



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

Annual Reporting January 1- December 31, 2024

Chairman: Mickie Reed	Club: GFWC Woman's Club of Indio	
# of Club Members (as recorded in 2024-25 CFWC Yearbook): 113	District: De Anza District	Area: D
Club Position: ESO Chair		
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EPSILON SIGMA OMICRON (ESO)		

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: WCI ESO Literary Club

Hours: 312 Donated: \$0 In-Kind: \$0

Providing a Child: As some of our members do not have grandchildren or access to a child, one of our members brought her 4-year-old granddaughter to the ESO meeting so that members could read books to the child and fulfill the Reading to/with Children – Picture Book category. The members loved reading the books, and the child was quite happy, too.

Banned Book Category: One of our members suggested reading several books that appeared on a Banned Book list. The current trend of banning books greatly concerns many of our members, so we formed our own small protest. We picked three books at the top of most Banned Book lists. We had wonderful discussions about them and tried to identify why the books were banned. The three books that we chose were about three separate cultures and enlightened all of us with perspectives that we had not previously considered.

Author Led Discussion: We invited author Peter Bedard, a local author, to attend our meeting and lead the discussion on his book Billy and the Anxiety Monster. This book fits into several

ESO categories and was a novel perspective on dealing with anxiety. The author was very engaging and had the entire group participating, as he had each one of us read a portion of the book. It was refreshing and illuminating to hear the author's life story and how his anxiety formed the basis for his book. Based on the positive feedback that we received, we will invite more authors.

CFWC's Summer Reading Challenge: The California Federation of Women's Clubs ESO Chair sent a flyer with a Summer Reading Challenge. The Challenge set forth the following tasks: Read to a Child, Read at Breakfast, Read on Vacation, Read a Mystery, Read a book about Leadership, Read a book that takes place at the beach, Listen to an audiobook, Read a California author, and Read the next book in a series. This challenge really inspired some of our members to step outside their comfort zone and read something new, and for those members who are goal-oriented, it was a fantastic opportunity to finish one more thing.

Holiday Party and Book Bingo: We wanted to end the year with a fun event, so we planned a Holiday Party at a member's home so we could have a more personal experience. We combined our book discussion with a pot-luck dinner, a \$10 gift exchange, and a game of book-themed bingo. This event really brought our group closer and increased our friendship with each other. We awarded prizes to the Bingo winners. All in all, it was a perfect way to end our ESO year.

Pledge Initiation: We had an initiation ceremony for new pledges that included singing our ESO song, pledging to be loyal to our ESO chapter, and passing a torch. One of our members made a banner, and we formed a procession to walk behind it. We tried to make this ceremony as over-the-top as possible to excite members and be a true literary society sorority.

Earning Greek Letters: When our pledges reach member status, we award them their Greek letters (ESO) and ESO pin. We ordered the letters from Etsy, made from marbled fabric with an iron-on patch. Members often wear their letters to meetings and are seen in the community with shirts and sweaters that display their Greek letters.

ESO Publicity: We have made a concerted effort to create catchy and beautiful ads for our ESO events on Canva. We post them on Facebook and Instagram, not only on our Facebook Page but also on the CFWC De Anza District page. Some of our club members have responded to these ads and joined our ESO chapter. We text these flyers as ads to all our chapter members to remind them of the event.

Member Survey and Organization Project: Our ESO Chapter is now five years old, and we wanted to check with members to ascertain if our current strategy was working. We sent a survey to all members and asked if they were happy with meeting every other month on the third Tuesday of even-numbered months and what members wanted the meetings to look like. We inquired as to whether members wanted to continue meeting at a local restaurant for dinner and, if so, which restaurant. After the survey, we determined that most members love our ESO structure and do not desire substantive changes. Some liked one restaurant more than another, so we decided to mix it up and add members' homes to the lineup, as home meetings appear to be the best attended. We have added themed centerpieces and aimed to make it more of an "event."