

Annual Reports

2023–2024 Season

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Executive Committee

Per Article VIII of our [constitution](#), the Executive Committee (President, Vice-President, Secretary, Treasurer and Membership Director) shall present reports for approval at the AGM.

President

Dear AWC Members,

During the 2023 – 2024 club year I have had the honor to serve as president for this wonderful and long-standing organization.

This year we have finally been able to put the specter of the pandemic behind us and step up our efforts at providing welcoming friendship and fellowship to our members new and old. Maintaining the sustainability of the club is important and we have succeeded in engaging more members to help plan events and activities. Toward that end, we have increased our online and social media presence by adding an AWC Instagram page and inaugurating the AWC Community on WhatsApp. We are happy to see a continued increase in membership. This year we have cooperated with other American organizations, the IWC in Stockholm and with FAWCO.

In addition to offering a full schedule of social events we have also reinstated our AWC Scholarship.

Reports from each Board Member will contain more information about these important topics.

In addition to giving a scholarship, we have also been impacted by price increases unanticipated in our budget, and contributed to FAWCO philanthropy. The timing of our Scholarship Fundraiser will occur in late April so the income from the fundraiser will not be included in the financial reports that will be presented at the AGM. Therefore, we will be reporting a deficit for this club year. This deficit is outweighed by the modest profit carried over from the pandemic years. However, for the coming club year we have modified the budget and our fundraising in April will go towards next year's scholarship. We expect to operate next year with balanced income and expenditures. We are planning on continuing with activities to raise funds for the scholarship and for FAWCO. We also expect to bring back advertising in the newsletter and on our website to offset costs for evening events. We would prefer to not raise membership dues and have no plans to do so at present.

Our Board is instrumental for the success and viability of the club. Without this group of dedicated and hardworking women we would not be enjoying the multitude of events and information that are made available to us.

Many and profound thanks to our current Board for your outstanding efforts:

- Judy Baird Johansson, President
- Jessica Brown – Vice President and Event Coordinator and Luncheon Coordinator
- Arielle Haslam – Treasurer
- Jana Rosenbaum Marx – Secretary
- Jessica Nielsen – Membership Director
- Lisa Csedrik Svoz – Web and Social Media Administrator
- Christine Mancuso – Newsletter Editor
- Olivia Wilson – Scholarship Director
- Shannon Lovgren – Fundraising Director
- Kimberly Andersson – FAWCO Representative

Gratitude and thanks are due as well to:

- Jennifer Ersfjord for serving as our ever-reliable Treasurer for most of the club year
- Amelia Mutter for years of Newsletter creation and editing
- Linda Lewis for serving as FAWCO Representative and helping to publicize publications and initiatives
- Annie Lane, and Sara Hendey for choosing books and venues for the newly re-started Book Club, and to Jessica Nielsen who got the book club going.
- Olivia Wilson, Annie Lane, Sara Saxton Chirinos and Lisa Svoz for arranging our After Work Events venue
- Kim Mokary for finding wonderful fika venues.
- Kim Mokary and Barbara Bruszt for auditing our Financial Records
- Sallie Redman, Catherine Pettersson, Judy Petersen and Jessica Nielsen for hosting events.
- Cynthia Andersson for promoting US Embassy contacts
- Jennifer Cederwall for chairing our Annual General Meeting

Respectfully submitted,
Judy Baird Johansson

Vice President

As Vice President, I have had the pleasure of watching our members become more actively involved in helping to shape an increased activities program. Specifically, during the 2023-24 year, we increased engagement, including the assumption of leadership positions by several new members, sometimes as a direct outcome of some of our activities.

First and foremost, an Events Committee formed at the start of our year and met in October 2023, and January and March 2024. A lot of good ideas were generated there

and created some of the impetus for the implementation of new means for communicating through social media, and the formation of new interest groups.

Throughout the year, we continued to have regular monthly weekday luncheons and monthly Saturday morning fikas. The Movie Group also added many new participants during the year. We had successful new member mingles in late October and mid-April and brought new members into leadership roles as a result. Inspired by some of our new outreach methods – especially the implementation of the AWC WhatsApp Community – several “interest groups” were formed and are now meeting every month. These include the After Work Drinks group, the Book Club, and the Swedish Conversation group. Occasional free ad hoc “Music Meetups” at the Royal Music Academy were organized and announced on our Facebook page and on WhatsApp. We also had a few special events, such as our Thanksgiving luncheon in November at the Hard Rock Cafe, a visit to the Liss Eriksson Museum in late October and the Carl Eldh Ateljé in November (in conjunction with the International Women’s Club), a book presentation where Sara Hendeby presented a vegan cookbook that she co-authored in October, a book night with Lola Akinmade at the English Bookshop in December to celebrate her latest novel, an “organizing” event with professional organizer Rebecca Hollowell in January, and an evening “dinner and a show” night out at Wallmans Stockholm in March.

Our fundraising for the Jessie Lokrantz Scholarship has gotten a boost thanks to our new Fundraising Director, Shannon Lovgren, and we are holding our first loppis in late April to support the scholarship.

Further events are contemplated for June 2024 and July 2024: a floral headband-making workshop around midsummer, and a potluck outing and day in the archipelago shortly after July 4th.

In the coming year we hope to build on our terrific progress of this year by introducing more one-time cultural events, fundraising activities to support the reactivated scholarship, and more city walks and nature hikes. Of course, we plan to continue all the now-ongoing activities of luncheons, fikas, book club, conversation group, music meet-ups, movie group, and after work drinks group.

It’s truly been a remarkable year and one to build on next year!

Respectfully submitted,
Jessica Brown

Secretary

During the club year, I have attended executive board meetings and prepared minutes for each meeting I attended.

Respectfully submitted,
Jana Marx

Treasurer

Jennifer Ersfjord stepped down at the end of January after several years as Treasurer. I was voted in during the January board meeting and officially took over as Treasurer on February 1st.

Some key highlights:

American Women's Club

- We terminated our archiving service, electing instead for the president to take possession of those items. This change reduced our archiving expense by 2,573.75 SEK for the year and will save us a yearly expense of 8,400.00 going forward.
- We also received 5,250.30 SEK in interest income.
- Tax return period May 1st, 2023 – April 30th, 2024: The tax return for this period will be submitted to Skatteverket in the fall.
- Audit: The accounting audit for the fiscal year 2023 will be conducted on May 18th, 2024.

American Women's Club Scholarship

- We received 1,761.90 SEK in interest income.
- Tax return for period January 1st, 2023 – December 31st, 2023: The tax return for this period will be submitted to Skatteverket in the fall.
- Audit: The accounting audit for the fiscal year 2023 will be conducted on May 18th 2024.

Respectfully submitted,
Arielle Haslam

Related documents:

[AWC proposed budget, 2024-2025](#)

 [AWC Interim Report Mar 2024.pdf](#)

Membership Director

It has been an honor to serve as the Membership Director for the past season. I have truly loved getting to meet so many fantastic women who bring fresh energy and enthusiasm to the Club. It is a privilege to be their first point of contact and to offer each one a warm welcome and share information on the many events and activities we offer. This year we welcomed 32 women from 19 States, Sweden and the UK, ranging in age from 73 to 23 years old. They bring a wide range of experiences, talents and interests to the AWC. This

new energy, together with the continuing commitment of long-standing members, is building a momentum that we can all feel.

A new members event was held last October and hosted by the Board and Judy Petersen. All women who joined between October 2022 - October 2023 were invited. It was a lovely evening with 18 of us enjoying wine, antipasto and Judy Petersen's gorgeous view. Another new members event was held April 13 and all members who have joined since October were invited. Around 20 newcomers and board members joined me for tea, champagne, scones and sandwiches at my home. It was a pleasure to host the group. Having a new member's event each fall at the season's opening, and each spring to close the season, seems to work well and should be part of our annual calendar. Generally these new members have been engaged with the club, stepping into leadership roles and bringing new ideas to the table; for example, our Treasurer, Arielle Haslam, and our Newsletter editor, Christine Mancuso, are among the new members welcomed this season, and Olivia Wilson, our scholarship director, and Lisa Csedrik Svoz, our Webwoman, are both part of the group of women who were welcomed at the new members event last October. Another new member, Annie Lane, has collaborated with Olivia on starting the AfterWork social group, and also co-chairs the book club with long-time member Sara Hendey. They follow the example of several other long-standing members who are also contributing their energy to groups such as the music meet-ups, fikas and Swedish conversations group. This level of engagement is due to the efforts of the board; particularly Jessica Brown by organizing our lunches, and the new Events Committee, and Lisa, who has gotten the Instagram and WhatsApp channels up and running, which is especially important as almost 30% of the new members do not use FaceBook. Lisa also was able to activate a plug-in to allow a membership directory and since almost 97% of our members said they would like to be included, this is so appreciated. Thank you Lisa!

Current membership is 185 women. Our 161 American members come from 37 states and our 24 international members represent 9 countries. Our oldest member is 86 and our youngest is 23. We have 59 ladies who have been members for more than 20 years. This season we had 30 people cancel their memberships, but we have had 36 new women apply for membership with 32 activating — 2 are honorary members as employees of the US Embassy. We are holding a steady level of membership over the last few years after having lost about 100 members during the pandemic 2020-21 season. We would need to grow about 50% to reach the highest level of membership (282) in the recent past.

The Board met with the AWC Berlin president, My-Linh Kunst, to hear how they grew their club from 5 members to more than 300 in just 10 years. Some ideas suggested were; auto-renewals, multi-year memberships, opening up more events to non-members, having more social media presence, partnering with other organizations on speakers, community service and philanthropy, and listing diverse events on our public page. The Board will have a follow-up meeting to discuss her presentation on April 29.

More than 2/3 of the members joining since 2019 (when we started collecting data on our application) have indicated an interest in joining a committee and more than half have also expressed an interest in outdoor activities, and/or for cultural activities. This is an opportunity to engage those members who have expressed an interest in both committee work and one or the other interest, to expand our social groups to those activities. Another interest expressed by many is organized Embassy events. We have two new members who are Embassy employees — possibly they can help with that. Overall, it has been an exciting year for the AWC, we are finally getting out of the doldrums caused by the covid epidemic and are moving forward with renewed energy. We are working to expand our social groups, events and relevancy, and generating a lot of ideas to increase membership engagement and numbers and are looking forward to what the next season has in store for us.

Respectfully submitted,
Jessica Nielsen

Related documents:

<https://docs.google.com/presentation/d/1z2joCzCiyKKfmGAOvTwxkAYByCuzxud7pXnVL2MhIME/edit?usp=sharing>

Auxiliary Roles

The success of our club depends on information about events reaching the membership. Please see the reports from our Website and Social Media Manager, and our Newsletter Editor below.

Website and Social Media Manager

Dear Esteemed Club Members,

As we bid farewell to another remarkable year, it's time to reflect on our journey together. Our club has achieved significant milestones, and we're thrilled to share the highlights with you!

Website Enhancements:

Our website underwent a transformation, and we're excited to announce two major updates:

1. **Member Directory:** Our revamped website now features a comprehensive member directory. When you're looking to connect with fellow members this directory is your go-to resource. Find profiles, interests, and contact details—all in one place!
2. **Photo Gallery:** Relive the magic of our events through photos! Our new photo gallery showcases memorable moments and camaraderie. You can see the warmth of our club spirit.

Social Media Expansion:

We've embraced the digital age by launching new official social media accounts on **Instagram** and **WhatsApp**. Here's how you can get involved:

1. **Instagram:** Follow us @americanwomensclubstockholm for information on our upcoming events. Thank you to our early followers—you're the heartbeat of our online community! Let's keep the support coming and spread the love.
2. **WhatsApp:** Join our WhatsApp Community. It's where real-time conversations happen! **Share ideas, discuss upcoming events, and connect with fellow members.**

Gratitude:

To our existing followers on Facebook, Instagram and WhatsApp, a heartfelt **thank you!** Your support embodies the very spirit that binds us all together. Let's continue building a vibrant digital space together.

For those who haven't joined yet, don't miss out! Connect with us, share your thoughts, and let's create meaningful dialogues. Our club thrives when we engage, learn, and grow together.

Remember, every message sent is an opportunity to forge new friendships and spark exciting discussions. Let's make 2024-2025 even more memorable!

Wishing you all a sensational summer season and a fantastic new club year ahead.

With Enthusiasm,

Lisa Csedrik
Website and Social Media Manager

Newsletter Editor