



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

Annual Reporting January 1- December 31, 2024

Chairman: Shelley Diemer		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: 2nd Vice President / Membership Chair			
Reporter's Address: P.O. Box 1503			
City: Indio	State: CA	Zip: 92202	
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Membership GFWC Advancement Plan			

Founded in 1912, 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 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: **Recognizing Member Service** **Hours:** **41** **Donated:** **\$0** **In-Kind:** **\$0**

WCI holds an annual brunch each September to kick off the club season and recognize our members for their service, attendance, and leadership. We were thrilled to welcome over 70 members and guests this year. The event featured an all-you-can-eat champagne brunch, festive centerpieces, large posters displaying the names and awards of all recognized members, and an official keepsake program at each seat. Our club awards are named after our original founding members and honor individuals for their leadership, membership recruitment, service, and attendance. Each award recipient receives a lapel pin or certificate. This recognition has increased attendance at meetings and events, heightened project service involvement, and more accurate service hours reporting. It also generates enthusiasm for the start of the new club year.

One of our awards, the Emily Northrup Award, is given to members who attend all meetings, socials, and major fundraisers throughout the year. Only one member attended every meeting

when we first introduced the Emily Northrup Award. Subsequently, we saw an increase to two members, then three, and this past year, we were delighted to honor four members. We believe this special recognition has effectively boosted club participation and retention.

We held several fundraiser gatherings during the hot desert summer to encourage networking and member engagement. The monies earned were used to pay for our annual Kick-Off Brunch and Member Awards Ceremony.

Project Title: **We All Scream for Ice Cream!** **Hours:** **6** **Donated:** **\$0** **In-Kind:** **\$0**

Members were encouraged to go to Handel's Ice Cream with family and friends on a hot Tuesday in July to buy ice cream (not a hard thing to do in the summer desert heat). The Woman's Club of Indio received 10% of all sales to anyone who mentioned they were there to support our efforts. We earned \$50, and the owner added another \$50. In addition, the owner donated four \$25 gift cards for an event total of \$200.

Project Title: **Let's Meet for a LongHorn Lunch!** **Hours:** **47** **Donated:** **\$100** **In-Kind:** **\$0**

Members gathered at LongHorn Steakhouse for a delicious luncheon to raise funds for the club. Our "Dining for Dollars" event generated \$100, and the steakhouse generously donated four gift cards, each worth \$25. We were thrilled to use these gift cards for our tea party later that month.

Project Title: **Tea Party & Decorating Throw Down!** **Hours:** **50** **Donated:** **\$0** **In-Kind:** **\$0**

We organized a delightful potluck tea party and table decorating contest in August. Each attendee contributed \$30 to participate, and Club members prepared and brought various food. The attendees showcased their creativity by decorating their tables with several themes, including English floral, Asian, Mickey Mouse, Red Hat Ladies, Mexican motifs, Americana, and more. The tables were judged by high school students who were not affiliated with the club or its members.

Nothing Bundt Cakes generously donated 50 Bundtlets, and Trader Joe's contributed 20 jars of lemon curd. Additionally, one of our members made 52 jars of lemon curd as party favors for each attendee. After the high school students announced their winning table elections, the attendees enjoyed some games. They had the chance to win gift cards that the club had received from fundraisers held earlier in the summer at Handel's Ice Cream and LongHorn Steakhouse. This event was fun and gave members a few hours of laughter while earning funds needed for our Kick-off Brunch.

Project Title: **Orientation & Meeting New Members** **Hours:** **49** **Donated:** **\$0** **In-Kind:** **\$0**

We held our New Member Orientation at home with snacks and soft drinks. New members were provided folders containing information about our club and club protocols and introduced them to the programs and initiatives the club supports. We also provided an extensive tour of our website and member portal, and our ESO chair invited new members to join. Our current and a past president were on hand to welcome the new members, present information, and answer their questions. It was a wonderful evening of creating community and connections and being inspired by new members' ideas.

Project Title: Getting to Know New Members

Hours: 5

Donated: \$0

In-Kind: \$0

We prioritize recognizing our members, especially our new members, to make everyone feel valued and appreciated. At our monthly meetings, we celebrate member birthdays by singing "Happy Birthday" and include their names in our newsletter.

Every new member receives a welcome letter inviting them to participate in the New Member Spotlight. Those who choose to share a short biography are featured in a dedicated article in our newsletter. This initiative helps members learn about each other, fosters connections, and encourages active participation in club activities.

Project Title: Committee Showcase: Speed Dating Style

Hours: 26

Donated: \$0

In-Kind: \$0

To better engage new members and introduce them to the various committees and projects supported by the club, we revamped our presentation format. Rather than having chairs or project champions speak at the podium, we set up interactive tables around the meeting room. Each chair and project champion created engaging displays at their tables and spent 30 minutes before our monthly meeting interacting with attendees.

New members were encouraged to arrive early to participate in this "speed-dating"-style event. They could visit each table, learn about the projects directly from the chairs and champions, and sign up for initiatives that interested them. Attendees also had the opportunity to request additional information, fostering meaningful one-on-one connections. Despite lasting just half an hour, the event was lively and energetic, creating an inviting atmosphere for members to explore opportunities and get involved.

This meeting also included our new member induction ceremony, and combining these two events proved to be highly effective. It allowed us to convey a wealth of information in an engaging and interactive manner. The success of this format ensures it will become a staple event for welcoming and inspiring new members.