

Fall Edition

Dear Tiffany Circle Members,

We hope you and your loved ones are safe and well during these challenging times and extend words of support and encouragement to you. It is important to remember that—right now—we are fulfilling vital roles in helping the American Red Cross respond to so many crises including the COVID-19 pandemic, devastating wildfires throughout the west, the season's deadly storms and the impact on our communities of continued civil unrest. All of us share a strong commitment to an outstanding organization, which is grounded in our [Fundamental Principles of humanity, impartiality, neutrality, independence, voluntary service, unity and universality.](#)

As new Co-Chairs of the Tiffany Circle National Council, we extend our appreciation to former Chair Beth Renner for her commitment and dedication. We look forward to carrying on these values and beginning our leadership journey with gratitude and a shared commitment to partnership in all our endeavors.

This is a pivotal time for the Tiffany Circle National Council, marked by concluding terms of several long-tenured members and a significant number of new leaders beginning their terms. We deeply appreciate the contribution of leaders who have served with such remarkable dedication and look forward to the future contributions of our new members as we embark on our next Strategic Plan.

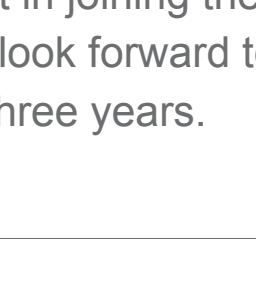
The **2023 Tiffany Circle Strategic Plan** includes goals of achieving 1,200 members and growing to an annual revenue to **\$12,400,000** over the next three years. Three supporting goals include year-over-year increases in influenced giving, increased recording of volunteer hours in Volunteer Connection and integrating donor touchpoints across our continuum of women's giving at all levels.

We will seek opportunities to create greater awareness of the impact of our Tiffany Circle through social and traditional media, build even stronger relationships through outreach and mission engagement of our core donors, while developing culture of diversity and inclusion among our philanthropic group.

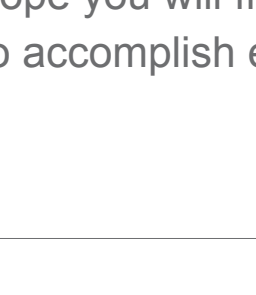
We have a lot to accomplish together. Our immediate priorities include organizing and structuring our Tiffany Circle volunteer and staff resources and processes for the essential work ahead. As the year unfolds, we will have opportunities to share more about the teamwork of our organization and progress toward our goals. For now, remember to mark your calendars for the 2021 Tiffany Circle Summit planned for October 7-9, 2021 with a "Save the Date" coming your way shortly.

In closing, we are proud to serve and lead the Tiffany Circle and thankful for your passion and commitment to the lifesaving mission of the Red Cross.

Warmly and with gratitude,



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Tiffany Circle 2023 Strategic Plan

We are excited to introduce our new three-year Strategic Plan that encompasses five vital goals to expand the Tiffany Circle and women's giving at the American Red Cross. We continue to stand on the four key strategic themes, which are:

- Mission Support
- Leveraging Women in Philanthropy
- Diversity & Inclusion
- Education & Outreach

To support the broad understanding of the Strategic Plan, we have created a [two-page infographic](#) that highlights our themes, objectives and measurable goals. This can be shared with peers, particularly those with an interest in joining the Tiffany Circle. We hope you will find this useful and we look forward to working together to accomplish each goal over the next three years.

American Red Cross Diversity Training

American Red Cross President and CEO Gail McGovern has issued a call to action to build a united effort supporting Diversity and Inclusion. A significant part of the Cultural Competency Action Plan is the opportunity for volunteers, donors and staff to participate in online training offered by the Office of Diversity and Inclusion. [Cultural Competency](#) courses were launched in June, and live sessions are scheduled each month to explore the topic of racism and how the American Red Cross can work to overcome the challenges it presents. More recently, a new offering "[Learning 2 Action \(L2A\)](#)" is focusing on specific steps we can take to build greater diversity and inclusion throughout our organization.

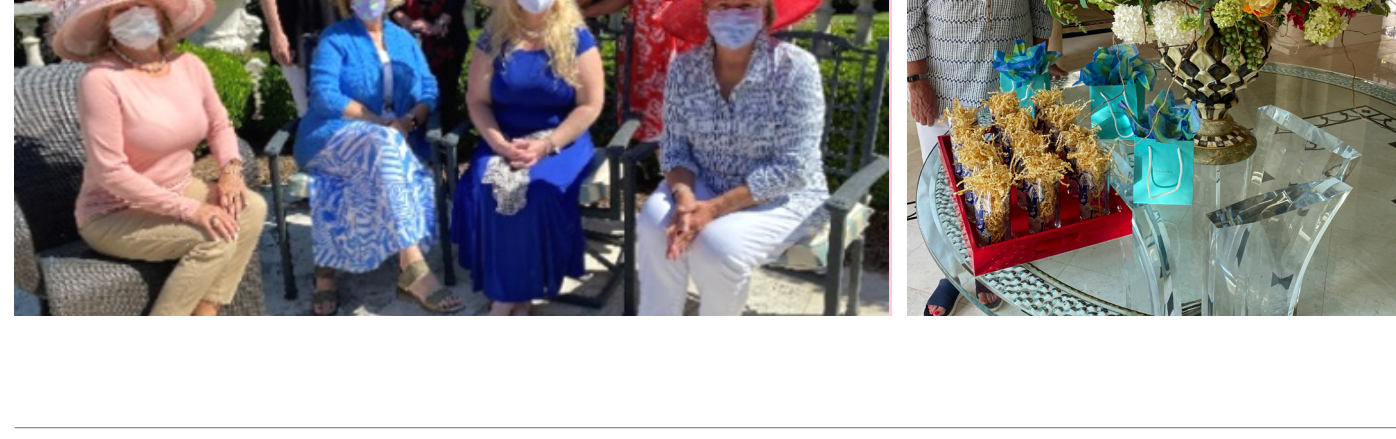
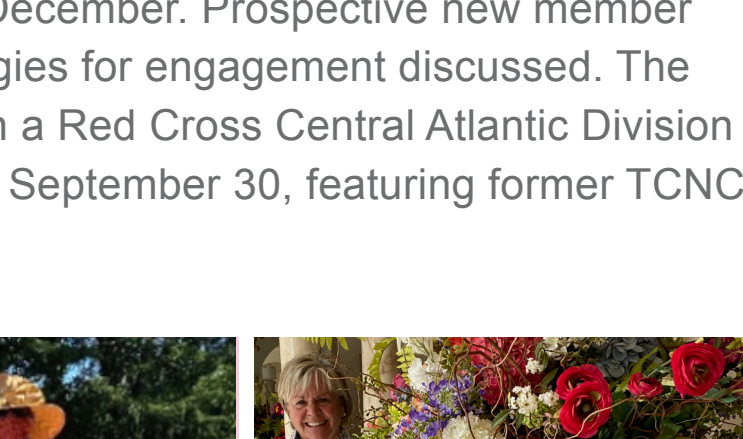
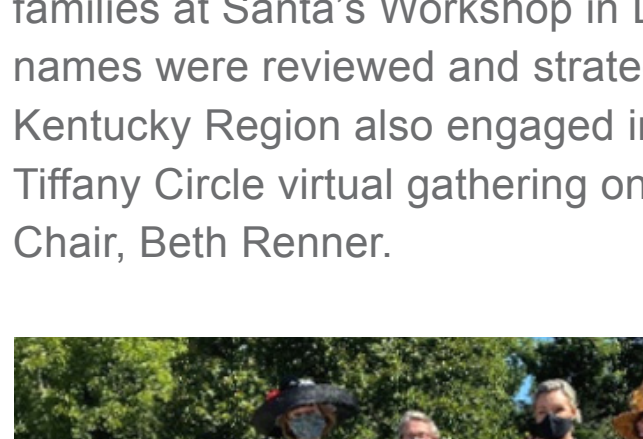
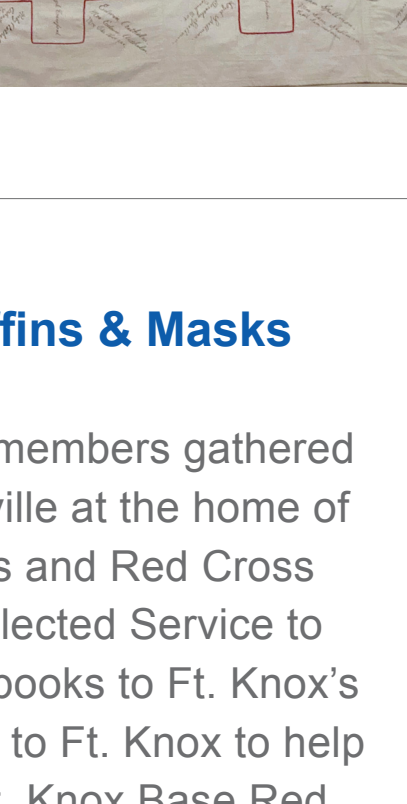
All sessions have been recorded and are available through Volunteer Connection, the Exchange and EDGE platforms. We encourage our Tiffany Circle members to participate in these sessions.

You can access them through the following links:

- [Diversity, Sensitivity and Awareness 4.0](#)
- [Cultural Competency Sessions](#)
 - [The Value of Allies to Diverse Groups](#)
 - [Black Leadership Experiences in Red Cross Mission Delivery](#)
 - [From COVID-19 to George Floyd: Exploring Our Emotions and Moving Forward with Intention and Purpose](#)

Tiffany Circle Launches in Northwest Arkansas

Tiffany Circle member, **Andrea Davis** (pictured right), recently moved to Northwest Arkansas from the Los Angeles region. On August 6, Andrea hosted a virtual launch party to officially kick off the Northwest Arkansas Tiffany Circle! Nearly 50 women participated in their inaugural "Stories of the Red Cross" virtual event, including several Tiffany Circle members who shared their personal Red Cross stories. Presenters included **Josie Tong** and **Meloni Hallock, Los Angeles Region** (pictured below) and **Jennifer McGrath, Missouri and Arkansas Region**.

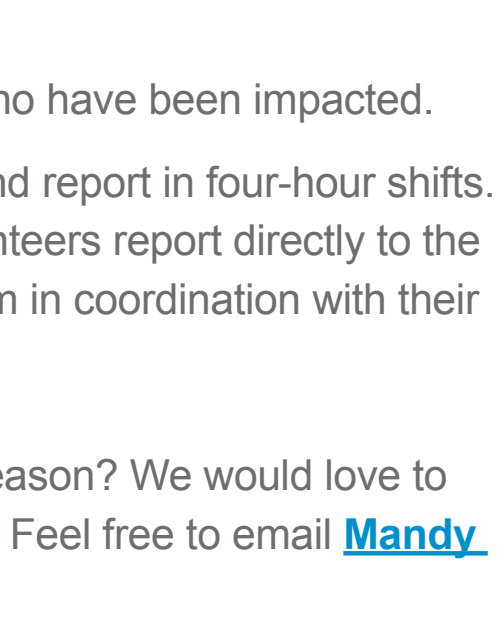
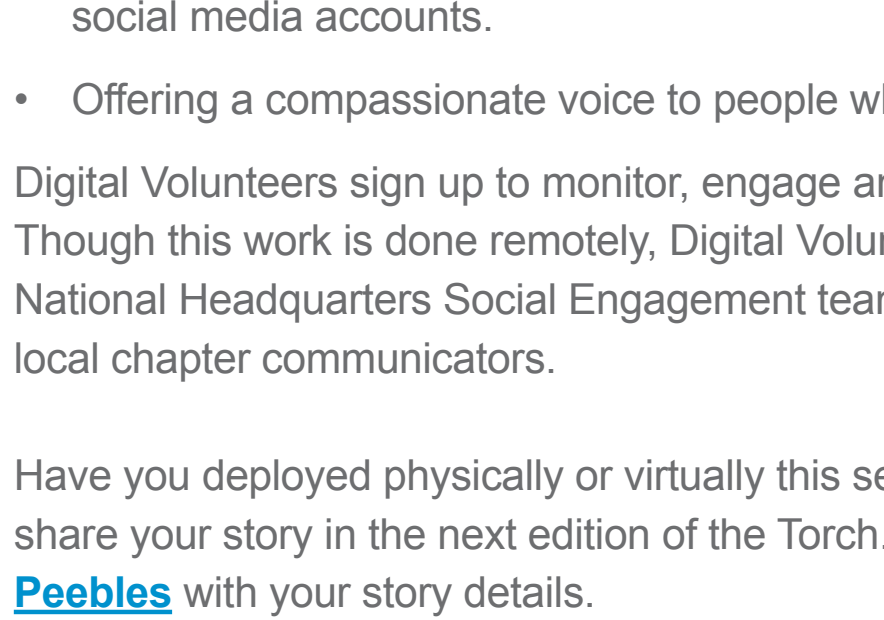


Pictures taken prior to the COVID-19 pandemic

Indiana Region Tiffany Circle members honoring Red Cross History

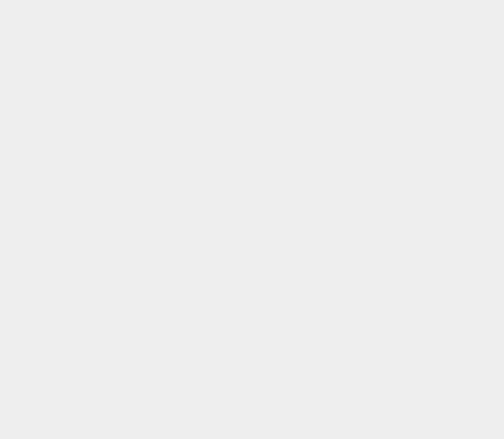
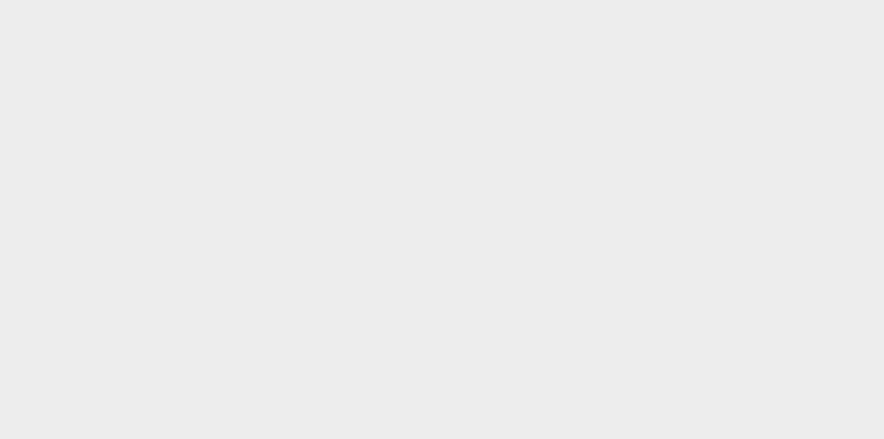
Tiffany Circle members of the Indiana Region **Claudia Swhier, Julie Detherage** (Chapter Chair), **Kris Harper**, and **Ginger Merkel** (not pictured) attended the Eiteljorg Museum's quilt show to view this unique piece of the Red Cross's past. Sewn by the women of Martell, Nebraska, around 1916, this quilt was fashioned to raise money for the Red Cross during World War I. People would pay 50 cents in order to have their names added to the quilt, and the final product was then sold at auction. This specific piece includes 672 signatures, including endorsements by Presidents Woodrow Wilson and Theodore Roosevelt, Secretary of War Newton Baker Jr., and General John Pershing. During a time when women did not have the right to vote, they would utilize their needleworking skills to support and participate in political causes with fundraising quilts like the one pictured.

Though the Indiana Region is not hosting any in-person events at this time, Tiffany Circle members with this common interest decided to gather for an outing.



Kentucky Region Tiffany Circle: Mugs, Muffins & Masks

On August 19, the Kentucky Region Tiffany Circle members gathered for a Derby Mugs, Muffins & Masks event in Louisville at the home of **Sally Snavelly**, Chapter Chair. Annual project ideas and Red Cross mission updates were discussed. The members selected Service to Armed Forces as their fall project and will provide books to Ft. Knox's Santa's Workshop. In October, members will travel to Ft. Knox to help stock the selected books (from a list selected by Ft. Knox Base Red Cross) and begin organizing for holiday shopping with the military families at Santa's Workshop in December. Prospective new member names were reviewed and strategies for engagement discussed. The Kentucky Region also engaged in a Red Cross Central Atlantic Division Tiffany Circle virtual gathering on September 30, featuring former TCNC Chair, Beth Renner.



Texas Gulf Coast Region First Virtual Youth Event

The Texas Gulf Coast Region hosted over **35** participants at its inaugural virtual youth event, and youth volunteers accounted for more than half of the attendees. During the event, we heard personal stories about specific projects and the motivation that drives these youth leaders to continue to volunteer and support their community. All three of our youth presenters spoke and reflected on the opportunity the Red Cross has given them to lead and spearhead different projects and new initiatives. Houston Tiffany Circle members **Dorothy Baker** and **Marian Cones** also shared their personal stories and what inspires them to continue to support the mission of the Red Cross, highlighting the importance of empowerment through our youth volunteers. The event concluded by asking the youth volunteers to create virtual thank you cards to send to our valued blood donors.

Tiffany Circle Member Serves as Social Hero

In the midst of extremely active wildfire and hurricane seasons, right now thousands of Red Cross volunteers are helping people affected nationwide. Tiffany Circle National Council member, Sara Horein, is providing ongoing social support as a Digital Volunteer, assisting the Red Cross Social Engagement team. As a Digital Volunteer she helps by:

- Monitoring online conversations for disaster-impacted people who may need Red Cross help.
- Sharing important disaster updates and resources through her personal social media accounts.
- Offering a compassionate voice to people who have been impacted.

Digital Volunteers sign up to monitor, engage and report in four-hour shifts. Though this work is done remotely, Digital Volunteers report directly to the National Headquarters Social Engagement team in coordination with their local chapter communicators.

Have you deployed physically or virtually this season? We would love to share your story in the next edition of the Torch. Feel free to email [Mandy Peebles](#) with your story details.

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Staying in touch via the American Red Cross email list is the best way we have of keeping in regular contact with supporters like you, letting you know about how you can protect yourself and your loved ones from disasters and other emergencies, and how you can support our life-saving work.

[Click here](#) to unsubscribe from our list, but please know that if you leave, it will be harder for you to stay involved with the Red Cross and continue the work of which you've been such a critical part. It is only because of supporters like you that the Red Cross is able to respond when a disaster strikes or a home is impacted by fire, when someone needs CPR or a lifesaving blood transfusion, or when a family needs to contact a deployed service member in an emergency. And we don't want to lose you! Thanks for your support!

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Help people affected by disasters big and small.

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