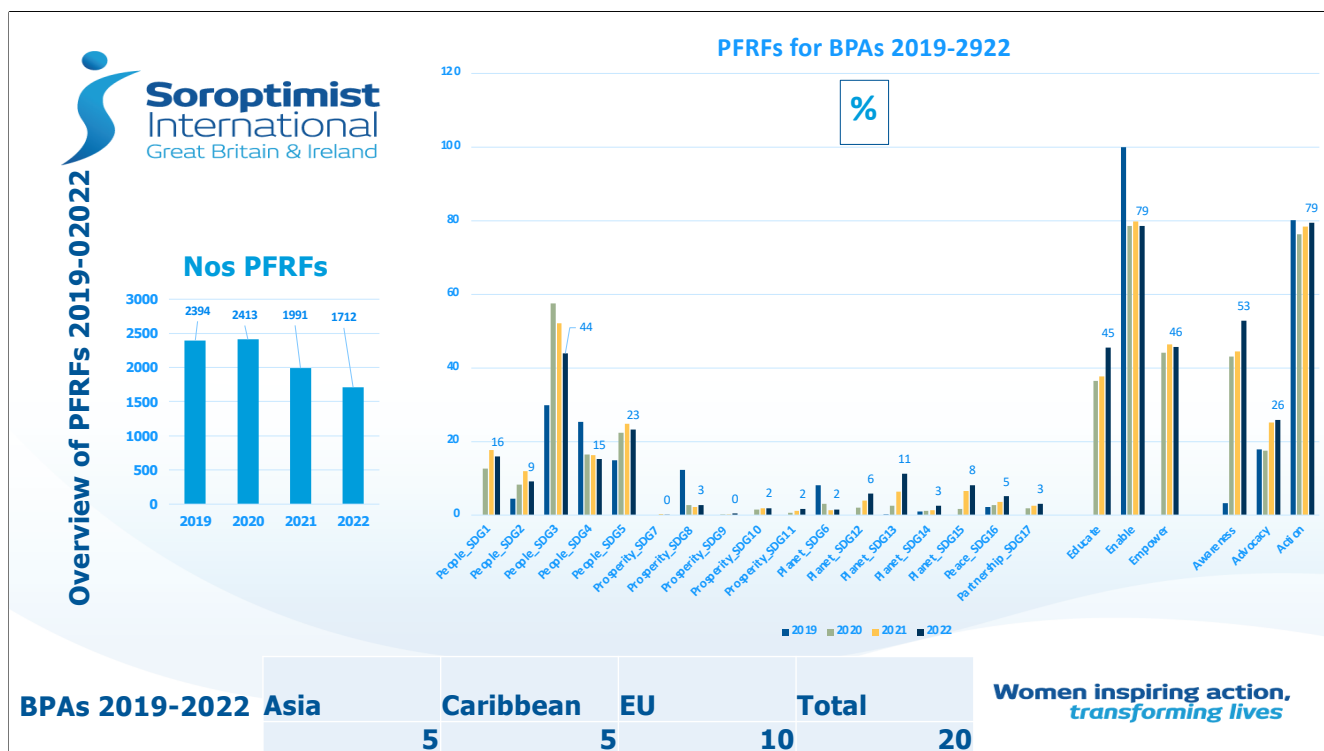
A suggested mnemonic is reduce/repair/reuse/recycle; in the UK, we can use schemes such as fashioncycle from John Lewis and shwapping from Marks and Spencer as well as the charity shops;

Our day of action on 17 July this year suggested reducing single use plastic– there is a map on our web site which shows relevant projects reported during July.

[https://www.google.com/maps/d/viewer?ll=-3.81666561775622e-14%2C-121.59385918215315&z=1&mid=15JGMLnegs8IZx\\_mq0dgGS4duytizshg](https://www.google.com/maps/d/viewer?ll=-3.81666561775622e-14%2C-121.59385918215315&z=1&mid=15JGMLnegs8IZx_mq0dgGS4duytizshg)

Trees for our centenary – 204 PFRF reports in 2021 with over 1000 trees planted and I suspect that not all clubs submitted PFRFs. The bottom row has a photo from our Europe cluster (Jacquie of course) plus one from Asia in the Gandhi Museum (Madurai) whilst the third one is from the Caribbean (Esperance).





I apologise in advance for this busy slide but it is the trends over the last 4 years I wish to look at.

Over the last 2 years the numbers of PFRFs has declined – probably due to Covid and the result of declining membership numbers and clubs.

SDG 3 for Health is the most popular each year whilst SDG 5 for gender equality has been ahead of education for the last 3 years.

Despite working with partners (not just giving donations but ‘hands on’) is way down but has been showing an upward trend over the last 3 years. I am sure that it is and could be much higher.

Of the 3Es ‘Enable’ is the favourite whilst from the 3As ‘Action’ is in the lead. Should we be doing more advocacy – e.g. on the demotion of the Minister for Women in the current government to Parliamentary Secretary (Cabinet Office) from Parliamentary Under Secretary (FCDO).

We have 3 clusters for looking at PA work with countries in the Europe cluster being within UKPAC with ROI and Malta as observers.

The other clusters are:

- Asia – India, Pakistan, Bangladesh, Nepal and Sri Lanka
- Caribbean – Anguilla, Barbados, Grenada, Jamaica, St Vincent & Grenadines, Trinidad & Tobago, Turks & Caicos.

We are asked often why do clubs in Asia and the Caribbean win more awards? Well it is not so. It has varied year on year over the last 4 years and this is the overall picture for 2019-2022. In 2020 4 out of the 5 were in the UK.



## Partnerships

\* <https://www.facebook.com/North-America-Europe-UN-CSW-Caucus-103341485522214/>

\*North America and Europe Womens' UN CSW Caucus

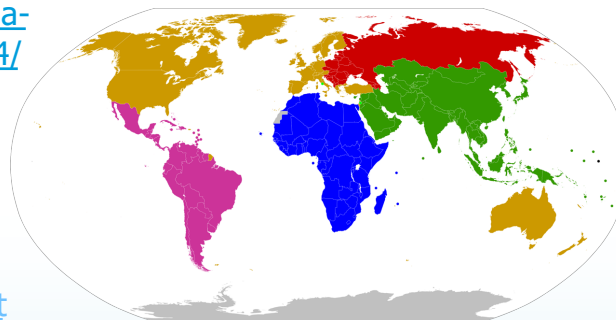
<https://womensmajorgroup.org>

Group for HLPF

The UK report in 2019 is at

[https://sustainabledevelopment.un.org/content/documents/23678UK\\_12072019\\_UK\\_Voluntary\\_National\\_Review\\_2019.pdf](https://sustainabledevelopment.un.org/content/documents/23678UK_12072019_UK_Voluntary_National_Review_2019.pdf)

\* <https://nawo.org.uk/our-members/>  
National Alliance of Women's Organisations and its Civil Society Women's Alliance



By Lokal\_Profil, CC BY-SA 2.5,  
<https://commons.wikimedia.org/w/index.php?curid=4159529>

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SIGBI has several partnership links, so increasing our sphere of influence; SI and the Federations are, of course, our most obvious ones.

Other partnerships are:

- The NA&E Caucus at the UN; The Caucus works on issues such as CSW – sorops are well represented on this group especially during negotiations on the outcome document of CSW each year. This is one of 5 caucuses, as shown on the map.
- The women's major group is involved mostly with the High Level Political Forum (HLPF) which reviews each country's progress on the SDGs with selected SDGs and some countries, annually. Countries volunteer reviews, known as VNRs. There are usually around 40 submissions. This year it was SDGs 4, 5,14,15 and 17. The UK was reviewed in 2019 – its report covers all SDGs.
- NAWO and its CSW Alliance – Liz Dominey and I and 3 other soroptimists as members of other organisations are involved currently with this group which focuses on the UK and works with the Government Equalities Office. It was critical of the VNR report submitted by the government in 2019. Being a member of this group enables us to maintain our apolitical status since any communication is the result of debate across the membership and enables us to work more closely with the GEO than we would be able to do alone. However, at the moment the future of the GEO is uncertain with the demotion of the Minister for Women.

## OUTCOME - the value of partnerships



**EVERY**

**WOMAN**

**TREATY**

<https://everywoman.org/our-story/>  
Every Woman Treaty

**A Network of Women's Rights Activists From 128 Countries United by One Purpose Frontline Activists put their own lives at risk to protect women and girls from violence. But they can't do it alone. We urge heads of nations to take a stand and issue a public call for this global treaty.**

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There has been dissatisfaction with the Convention to End all forms of Discrimination Against Women (CEDAW) and the Beijing Platform for Action for some years because they are not enforceable legally. The Istanbul Convention from the European Council is, when incorporated into national laws – just achieved in the UK. The Every Woman Treaty is meant to improve on CEDAW but this has to be negotiated with the UN....

Some authors of the EWT:

Margaret Owen, Founder/Director, Widows for Peace through Democracy, England – CSW Alliance

Jackie Jones, Past President, European Women Lawyers Association, UK, a member of the core platform committee and a member of SI Cardiff

Jeanne Sarson, Founder, Persons Against Non-State Torture, Canada – NA&E Caucus

This will need our strong support if it is to progress through the UN and be adopted.



I hope this overview is of interest and help to you going forward and I am happy to take questions and listen to your comments.