



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1- December 31, 2023

Chairman: Barbara Reynolds		Club: Ebell Club of Irvine	
Number of Members: 16	District: Orange	Area: C	
Club Position: First Vice President			
Reporter's Address: [REDACTED]			
City: [REDACTED]	State: [REDACTED]	Zip: [REDACTED]	
Email: [REDACTED]	Phone: [REDACTED]		
Communications & PR			

The City of Irvine was incorporated in 1971, evolving from a working ranch to a “model city” as planned by the Irvine Company. Three years later in 1974, the Ebell Club of Irvine was founded and federated with the General Federation of Women’s Clubs, an international organization dedicated to improving local communities through volunteer service in the following areas: Advocates for Children, Arts and Culture, Civic Engagement and Outreach, Domestic Violence Awareness and Prevention, Education and Libraries, Environment, and Health & Wellness. In the last 52 years, the City of Irvine has grown to over 309,000 residents and has been named the safest city of its size for more than 17 years. It includes the Orange County Great Park, Pretend City Children’s Museum, Irvine Art Museum, 2 universities and a junior college. Most residents are college graduate; the Irvine Unified School District is highly regarded; and the population is a diverse mixture of cultures. As the population of the city has grown, the number of volunteer organizations has also multiplied. Many of these have with a single mission, such as CHOC guilds, Friends of the Library, and Families Forward.

Our club offers volunteers a diverse approach to volunteering and has held steady over the years averaging about 15 energetic members who are proud to be federated and making a difference in the Irvine community.

Project: Club Newsletter Hours 85 Donated \$ 0 In Kind 0

Keeping all members informed about the current and up-coming activities of the club is vital, especially for our member living in Michigan. To accomplish this, our Publications Chair puts out 10 issues of our club newsletter plus a summer blast during our hiatus – the months of July and August. A typical newsletter is about 10 pages long, beginning with a calendar of activities happening between the general meetings and a message from the President. Subsequent pages have reports from officers and project chairs. These articles either remind members about supporting a current need or introducing them to a potential new project that will be discussed at the next general meeting.

Reports are emailed to the Publications Chair and getting them all copied and uniformly formatted takes about 8 hours per issue. The format is designed to be visually appealing and frequently includes pictures of recently concluded projects, such as car trunks filled with food collected for a

food pantry or stacks of Christmas presents ready to be taken to an orphanage in Ensenada, Mexico.

We also use the newsletter to promote “interclubbing” activities/fundraisers like a Home Tour, Craft Fair, or “Quartermania.” The Summer Blast is usually only a page long and includes info on the Summer Social Luncheon at an area restaurant. In addition to emailing a PDF copy of the newsletter to each member, we include the Orange District President and 1st Vice President and the CFWC President. When a potential new member contacts us, we send a recent newsletter to her/him so she/he can see how and where we spend our volunteer time and money. Hopefully, she/he will decide to join our club!

Project: Creating a Website Hours 60 Donated \$ 0 In Kind 0

When we first decided to step into the technological times twelve years ago in hopes of gaining new members, the daughter of a member created a free website for us using Shutterfly. Once it was created, our Publications Chair was given access so she could up-date the information and add pictures. Unfortunately, we did not gain any new members because anyone searching for a volunteer organization to join could not find us on the web without already knowing our name. Sadly, we are a club of “low tech” older women who did not know this.

About a year ago, Shutterfly let us know they were eliminating the free websites at the end of March. At that point, we turned to Orange District to ask for help, and they were there for us. Since we are a small club that can no longer operate our long-time big fundraiser, a hot dog booth at Tustin Tiller Days that brought in \$3000, we needed an inexpensive option. District suggested we look at GoDaddy, which many clubs use. Over the summer hiatus, our Publications Chair set out to better educate herself on terminology and to see what it would take to put up an attractive, functional website. The club members had voted to spend up to \$120 to pay for a platform for a year. We now have a more effective presence on the web and have 1 new member who found us by searching the web. If our finances allow, we will probably renew our contract with GoDaddy.

Project: Maintaining a Facebook Page Hours 12 Dollars: \$ 0 In Kind 0

Six years ago, a new member who was far more techie joined the club. She had a Facebook page, which most of our members did not have or want. At her urging, club approved her connecting a Facebook page for club to her account. She continues to up-date that page monthly, and it is linked to our new website. However, we have not gotten a new member from the Facebook page.

Project: Irvine Standard Article Hours 4 Dollars: \$ 0 In Kind 0

The Irvine Standard is a monthly publication by The Irvine Company in a local, small newspaper format delivered to each Irvine household by mail. Last March our Publications Chair sent an email to the paper asking them to consider doing an article on our club, one of the first non-profit volunteer organizations founded back in 1974 in the new City of Irvine. In July, she was contacted by one of the feature writers who wanted to do an article on the botanical signs along the Jeffrey Open Space Trail (JOST). That project began in 2006 when the city opened its newest park and agreed to allow the Ebell Club of Irvine to provide botanical signs for many of plants along the trail.

Following several phone interviews and a picture shoot at JOST with a botanical sign, a lovely article and picture were published in the September issue. While our work on JOST was the primary feature, several other on-going projects were also highlighted as well as our interest in adding new members to the club. Three potential members have contacted us, and a new sign sponsor sent a check to be used when the next botanical sign order is placed in 2024. Wish there were more papers interested in highlighting local organizations.