



GFWC Alabama Clubwoman



January 2021

A Message from our President



**2020-2022
GFWC Alabama
President
Randy Matthews**

Happy New Year GFWC Alabama Federation of Women's Clubs! This president wishes abundant blessings of love, happiness, good health, and JOY for GFWC Alabama members and their families in 2021!

In early Spring 2020, the COVID-19 pandemic changed the way of living for residents of the United States and the entire world. With this pandemic came social distancing, responsibility by individuals to slow the spread of the Coronavirus and flatten the curve, and State mandates throughout America became a reality.

This challenged GFWC Alabama and clubs to rethink business as usual for the 2020-2021 ensuing club year. But as always GFWC Alabama members were up for the challenge and persevered. GFWC members were innovative in holding virtual meetings such as Zoom and Big Marker events. Some clubs moved the venue for club meetings so that social distancing could be maintained, while others chose to meet outdoors. Still others, determined not to break the cycle of physically meeting, chose to divide meetings into two or three smaller groups of members. This allowed clubs to work on hands on projects together while maintaining social distance. By whatever means clubs chose to meet, the mission of GFWC was accomplished...improving the lives of others through volunteer service. That is indeed a proud legacy for this organization to leave to the world during this time of chaos as the need for the service of Federated members is even greater within communities and around the globe.

This President chose as the theme for the 2020-2022 administration "*Living the Volunteer Spirit—Empowering Others to Live Well*". The AFWC President's Special Project is 'Diabetes Awareness'. GFWC Alabama has worked in conjunction with Camp Seale Harris, whose mission is to educate, encourage and empower children with diabetes and their families to live well. This president sincerely appreciates the members of GFWC Alabama for embracing this project and for donating more than \$6,500 to Camp Seale Harris in only six months. Clubs and districts have shown further support by scheduling many fundraising and educational events in conjunction with the staff of Camp Seale Harris for 2021. GFWC Alabama members, clubs and Districts are encouraged to participate in the current fundraisers for Camp Seale Harris. "Comp A Camp for A Kid" project allows members to donate to send a child to camp at no cost and

Upcoming Dates to Remember in 2021:

1/4: Reporting Zoom Meetings (**12 & 6 PM**)

1/10: Reporting Q&A Zoom Meeting (**2 PM**)

1/14: Deadline for **AL LEADS Applications**

1/30: AL LEADS
(Hoover)

2/1: Club Reports
Deadline

2/5: GFWC AL EC and Finance Committee Mtg (AFWC HQ)

2/6: GFWC AL Board of Directors Meeting (Prince of Peace Catholic Church - Hoover)

2/20: Reporting Workshop for GFWC AL Chairmen (AFWC HQ)

2/27: GFWC AL South District Meeting (Fairhope)

3/13: GFWC AL North District Meeting (Double Springs)

3/20: GFWC AL Central District Meeting (TBD)

4/15-17: 126th Annual GFWC AL State Convention (Perdido Beach Resort)

4/18-24: GFWC Volunteers in Action Week

4/24: GFWC Federation Day

6/26-28: GFWC 2021 Annual Convention (Sheraton Centre Toronto Hotel, Canada)

8/6-7: GFWC AL Board of Directors Meeting (AFWC HQ)

donations are cumulative over the administration. Navy blue reusable masks with the GFWC Alabama President's Pin symbol emblazoned in white on the mask are available for sale. The first order of masks sold out in three weeks, but a second order is in production. Please contact Betty Wellborn, AFWC President's Project Chairman or this president for more information on these projects.

In addition to partnering with Camp Seale Harris members are encouraged to be advocates of their own health and wellbeing as well as that of their family, friends, and others within the community. This is accomplished through education on "Diabetes Awareness" and clubs have consistently had excellent programs presented on the topic.

This president urges members, clubs, and Districts to take advantage of the vast amount of information and the opportunities available to members as we begin the New Year. One of significant importance to the future of GFWC Alabama and its leadership is the GFWC Alabama LEADS event, SPARK, which will be held on January 30, 2021 at Prince of Peace Catholic Church in Hoover. Attendees can be assured of their health and safety as social distancing and the wearing of masks will be observed. Each club and District can send two representatives to this esteemed seminar. Applications are available on the GFWC Alabama website, the GFWC Alabama Federation of Women's Clubs Facebook page, or by contacting Suellen Brazil, GFWC Alabama Leadership Chairman. The deadline for applications is January 14, 2021 so please do not delay in the selection of club and District representatives.

It is with great anticipation that the GFWC Alabama Federation of Women's Clubs embarks upon 2021. There is much work to be done by one of the world's largest organizations for women. The history of GFWC is poignantly written with the Federation making hard fought strides since the inception of GFWC. And no doubt, the history that was written by GFWC and GFWC Alabama members during 2020, will be just as poignantly penned for future membership to read.

As the New Year begins, if there is assistance needed by any GFWC Alabama member or club, please do not hesitate to contact this President or any member of the GFWC Alabama Board of Directors. The leadership of GFWC Alabama remains committed to advancing the mission of this organization in 2021.

This GFWC Alabama President looks forward to this new beginning and new commitment to "*Living the Volunteer Spirit—Empowering Others to Live Well*".

In Federation spirit,

Randy Matthews

***A SPECIAL ANNOUNCEMENT FROM OUR
GFWC ALABAMA PRESIDENT***

Dearest GFWC Alabama members,

As GFWC Alabama Federation of Women's Clubs embarks on a new year, it is with much

enthusiasm that this president announces changes in the 2020-2022 GFWC Alabama Board of Directors:

- Terri Walker has been appointed to fulfill the term of GFWC Alabama Treasurer. This position was made vacant by the resignation of Emily Smith in December.
- Christi Robinson has assumed the position of GFWC Alabama Communications and Public Relations Chairman for the remainder of this administration.

This president asks that all members join in welcoming Terri Walker and Christi Robinson to their roles. It is the belief of the GFWC Alabama leadership that these two clubwomen will continue their dedication to GFWC Alabama and prove invaluable in continuing the mission of GFWC.

While we welcome these, it is with the deepest appreciation that GFWC Alabama expresses gratitude to Emily Smith and Stella Givens for their dedicated efforts to the office of Treasurer and the Chairman of Communications and Public Relations, respectively.

In Federation service,
Randy Matthews

REPORTING RECOMMENDATIONS

by Becky Vansant, First Vice President

Is Your Club Up to Date on Changes in Reporting?

There have been some significant changes in names and focus for the signature programs, community service programs, advancement plans, and affiliate organizations. These changes were covered in detail in the reporting workshops presented at the fall district meetings. In an effort to ensure that everyone is fully informed, we will be providing a series of Zoom reporting workshops.

Monday, January 4
Noon—1:00 pm
Reporting Overview

[Click Here for the Noon Reporting Zoom Meeting Link](#)

Monday, January 4
6:30-7:30 pm
Reporting Overview

(same info as Noon workshop above but presented in the evening for those who work during the day)

[Click Here for the Evening Reporting Zoom Meeting Link](#)

Sunday, January 10, 2:00 pm—Still Have Questions? A question and answer session with your Awards Chairman

[Click Here for the Reporting Q&A Zoom Meeting Link](#)



Updated Reporting Forms

Attached are the **revised reporting forms** to be used for this reporting year. You will also find these forms in a fillable PDF format on the GFWC Alabama website under Resources:

- [Narrative Reporting Form](#)
- [Statistical Reporting Form](#)
- [Affiliate Org. Data Form](#)

Reports must be postmarked no later than February 1 if mailing. However, please consider emailing to bvansant63@gmail.com no later than 11:59 pm on February 1st. You will receive confirmation that your reports were received. Don't forget to send to your District Director as well.

Here's a helpful hint: Once you have opened the link for the fillable form and completed, remember you need to save it under a new name by hitting file, save as, and entering a new name such as 2020 Arts and Culture Report. If you just hit save rather than "save as", then you will only be saving the blank form again. In other words, you will lose the completed data in the form.

How can your club continue to expand your membership? Here are some ideas:

- A tried and true method of recruitment is “each one, ask one.”
- Coordinate a specific project/program with another organization.
- Use social media! Create a Facebook page using a fun, informative video.
- Become the “program” at community centers, career fairs, and other venues or events. Create a clear understanding of who your club is, what the club is looking for from members and “what’s in it for them.”
- Spread the word at work, especially if the club’s focus is similar to your professional life.



**“HATS OFF TO MEMBERSHIP”
RECRUITMENT CAMPAIGN**

Join GFWC clubs nationwide in our popular membership recruitment campaign



June, July, and August

RETENTION

“Staying in the Game”

Report due September 1



September, October, and November

RECRUITMENT

“EXPLORING for NEW MEMBERS”

Report due December 1



December, January, and February

MENTORING

“BUILDING the CONNECTION”

Report due March 1



March, April, and May

RECOGNITION

“Celebrating the Victories”

Report due June 1

Every member counts! Did you know that you can continue to add to your 2021 membership? Just mail the new members’ dues to the AFWC Treasurer by February 1, 2021. Make sure to send the name of the new member to too.

Recruitment is a year-round process, and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Include Federation facts, food and fun at any recruitment event. Clubs that are successful in securing three new members from their efforts will be featured in **News and Notes**. The Membership Committee will call club presidents February 15-28 to share recruitment and retention ideas and collect information for “Hats Off to Membership” to be reported to GFWC.



**GFWC Alabama State
Leadership
Education &
Development
Seminar (LEADS)
SPARK 2021**

by Suellen Brazil, Chairman

**GFWC Alabama State
Leadership Education
& Development Seminar**

**SPARK
2021**

**Shape
Prepare
Amplify
Rise
Kindle**

NOW is the time to take action! Don’t delay! Join those already registered in this engaging leadership training experience that is organized with you in mind. Participate in the GFWC Alabama Leadership Education and Development Seminar (LEADS) and gain knowledge, skills, and confidence to pursue and serve with distinction. You will also interact with clubwomen from across our state. What a personal growth and networking benefit it will be!

Clubs and districts have the fantastic opportunity to identify 2 members (who have not already attended State LEADS) who show leadership potential and send them to the 2021 GFWC Alabama LEADS on Saturday, January 30, 2021. Participants are in for an engaging, powerful day where they will ignite a new SPARK for 2021! Together we will **Shape, Prepare, Amplify, Rise, Kindle**, and ultimately **SPARK** the action for a highly energized future for attendees.

To ensure the greatest safety precautions, the seminar will be held at Prince of Peace Catholic Church, 4600 Preserve Parkway, Hoover, AL 35226. Attendees will be required to wear masks. There is very spacious room to ensure social distance for everyone at the meeting and hand sanitizers and masks will be available for use.

To participate:

- Club identifies representatives with desire and potential to serve and writes a simple letter of support as the club's representatives
- Members complete the **application form**
- Submit application form, brief club letter of support, and the \$20 registration fee to Jan Greer, 2082 Forest Lakes Lane, Sterrett, AL, 35147, jcgreerawfc@gmail.com
- Deadline to register is **January 14, 2021**.

We look forward to igniting a powerful SPARK for leading our membership in serving others and lighting the way for GFWC's tomorrows.

Environment CSP Report

by Ellen Clack, Environment CSP Chairman

The Environment Community Service Program (CSP) is very diverse and offers opportunities for both simple and complex projects to bring people of all ages closer to nature, making people into good stewards of this Earth upon which we live. While we cannot be as close to people as we might like right now, we can be as close to nature as we want. A few articles have caught my attention recently and I'd like to share some of them with you.

Is that species native, non-native, or invasive? And why do I care?

Native is defined as species that have historically and naturally been in a area without the intervention or movement of humans. A few examples of native Alabama plants are white oaks, longleaf pines, pileated woodpeckers, barred owls, and those cute little cottontail rabbits. Non-native species are those introduced to other places outside their native area. Non-natives have a neutral effect and sometimes positive effect, but not a negative effect on the environment. Some common non-native species found in Alabama are the nutria, house mouse, Japanese maple, mimosa, and chinaberry. Invasive species are non-native species that cause harm to the ecosystem they are in. Feral hogs are a prime example. Other examples are the popcorn tree, Japanese climbing fern, kudzu, and privet. Invasive species can quickly smother out native species and take over areas. If you are interested in controlling invasive species or promoting native species in Alabama, contact your local Alabama Wildlife and Freshwater Fisheries District Office and talk to the WFF technical assistance biologist in your area. (The Randolph Leader, April 29, 2020)

Queenie, the Queen Bee, has been doing her own research on Alabama bees and has a few things to say on this subject of native vs. non-native. First, honey bees are a non-native species. That's right! They were brought into the United States from Europe. Second, according to Bill Finch in a www.al.com/living article, native bees are the primary pollinators in our flower and vegetable gardens. Native bees include bumblebees, carpenter bees, digger bees squash bees, blueberry bees, and sweat bees, to name a few. These bees do not live in hives and do not make honey. One advantage of the native bees is that they have "buzz". Many flowers release their pollen only when the flower vibrates at certain frequencies. Magic upon magic, native bees "know" that frequency and they latch onto the flower and start vibrating. Isn't nature just fascinating?

Queenie asks that you help native bees by planting native plants and by providing habitat. Many bees nest underground, so provide them with an area free of gravel so they can access the soil. Avoid using pesticides that can harm bees.

I was out walking in the woods and found a baby animal. What do I do?

Wild animals are meant to be wild, and attempts to domesticate them should not be made. People trying to help wild animals often find that they are truly wild and sometimes receive serious injuries. Young animals can become imprinted and dependent upon their human helpers. If released back into the wild, the animal normally becomes a nuisance or simply dies because of the human interference in their lives. Most people have the very best intentions at heart when they find wild animals. What they do not realize is more harm may be created for the animal and also themselves. Enjoy wildlife, but leave animals to their natural world. Allow wild animals to live the way they were meant to live—wild and free. (The Randolph Leader, April 29, 2020 – by Brett Abbott, Biologist aide at the Alabama Division of Wildlife and Freshwater Fisheries)

Who are the GFWC Affiliates for the Environment CSP?

- Heifer International
- UNICEF

I look forward to hearing about your Environment CSP projects. If there's anything I can do to help, please contact me.

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Jennie Award

by Karol Kapustka, Jennie Award Chair

AFWC Club Presidents:

As your Jennie Award Chairman for 2020-2022, the **Jennie Award Guidelines** from the GFWC Manual and a **fillable GFWC Alabama Jennie Award application** are attached. Please note that the deadline for submitting the application to State President Randy Matthews is **March 1, 2021**. They will be judged and the winner will be presented at the AFWC Convention in April 2021. The Alabama winner will then be submitted to the Southern Region.

If you have any questions, please contact me. Thanks and best of luck in selecting a candidate for this prestigious Jennie Award.

Karol Kapustka
GFWC Alabama Jennie Award Chair - 2020-2022
karolkapustka63@gmail.com
256-797-0254



2020-2022 GFWC Alabama Executive Committee Members at the December 5, 2020, Holiday Open House at GFWC Alabama Headquarters:
(L-R) Caroline Hollowell, Becky Vansant, Jan Greer, Randy Matthews,
Jennifer Robertson, Roberta Atkinson