



DISTRICT SERVICE BULLETIN

Summer Edition 2025



DISTRICT ELEVEN

CALIFORNIA, ARIZONA, NEVADA, SONORA MEXICO, HAWAII

GOVERNOR HILLARY'S MESSAGE



Welcome to the 2025-27 biennium. I am so proud and honored to be the District Eleven Governor. I want to thank everyone who attended the District Eleven's 69th District Conference. What an incredible time we had at the 69th District Eleven Conference in beautiful San Diego! From inspiring workshops to unforgettable celebrations, this year's event was truly one for the books. A huge round of applause to the Chula Vista Club for taking home **1st place in ALL award categories**—a phenomenal achievement that showcases dedication, creativity, and true community spirit. Way to represent! Members joined forces for a powerful cause with the **Days for Girls** project, making a lasting impact through compassion and teamwork. Thank you to everyone who contributed their time and heart to this meaningful service effort. The "Amazing Leadership, Membership, and New Club Building" workshop lit a fire under us all! Attendees walked away energized, empowered, and full of fresh ideas to grow stronger together. Who could forget Friday night? The Honky Tonk social was a boot-scootin' blast, full of laughter, dancing, and great memories with friends old and new. Yee-haw!

Thank you to everyone who made this conference a success. Your passion and positivity continue to make District Eleven shine brighter every year.

Until next time—keep serving.

Clarity
Collaboration, Learning, Attribution, Reciprocity, Integrity, Teamwork,
Yield

In the May 4, 2025, District Board Post Conference Meeting, the following change to Altrusa International District Eleven Article 4 Policy A (1), page 10, was approved:

CURRENT POLICY

Article 4 - District Eleven Board of Directors

A. District Board

1. The District Board is composed of: Governor; Governor-Elect; Vice Governor; one Director; Treasurer; Immediate Past Governor, serving as Leadership Trainer and Parliamentarian with a vote as Immediate Past Governor; and non-voting members, Immediate Past Treasurer and the appointed position of Secretary.

CHANGED POLICY

A. District Board

1. The District Board is composed of: Governor; Governor-Elect; Vice Governor; one Director; Treasurer; Immediate Past Governor (serving as Leadership Trainer); non-voting members, Immediate Past Treasurer; and the appointed positions of Parliamentarian and Secretary.

This change removed the Parliamentarian role from the Immediate Past Governor role and added Parliamentarian as a separate appointed and non-voting position. The reasoning is that the Parliamentarian should be separate from board voting and decision making, playing a strictly advisory role in the conduct of meetings. Having the Parliamentarian as a voting and active member of the board poses a conflict of interest, along with the ability to remain objective. This change also allows the Immediate Past Governor to retain voting power on the board.

Collaboration

The benefits of collaboration are enhanced learning, teamwork, and communication, community building, increasing efficiency, and making a greater impact.

Ideas

Joint Events: Organize an event.

Collaborative Project: Research projects

Inter-Club Initiatives: Partner with other clubs or organizations for shared goals

Mentoring: Create a mentorship program within the club

Group Activities: Organize events that bring together members.



International Foundation Grant

-Michelle Bell

Altrusa International Foundation Grants: Empowering Service through Funding

Attention District Eleven Clubs! The Altrusa International Foundation is once again offering grant opportunities to support the impactful service projects our clubs champion in their communities. These grants provide essential funding to amplify the reach and effectiveness of local initiatives, and your club could be the next recipient.

What You Need to Know:

- **Application Deadline:** September 15, 2025
- **Available Grants:**
 - ~ *Community Service Grants* – funding hands-on service projects.
 - ~ *Disaster Relief Grants* – supporting urgent, crisis-related needs.
 - ~ *Club21 Program Grants* – supporting children with disabilities.

Application Tips:

- **Specific:** Clearly outline your project goals, target audience, and community impact.
- **Budget Wisely:** Submit a detailed, realistic budget that aligns with the Foundation's guidelines.
- **Tell Your Story:** Highlight how your club's service reflects Altrusa's mission of leadership, partnership, and service.
- **Follow the Checklist:** Ensure all supporting documents are included—this is key to a complete and successful application.

Resources:

- Visit: foundation.altrusa.org
- Click on *Grants & Funding* to access guidelines, FAQs, and the application portal.

**SAVE THE DATE:
District Eleven Grant Application Tips Workshop (Zoom)
August 2, 2025, from 10:00am-11:00am**

Featuring an Altrusa International Foundation Grant Reviewer

Join us for an exclusive opportunity to sharpen your grant-writing skills! This engaging workshop will provide valuable insights into the Altrusa International Foundation grant application process.

A seasoned International Foundation Grant Reviewer will be joining us to share expert tips, common pitfalls, and what reviewers look for in a successful proposal. Whether you're a first-time applicant or a returning club ready to take your application to the next level, this session is designed to help you submit with confidence.

What to Expect:

- Best practices for project descriptions and budgets
- Real-time Q&A with a Foundation insider

Don't miss this chance to elevate your club's impact and maximize your chances of securing funding! Save the date on your calendar now. More information to come.

Make the most of this opportunity. Start planning now, and let's continue to serve with purpose, one project at a time.



First Timers Workshop

-Danielle Robello

We had 11 First Timers at the Conference this year!
Congratulations to Candy Mayhew from The West Valley Club and Manisha Dhanak from the Long Beach Club on winning our First Timers Selfie Challenge!
First Timers had a wonderful time meeting new Altrusans and exploring San Diego.



Treasurer

-Andrea Shallcross

At the District Conference in San Diego, we held a forum that gave a quick overview of your roles as presidents or treasurers, with an opportunity to ask questions and share experiences. Because the topics require more time to delve into the details, two workshops were presented on Zoom at later dates. The 2025 Altrusa District Eleven Treasurers' Workshop was presented on May 22, 2025. It was co-hosted by me and Lina Cestero, your District Eleven Outgoing and Incoming Treasurers. We had an interactive session that was both informative and fun! We even had a guest from Connecticut – Pat J. from District One! We covered the treasurer's calendar and general duties, financial responsibilities, but mostly we did a live exploration of Group Tally! Thank you to those who attended, thank you! It was great to see your faces and reconnect. The PowerPoint slides presented are an excellent treasurer's resource, so if any of you would like a set, just send me or Lina an email and we will forward the .pdf file to you. If you have any questions about your new role, have questions about filing requirements, or need assistance navigating the Group Tally site, just send an email, and we can walk through it together. Thank you for allowing me to serve as treasurer for the past two years. It's been a wonderful opportunity to become friends with so many of you amazing Altrusans. I look forward to seeing you all at future Conferences! With Lina on the job, I can happily retire from the head table!

Andrea Shallcross, Altrusa District Eleven Treasurer 2023-2025
andrea@shallcrossassociates.com

Lina Cestero, Altrusa District Eleven Treasurer 2025-2027

Communications

-Kathy Girard

Effective communication is crucial for the success and engagement of any club. It involves using various channels like email, websites, social media, and messaging apps to keep members informed, build a sense of community, and foster a positive club environment.

Hopefully, your club is utilizing various “Tools for Communication.”

- Email: A versatile tool for sending announcements, newsletters, and updates.
- Website: A central hub for information about the club, events, and membership.
- Social media: Reaching a wider audience and engaging members through platforms Facebook, Instagram, or Twitter.
- Messaging Apps: Facilitating quick and efficient communication within groups or teams, such as WhatsApp.
- Event Management Systems: Streamlining event planning, registration, and communication related to club activities.
- Communication Apps: Offering features like group chats, file sharing, and scheduling efficient communication within the club.
- Zoom Meetings – while different from face-to-face, members who can't make a meeting in person can still participate via Zoom. It is also a fantastic way for the committee. Meetings to communicate and accomplish goals without having to attend another face-to-face meeting.

By implementing these strategies and utilizing appropriate communication tools, clubs can foster effective communication practices that enhance member engagement, build a positive club culture, and achieve their goals. Be sure your members are following the District Eleven Facebook page for current updates and activities amongst our various clubs. Find us at: Altrusa International of District Eleven

Submitted by **Kathy Girard**, District Eleven Communication Chair



ASTRA

-Lilian Leopold



Southwestern College

The Southwestern College ASTRA Jag Kitchen Club inspired all the Altrusans who attended the District Conference in May. President Jia Barangan, Vice President Christina Pinuelas and Members Jesse Corena and Joey Gamache provided a comprehensive overview of the activities the club organized and participated in throughout the year. The student presenters also provided an overview of how they select service projects and develop partnerships with other clubs on campus, and work with members of the Altrusa Club of Chula Vista.

The overarching theme of service for the ASTRA Jag Kitchen Club is helping address food and housing insecurity for Southwestern College students. As a result, members chose activities with the San Diego Food Bank, South Bay Community Farm (which was a partner activity with the Altrusa Club of Chula Vista), and activities with the college's Hunger and Homeless Awareness Week. Chula Vista Altrusans also worked with ASTRA students in a food drive that restocked the college's food pantries at all four of its campuses and in assembling fleece blankets to give to homeless students moving into permanent housing.

Each student presenter provided a powerful testimony of how they became involved in ASTRA and how meaningful their membership and service is. Joey Gamache, who was dual-enrolled at Otay Ranch High School and Southwestern College, talked about how the ASTRA members were among his closest friends because he spent much of his high school career in online learning because of COVID.



Conference Foundation Update

– Koni Shaff

THANK-YOU District Eleven Altrusans! Through your generosity, we raised \$15,250 @ our 2025 Conference.

WOW!



That's Altrusans in Action

<i>Donations:</i>	\$11,340
<i>Silent Auction:</i>	\$ 2,375
<i>Opportunity Drawing:</i>	\$ 830
<i>Fournier Fun & Fitness:</i>	\$705

Do you need monetary help with a new Service Project or to enhance an ongoing Service Project? Why not apply for an Altrusa International Foundation 2025-2026 Cycle One grant?

Submit Applications to Dr. Kantrice Rose at foundation@altrusa.org by **September 15, 2025**. For Service Project grants, you may apply for ONE grant per year (either cycle one or cycle two, not both) for a maximum of up to \$2,500.

Vice Governor Koni Shaff is available for support on filling out and submitting your applications. Grant guidelines and criteria at [Grants Programs and Awards – Altrusa International Foundation](#)



Leadership, Membership, & New Club Building

-Shauna Stokes

At our District Eleven conference, Membership Chair Beverly Mueller, New Club Building Chair Michelle Bell, and Leadership Chair Shauna Stokes presented a workshop on leadership and membership titled “Encouraging Leadership and Regaining Membership.” It was lively and interactive, with attendees at tables producing answers to questions about leadership and membership. Each table reported their top answer to each question. Michelle transcribed these answers on her laptop and projected them on the big screen. We have typed up all the comments/ideas/answers from each table, and additional questions and answers, which are attached to the DSB. Michelle also provided information about Membership Decline and Growth Opportunities, which is also attached to the DSB. There is also a wealth of information about leadership and membership on the Altrusa International website.

Finally, congratulations to Altrusa International, Inc. Club of Chula Vista for winning the Nina Fay Calhoun International Relations award for its project, Phil Collum Reading Corner. The Club established a reading corner at an orphanage in Tijuana, Baja California, Mexico, with books, a bookcase, bean bag chairs, lamps, a rug, and window coverings. The reading corner honors, the city’s late Assistant Police Chief Phil Collum and his dedication to the underserved children of Mexico. Thank you to the Altrusa International of Anaheim, Inc. club for submitting a great award application for their Ranchera de la Hermosa Orphanage project.

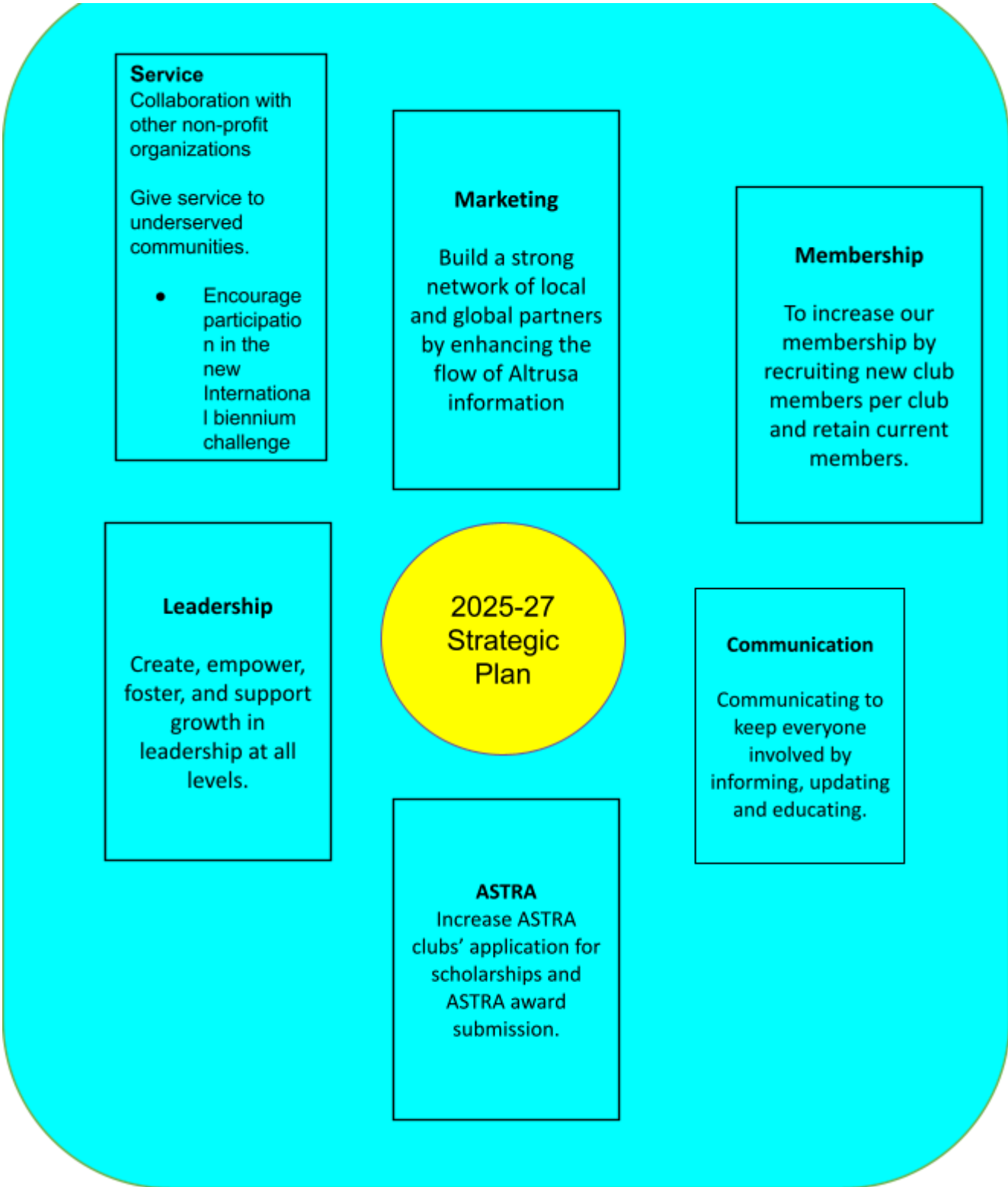


Services

-Margee Neer

At our recent Annual Conference, District Eleven members were able to partner with the Spring Valley Days for Girls Chapter in San Diego to prepare components for menstrual kits for hundreds of high school girls in Ethiopia through the Grow East Africa project. Members added snaps and ribbons, folded underwear and washcloths in preparation for kit assembly. We had fun as we worked preparing the kit components. The components were from the Eastern Sierra Altrusa Club, which had recently disbanded its DfG team. The components were then returned to the Spring Valley, CA DfG Chapter, where they were assembled into kits and packaged to be shipped to Ethiopia to five High Schools in the country. Yohannas, one of the founders of Grow East Africa, picked up boxes containing over 300 kits to take on his trip at the end of May. Thank you, Altrusans, for your work on this important project, and thank you, Spring Valley, CA DfG Chapter, for letting us be a part of the project.





Service
Collaboration with other non-profit organizations

Give service to underserved communities.

- Encourage participation in the new International biennium challenge

Marketing

Build a strong network of local and global partners by enhancing the flow of Altrusa information

Membership

To increase our membership by recruiting new club members per club and retain current members.

Leadership

Create, empower, foster, and support growth in leadership at all levels.

2025-27 Strategic Plan

Communication

Communicating to keep everyone involved by informing, updating and educating.

ASTRA

Increase ASTRA clubs' application for scholarships and ASTRA award submission.

















Thank You Altrusa District Eleven

Dear Altrusa International District Eleven,

On behalf of SBCS Domestic Violence Shelter, I want to extend our deepest gratitude for your generous donations in support of our domestic violence shelter. Your thoughtful contribution is more than just a gift—it is a powerful statement of compassion and solidarity with survivors in need of safety, healing, and hope.

Thanks to your support, we are able to provide essential items, resources, and comfort to individuals and families as they begin the difficult but empowering journey toward rebuilding their lives. Your kindness helps create a safe, nurturing environment where survivors can feel seen, valued, and supported.

It is community partners like you who make our work possible. Your commitment to service and uplifting vulnerable members of our community inspires us all. Thank you again for standing with us and for making a lasting impact on the lives we serve.

With sincere appreciation,
Nubia Soto *Nubia Soto*
Director SBCS | Casa Mariposa



WELCOME FROM THE LOCAL AREA CLUBS

ALTRUSA DISTRICT ELEVEN BOARD OF DIRECTORS

Governor	Hillary Sloan	Chula Vista	Hillaryaltrusa11@gmail.com
Governor Elect	Danielle Robello	Southern California	drobello.altrusa@gmail.com
Vice Governor	Koni Shaff	San Luis Obispo Co	konster.monster@comcast.net
Immed. Past Treasurer	Andrea Shallcross	Eastern Sierra	andrea@shallcrossassociates.com
Treasurer	Lina Cestero	Chula Vista	Linacestero.altrusa@gmail.com
Secretary	Sandy Pfefferkorn	San Diego	pfeffy50@gmail.com
Parliamentarian			
Immed. Past Governor Team Liaison	April Smith	San Luis Obispo Co	aprilboat@gmail.com

DISTRICT COMMITTEE CHAIRS

ASTRA Co-Chair	Melinda Aguirre	Central Coast	melinda.aguirre84@yahoo.com
ASTRA Co-Chair	Lilian Leopold	Chula Vista	socalprpro@gmail.com
Communications	Kathy Girard	San Diego	kathy.girard3@gmail.com
Service/Literacy Co-Chair	Beth Lorenzo	San Luis Obispo Co	blogrover@yahoo.com
Service/Literacy Co-Chair	Becky Lorenzo	San Luis Obispo Co	pieheartces@yahoo.com
Membership	Shauna Stokes	Chula Vista	sstokes55@mac.com
District Service Bulletin/DSB	April Smith	San Luis Obispo Co.	aprilaltrusa@gmail.com
Leadership	Buffam Richarson	Eastern Sierra	buffummichele@gmail.com

CLUB LIAISON ASSIGNMENTS

Immed. Past Governor – April Smith	Eastern Sierra, San Buenaventura, Santa Maria, San Diego
Governor Elect – Danielle Robello	West Valley, Reno/Sparks, Indian Wells Valley, Tucson, Coachella Valley
Vice Governor – Koni Shaff	Long Beach, Oxnard, Southern California, Golden Valley, Chula Vista
Director – Michelle Bell	Anaheim, SDNCC, Glendale, Central Coast, SLO



Appendix

Table 1.
Leadership and Membership
Workshop

#	Question	Answer
1	What did you learn from a failed or disappointing service project? Stay in tune with what is going on in the community. Constant needs assessment to ensure that the need is still relevant	Refresh and try again or let it go. Document project success and failure to review the following year. One that never got off the ground. Identify why it failed.
2	How do you communicate the benefits of membership?	Social media, word of mouth, one-on-one, service project action.
3	How does your club enhance the value of membership?	Extra mixers or fun activities. Member recognition.
4	What is your definition of an ideal member for your club, and are you reaching them effectively?	Someone who is dedicated and who shows up to meetings and events. Willing spirit. Enthusiastic. Someone not stuck in their ways. Bring new ideas for projects, follow up, and follow through on them. Be adaptable. Offer Zoom options for meetings. Social media.
5	Are there untapped audiences or demographics your club should be targeting? Who are they?	What are the expectations? City Enrichment Day (Community), Teachers or school administrators. Middle managers. Time - how much, Treasure - how can you give, Talent - by what means
6	How does your club measure club member satisfaction, or how should it?	Surveys, Active participation, Mentorship

7	How do you promote and market your club?	<p>Attending community activities, wearing logo apparel and pins, and having brochures available.</p> <p>Word of mouth, social media, local newspapers, church, and book clubs.</p> <p>Submit stories and photos to local media.</p>
8	How can you get good feedback from your members about projects, meetings, and fundraisers?	<p>Virtual surveys - email to members.</p> <p>Have members suggested agenda items for future meetings.</p> <p>Have a member take notes during an event.</p>
9	What would happen if your club leader left tomorrow? What would you do?	<p>Vice President to step up. Call an emergency meeting. Alternate officers periodically to keep it going.</p>

10	How are you preparing your future leaders in your club? How should you?	<p>How do we prepare ourselves to accept new leadership? Open-minded, flexible, patient.</p> <p>Have them lead a project.</p> <p>Be more receptive to new members' ideas and implementation. (Generation gap)</p> <p>Innovation does not come out of a business meeting.</p> <p>Technology. Hold a new member orientations. Are we too formal with process and traditions?</p>
11	What does making a difference mean to your club and have you clearly defined it?	<p>Reaching out to the community to define their needs.</p> <p>Providing grants to support different needs for teachers, aging out foster children, and school libraries, for example.</p> <p>We have never asked our club members who question.</p>

12	Are you measuring outcomes or just activities?	How do we know the outcome? Follow up with the organization in a few months.
13	What barriers prevent people from becoming or staying members? How can you address those barriers?	Older members do not want to accommodate newer members. Be flexible. Mentor new members. Work schedules, commuting, dues, family, rigid board members, and burnout.
14	How do you balance and welcoming new members while keeping long-term members actively involved?	Highlight past projects and welcome new project ideas.
15	Do you track testimonials, stories, and experiences of your club? How could you do that, and why is it important?	Get small video clip testimonials - what does it mean? Impact. Storyboards. Featured in community newsletters. Club newsletter. Ask scholarship recipients for testimonials.