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PROGRAMME & ADVOCACY NEWS

Special Issue
PDs Training Seminar, Lisbon 2016



A MESSAGE FROM YOUR PROGRAMME & ADVOCACY TEAM!

Welcome to this special edition of the Programme & Advocacy News! In anticipation of the Governors' Meeting, we decided to keep our newsletter focused on one specific issue of interest to you all: the Programme Directors' Training Seminar that took place in Lisbon this May. It was somewhat of a challenge to design a Seminar that would meet the interests and needs of both experienced PDs and those new to this role, as well as of PDs coming from big Unions and Single Clubs. Even so, the many candid discussions and intense exchanges of ideas and opinions proved to be an excellent learning opportunity for us all. A heartfelt thank you to all whose hard work made this event such a success: to Marlène and Caroline on the Programme team, to Sigrid as head of the Advocacy team, to the Union of Portugal for being such excellent hosts, and Anne and Bintou at SIE Headquarters for sharing their expertise with us!

Renata Trottmann Probst, President Elect and head 'Programme & Advocacy'

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PROGRAMME DIRECTORS IN LISBON

This first interactive Seminar of the biennium 2015 -2017 was intended as a platform for exchanges on programme and advocacy practices. 39 **Union and Single club Programme Directors** came from 29 countries of Europe, Africa and the Middle East,, representing 18 Unions and 11 Single Clubs.

A series of plenary sessions, workshops and discussions took place throughout the day. Workshops tailored to each participant's specific needs were held for the representatives of the Unions and Single clubs - the first time the latter had attended such a Seminar.

The first half-day's training addressed broader themes such as the organisation, its mission and vision, operation and touched on strategy. The debate very quickly turned to the critical need for the PDs to reintegrate the Board of the Unions and Clubs, in order to better carry out their function at the core of Soroptimist activity.

During the workshops, **participants focused on the role and responsibilities of their function at Union or individual Club level, their scope, and effective networking.**

During the **breakout session for Union PDs** this first day we looked at the Union PD's Tasks and confirmed the list of tasks as mentioned during last year PD training. *(see page 7)*

We looked at our responsibilities and how we could organize more involvement of other Board members for our *"job"* and goals to achieve. Part of this process was also the question: *Who is the stakeholder in the different tasks we have?* Besides Soroptimists in different functions, we endorsed the importance of the target group we work for: **Women and girls worldwide**. The question was how we could help each other with different expertise and skills in reaching our overall goal: **gender equality!** All PDs exchanged experiences of their best project and it was interesting to learn how different cultures, history background and expertise resulted in different approaches but above all it became clear what we can learn from each other and how important it is to reach out and organize collaboration across borders.

Single Clubs approached the organization in details, the various tools available and the joint work to tackle isolation. The discussion highlighted Clubs' needs in communications tools.



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Programme, advocacy and communication were the main themes of the second day. Discussion took place highlighting the tools available as well as the role and the importance of the PFRs, and then how to adapt the latter to facilitate the work of the editors and correspond to the expectations of the PDs and SIE.

The key topic was the presentation of the Federation Project for 2015-2017, ***Soroptimists fight illiteracy in partnership with My Book Buddy***. In conjunction with the theme of our SIE President, Maria Elisabetta de Franciscis, **Soroptimists Invest in education**, it aims to gives girls greater access to books. In partnership with **My Book Buddy**, a Dutch organisation, the concept is to provide schools, shelters and refugee camps with mini-libraries of books for children and at the same time to show teachers how to administer a loaning scheme. Children also make the library resource available to their families. The workshops helped sound out the PDs with regards to the feasibility of the project and how best to implement it. Note that feedback was very positive from the outset.

During this **second breakout session for Union and Single Club PDs,** we discussed how we could collaborate and bring all our expertise together in one federation project, so it could help us in our wish to have more visibility on what we do and by focusing on one objective also realize more impact. Union PDs came up with the idea of organizing a week of sponsored reading actions and decided that we need the teachers in our organization to help us. Most of the Unions realized themselves that in their countries books were available at schools and that it would be great to organize collaboration between different countries, one active in fundraising and another in connecting to schools where books are needed, all together in partnership with the **My Book Buddy** organization.

Single Clubs, especially from Africa and Eastern Europe, were very interested in finding in their countries schools in lack of libraries.

All PDs were very clear in their advice to the SIE Programme Team, that a letter with roadmap needed to be communicated before summer holidays, so teachers could make plans for the sponsored reading activities end of October, beginning of November**.**

This seminar offered a great opportunity for everyone to come together, to create networks of expertise, to share the many practices and competences spread across the Unions and Single clubs, to raise concerns, learn from each other and above all to strengthen ties between Unions, Clubs and the Federation.

***Marlène van Benthem**, SIE Programme Director,*
***Caroline Junier**, SIE Assistant Programme Director*

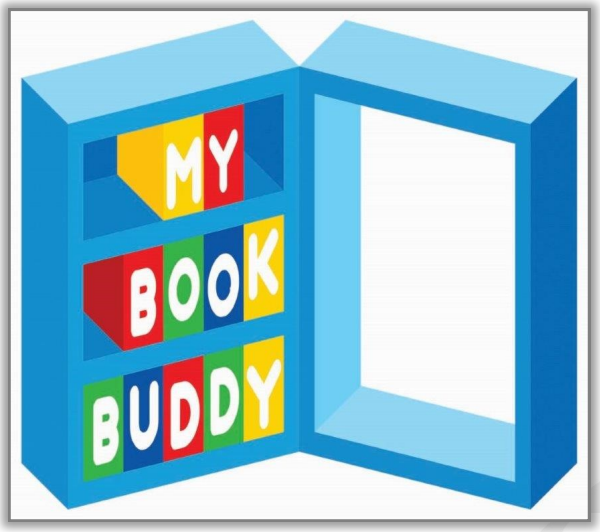
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SIE FEDERATION PROJECT 2016-2017

"Soroptimists fight illiteracy in partnership with My Book Buddy!"

The goal is to provide access to books for disadvantaged women and girls in our 62 countries. The ultimate aim is to fight illiteracy among women and girls. By providing greater access to books, we can help women and girls educate themselves, thus creating opportunities to find a job, build self-esteem and gain independence.



My Book Buddy is a Dutch organization that has developed a unique concept of setting up bookcases at schools and refugee camps with books for children at all levels, while at the same time offering to train teachers to use the library system. The added value is that children can borrow books and read them at home with the spin -off that the whole family can improve reading skills.

As the 2015-2017 biennium theme is "Soroptimists Invest in Education", we think that "My Book Buddy" is an excellent partner to promote education among women and girls.

SIE HQ will develop a page on our website which will provide information on how Unions and Clubs can participate. The options are:

- Organizing a link to a school that is in need of books
- Organizing a link to a shelter or refugee camp that is in need of books
- Raising funds so that books, bookcases and rucksacks can be bought and the library system can be implemented.

What are the costs of this project for our organization?

€750 are needed to acquire one bookcase consisting of about 50 books and including training and rucksacks. In addition, Unions and Clubs will require PR materials (in their own language) to promote the initiative. Some travel costs may also be needed to cover promotion activities to discuss the cooperation with My Book Buddy and the schools, shelters and refugee camps. In principle My Book Buddy works with volunteers and has no overhead costs.

THE ROADMAP FOR THIS PROJECT:

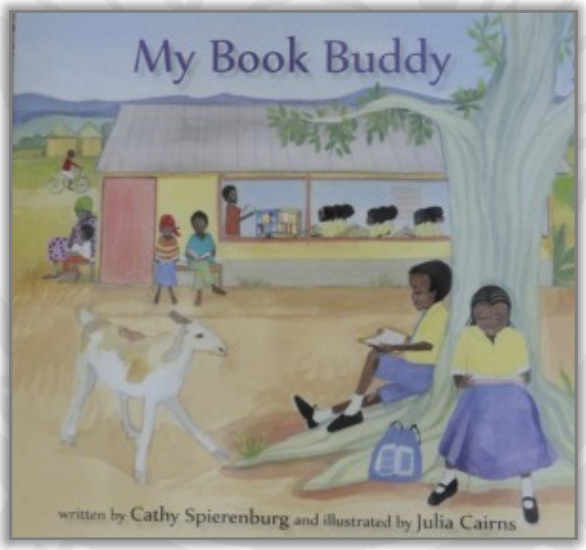
June – Sept: Preparation at all levels of our organization: Detailed information will be provided as soon as we know how many Unions and Single Clubs will participate in the Federation Project.

Sept 8: Launch of the project on UN International Literacy Day

Sept – Oct: Briefing all teachers in the Federation in preparation of the fundraising day called **"Children read books for children who need books"**

End of Oct /beginning of Nov:

- **The idea is to organize events with accompanying PR activities throughout the Federation on one day or within one week.**
- **These children's reading events will make it possible that My Book Buddy can buy books for disadvantaged children who do not yet have access to books**



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Sept 2016 – June 2017:
Our clubs will identify those schools, shelters and refugee camps which are willing to cooperate with My Book Buddy to install the bookcases and library system.

June 2017 – Sept 2017:
Preparation of second fundraising day: "Children read books for children who need books"!

Sept 8 2017:
On UN International Literacy Day, the teachers in our Federation will organize a second reading day to sponsor the books needed.

We will need a project team with expertise and skills and energy to coordinate the communication and facilitate all clubs to collaborate in this Federation project. At SIE level the following actions will be prepared to be ready for the launch:

- SIE designs a cooperation agreement with My Book Buddy
- SIE PD team organizes a project team for the SIE part of the cooperation
- HQ and project manager organize webpage to facilitate actions and payments.

July 1st 2016 is the deadline for informing the SIE PD Team whether your Union/Single Club intends to participate in the Federation Project. The success and PR effect depend on how many clubs are willing to collaborate.

The SIE Board will communicate the support and progress of the cooperation at the Governors' Meeting in Sofia.

If you require more information, please contact SIE PD Marlène van Benthem at marlene.vanbenthem@soroptimisteurope.org



My Book Buddy project in brief!

- A bookcase library with around fifty books with backpacks and training of teachers in a school, a shelter or a refugee camp: € 750.-
- ***What do Soroptimists do?*** They search for and determine schools, shelters or refugee camps in lack of books and / or provide funding to implement the library bookcases
- ***What does My Book Buddy do?*** This organisation is responsible for implementing libraries, providing books and training teachers in the places offered by the Soroptimists. The cases will be built in the areas of the concerned schools, shelters or camps, such as the making of the backpacks.
- **8 September 2016 and 8 September 2017**: Launch of the project and start of preparing the sponsored reading day/week by end of October.
- **Until July 1, 2016**: Clubs and Unions who agree to cooperate inform the PD of SIE about the contact person in charge of the project

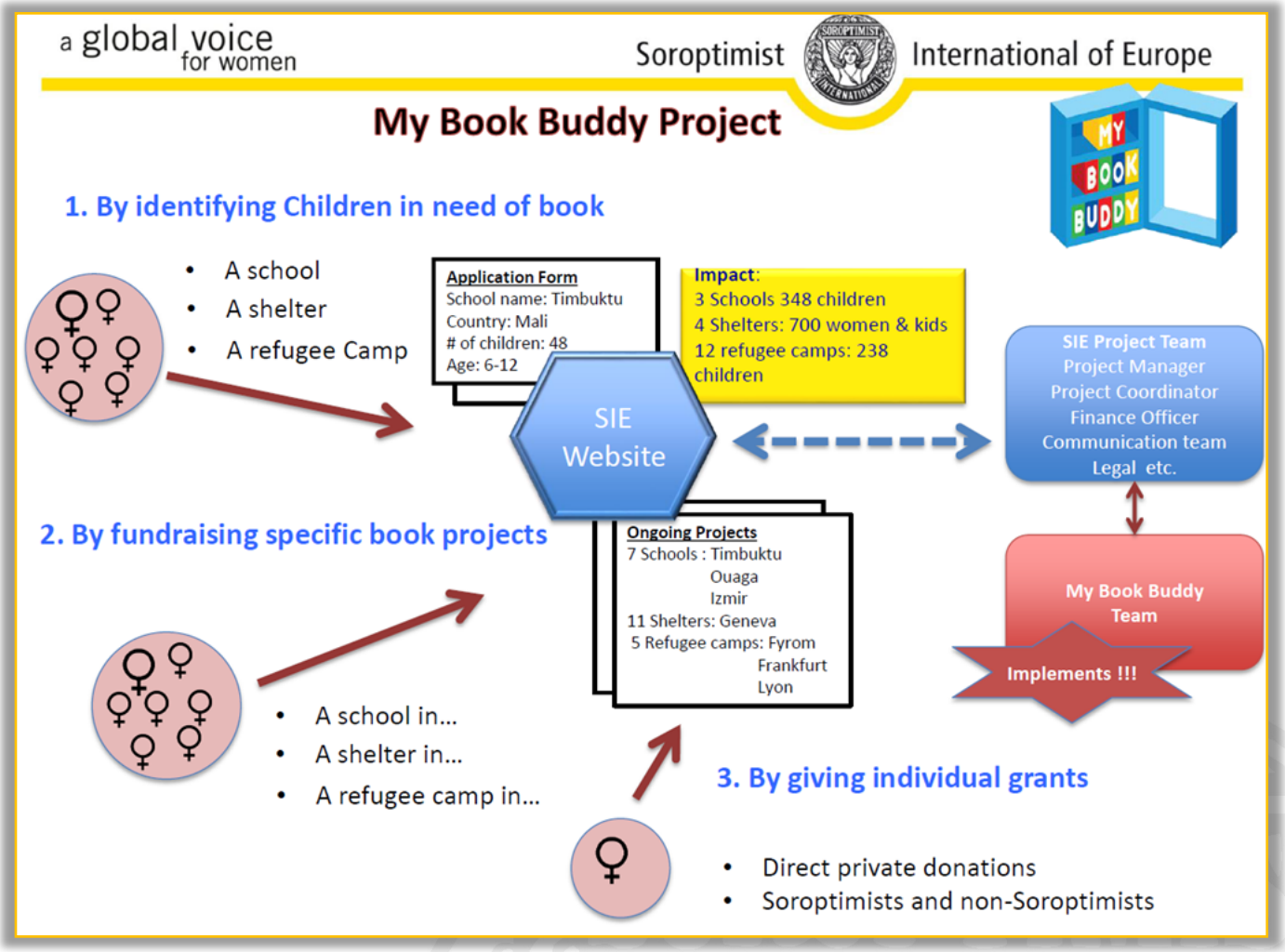


Pictures from www.mybookbuddy.nl

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My Book Buddy Project—Infographic



USEFUL LINKS & TOOLS OF COMMUNICATION

For more, please visit my Book Buddy Website...



...or the Facebook page of my Book Buddy



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JOB DESCRIPTION OF A PROGRAMME DIRECTOR IN A UNION



IMPORTANT moments

- ◊ 10 December *President Appeal + Human Rights Declaration*
- ◊ 8 March
- ◊ SIE President theme

- Inform and stimulate contribution to SI Presidents Appeal (Nepal)
- Work **very closely** with the Union Board members (President + VPs)
- Clarify PD & APD role + function
- **Awareness** raising of INTERNATIONAL movement
- **Train** Clubs PDs and APDs
- **Evaluate** the Programme section of Annual Report
- **Cascade** information from Union to Clubs and from SIE to Clubs
- **Collect** project ideas from Clubs / **"Bubble up" Best ideas**
- Project Matching "Union (s) Level"
- Follow SIE Training + Contribute
- **Reporting** to SIE (PFR)
- **Transfer** of know-how to successor / Ideally experienced Club PD – Union PD

1. Recommendation: Participation to the GM and not only a President meeting but a PD training at the GM

2. Recommendation : Must become a member of the Board not only by attending but voting also

Circulate down to delegates!

Please click HERE to download the Job Description in PDF format

JOB DESCRIPTION OF A PROGRAMME DIRECTOR IN A SINGLE CLUB

IMPORTANT moments

- ◊ 10 December *President Appeal + Human Rights Declaration*
- ◊ 8 March
- ◊ SIE President theme

- **Work very closely** with the Club President
- **Clarify** PD & APD role + function
- **Inform** on the SI President Appeal + SIE projects
- Raise awareness of international movement
- **Evaluate** the Programme section of the AR
- **Cascade** information from SIE to your Club
- **Circulate** down to Club members
- **Collect** project ideas from Clubs / **"Bubble up" Best ideas**
- **Attend** SIE Training + Contribute
- **Report** to SIE – do your PFRs
- **Transfer of know-how** to successor



Please click HERE to download the Job Description in PDF Format

HAVE COMMENTS?

This is YOUR newsletter! If you have a comment, document, link, or anything else that you would like us to communicate in an upcoming edition of the newsletter, please share it with us! Feel free to send your news to: programme@soroptimisteurope.org

CONTRIBUTORS

Renata Trottmann Probst, President Elect
Sigrid Ag, Vice President Advocacy
Marlène van Benthem, Programme Director
Caroline Junier, Assistant Programme Director
Anne Simon, Executive Director
Bintou Koïta, Programme & Advocacy Officer

IMPORTANT: *Last, but not least, the theme of your next Newsletter to be issued by the end of September will be* ***WHAT IS A GOOD PROJECT?***