

# ARC Society of Women Leaders (SWL) Charter

## About the Australian Red Cross Society of Women Leaders

Australian Red Cross Society of Women Leaders (also referred to as Society of Women Leaders, SWL, we or circle of giving) is a volunteer group of the Australian Red Cross Society (ARC), modelled upon a circle of giving. SWL is part of a growing international movement of women philanthropists. It is based on a model of philanthropy that originated from American Red Cross, called the Tiffany Circle. SWL was first established in Australia in 2014.

While the circle of giving operates under the direction of ARC regarding compliance, humanitarian program operations and use of emblem, it works autonomously as to the running of its events, member engagement and is a highly valued collective of female philanthropists raising funds for and advocating on behalf of ARC in Australia.

The goal for SWL is to raise funds for, and advocate on behalf of ARC. It is the intention of SWL to raise funds through a \$10,000 annual donation by members. Members work together to build a group of dedicated women who share a social conscience and want to effect change. SWL Members act as advocates for the work of ARC through financial support of the key programs they select, as well as by raising awareness of the work of the largest humanitarian organisation in the world.

The support of Red Cross for SWL is vital to the success and growth of SWL. ARC will ensure that the necessary staff leadership and supports are in place to work with SWL. The CEO of ARC seeks a close relationship with SWL and considers this relationship as key to the on-going growth and success of the philanthropy initiative. The CEO is warmly welcomed to attend any meeting and event at any time during the SWL schedule of events.

## SWL Membership

Participation in the Society of Women Leaders is open to all women above the age of 18 who agree to uphold the Red Cross Fundamental Principles, [ARC Ethical Framework](#) and [SWL Core Values](#). Acquisition of new SWL Members is primarily through peer-to-peer recruitment however a woman can be sponsored into SWL by either a business or an individual. SWL membership types include:

### 1. Member

All SWL Members hold the title Member. All members pay an annual ARC membership fee of \$30 (non tax deductible) in addition to donating AU\$10,000 (tax deductible) annually to ARC and receive an annual tax receipt for all donations qualifying for tax deductibility. A limited number of Members who pledged five years when SWL was established hold the title Founding Member.

### 2. Advisory Member

These memberships may be offered on a needs-basis. Advisory memberships have a two year duration and have a role that is important to the growth and continuation of SWL. Advisory members may have a skill set, a network or other advantage that is desirable and beneficial to SWL, that supports the fundraising and ultimate goals of ARC/SWL. Advisory Members make up no more 10% of SWL membership nationally. An Advisory Member pays their \$30 pa membership fee to become a member of ARC and donates a minimum of \$2,000 per annum.

## Allocation of donated funds

85% of all funds donated to SWL are allocated directly to the Red Cross programs selected by the Members in accordance with the annual voting process. 15% of all SWL funds donated are provided to ARC to cover common (administration) costs associated with delivery of services.

## Programs supported by SWL

All Members are given the opportunity once a year at the Annual Members' Meeting to vote on which ARC programs they would like their pooled donations to support. The programs selected via the voting process will be ones that any subsequent funds raised by SWL will be allocated to.

Regular communications and updates are provided to SWL Members about the impact SWL is making on the lives of vulnerable people. The SWL newsletter, Sororum, is produced a minimum of three times a year. Where appropriate, ARC will facilitate a SWL humanitarian mission annually where some members may visit one of the programs that SWL funds.

Each year, SWL will allocate approximately 50% of its pooled funds to international ARC programs and approximately 50% to domestic ARC programming as voted at the SWL Annual Members Meeting.

## SWL Events and Participation

SWL generally undertakes one fundraising event each year. All other events are non-fundraising events aimed at bringing together SWL members. These events are free of charge, unique and informative. They are fully sponsored, designed and executed for Members by Members. Securing full sponsorship of SWL events by SWL Members is a key component of keeping the cost of the model low.

As SWL Members are part of the global circle of giving called the Tiffany Circle members are given the opportunity to attend International Tiffany Circle events (where available and at the relevant SWL Member's cost) according to the criteria set by the international chapters.

Any SWL member may participate in the SWL Think Tank. This is a vehicle through which the Red Cross can raise ideas and projects that require support such as additional funding and beyond funding such as mobilising intellectual capital and specific skills.

SWL Members are expected to cover their own costs (such as transport and accommodation) associated with attending events, participating in meetings, and such costs cannot be taken into account in determining how much SWL Members have donated.

## SWL Governance and Leadership

To ensure the SWL model is low cost to administer for ARC, Members manage all SWL operations through a structure of volunteer sub-committees led by the SWL Executive team and the National Advisory Committee (NAC). SWL is led by a National Chair and State/Territory Chairs. These positions have a fixed term of two years with extension options available. SWL leadership and sub-committees include:

- SWL Executive Leadership Committee
- National Advisory Committee (NAC)
- National Governance sub-committee
- National Programs sub-committee
- National Sponsorships and Events sub-committee
- State/Territory Leadership Committees
- State/Territory Member Engagement sub-committee
- State/Territory Events sub-committees

For sub-committees (other than the SWL Executive Leadership Committee and National Advisory Committee), any SWL Member can put themselves forward for a vacant role but must be officially voted in by a majority vote of the rest of that sub-committee.