



## CALIFORNIA FEDERATION OF WOMEN'S CLUBS CLUB AWARD ENTRY COVER SHEET

2024

|  |                                    |            |
|--|------------------------------------|------------|
| Chairman: Mary Kamhi   | Club: GFWC Woman's Club of Cypress |            |
| Number of Members: 109   | District: Orange                   | Area: C    |
| Reporter's Address:  |                                    |            |
| City:  | State: CA                          | Zip: 90630 |
| Email:   | Phone:                             |            |
| <b>COMMUNICATIONS &amp; PUBLIC RELATIONS</b>                                     |                                    |            |
| Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO |                                    |            |

The GFWC Woman's Club of Cypress has proudly served the community for 58 years, dedicating time, talent, and resources to making a meaningful impact. Situated in the northwest corner of Orange County, the club offers service and philanthropic opportunities to its diverse membership, with a shared goal of being both a voice and a helping hand in the community and the communities around us.

Our membership includes long-standing members with over 50 years of involvement, along with numerous past presidents, and new members joining annually. Members, ranging in age from 35 to 94, bring a wealth of experience and energy to the club. While many are retired and actively engaged, seasoned members mentor newer or working members, ensuring everyone has an opportunity to contribute meaningfully.

Beyond financial contributions, members volunteer hundreds of hours annually, supporting vital projects that benefit local, national, and global communities. Together, we work toward lasting change, continually upholding our mission of service, empowerment, and fostering a stronger, more connected community.

In *The Informer*, we've introduced a section celebrating women of the past who changed the world and highlighting how we impact our community today. Inspired by the GFWC's initiative to establish a national monument to the women's suffrage movement, over 30 members signed the petition, showcasing the power of our collective voices. By honoring these trailblazers, we aim to expand awareness of their legacy while celebrating the incredible contributions of the GFWC Cypress Woman's Club.

**Project Title: Social Media    Hours 100    Donated \$0    In Kind \$0**

Our Facebook and Instagram accounts have evolved to better reflect who we are and the extraordinary work we do. By leveraging tools like Canva, we've doubled our social media posts, producing vibrant, eye-catching content that not only grabs the attention of our community but also preserves the Club's legacy. We continuously update photos of our members, highlighting their contributions and the many events we help organize, run, and participate in. This effort has garnered numerous likes and shares, increasing visibility for our activities and attracting new members eager to join our mission. Through our expanded social media presence, we've brought events like our Tea, Crime Prevention initiatives, Health & Wellness programs, and Arts showcases into the spotlight. Our outreach extends beyond the local

community, earning recognition from Women's Clubs across California and inspiring broader connections. Events such as the 2024 Women's Conference, the Cypress Run, and partnerships with Meals on Wheels, Toys for Tots, and the VA Hospital exemplify our commitment. We've also led impactful initiatives like holiday card campaigns, Kindness Bags for seniors, and harvesting produce for Second Harvest Food Bank of OC during the GFWC National Day of Service. These efforts have solidified our role as a cornerstone of service and philanthropy, leading to prestigious recognition, including the Non-Profit Distinction Award from Representative Michelle Steel's office and the City of Cypress. Our annual yearbook is another testament to our dedication, providing members with up-to-date information, including chair positions, bylaws, and personal milestones. By expanding our reach and celebrating our members' contributions, we have elevated the Club's presence, ensuring our work inspires and impacts generations to come.

**Project Title: Club Website Relaunch    Hours 75    Donated \$0    In Kind \$0**

This year, we proudly refreshed our website, wccypress.org, to make it more engaging, user-friendly, and reflective of who we are as a Club. We sought member input, prioritizing the clear communication of our strategy and mission on the homepage, alongside vibrant photos and features like a calendar of events and a video celebrating our 55-year anniversary. Each page was carefully reviewed and updated, ensuring the site remains relevant, inviting, and a true reflection of our Club's energy and dedication. Updated monthly, it serves as a welcoming space for members, recruits, and the community to connect with our mission and vision.

**Project Title: Press Releases    Hours 35    Donated \$0    In Kind \$0**

We have published several articles both in local newspapers and on our social media. These articles range from publicizing our new Club Officers to advertising for our major GFWC fundraisers. We recognize the best way to get attention is to include photos with our articles. Knowing this, we challenged our Publicity Chair and other members to take photos at all events. Every time we get into the press, we have community members calling to either congratulate us or ask questions on how they can join our club. This builds our Woman's Club of Cypress.

**Project Title: Friendly Informer Newsletter    Hours 500    Donated \$0    In Kind \$200**

*The Friendly Informer* has evolved into more than just a newsletter—it's a dynamic work of art that combines creativity with functionality, making it engaging and accessible for all. Released ten times a year, it features a President's Message, Chairman updates, upcoming events, monthly birthdays, and an easy-to-follow calendar of projects and activities. This format not only keeps our members informed but also creates an inviting piece they can proudly share with family and friends, fostering connection and community. With our membership spanning ages 35 to 94, *The Friendly Informer* is tailored to meet diverse communication needs. It's shared via email with members, potential recruits, and Orange District Presidents, extending our reach and strengthening our network. For those without access to a computer, we ensure no one is left out, providing printed copies thanks to the generosity of one of our local real estate members. By prioritizing inclusivity, we uphold our commitment to engaging every member, no matter their circumstances. In our ongoing effort to inspire and celebrate women, we've introduced a new section in *The Informer* dedicated to honoring remarkable women of the past who have made a difference in the world and reflecting on how we, as members of the GFWC Cypress Woman's Club, are impacting our own community today. These articles were inspired by the GFWC's initiative to pursue the establishment of a national monument to the women's suffrage movement in Washington, D.C. This powerful movement serves as a reminder of the profound change a single act of determination can spark, transforming the lives of countless others. In support of this initiative, over 30 of our members signed the petition, proudly acknowledging and demonstrating the strength and power behind our collective voices. By highlighting these trailblazing women, we hope to expand awareness and

appreciation for the legacy they have left behind while celebrating the incredible women within our Club who continue to forge paths of philanthropy, leadership, and community impact. Together, we carry forward the torch of progress and empowerment. This newsletter has proven to be an invaluable tool for showcasing the Club's accomplishments, attracting new members, and celebrating the hard work of our team. Its vibrant design and comprehensive updates make it a cornerstone of our communication strategy, reflecting the energy and dedication of our Club while keeping everyone connected and inspired.

**Project Title: President – Weekly News      Hours 104      Donated \$0      In Kind \$0**

Continuing with the tradition from prior administrations, our President provides weekly news via email to our club members. Having over 80 members ranging in ages from 25-93, communication is critical. The weekly news provides a summary of the activities from the week prior, what's coming up in the next few weeks, who to call with questions and if there are members needing our thoughts or prayers. We recently were able to highlight three members — two which received awards and one who had been accepted to the Orange District LEADS training. For members not on email, we cover the main topics in our Friendly Informer Newsletter, which gets distributed by email or is printed and distributed to those who need it. For our newer members who are still learning what we do, this is a great way for them to feel a part of the Club, to better understand our projects and to see how they can get more involved.

**Project Title: YouTube      Hours 10      Donated \$0      In Kind \$0**

This year we created a YouTube channel to provide better access to videos, including our 55-year Club history and our monthly Club meetings. We began using YouTube following the September Orange District Meeting, where the Communications Secretary discussed how she has used the platform. Using the experience of other clubs has been a great resource for us. We are moving more and more into the electronic world.

**Project Title: Community Outreach      Hours 80      Donated      In Kind \$0**

Being a part of our community is key to increasing our visibility and creating awareness of who we are and what we do. As city events started opening for in-person participation, we quickly took advantage. The Cypress Chamber of Commerce has a networking breakfast, with many members of the community present and a guest speaker. With approximately six club members in attendance, our club gets recognized as we have the largest presence at the breakfasts. It's a great opportunity to network and to talk about the club during introductions. We also participated in other city events including concerts on the green, state of the city, Christmas tree lighting ceremony, city library re-opening and so on. Being active and spreading the word about our club has led to potential new members checking us out and a great recognition of the impact we have on our community.