



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

*Annual Reporting January 1- December 31, 2024*

Chairman: <a href="#">Dawn Gummer</a>		Club: <a href="#">GFWC Woman's Club of Indio</a>	
# of Club Members (as recorded in 2024-25 CFWC Yearbook): <a href="#">113</a>	District: <a href="#">De Anza District</a>	Area: <a href="#">D</a>	
Club Position: <a href="#">3<sup>rd</sup> Vice President and Fundraising Chair</a>			
Reporter's Address: <a href="#">P.O. Box 1503</a>			
City: <a href="#">Indio</a>	State: <a href="#">CA</a>	Zip: <a href="#">92202</a>	
Email: <a href="mailto:programs@womansclubofindio.org">programs@womansclubofindio.org</a>	Phone: <a href="#">760-799-4942</a>		
<b>Fundraising</b>			

Founded in 1912, the GFWC Woman's Club of Indio (WCI) ignited growth and innovation in Indio. It began when ten visionary women formed the Altrurian Literary Club (meaning "selflessness in service to others") in a rugged desert town dominated by male railroad workers and ranchers. These pioneering women met under the full moon so their horses could safely guide them home and transformed their club into a force for community improvement through volunteer work. In 1916, they established Indio's first circulating library and later joined the General Federation of Women's Clubs. In 1924, our member Dr. June McCarroll advocated for the "White Lines Measure" for painted highway centerlines, which gained statewide support. Today, WCI remains committed to making a meaningful difference in our community and addressing Indio's evolving needs. From scholarships and literacy initiatives to historical preservation and health and wellness advocacy, we honor the legacy of our founding sisters. Over 112 years have passed since our club's founding, and the world has changed; however, our goals, drive, and commitment to making a difference remain the same and are stronger than ever.

**Project Title: Mardi Gras Party!**

**Hours: 737.5 Donated: \$2,000 In-Kind: \$0**

The Woman's Club of Indio hosts an annual fundraising event every March that combines fun, creativity, and community spirit. Planning begins in October and intensifies as the New Year approaches, fueled by the dedication and enthusiasm of our members. With monthly full-committee meetings and subcommittee gatherings, especially for our creative decorations team, this event is a true labor of love.

In March 2024, we celebrated with a vibrant Mardi Gras Party! This year, we're gearing up for our Great Gatsby Party, a jazzy and glamorous affair. Our planning process involves setting clear goals:

- Craft a memorable and enjoyable experience for all attendees.
- Share the mission of the GFWC Woman's Club of Indio.
- Inspire attendees to join our incredible community.
- Showcase and honor sponsors, advertisers, and donors, building lasting partnerships.
- Raise funds to support our impactful programs, especially scholarships.

Our 18-member committee embraces a comprehensive approach, encouraging the entire club to participate by securing advertisers, sponsors, vendors, and donations. Task lists and regular check-ins keep us organized and adaptable, ensuring a seamless event.

Our fundraisers are packed with activities, including lively entertainment, a mini live auction, costume contests, silent auctions, raffles, a shopping bazaar, and a delicious luncheon. Highlights include the Wine Surprise and a photo booth to capture memories. In 2024, we welcomed 216 attendees who contributed to a high-energy, four-hour celebration of giving.

Thanks to the hard work and generosity of our community, we exceeded our 2024 fundraising goal of \$40,000, raising over \$48,800! For 2025, we're aiming even higher with a \$45,000 goal. Join us on March 1, 2025, for an unforgettable Great Gatsby Party and help us continue making a difference in our community. Together, we're creating impact and inspiring change!

PayPal and Zelle Donations: As part of a recent website revamp, we prioritized making it easy for donors to contribute directly through our site. Secure PayPal links were prominently placed on multiple pages, offering donors a fast, safe way to make contributions without storing credit card data on our site. These donation buttons allow donors to specify how their contributions will be used, whether for scholarships, health and wellness projects, toy or toiletry drives, or general support. This feature has proven highly effective, generating over \$10,000 in donations in 2023 and exceeding \$13,000 in 2024—a testament to the ease and security of our platform.

In 2024, we expanded payment options to include Zelle, enabling members to transfer funds directly to our account without incurring service fees. This addition has been well-received by members and significantly reduces banking costs, allowing us to allocate more resources to our programs and initiatives. These streamlined payment options also simplify accounting for our treasurer and financial secretary.

By offering intuitive and secure ways to give, we've facilitated meaningful contributions from members and supporters, empowering them to fund the projects they care about most while enhancing the efficiency of our fundraising efforts.

Support from Community Grants: Due to the success of our annual fundraiser, we have focused less on supplemental grant efforts, except during the pandemic years. However, we continue to apply for grants from organizations like the City of Indio, City of La Quinta, local Homeowners Associations, and others, primarily to support our scholarship program. Every grant contributes to our goals, and we remain committed to seeking ongoing support.

Project Title: Holiday Boutique!

Hours: 10 Donated: \$0 In-Kind: \$0

Each year the Woman's Club of Indio holds a Holiday Boutique at our December luncheon. At this meeting, we invite vendors to come and sell their wares a full hour before the meeting. It's such a festival meeting and a wonderful opportunity to enjoy the holiday spirit with our club members. Each vendor pays \$25 per 6-foot table with a maximum of 3 tables. We asked vendors to provide a raffle item with a minimum value of \$50 and we sold raffle tickets for chances to win the prize provided. This year we earned \$675 from this event, our most successful Holiday Boutique so far. We plan to continue with this event, not just because we raise funds (although that's wonderful); we'll continue it because it is joyful and fun.