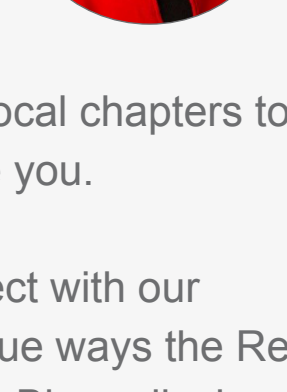




December 2019

Dear Tiffany Circle Sisters:

Wow, what a year it has been! I've seen you all move in incredible ways in support of the lifesaving mission of the American Red Cross. You have given your time in meaningful ways – installing smoke alarms, deploying to disasters domestically, and serving in your local chapters to inspire growth of our Circle. I am proud to walk alongside you.

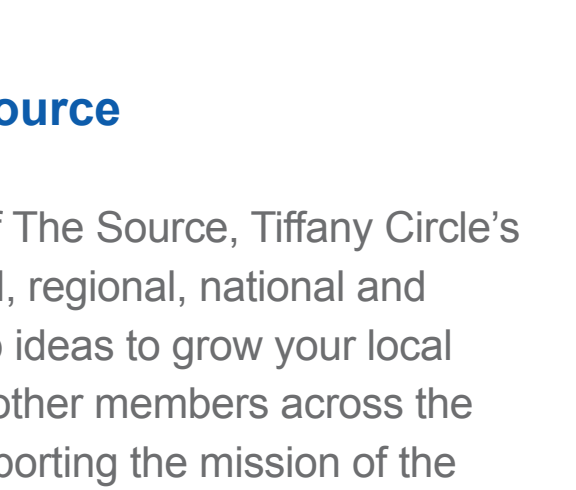


In September, we gathered in Washington, D.C. to connect with our fellow Tiffany Circle sisters, learning more about the unique ways the Red Cross serves around the globe. With a keen focus on our Biomedical Services, many of you heeded the call to fund the American Rare Donor Program and purchased a Neo Iris automated blood typing instrument to support the vital work needed to match the right blood to the right patient. Because of you, we are able to demonstrate incredible impact on this lifesaving mission and gather around a common bond as women philanthropists.

It is my honor to serve as Chair of the Tiffany Circle National Council. This unique and committed group of women are volunteering their time and talents nationally to continue to grow our Circle of women in local communities, around the country and across the globe. I am looking forward to 2020 as we continue our service in support the mission of the American Red Cross. Wishing you good health, happiness, and peace in the coming new year.

With gratitude,  
Beth Renner

## Women's Leadership 2019 Summit



The 2019 Tiffany Circle Summit: Mission Immersion 360° was an extraordinary success! Our mission-focused and high-impact Summit experience is outlined in the [Summit recap](#). You will find highlights of our thought-provoking sessions and celebrations of our collective philanthropy. We invite you to take a look and use this recap as you share the impact of Tiffany Circle with new and prospective members.

## New Tiffany Circle Website – The Source

We are delighted to announce the launch of The Source, Tiffany Circle's portal for up-to-date information on our local, regional, national and international growth. You will find leadership ideas to grow your local membership, opportunities to connect with other members across the country, and learn about new initiatives supporting the mission of the American Red Cross.

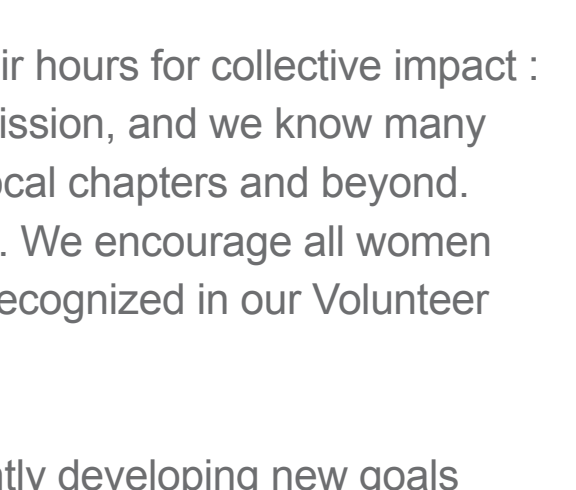
### Key features include:

- Templates and Strategies for Retention and Growth
- Tiffany Circle National Council Membership and Biographies
- Information on our Tiffany Circle Strategic Plan
- Regional Events – a way to connect with your sisters in other regions while traveling!
- Social Media Connections
- Organizational Priorities and Engagement Opportunities

One of the newest features listed above allows us the opportunity to share regional Tiffany Circle events. This will allow Tiffany Circle members all over the U.S. to gather and celebrate their Tiffany Circle sisters throughout the year. [Staff and members](#) are able to submit their Tiffany Circle events using the [Event Submission link](#).

We hope you will find value and connection with your Tiffany Circle sisters with the new and improved Source!

## Our Strategic Plan Update



As we enter the final 6 months of our current Strategic Plan (June 30, 2020), we are encouraged by the positive momentum and movement of our extraordinary members.

The current Tiffany Circle strategic plan includes five goals for achievement by 2020:

1. Grow membership to **1,000 women**:
  - At 972 members, we are well on our way to 1,000 members. We began the plan with 809 members and have seen a tremendous growth.
2. Expand the number of Tiffany Circle regions to **55**:
  - With territory realignment, we will continue working toward our goal of having Tiffany Circle members in each of the organization's 50 regions in 2020.
3. Retain **90 percent** of members year to year:
  - With the average retention in women's giving circles being in the 45% range, our current retention rates embody the genuine dedication of our members.
4. Increase cumulative direct donations to **\$110 million**:  
*Achieved January 4, 2019*
  - In year one of our plan, we met and surpassed our direct donations goal of \$110 million, and at year-end reached \$120,115,429 in cumulative giving.
5. Have **250 members** record and track their hours for collective impact :
  - Volunteerism is critical to fulfilling our mission, and we know many of our sisters are hard at work in their local chapters and beyond. We have 112 women actively recording. We encourage all women to ensure their great volunteer work is recognized in our Volunteer Connection platform.

The Tiffany Circle National Council is currently developing new goals associated with our next three-year Strategic Plan, which will align with Red Cross organizational priorities and will be presented to the membership in May 2020.

## Volunteer Connection: Are You Recording Your Volunteer Hours?

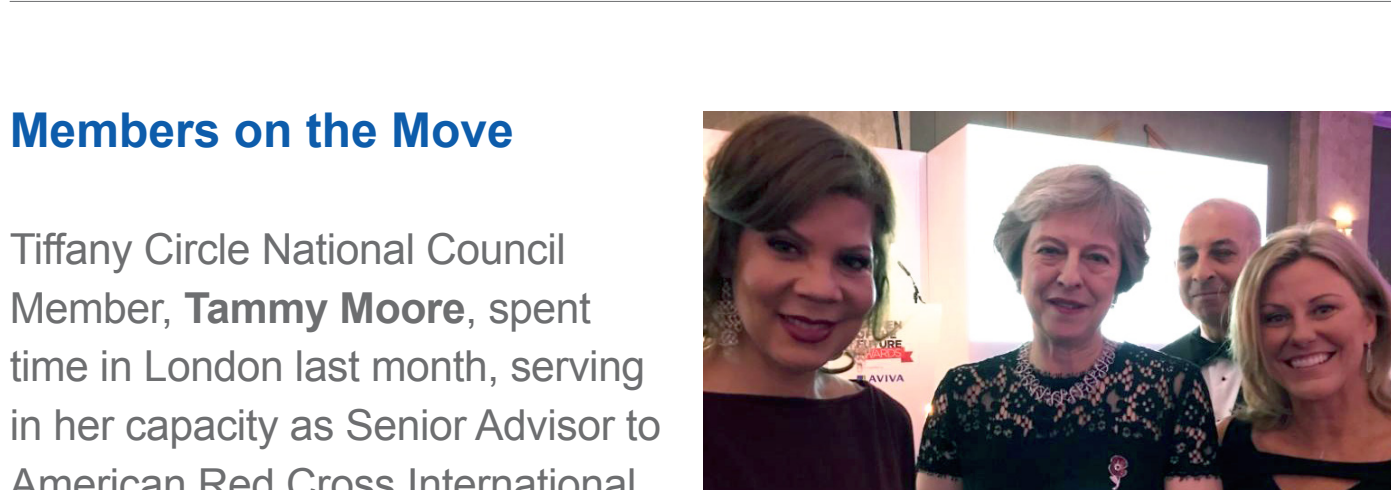
What is Volunteer Connection? Volunteer Connection is an organization-wide volunteer management system used to engage, match, train and deploy volunteers in order to respond to community needs and advance the Red Cross mission. For every-one hour recorded in Volunteer Connection is equivalent to a \$25 donation to the American Red Cross.

One of the main ways we quantify and communicate the value of volunteer contributions is through the story of volunteer hours. When you attend an American Red Cross meeting, a Tiffany Circle planning meeting or event, volunteer your time at a shelter or in the Chapter or participate in local smoke alarm installation, you are making a difference and we want to make sure you are recognized for your time. Log your hours in Volunteer Connection, also available as an app to log on your mobile phone. If you have questions about Volunteer Connection, please contact your regional relationship manager. Thank you for sharing your talent, time and treasure.

[Volunteer Connection](#).

## Legacy Society

There are many ways to give and support the mission of the Red Cross. A legacy of compassion links the earliest Red Cross visionaries – Henry Dunant, father of the global Red Cross movement, and Clara Barton, founder of the American Red Cross. The Red Cross is fortunate to have dedicated benefactors supporting its mission, including many who have chosen to secure its future through planned gifts. Beth Renner, Tiffany Circle National Chair, shared a personal and impactful story in this [video](#) expressing the “Why” behind her continued support of the Red Cross. Please use your influence and share this impactful video with your networks. To find out more about the Legacy Society visit [RedCrossLegacy.org](#).



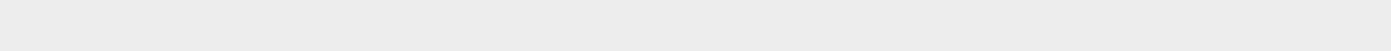
*Pictured above from left to right, Camille McCormack, Chris Carlton, and Julie Johnson.*

## Northern California Coastal Region's Summer Social Event

29 Northern California Tiffany Circle members and their guests, along with their staff partners from the Northern California Coastal Region, attended a Tiffany Circle Summer Social at Hess Collection Winery on August 25. Attendees enjoyed a wine-paired lunch, received their emergency response vehicle charms, and browsed the winery's art museum. The event was hosted by winery owner Sabrina Persson, who was affected by the 2017 California wildfires. Sabrina shared how the fire affected her family and winery, as well as recognized the impact the Red Cross had on the community. Red Cross Disaster Director, Anne Reynolds discussed the Red Cross California Wildfire Recovery Program, a new program originating from the fires. The program helps those affected by the fires with additional funds provided by the generous donations from the American public. Attendees enjoyed getting the chance to connect with these speakers and each other.

## Highlighting the Northwest Region

On November 21 Tiffany Circle members and friends of the Northwest Region's Tiffany Circle visited patients at Seattle's VA Hospital as part of an annual celebration of the Circle and the power of women philanthropists. The Northwest Region stopped in to thank the veterans for their service and have conversations to show how much they are appreciated. Watch the [Northwest Region's video](#) to see how they “made it happen”!



*Pictured from left to right: Ken Mundt, RPO and TC Staff liaison; Marian Spivey-Estrada, NHQ SAF; Jan Rohrmann, donor; Keely Reinhard, Tiffany Member and Nat'l Philanthropic Board; Lois Dorn, donor; Deepa Garg, Tiffany Member; Morgan Gilbert, RPO; Mary Donovan, Tiffany Member; Kelli Thode, Tiffany Member; Jason Matheny, NW Region SAF Director; Scott Armstrong, Pacific Division SAF Director*

## Members on the Move



Tiffany Circle National Council Member, **Tammy Moore**, spent time in London last month, serving in her capacity as Senior Advisor to American Red Cross International Services and Service to the Armed Forces. During her travels, Tammy had the privilege and pleasure of an introduction to British Prime Minister, Theresa May. During their time together they discussed our Red Cross global humanitarian mission, founded from the need to aid the sick and wounded in war. Tammy shared that the Prime Minister is well-versed in our work—timely and relevant in advance of Remembrance Day, honoring those members of the armed forces who have died in the line of duty. Tammy also had the pleasure of meeting and visiting with, British Tiffany Circle sister, Quenelda Avery, and Burberry CFO/COO, Julie Brown.

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