

GFWC

Ideas, Information, Insight, and Inspiration

# Clubwoman

WINTER 2021 | Volume 99 | Issue 1

## Magazine



### Service Projects in Today's New Normal

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GFWC

# Clubwoman

Magazine

The magazine of the General Federation of Women's Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service.

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## From the International President

Dear Fellow Members,

I'm happy to say that I'm beginning to feel "right at home" in our glorious GFWC

Headquarters on N Street in Washington, DC, and have established a productive work routine, though I admit I rarely reach the bottom of the pile. In this time of new challenges, I imagine the same is true for you. As news arrives from across the country and around the world from GFWC clubs and International Affiliates, however, I'm glad to hear that exciting work is being accomplished.

Congratulations to the hundreds of clubs that celebrated the Centennial of the 19<sup>th</sup> Amendment. It has been a pleasure to read about the many local observances, from parades and proclamations to events highlighting Women's Suffrage, such as plays and educational displays in libraries and other public places. A special pat on the back goes to those that used the occasion to encourage voter participation. Let's keep excitement high in 2021 by doubling our efforts to champion civic engagement.

I assure you that the Executive Committee and Board of Directors are taking their responsibility very seriously. They are making every effort to reach members in creative ways and produce fresh ideas and materials that enrich clubs and communities, such as the extremely successful Summer Webinar Series. Best of all, they never lose sight of the individual member—after all, they are members too!

The 2020–2022 Club Manual is proving to be an unqualified success, and I hope you are taking advantage of everything it offers, especially the many new project ideas and resources. I also hope you are exploring the Member Portal and making some fun discoveries! Remember, if you have any trouble accessing or navigating the Portal, do not hesitate to contact us.

In closing, I want to offer a few extra words of encouragement to our State Federation leaders, and especially to club presidents. If you're like me, one of the primary reasons you aspired to be a leader was to create positive change; we just never imagined that our time would be fraught with so many difficulties. Without question, though, hard times are the best times to recalibrate, to grow, and to make a difference. Let's dig deep and make the most of these tough days, recognizing that opportunity comes to those who step forward and take hold of it. Work with your group to stay connected, stay committed, and stay focused on your aims, and you *will* make a positive impact, not only on your club but also on your community and the world.

Yours in ***Living the Volunteer Spirit!***

**MARIAN ST. CLAIR**

GFWC International President

## From the Director of Junior Clubs



Dear Federation Sisters,

Living in the Midwest, I have always welcomed the winter with open arms. Our family loves to downhill ski, snowshoe, and play in the snow. I love the feeling of the crisp air on my face and coming inside to a hot cup of cocoa. Winter feeds my soul in so many ways.

These activities are especially important this year after we have been quarantined for so many months. I encourage you all to find the activities that feed your soul this winter—there are many great ideas in this magazine.

I am excited to read about all of the awesome activities that were planned during Advocates for Children Week. All of our clubwomen "sticking their necks out" to help our children is impressive, to say the least.

The New Year is a great time to set goals rather than to make resolutions. For many people a new year is a fresh start—especially this year. 2020 threw us quite a curve ball and many personal tasks may have been put on hold. Take a moment to write down your goals for 2021. Setting measurable goals is more likely to lead to success in seeing your hopes and dreams come to fruition. This is a good time to reevaluate your club goals as well. You may find that the focus of your club activities has shifted drastically during the past year and it is time to make some changes.

Our clubs have done an amazing job at adapting to remote meetings—make sure you have a plan to get back to the in-person contact we all miss. My club has been meeting in a larger meeting space to maintain social distancing while still enjoying the fellowship and interaction we crave.

It has been an honor to meet with so many of you via Zoom and BigMarker. I am embracing all the new technology and sticking my neck out in a big way.

John F. Kennedy once said: "Change is the law of life. And those who look only to the past or present are certain to miss the future."

Stick your neck out and let your light shine!

Wishing you Peace, Love, & Friendship,

**KRISTINA HIGBEE**

Director of Junior Clubs





# A NEW NORMAL

## Socially-Distanced Service Projects

COVID-19 has created a new normal. Like purses and house keys, hand sanitizer and a mask or protective face covering are items we routinely take with us when leaving our homes. In fact, protective face coverings are now relatively plentiful, whether you prefer one that

is disposable, handmade by a loved one, or purchased from one of the countless retailers offering a variety of fashion statement options.

Many things remain uncertain now, especially with an unprecedented set of challenges

for carrying out community service projects. Luckily our five Community Service Program Chairmen have you covered! Read this collection of articles for in-demand project ideas that you and your club could implement to make a difference this winter.



# Homelessness

By Nancy Greenberg, GFWC Civic Engagement and Outreach Community Service Program Chairman

**H**omelessness is a tragic situation that may be the result of multiple factors: chronic mental illness, loss of job, or domestic violence to name a few. Below are three organizations that you could team up with to help provide shelter for our fellow citizens.

## Family Promise

Family Promise is a national organization whose mission is “to help homeless families achieve sustainable independence through a community-based response.” Family Promise works with Affiliates throughout the United States, “providing temporary housing, meals, and mentoring; teaching financial literacy; and helping adults find jobs and affordable housing.” Visit <https://familypromise.org/affiliate-map> to find an Affiliate.

Family Promise provides its services through volunteers! **That’s you!** Volunteers can deliver meals, read stories (or record stories and donate the books), prepare crafts for children, or help write a resume remotely. Drives for seasonal clothing, pajamas, socks, and underwear are very helpful. Fundraising events are fun and valuable income sources. Family Promise’s Affiliates provide customized templates for fundraisers, such as charity walks or golf outings. If there is not an Affiliate in your state, locate a homeless shelter near you and **reach out** to those residents.

## The National Alliance to End Homelessness

As the National Alliance to End Homelessness states: “On any given night in America, more than half a million people are homeless.” This organization has an important voice in making congressional decisions affecting homelessness. At <https://endhomelessness.org/help-end-homelessness/take-action>, you will see three boxes: 1. Urgent: Act Now for Homeless COVID Relief Funds, 2. Sign Up for Alliance Advocacy Alerts, and 3. Want to Learn More? Follow their guidelines on how to get involved!

## Veterans Experiencing Homelessness

An annual event conducted through the Veterans Administration (VA) to aid veterans experiencing homelessness is a Stand Down. Staff from Veterans Administration Medical Centers, governmental agencies, and nonprofits display resources and referrals for mental health counseling, healthcare, housing, social services, haircuts, and clothing. They even have seamstresses to alter clothing onsite! Stand Downs occur throughout the United States all year. Check online to find dates and contacts. Let them know you are a member of GFWC, that you would like to participate, and ask what items are needed. Bring business cards to share with the other nonprofits.

I have participated in two Stand Downs. Three years ago, I saw a notice while at the VA, called the contact, asked what GFWC clubs could supply, and filled out the application online. Clubs donated money. I went shopping for sturdy backpacks for outdoor living, towels, and canned foods. The second year, the greatest needs were hand and body warmers and winter hats. Both years, all of the recipients were very appreciative. I enjoyed the experience of speaking with the veterans, meeting a need, and networking with other agencies. As a social-distancing option, consider delivering the items to the VA for them to distribute.

On <https://www.va.gov/homeless>, type “Stand Down” into the website’s general search bar to locate a schedule of events.





## Nutrition

By Beth Smith, GFWC Health and Wellness  
Community Service Program Chairman

**F**ood banks around the country that had previously relied on canned fruits and vegetables face challenges providing nutritious food to those in need today. Grocery stores have limited hours, directional arrows, mask mandates, and closures. The public health concern caused by the pandemic has turned a simple, weekly task into one full of stress and anxiety. As a result, many households have been stocking up on canned foods to withstand quarantines instead of donating them to food banks.

Have people forgotten that the frozen food aisles are full of great meats and veggies? The quality of frozen food is much improved! When winter limits fresh local vegetables, let's head to the freezer instead of the canned food aisle. Manufacturers freeze vegetables at the peak of their freshness to preserve the nutritional value.

It's very convenient to keep chopped frozen vegetables on hand to save time when cooking at home. The same could be true for your local food bank. Frozen vegetables can make meals more filling. For my own cooking, I add veggies like squash, Brussel sprouts, and zucchini, fresh or frozen, to a meal to increase the fiber and fill me up. Other suggested frozen food staples are broccoli, corn

kernels, peas and carrots, spinach, and mixed vegetables.

Contact your local food bank to find out if they accept fresh or frozen donations. There are some good frozen meals as well, just be sure to read the label. When I'm searching for a frozen meal, I start in the vegetarian meal section. Around this area, you will often find the healthiest options. Along the perimeter of that section, there are meals with meat, too. Remember, just because a meal's name says it is "healthy" or "lean," that does not make it so!

Make sure you check the portion size, listed on the very top of the nutrition label, and also look at the ingredient list for anything that you can't recognize. The best meals are made with natural ingredients, not chemical additives. That will make the food you donate—or purchase for your own cooking—fresher and healthier!

If your local food bank is unable to accept frozen food donations, ask about donating cash for a specific healthy food purpose. That's exactly what Mary Braun, GFWC Pennsylvania Health and Wellness



Chairman, did after seeing the long lines of people getting help from the food banks. As Mary said: "We wanted to contribute in some other way besides donating food. I noted that I hardly ever saw a gallon of milk in the bags that were given away, so I called the Pennsylvania Dairymen's Association and they hooked me up with Feeding PA's project: Fill a Glass with Hope®." Mary created a challenge for the Districts to raise funds equivalent to 2020 servings of milk, butter, cheese, or yogurt to be bought by the food bank. What a great idea and something we all could do!

Whether your club donates frozen food or cash, just remember that fresh or frozen equals healthy options.





# Bringing the Outdoors Inside

By Karen Martinek, GFWC Environment Community Service Program Chairman

**T**ake advantage of the extra time that club members may have and make indoor environments more comfortable while saving energy. Here are some environmentally-friendly project ideas that you can work on with your club this winter:

- Have a Zoom meeting with the local utility company on available energy-saving appliances and rebates. There are many ways to educate your club's community on how to save money and energy (or to make your personal environment more comfortable). Visit [EnergySavers.gov](https://energysavers.gov) for energy-saving information when preparing electronic educational materials. Some of these tips include:
  - Installing a programmable or smart thermostat to save energy when a building isn't in use. You can program it to warm up a building when it's ready to use. A smart thermostat can sense motion, maintaining the most efficient temperature.
  - Dropping the thermostat a couple degrees and wearing warmer clothing inside.
  - Checking for leaky or poorly insulated ducts.
  - Replacing or updating water heaters. Besides the usual heat-saving aids, such as covering the unit with an insulated blanket, flushing sediments from the tank, and lowering the hot water setting on water heaters; the Department of Energy suggests installing a drain waste-water heat recovery system. This system absorbs the heat from hot water flowing through the drainpipes from sinks, showers, tubs, etc. A heat exchanger absorbs the heat and preheats the cold water flowing into the water heater, saving 25–30 percent of energy and making hot water available faster and cheaper.
  - Using a humidifier along with a heating system to help the humidity level feel more natural and comfortable. Air with higher levels of water vapor feels warmer than drier air at the same temperature; less energy is used.
- Bring a few of those annuals inside for the winter and help purify the air or at least boost someone's mood.
- Prepare gifts of nature, such as plants and trees, for people in need of a little extra cheer. Consider a "Caring for the Earth Gift" from



Heifer International. These gifts improve sanitation, health, and access to clean water for families in less developed countries.

- Work on upcycling projects. Make holiday decorations, crafts, or gifts with children using pill bottles and other items from the recycle bin. Learn to crochet with plastic bags to make totes, sleeping mats, or flowerpots. All of these creations can also be used in conjunction with other club projects.
- Start planning for Earth Day on April 22, 2021. Our changing climate patterns have caused many severe weather events throughout the United States this past year. We have lost many trees through these windstorms and fires. Make plans to plant trees!



## Teach Others Remotely

By Tina Daniel, GFWC Education and Libraries Community Service Program Chairman

In the strange, new normal of today, reading, learning, and sharing information are more important than ever. Reach out to educational institutions and people in need and offer to help. The following list identifies ways to volunteer as a group or as an individual club member.

- Can you proofread, write, or edit documents? Volunteer for the United Nations! This is a perfect opportunity to work with an organization GFWC has connected with for years. Find more information at [www.onlinevolunteering.org/en](http://www.onlinevolunteering.org/en).
- The Smithsonian is looking for digital volunteers to take on important assignments to expand access to its massive collections and participate in research. Some require specific skills but many do not. Citizen scholars are invited to transcribe historic documents.

Locate more information at [www.si.edu/volunteer/DigitalVolunteers](http://www.si.edu/volunteer/DigitalVolunteers).

- Project Gutenberg has an online library that is free. Volunteers can assist by producing a new book, donating money, helping improve eBooks, and spreading the word. Discover more information at [www.gutenberg.org/help/faq.html#how%20can-i-help-project-gutenberg](http://www.gutenberg.org/help/faq.html#how%20can-i-help-project-gutenberg).



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- Go to [www.volunteermatch.org/virtualvolunteering/Education%20&%20Literacy](http://www.volunteermatch.org/virtualvolunteering/Education%20&%20Literacy) to explore hundreds of virtual volunteer opportunities.
- [www.Donorschoose.org](http://www.Donorschoose.org) is an organization that helps fund various projects, and you can choose to help educators or libraries with donations. For example, my daughter is a special education teacher, and she recently received donations to make literacy possible in her classroom. The project will reach 999 students with special needs from low-income families.
- Little Libraries would be a project for clubs to build and place in communities. Members can assist by keeping the book collection updated weekly. Contact your local housing authority, apartment complexes, laundry mat, or assisted living facilities to place a free-lending library.
- Provide books to local schools, daycare centers, Head Start programs, or assisted living facilities or nursing homes for all reading levels.
- Read to senior citizens via an online platform. Work with your local assisted living facility or nursing home to help provide reading services through platforms like Zoom, Google Hangout, or Duo.
- Share your skills with a local Scout troop. Read a book, teach a skill, or do a STEM activity  
... all remotely.



## Get Creative

By Angela Cutrera, GFWC Arts and Culture Community Service Program Chairman

**A**s we contemplate project options this year, a little extra creativity may be needed to plan variations that can be completed in groups with some activities accomplished individually at home.

- Make wreaths to decorate your homes or to be donated to residents of assisted living facilities and nursing homes. You can work together as a group or on your own to make the wreaths. Compare the similarities and differences of the finished wreaths.
- Create kits for children to replicate a library story time. Make a bag for the items and include an art-themed book and all the items needed to make a craft at home.
- Compile a list of musicals and movies to view individually or as a group. Plan a discussion session following the viewing.
- Encourage art appreciation by creating an in-person or online art scavenger hunt. Include specific works of art or general items such as a portrait painting or a sculpture on the list. For an online hunt, choose one of the Smithsonian Institution's museums. List the items to find or allow participants to choose items from each section of the facility. Photos or screenshots of items can be shared during a group discussion. The completed list and photos can be sent electronically if necessary. Provide a reward upon completion.
- Help art, music, drama, and dance teachers and students. Many of these are facing challenges this year and may be in need of support, supplies, and encouragement whether attending school in-person or remotely.
- Increase your personal art skills by learning a new craft such as painting, sewing, crocheting, knitting, embroidery, or jewelry making. Choose an international art form such as Chinese origami, Japanese Temari thread balls, or Russian Fabergé eggs; learn about its history and how it represents the culture of the area. Work together if you are able and organize craft days each month.
- Use the 2020 GFWC official theme "What a Wonderful World" for your club-sponsored holiday event or project and apply for the "President's Prize" to be awarded at the 2021 GFWC Annual Convention. Choose your own interpretation of the theme. Be sure to use your creative arts skills as you plan holiday outreach projects this year, such as sewing and filling stockings for children or decorating an outdoor area in your community.

Be inspired and let your creativity and service shine in your community!



## IN MEMORY OF

*Shelby P. Hamlett*

2000–2002 International Past President

*We must continue to have faith in our ability to make the world a better place. We must continue in the finest tradition to build a better future.*

GFWC fondly remembers Shelby P. Hamlett, the International President (2000–2002) who led the Federation into the 21<sup>st</sup> century to “Catch the Spirit.” Shelby passed away on September 14, 2020, leaving behind a legacy that shines as bright as the star that sparkles over the Blue Ridge Mountain tops of her hometown of Roanoke, Virginia.

Born in Wytheville, Virginia, Shelby spent most of her life in Roanoke, where she began her club work at the age of 18 with the Brambleton Junior Woman’s Club. Shelby served as GFWC Blue Ridge District 3<sup>rd</sup> Vice President/Junior Director, which led to her term as GFWC Virginia State President from 1980–1982 during GFWC Virginia’s 75<sup>th</sup> anniversary.

One of the highlights of Shelby’s presidency was building a Habitat for Humanity house in St. Paul, Minnesota. As part of the 110<sup>th</sup> GFWC Annual Convention, clubwomen worked with Twin Cities Habitat for Humanity to build a home for a family who otherwise may not have had one of its own. Shelby’s greatest joy was to meet and connect with the many clubwomen who were participating in the community project. Working to improve a community so far away from your own, Shelby felt, was the ultimate act of giving.

It was then no surprise that Shelby’s presidential trip was to the very opposite side of the world. *From the Outback to the Glaciers* in Australia and New Zealand was more than the trip of a lifetime; it was an opportunity for clubwomen to appreciate breathtaking natural wonders and vibrant urban communities . . . and bring what they learned back to their own communities.

Shelby held tremendous faith in the meaningful work of the Federation, noting:

*Do what needs to be done in your community, the best that you and your fellow club members can . . . The size of the project is not the issue; it’s the substance and whether it improves the quality of life.*

And she always held GFWC’s members in the highest regard:

*Programs are simply proposed activities . . . Without dedicated people to breathe life into them, they are nothing but ideas and suggestions. Members make them real. Lives are not changed nor communities improved by the ideas, but by the people.*

The “people” of GFWC embraced Shelby’s ideas. Under her leadership, GFWC established the Leadership Education and Development Seminar (LEADS) to keep the Federation

strong with knowledgeable and inspired leaders. In Shelby's words:

*LEADS is designed to tap potential, up-and-coming leaders from the grassroots—primarily the club level—and to provide them with training, resources, encouragement, and confidence to pursue roles at the District, state, Region, and GFWC levels.*

Shelby's prioritization of leadership development also inspired State Federations to revamp their own programs. During the 2000–2002 Administration, some states trained chairman to “grow” their own replacements, while others held leadership workshops, courses, and retreats. One state developed a “big sister” program. Another appointed a leadership team to travel throughout the state to educate clubwomen. Federation-wide, more and more clubs realized the importance of developing new generations of leaders.

Focusing on children, our world's next generation, was also a priority. Shelby recognized that many busy parents faced challenges finding quality time to spend with their children and encouraged clubs to focus on projects that provided parents with solutions and ideas. Each GFWC programmatic area featured a special project on how clubs could inspire more parents to be “models” instead of “critics.” Children in need also benefited from GFWC's Safety Sense Grants. Child safety projects included, but were not limited to, hiring swimming instructors and purchasing car seats.

To care for the environment, the first round of Cash for Trash Grants were awarded during Shelby's presidency. Clubs used the funds to purchase park benches made from recycled

materials, create videos on recycling, and much more. The Social Security Information Program was also a signature of Shelby's Administration, generating more than 130,400 hours of public education projects on retirement security.

Even during times of crisis, Shelby exhibited immense grace, kindness, and generosity that will always be remembered. When the tragic events of September 11, 2001 occurred, Shelby maintained her “faith, hope, and vigor” in keeping GFWC's strong spirit alive. She had all unassigned donations to the GFWC Disaster Relief Fund reallocated to create a 9/11/01 Disaster Relief Fund. This new fund was then forwarded to GFWC New York's Operation Firefighter Fund to purchase equipment for the New York City Fire Department. Best of all, Shelby inspired everyone to look for the good in something bad:

*Certainly the true meaning and spirit of volunteerism has risen to the top, and the need to volunteer, to give back, to care for others, to provide simple services can now be seen in a new light. In many ways, September 11 has brought home to us all the interconnectedness in our country—when some among us suffer, we all suffer. With this realization comes a new spirit of community, a desire to reach out and do something.*

Shelby truly made the world a better place in the short-term and long-term, always keeping the needs of 21<sup>st</sup> century women in mind. Shelby invested in them so that they, in turn, could reach for the stars . . . as she had enlarged the goals of GFWC.

Those privileged to call Shelby a friend agree she personified Mary Stewart's Collect for Clubwomen. She touched and knew “the great, common human heart of us all.”





# Give Yourself a Wellness Break and Get a Habit

BY BETH SMITH, GFWC HEALTH AND WELLNESS  
COMMUNITY SERVICE PROGRAM CHAIRMAN



It seems like the word "habit" goes hand-in-hand with the word "bad." But wait . . . that's just not true! Philosopher Will Durant said it best: "We are what we repeatedly do. Excellence, then, is not an act but a habit." The quarantine has given us the gift of reflection with lots and lots of time on our hands. And with time on my hands, my routine—a.k.a. habits—changed drastically.



If you're like me, this slowdown took a few weeks to adjust to, but adjust I did. Living in the countryside, finding the time to enjoy the acres and acres of greenery just never made it into my daily schedule, let alone spending quality time with my dogs. This all changed when I accepted a new daily schedule and created a changed habit of sleeping in, exercising in my carport via Zoom, and running with my dogs.

This routine, along with eating home-cooked meals and getting more sleep, created habits I've maintained. Not everyone has had this type of positive experience, as there have been many hardships and mental health challenges resulting from the pandemic. The social isolation and disruption of schedules has been hard on everyone—even our club meetings have been canceled or held remotely. I miss hugging my friends!

What can we do to feel better? I'm not going to state the obvious of diet and exercise; yes, taking a walk will give you energy, but sometimes getting motivated can be the challenge. Something most of us have in our hand all day long, our cell phone, can help improve our mood. It's difficult to believe but true if you use your phone as not just a device to text, talk, or Google; it can be used as a journal.

Gratitude and happiness journaling sounds like a great idea, but would I physically get a pen and write something? Probably not. Good news, there's an app for that! And for those who may be challenged by writing something positive each day, myself included, give it 30 days—that creates

a habit. My app of choice is Gratitude Happiness Journal; it's free and easy to use! Most of the time I only write one sentence in the journal, but it forces reflection on what's good in life—thus creating a positive attitude.

Rules about nighttime phone usage apply here, since studies show we sleep better without using technology for an hour before bedtime. Put that phone away, turn off the TV, and unwind with soothing music or a good book. A great night's sleep of seven to nine hours benefits your brain by improving concentration and allowing the body time to heal from the day's activities.

Your sleep habits can positively impact the quality of your rest by creating a bedtime pattern around the same time every night. I'll take quality over quantity any day. There's no need to make up a lack of sleep on the weekend if you follow a daily sleep routine. Just try it for 30 days to see if it works for you.

Let's use sleep as a possible new habit to see how we can make it happen. First, we put together a *cue* that its 9:00 p.m. time to silence our phone and turn off the TV, then the *routine* of climbing into bed with a book, and the *reward* of waking up early enough to fix a proper breakfast before heading off to start our day. This "habit loop" is what cultivates a craving in our brain that keeps the habit going. According to Charles Duhigg, author of *The Power Of Habit: Why We Do What We Do in Life and Business*: "One paper published by a Duke University researcher in 2006 found that more than 40 percent of the actions people

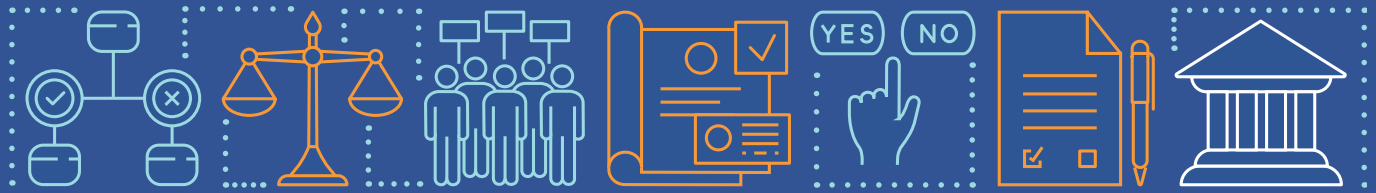
performed each day weren't actual decisions, but habits."

By creating habits that fuel good health, you can also give your brain the break it needs by allowing it to go on autopilot. If cooking fresh meals becomes a daily habit then we stop fast food runs, which may reduce our calorie intake and weight gain. But this doesn't mean you should deprive yourself of what you love. If chocolate's your thing, you can incorporate it as a reward to start a good habit. For instance, if you walk two miles then you get two Hershey Kisses. It's the reward that gets our brain excited about the activity and that will keep us coming back for more. Four miles = four Kisses! Chocolate makes my brain happy, and the exercise stimulates the body to produce chemicals in the brain, serotonin and endorphins, that help prevent depression.

What habit would you like to start? Don't overdo it but take time to reflect on one change you would like to try for 30 days and then write down your "Habit Loop:"

- 1 Cue**—the trigger or time to start the action.
- 2 Routine**—the action taken.
- 3 Reward**—what you get for doing it.

Now that you're set to start a healthy habit, I see that it's 5:00 p.m., so that means I'm going for a walk with my dogs, and then I get to have one adult beverage when I get home. It works!



# USE YOUR LEGISLATION/PUBLIC POLICY PORTFOLIO



BY VICKY ANN TRIMMER, GFWC LEGISLATION/PUBLIC POLICY CHAIRMAN

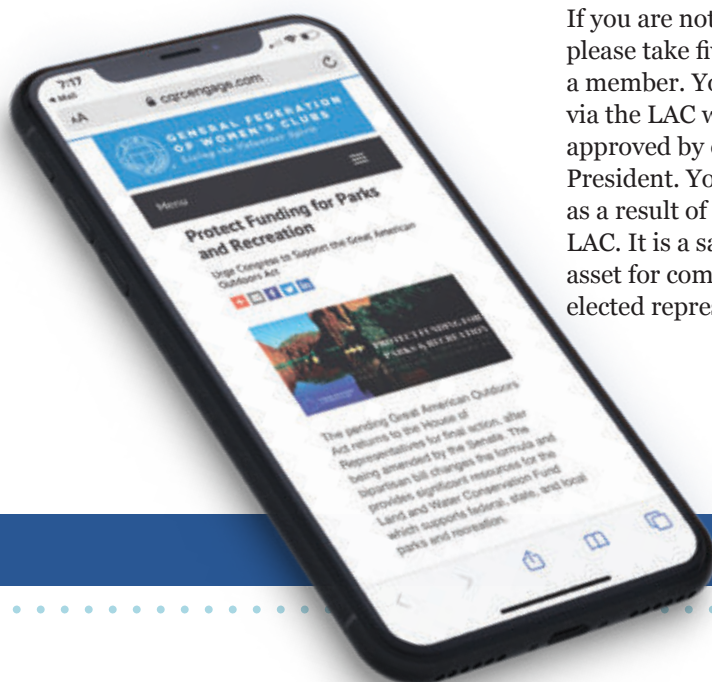
The 2020–2022 Legislation/Public Policy Committee chose the theme of “**Gathering Facts & Working for Change**” to guide our actions during this Administration. GFWC cannot seek legislative change or impact areas of public policy without the facts to support our position. Once we have those facts, then we start working to achieve the desired outcome. In this article, we will learn about the “assets” in our Legislation/Public Policy portfolio.

We are thrilled with the number of clubwomen who have already responded to Legislative Alerts through the Legislative Action Center (LAC). Take a few minutes and view the emailed alerts on the LAC that have been sent out so far.

If you are not a member of the LAC, please take five minutes and become a member. You will only be contacted via the LAC when an Alert has been approved by our International President. You will not get spam email as a result of being a member of the LAC. It is a safe, secure, and effective asset for communicating with our elected representatives.

It is important to remember that GFWC cannot take action unless it has a Resolution that authorizes action. The Resolutions are available on the Member Portal under “R” Resources of “My Digital Library” to download and print. Become familiar with the Resolutions and learn more about who GFWC is as an organization and what concerns its members. They are an historic window into GFWC.

Even during the fall campaign and COVID-19 pandemic, Congress remained active, as did your state and local leaders. Continue to stay out in front and lead the way with the foundational first asset in our portfolio: Resolutions.







The LAC is the next asset in our portfolio. In addition to getting the Alerts for taking action, you can search by your

zip code to identify state and local leaders. These leaders are important as our public policy outreach is not limited to national issues. Take action at the state and local level. Often, these levels of government will have a more direct impact on our communities.

You can also use the LAC to issue state-specific Alerts. Remember that a state can take action on an issue governed by either a GFWC Resolution or a state-specific Resolution.



Our portfolio also includes paper and envelopes. Delve into more detail on areas of concern with well-

written letters to your legislative leaders about the legislation of concern and the position you are asking your representative to take. Provide information on how the legislation impacts you and your community. For some clubwomen, this asset remains their preferred method of communication.

Due to security concerns, all written communications to our national representatives are screened for threats. This can result in long delays in the arrival of mail, and your representative may only see an electronic copy of your letter rather than the actual one you sent. If using this asset, remember that it cannot be used at the last minute.



The next asset is email outside of the LAC. Email your representatives about pending legislation

or issues that may be on the horizon. Bring your concerns and community needs directly to your representatives; they spend a lot of time outside their local community. We need to remind them of the needs so they can take appropriate action. Engage in an email campaign by having every clubwoman in your club send emails on the same day. Use the emails to educate the representative as well as urge that action be taken.



Our next asset is the telephone. Congressional offices have staff dedicated to fielding (and tracking)

phone calls from their constituents. The telephone is an effective way to share your concerns with someone who can pass the message directly along to your member of Congress. When calling a representative's office, whether it is the one in DC or the one in your hometown, you will initially be talking to a member of their staff. Have the vital information available to communicate what you would like to bring to the representative's attention. Emphasize the impact in your community and the number of people who want the action taken. Engage in a phone campaign by having every clubwoman in your club make phone calls on the same day. GFWC has done this on the national level many times.

Your initial call may or may not result in follow up from the representative or their staff. Either way, you have now put the issue on their radar; the next time you reach out, they will already know why GFWC cares about the issue.



The next asset is attending meetings. While it is not realistic to regularly attend sessions of Congress

or your state legislature, it is very easy to attend meetings of your local government officials and its committees. Attend city, county, township, borough, and all other municipal meetings. Follow up with committees. Almost every meeting offers time for citizens to speak briefly about an issue on the agenda or bring an issue to the governing body's attention. Your public comments may be the impetus for a private meeting to gather information or a referral to an existing committee for review and to report back. It might even get the attention of other citizens who are in attendance.

No matter which asset(s) you choose when **Gathering Facts & Working for Change**, stick to the well-known system of "who, what, why, when, and how" when constructing your communication. Working together, GFWC clubwomen can change the world.

## Former Navy SEAL Ken Has a New Running Buddy

A Canine Companions Veterans Initiative Update



BY NANCY MURRAY, NATIONAL COMMUNITY EVENTS MANAGER, CANINE COMPANIONS FOR INDEPENDENCE

Members of Ken Breen's rural community may not know him personally, but many of them certainly recognize him as the man who's always running with a big American flag in tow. Ken, who lives on a small farm with his wife, coaches cross-country and runs in his free time. Now, this animal-loving husband and veteran has a new running buddy.

Ken, a proud Navy SEAL who served from 1990–1998, has a traumatic brain injury and post-traumatic stress disorder (PTSD) from his time in the military. Ken explains his invisible disability, "Don't be so quick to judge. When you look at me, I look pretty okay. But I'm so broken on the inside mentally and physically. I was a Navy SEAL. Would you believe that someone of that ability could be so afraid, feel so lost, so insecure within

a moment of just feeling fine?" Ken knew he needed something to help with his PTSD symptoms and decided to apply for a service dog from Canine Companions.

Last November, Ken was matched with Service Dog Gavin, and the team has been inseparable ever since. Gavin is professionally trained in over 40 commands, including commands specifically designed to mitigate symptoms of PTSD. Ken shares, "When I'm in public, the 'front' and 'behind' commands give me space and are amazing. There's something about him snuggling up behind my legs; it feels so empowering and secure." Ken also has back injuries and Service Dog Gavin's ability to retrieve items from the ground and deliver them to Ken is extremely valuable.

***"Gavin brings so much balance to my existence. He brings a sense of calm. Sometimes I need a reminder that things are okay."***

Since receiving Gavin, Ken has spoken at elementary schools, educating students about service dogs and hidden disabilities. He also continues to coach and enjoys his daily routine caring for and feeding his horses and other animals with Gavin there to help. As Ken continues to run with his American flag, members of his community may notice a welcomed addition at his side—Service Dog Gavin.

"Having my buddy Gavin to run with and not being alone is super empowering," Ken shares. "Gavin brings so much balance to my existence. He brings a sense of calm."



Sometimes I need a reminder that things are okay. Gavin provides that reminder. He's the yin to my yang and I'm grateful for Canine Companions."

Supporting our veterans and military is a priority for Canine Companions. Learn more about our Veterans Initiative at [cci.org/veterans](https://cci.org/veterans). Watch heartwarming stories and graduations at [Youtube.com/caninecompanions](https://Youtube.com/caninecompanions).



Contact your local Canine Companions regional training center for brochures and to request a presentation for your club, District, or state. Virtual presentations possible. For contact information, visit [cci.org/locations](https://cci.org/locations).

## OUR PROMISE OF CARING FOR FAMILIES AND IMPROVING THEIR HEALTH AND DIGNITY CONTINUES, EVEN DURING A PANDEMIC.

That's why we're supporting front-line health workers and our patients in the communities where we work, even when medical missions are postponed, care centers are closed, and the future feels uncertain.

Operation  Smile

[operationsmile.org](https://operationsmile.org)  
1-888-OPSMILE  
[gfwc@operationsmile.org](mailto:gfwc@operationsmile.org)





# The Art of Social Sharing

BY KARYN M. CHARVAT, GFWC COMMUNICATIONS AND PUBLIC RELATIONS CHAIRMAN

Like. Comment. Share. If you like a social media post, you click “like.” If it speaks to you in a personal way, you may decide to “comment.” But what about clicking “share?” What does it really mean to share?

In that split second you decide to hit “share” and post the content of an organization, individual, or company, you are actually helping to further reinforce the brand of that organization/individual/company. And that’s a *good* thing!

Have you ever watched a viral video or seen a post that has been widely viewed? You will know it’s gone viral by the sheer count of the views. People have shared it over and over, sometimes thousands or even millions of times. And the originating “poster” is now known to just as many people, if not more, which in turn can be one of the most effective ways to promote a brand.

Now . . . have you ever copied and pasted content into a new post for

your own page instead of sharing? This is a public relations no-no because it stops content from going viral dead in its tracks. Even if you reposted the exact same video, image, or text you are actually limiting the visibility that content will receive than if you had shared the original post prefaced by your own comment.

On social media, the ultimate goal is to create engaging content that others find so meaningful that they want to share it with their network and friends. Find quiet time in your day when planning your social media posts to be intentional in what you post on your club’s public facing pages. You *want* it shared by people in your community and by your members. Social sharing is a tremendous tool and there are many articles written about it; take the time to learn more about it and put it to use for your club, State Federation, and Region.

Another thing I’ll mention with regard to social sharing is the use of

hashtags. This practice was originally developed as a way to easily categorize content. On Facebook, the practice has been refined over the past few years because of the rise of popularity in using hashtags and is a way to find and categorize posts. Remember, when using the #IamGFWC hashtag, apply it to posts that describe you or a member of your club. It shouldn’t be applied to every post your club puts out there, as every post is not meant to be found through a general search!

Looking for more details? Search for the private group “GFWC Advancements and Programs Forum” on Facebook and request to be added. This is where we dive into these kinds of topics with GFWC members through the use of interactive tools like video posts, Facebook live, and workshops.

**Start creating and sharing intentional content to grow your club’s online presence!**

# Success for Survivors Scholarship



Cindy W. recently graduated from her local college and then passed the NCLEX exam to become a licensed practical nurse at a hospital. Cindy is also a survivor of intimate partner violence and a GFWC Success for Survivors Scholarship recipient. For 20 years, Cindy was a stay-at-home mom who left the teaching profession to raise her six children. After realizing that she could no longer maintain her relationship, she decided to leave and promised herself that she would “never love someone so much that I would allow myself to be injured, physically or mentally.” Now, at the age of 54, she is making great progress toward her goals and independence.

“

*I am thrilled to have this opportunity to better myself and become self-sufficient with a new career. This is not just for me, but for all who I come in contact with as a nurse.*

—Cindy W.

## About the Scholarship

Since the Success for Survivors Scholarship's inception in 2012, GFWC has awarded more than \$80,000 to assist those impacted by intimate partner violence (IPV) who are pursuing higher education. The continued support of GFWC clubwomen, clubs, State Federations, and other groups makes success stories like Cindy W.'s possible.

Without the Success for Survivors Scholarship, a survivor of IPV might otherwise be unable to balance personal demands with those involved in seeking a degree. The scholarship helps survivors to overcome financial challenges and invest in a better future for themselves, while working to make a better future for others. Many scholarship recipients have expressed a desire to use their careers to advocate for other survivors, fight for the voiceless, and help others heal.

The 2021 Success for Survivors Scholarship application opened October 2020 and will close February

2021. Promote and share information about this scholarship with your local/state coalitions, universities and colleges, vocational schools, and domestic violence shelters.

Donations to the GFWC Domestic and Sexual Violence Awareness and Prevention Fund are also encouraged. Funds donated support the GFWC Success for Survivors Scholarship. It is through your generosity that GFWC can make these recipients' dreams a reality.

For more information, visit [www.GFWC.org/Success-Survivors](http://www.GFWC.org/Success-Survivors). This section of [www.GFWC.org](http://www.GFWC.org) also has information about GFWC's fundraising agreement with the Starfish Project for the 2020–2022 Administration. Through this endorsed fundraiser, 25% of the proceeds from Starfish Project products purchased will go to GFWC's Success for Survivors Scholarship! The dedicated link for this fundraiser is located at [www.GFWC.org/Success-Survivors/Starfish-Project](http://www.GFWC.org/Success-Survivors/Starfish-Project).

## STARFISH PROJECT

WEAR HOPE, GIVE HOPE





# Make Leadership Development a Priority!

BY SHANNON BAILEY, GFWC LEADERSHIP COMMITTEE CHAIRMAN

Our membership in a GFWC club offers us opportunities for meaningful relationships, meaningful service, personal enrichment, and leadership development. Meaningful relationships are built when we form bonds with our fellow clubwomen, helping each other grow and developing lifelong friendships. GFWC easily fulfills our need for meaningful service with the wide variety of volunteer opportunities each club offers. You may not have thought much about opportunities for growth, but they are just as important. We are a dynamic organization of amazing women, encouraging, supporting, and challenging each other. Great leadership makes a difference; it inspires current members to stay involved and encourages new members to join!

The chance to learn leadership skills in a supportive environment is a huge benefit of GFWC membership. It's not tied to your job! You can stretch, grow, and try new things within your club work that can serve you well. To be mentored and mentor others as you

build relationships and serve in your community is a priceless opportunity. Leadership is not about telling others what to do! Great leadership is really a collection of traits and skills: self-discipline, passion, integrity, empathy, encouragement, vision, self-awareness, and effective communication. These apply to every area of our lives—and you can learn them in GFWC.

To assist all members in their personal enrichment and leadership development, the GFWC Leadership Committee is proud to provide the **Leadership Toolkit**. This resource is a digital collection of topics available in the GFWC Member Portal and will be updated frequently. The topics are intended for use by individual clubwomen as well as clubs, Districts, and State Federations. Many can be used as workshop presentations. Topics were requested by the current GFWC Board of Directors, including State Presidents and Junior Directors, and were provided by the GFWC Leadership Committee, other GFWC Chairmen, and GFWC Officers.



## The Leadership Toolkit is divided into three sections:

### Section 1: Leadership Development is Personal Development

This section includes topics that you can explore on your own such as powerful presentation skills, time management, goal setting and vision casting, and understanding body language cues. GFWC Honorary Leadership Chairman Kristin Martinez has provided a great introduction to the principles of empowered wellbeing that she will continue to explore with us during this Administration. These topics may serve you in your family life and professional life, as well as in your club work.

One of the topics I'm most excited about is the list of **Leadership & Personal Development Resources**. It includes recommended books, websites, Ted Talks, and podcasts. We are reading and discussing some of the books in the GFWC Advancements & Programs Forum Facebook Group that you can join, and the websites contain a wealth of information. I encourage you to watch (or listen to) some of the listed Ted Talk videos on YouTube and elsewhere online. Just search the name of the talk online, and you'll find free access. Podcasts are available for free on Apple and Android devices, as well as apps and websites such as SoundCloud and Spotify. You can subscribe to podcasts you like and listen to individual episodes. Ted Talks and podcasts are great for road trips and walking the dog!

### Section 2: Leadership Development of Members

This section includes topics for building leadership within your club, District, and State Federation. Here you will find the topics that are most frequently requested. Building leaders doesn't just happen on its own; it must be intentional and ongoing. It's key that the opportunity to grow in leadership within GFWC is presented as a benefit of membership, not a burden!

Topics in this section include how to identify potential club leaders, delegate responsibility, and turn members into leaders. You can learn how to build effective teams, set a cooperative tone, and instill healthy club culture. A valuable tool in this section is a checklist for leadership transition, so that new leaders can feel completely prepared to move into their new roles. There is also information on creating a plan of succession at the club, District, and state level.

### Section 3: Club, District, and State Leader Resources

This section is the largest and covers topics not just related to leadership. It is intended for all members. Everyone has influence, and everyone can be a leader! These topics are operational, providing the tools for clubs to function well and to give all members consistent information. Leaders can feel confident in running a club or State Federation thanks to information on agendas, bylaws, protocol, parliamentary procedure, officer responsibilities, and budgets. Membership topics include: starting a new club, hosting a new member orientation, the benefits of membership, and GFWC's history and structure. There are also resources on social media, club communications, planning large meetings, and legislative involvement.

### What can we build together with the right set of tools?

How would it change your club or state leadership if members thinking about taking on leadership roles knew they had these resources at their disposal? Great leaders make a difference, and leadership can be learned! We encourage you to pick a few topics from the Toolkit and add them to your personal leadership toolkit today. If you have a leadership role in your club, District, or State Federation, incorporate these resources into your plans, and spread the word among your members.

Great leaders  
make a difference,  
and leadership can  
be learned!



# Building a Connection

BY SUSETTE REDWINE, GFWC MEMBERSHIP COMMITTEE MEMBER

Before I joined GFWC, I got involved with my professional association to build connections that would enable me to increase activities for students on our campus. I wanted to spread my wings!

It was at my first conference experience that I sat next to someone who, in just a few minutes, became my mentor. Tina and I exchanged phone numbers and talked weekly, if not sometimes daily. Revealing my age, I was in the first office on campus to get a fax machine. Who did I send my first fax to? Tina.

When I joined my local club, I joined to meet more ladies in the community. Once again, I sat next to Jean, and she not only became a mentor but a second mom. Her birthday was the same day as my mom's, and they were the same age. It was easy to like her and have her as a mentor.

As we finish our first two membership campaigns of retaining and recruiting members, we now go into an important phase of membership: building connections. As a seasoned member, are you mentoring in your club? Mentoring doesn't always require a big

time commitment; it can be one quick action that has a lasting impact.

As a new member, have you found your mentor? Mentors are not just someone we look up to, go to for advice, or ask questions; they become friends. Throughout my life as a clubwoman, I have had many mentors for different reasons. Around the third year of belonging to my club, I decided I wanted to be a department chair. I had learned from the way our chairs had operated, but there was one in particular that I wanted to be like as an officer in my club. I followed the good examples of my predecessors and became the club president after a few years. These club officers didn't know they were mentors, and they didn't have to know I was following their example by watching what they were doing.

I have been told by my younger club members—and even members from my state—that I am their mentor. I never know what to say when someone says that to me. I always say “thank you” and then express my surprise that they selected me. I always feel there are other people to look up to besides me

and begin to name with whom they might meet and work.

During this quarter of membership campaigns (January, February, and March), make building mentoring connections a priority. Thank your mentor in the club; they may not know they are your mentor. During this next quarter, find a mentor. During this next quarter, *be a mentor*. Help those new members in your club. Help those returning members get more excited about club work. I still stay in touch with Tina even after we have both retired. I miss Jean and think of her every day.

## Mentor on Social Media

Mentoring can take many forms . . . even a social media post! Have you participated in the #IamGFWC social media campaign by posting a photo of yourself with a sentence that identifies your profession and any other positions you hold outside of GFWC?

## RECRUITMENT

- Augusta Woman's Club—3  
Augusta, GA
- Benton Woman's Club—3  
Benton, KY
- GFWC Coral Gables Woman's Club—3  
Coral Gables, FL
- GFWC Junior Woman's Club of  
Midtown—3  
Tallahassee, FL
- GFWC Woman's Club of Fernandina  
Beach—3  
Fernandina Beach, FL
- GFWC Woman's Club of Palatka, Inc.—3  
Palatka, FL
- Southside Woman's Club of  
Jacksonville—3  
Jacksonville, FL
- GFWC Women's Club of Indian River—4  
Millsboro, DE
- GFWC Federation Guild—4  
Dover, DE
- GFWC North Pinellas Woman's Club—4  
Clearwater, FL
- Greensboro Woman's Club—4  
Greensboro, NC
- Woman's Club of Madisonville—5  
Madisonville, KY
- Woman's Club of Merchantville—5  
Merchantville, NJ
- GFWC Morehead Woman's Club—7  
Morehead, KY
- GFWC Progress Club of Las Cruces—7  
Las Cruces, NM
- VIA Orange City Woman's Club—7  
Orange City, FL
- GFWC Inverness Woman's Club—9  
Inverness, FL
- Naples Woman's Club—10  
Naples, FL

## HEALTHY AND HAPPY

### THANKS TO GFWC!

Meet Ben Djaba. He loves to run, jump and roughhouse with his brothers and sisters. But it wasn't always that way. Ben was born underweight and malnourished. Ben now eats a hard-boiled egg and vegetables from his family's garden each day, which has completely transformed his life. With GFWC's partnership, Heifer International is helping families feed their children nutritious food, ensuring they can grow up healthy and happy.

LEARN MORE AT [HEIFER.ORG/GFWC](http://HEIFER.ORG/GFWC)  
OR CALL 888.548.6437



If you are not sick, you are wealthy.

— Rachael Djaba, Ben's mother







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## **Let's Sprint to the Finish**

GFWC Headquarters in Washington, DC, a National Historic Landmark since 1991, was purchased in 1922 through the generous donations of members. As we approach the 100<sup>th</sup> anniversary of GFWC guardianship, consider contributing to the effort to raise \$1,000,000 to protect and preserve this treasure!

Consult the Capital Campaign section of the Club Manual, available at:

**[www.GFWC.org/MemberPortal](http://www.GFWC.org/MemberPortal)**