



# NEWS & NOTES

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YOUR WEEKLY UPDATE ON GFWC NEWS

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October 10, 2024



You are cordially invited to attend the festive 2024 GFWC Holiday Open House on Wednesday, December 4, 2024. Join us as we feature the “Season of Giving” celebrating the most meaningful gift—the joy of serving others and the difference we make.

We hope you will join us in person at GFWC Headquarters in Washington, DC for a day of festivity.

Please RSVP at [memberportal.gfwc.org/events](https://memberportal.gfwc.org/events) and select ONE time slot in which you would like to attend.

If you are planning to bring a group, please contact GFWC Events Manager Nishu Raina at [NRaina@gfwc.org](mailto:NRaina@gfwc.org)

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## World Mental Health Day



Today GFWC recognizes World Mental Health Day by planting a Hope Garden of yellow tulips in front of our GFWC Headquarters. The Yellow Tulip Project is committed to helping others realize that even in the darkest of places, hope is always there, and suicide should never be an option.

Founder Julia and her mom Suzanne Fox founded the Yellow Tulip Project to create a space for determined youth to smash the stigma, build community, and inspire productive conversations about how to combat the rising rates of suicide.

To learn more about GFWC Honorary Chairman Suzanne Fox and the Yellow Tulip Project visit [theyellowtulipproject.org](https://theyellowtulipproject.org)



## **2025 Success for Survivors Scholarship Application Now Available**

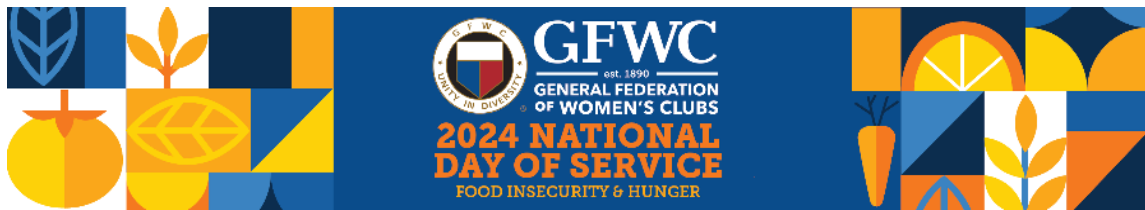
Since 2011 GFWC has awarded scholarships to help survivors of domestic and sexual violence. This scholarship helps them obtain a post-secondary education that will offer the chance to reshape their future by securing employment and gaining personal independence.

Candidates must be enrolled or planning to enroll at an accredited public or private post-secondary school, including community colleges, technical schools, and four-year universities.

Please share this information on your club's social media channels or with local high schools and shelters to get these applications into the hands of those who need them.

Scholarships are due to [Programs@GFWC.org](mailto:Programs@GFWC.org) by **February 15, 2025**

Learn More at <https://www.gfwc.org/scholarship/>



## Reminder: Complete the 2024 GFWC National Day of Service Impact Report

With over 1,000 groups participating, measuring our collective impact helps show the power of GFWC.

**Please submit your GFWC NDS Impact Report Form as soon as possible so we may compile your data.** It is of primary importance that we gather data to show our total impact made by all GFWC groups engaging in our GFWC National Day of Service on September 28!

Remember to upload up to five action shots of your project for a chance to be featured in the Fall issue of *Clubwoman Magazine*!

[Submit Form](#)

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# Cares & Concerns

We are saddened to share the passing of Washington Past State President, Dawn Magden (2012-2014). Our thoughts are with all who knew and loved her. Dawn's obituary is available [here](#).

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## Grow with the Mississippi Valley Region

By: Karen Martinek, 2024-2026 Mississippi Valley Region President

The Mississippi Valley Region of GFWC is in the center of our country known as America's Breadbasket or the Corn Belt. This region has fertile soil, moderate temperatures, adequate rainfall, and a reasonably long growing season, conducive to growing diverse crops. Our states feed a large portion of the population.

### My theme is "You Grow Girl"

We need to help sustain our planet and our food supply. For my project, I am asking everyone to plant something, a tree, a plant, a home or community garden, and to take excess produce to their food pantries.

We also encourage personal growth through lifelong learning. We promote the LEADS program and ask graduates to participate in our conference program. Other goals are growing club and conference membership.

At our Mississippi Valley Region Conference:

- The Director of the Herbert Hoover Presidential Library spoke on the Hoovers' work and influence in feeding the world during and after World War I.
- We visited the World Food Prize Foundation and learned of Nobel Prize Laureate Norman Borlaug's efforts to feed the world and their current award of \$500,000 each year to a person whose creative achievements improve the world's food supply.
- We visited the Better Homes and Gardens research garden and learned of improved growing methods.
- We donated nearly \$2,000 of healthy snack packs and baby formula to the Children and Families of Des Moines for their programs.

- We gave out seed packets and recipes for superfoods to encourage plantings.



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## HEAR YE! HEAR YE! PROCLAMATIONS WORK!

By: Mary Pat Marcello, GFWC Legislation/Public Policy Chairman

During the 2024–2026 Administration, the Legislation/Public Policy Committee is guided by our theme, *Raise Our United Voices*.

A significant part of advocacy includes bringing attention to a specific issue or group. State Federations and local clubs can help raise awareness by asking their state or local governments for a proclamation recognizing a specific awareness day, week, or month or the anniversary of a club or State Federation. Tips for writing a proclamation may be found in GFWC Digital Library in the Legislative Toolkit or in the Legislation/Public Policy section of the *Club Manual*.

Attend the signing ceremony and promote the fact that the proclamation was issued with a photo on your website and on social media. Send a copy of the photo with a thank you letter to the issuing dignitary, with the request that the photo be shared on their website/newsletter.

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## Get Your Story Told

Did you know that the average media journalist receives between 30 and 50 requests for publicity daily? To get your GFWC club's events and accomplishments publicized, your information needs to stand out. The two major components are structure and content.

A MEDIA RELEASE follows a defined structure. It should be limited to one typewritten page on your club letterhead which includes your club name, mailing address, telephone, and email address. Use 12-point font and a clear font such as Arial or Times New Roman. Never type in all caps except for emphasis.

Immediately below the heading is the publication date on the left side. Most commonly this reads **FOR IMMEDIATE RELEASE**. On the right side, you will type FOR ADDITIONAL INFORMATION. Include the contact person's name, title, phone, and email address.

For the content, start your story with a catchy fact or quote that will grab the reader's attention. The first paragraph should include the five w's – who, what, where, when, and why. Order the points based on which is most interesting. Don't use acronyms like GFWC on the first reference; instead, spell it out!

The second paragraph will contain additional facts. Include accurate information that will be interesting and exciting to the readers. Attach an action photo, if available.

Your closing paragraph is your boilerplate. The communications section of the *GFWC Club Manual* and the *GFWC Style Guide* have suggested language. There is also a Press Release Template for your convenience. All are available on the GFWC Member Portal. When the article is finished, insert XXX at the bottom of the page to indicate "End."

**XXX**

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## THE GFWC LEARNING GATEWAY SERIES

GFWC MEMBERS ARE INVITED TO REGISTER FOR THE NEXT *GFWC LEARNING GATEWAY* WEBINARS PRESENTED BY THE 2024-2026 GFWC HONORARY CHAIRMEN.

**OCTOBER 23 @ 7 P.M. – Celebrate Child Advocacy Week, David Coffey, Safe Surfin' Foundation** is a 501(c)(3) non-profit Cyber Safety and Responsibility educational initiative created by law enforcement professionals who are dedicated not only to protecting youth from those who would do them harm but also pro-actively educating youth in the safe and responsible use of today's ever-changing technology.  
[https://us06web.zoom.us/join/register/WN\\_WCZNa3Dp5v2TF@seNeYxw](https://us06web.zoom.us/join/register/WN_WCZNa3Dp5v2TF@seNeYxw)



Don't miss the next webinar! **Sign up today** to learn from 2024-2026 GFWC Honorary Chairman David Coffey.

**OCTOBER 23 @ 7:00 pm EASTERN– Celebrate Child Advocacy Week with David Coffey, Safe Surfin' Foundation** is a 501(c)(3) nonprofit Cyber Safety and Responsibility educational initiative created by law enforcement professionals who are dedicated not only to protecting youth from those who would do them harm but also pro-actively educating youth in the safe and responsible use of today's ever-changing technology.

<https://bit.ly/gfwcgateway2>



**World Egg Day is October 11 and Heifer International is celebrating the success of the Kikibá Women's Entrepreneur**

In rural settings in Yucatán and Quintana Roo, Mexico, Heifer is promoting the active participation of women in the labor market through the development of family businesses for the production of cage-free and stress-free chicken eggs. The Kikibá collective is made up of women in 15 different communities in the Yucatan Peninsula of Mexico, who have formed a poultry cooperative. This initiative, supported by Heifer, provides these women with training and resources to raise chickens and manage their businesses effectively. The



Kikibá entrepreneurs have generated nearly one million eggs in sales to Toks restaurant chain in Merida, Mexico.

Many women, just like the ones in these communities, have benefitted from funds raised by GFWC in support of the women farmers' poultry projects. In addition to animal well-being trainings to ensure healthy chickens, business support and technical training have helped determined women develop income-generating farms and build confidence to overcome challenges and become leaders in their families. The cooperative has significantly improved their economic situation, allowing them to invest in better living conditions and their children's education. The women have embraced a truly holistic organic egg production, in a manner that results in healthy chickens producing healthy eggs to provide excellent nutrition for their families and their customers, all the while using methods that maintain a healthy environment. By collaborating and supporting one another, these women have not only enhanced their own lives but also contributed positively to their community.

The women's egg sales are only a small part of their success. The broader impact of empowering women through entrepreneurship highlights how such initiatives can foster sustainable development and break the cycle of poverty. Heifer's approach illustrates the importance of capacity building and mutual support in achieving economic success.

Heifer gratefully recognizes GFWC's commitment to enhancing the lives of women, creating lasting change in communities, and promoting economic resilience through innovative and sustainable practices. To learn more about Kikibá collective you can read more [here](#).

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## Why is Nature Important?

By: Sharon Oliphant, GFWC Environment Chairman

You don't have to be a scientist or a naturalist to know the answer to this question. Just think about how many years ago someone first had the idea to protect our natural resources. I am sure it didn't just come up in casual conversation around the dinner table. Something happened; someone saw something. The great importance and impact of our surroundings was thought about.

As members of the General Federation of Women's Clubs, we have the background, history, legacy, and foresight to continue the conversation on the importance of protection and preservation. GFWC has a long history in conservation efforts such as our support for public lands. The GFWC Conservation Department was key to forming the National Park Service in 1916, and helped create six parks between 1916 and 1920.

Biodiversity is the variety of living things that populate Earth. We need a rich mixture of living things to provide food, building materials, and medicines. It allows us to maintain a clean and healthy landscape. Additionally, natural landscapes inspire creativity and foster a sense of connection to the earth. Preserving nature supports various cultures and traditions, as many communities rely on natural resources for their livelihoods. One species becoming extinct can impact thousands of lives and delicate ecosystems.

Plan to preserve your local ecosystem by celebrating National Recycling Day on November 15. Go out in nature and pick up trash and items left behind. As a club member, you can build a future. Start or continue a plan using nature, water, and recycling. Get people engaged. Change your mindset.

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In support of Ukraine, GFWC has donated a total of \$74,139 to UNICEF's emergency programs in Ukraine. This support was instrumental in allowing UNICEF to build and operate crucial programs on the ground for children greatly affected by the war.

Concerning the Russia-Ukraine War, UNICEF is tackling operations in a five-prong thematic approach. From January to June 2024, UNICEF provided 2.4 million people with safe water, provided access to health services for 460,000, extended psychosocial support to 360,000, ensured access to education for 339,000 children, and reached 42,000 people with humanitarian cash transfers.

Your donations will help UNICEF make an even greater impact on Ukrainians by:

- Assisting health workers and hospitals and ensuring access to essential health care
- Providing safe water and sanitation in Ukraine
- Supporting over 200 Spilno Child Spots, [child-friendly spaces](#), across Ukraine that offer services and activities for children and caregivers — including mental health and psychosocial support.
- Helping children inside Ukraine access education, including early learning, in both formal and non-formal settings.
- Reinforcing protection programs focus on gender-based violence, and landmines.
- Increasing emergency cash support combined with longer-term system strengthening efforts to support a child-centered recovery.

Click [here](#) to donate through a special GFWC link and learn more about what UNICEF was able to achieve with donors like you.

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## Volunteers in Action: GFWC Woman's Club of Vista (CA)

For this year's GFWC National Day of Service, the GFWC Woman's Club of Vista helped fill pantry bags at their local food bank. The Jacobs and Cushman San Diego Food Bank supports 400,000 people a month. The club packaged hundreds of bags filled with dry pantry goods for distribution to San Diegans.

*Please send your full club name, State Federation, and 100 words on your project to [PR@GFWC.org](mailto:PR@GFWC.org)*



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