



When Change is not an option but a need

The European Federation's focus was on developing a strategy to be an attractive organisation for both current and future members. An organisation in line with the much changed world after periods of alternating lockdowns.

The motto remains "Rebuild, Rethink, Reinvent and.. Reposition"
Soroptimist in the New Normal.

It proved to work: we knew that in order to become the attractive organisation we had to come with a stronger OFFERING :. One that our members would feel the recognition they deserve ,one that the outside world would recognise Soroptimist for.

Our projects are the best proof for what we stand for, as an organisation we had to reposition. Being focused on our global efforts,, creating the much-needed community around the very focus, our basic objectives, well targeted and undoubtedly exclusively focused on women and girls.

It worked: our annual report showed a 70% increase to 9,4 million Euros on projects and a significant decrease in membership loss. And the tools for reaching out to a younger public are more popular than ever.

I look forward to sharing moments with you, and then take ACTION, raise AWARENESS and ADVOCATE.

Carolien Demey
SI Europe President