



LITERARY SOCIETY  
OF THE SOUTHWEST

# ANNUAL REPORT

FISCAL YEAR END JUNE 2023



*Pictured from left:  
Outgoing President Laura  
Huser with Incoming  
President Ellen Brown*

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Laura Huser  
President

Ellen Brown  
Vice President

Jayne Lewis  
Secretary

Mary Beth Herbert  
Treasurer

### BOARD MEMBERS

Peggy Sharp-Chamberlain

Michele Feeney

Lorelei Gonzales

Mardie Holland

Genny Matteucci

Jean Nelson

Carrie Ostroski

Nancy Retson

Judy Riley

Elizabeth Saba

Ann Stanton

# A MESSAGE FROM THE PRESIDENT

The Literary Society of the Southwest entered its third fiscal year under the control of its all-volunteer Board of Directors with the desire, enthusiasm, and determination to fulfill its newly adopted, bifurcated mission of celebrating contemporary literature and authors while promoting the cause of literacy throughout Arizona. We set meticulous goals at the annual Strategic Planning Meeting and sought to achieve continuous improvement at every committee level.

Staying true to the first part of our mission, we increased our budget allocation to acquire outstanding authors. As a result, our members were delighted throughout the year at meaningful, intimate, and curated luncheons with a roster of books from gifted and celebrated authors using various genres and worldwide cultural settings. We upheld the quality that is the Literary Society's hallmark by encouraging our members to play an integral role in the author selection process, thus ensuring diverse tastes in writing styles and subject matters.

Our membership grew to 600, and we acquired new sponsors, which allowed the Literary Society to exceed its annual fundraising goals and fulfill the second part of the mission. Our generous members and donors gave amounts above our Literacy Grant Challenge goal - more than doubling our grant budget. Since early reading skills are the most significant predictor of academic and life success, these grants provide a way for the Literary Society to impact literacy in Arizona positively.

As we proudly reflect on our accomplishments, our enthusiasm for the upcoming season is boundless. We're committed to improving and embracing member suggestions to elevate our member experience further. We'll welcome new members to ensure our society's vitality and diversity. To foster a deeper sense of community, we'll enhance our communication channels and keep our members engaged through volunteer opportunities, informative newsletters, and regular email updates. Consistent recognition and support of our donors at all sponsorship levels will help us broaden our impact, bringing the joy and lifelong benefits of reading to all.

We extend our heartfelt gratitude to our dedicated members, volunteers, donors, and sponsors who continue to champion our cause. Together, we're poised for an exhilarating journey in the 2023-2024 season as we excel, improve, grow, and make a more significant difference in our community by supporting Arizona non-profit organizations dedicated to literacy.

Thank you for your unwavering support, and here's to another season of literary celebration and transformation.

*Laura Huser*

PRESIDENT, 2020-2023

# COMMITTEE ACHIEVEMENTS

## 2022-2023

### AUTHOR SELECTION

- The process began with more than thirty-nine titles suggested by our literary agent and our members for the 2022-2023 season.
- The Author Selection Board Committee read and distilled these down to twelve books, which were then read and evaluated by the Literary Society Advisory Committee.
- These volunteers submitted their recommendations back to the Board Author Selection Committee.
- Working with and negotiating through our literary agent, the final selection of authors for the coming season was announced at the May luncheons.

#### Volunteers for Author Advisory Committee:

- Rebecca Albrecht
- Barbara Berman
- Ann Burnett
- Chris Chavez
- Renee Clift
- Eliza Coll
- Katharine Conley
- Elizabeth Dalieri
- Barbara DeMichele
- Jana Earnest
- Michele Feeney
- Marlis Frey
- Marjorie Fine
- Mary Lou Goldstein
- Kate Groves
- Lise Hicks
- Kristin Hoffman
- Genevieve Hogan
- Linda Hopkins
- Cynthia Hoxie
- Arlyn Huffman
- Mari Koerner
- Adrienne Leavy
- Suzanne Mallamo
- Mary Masters Opila
- Alison McAdams
- Sue Metzner
- Marla Moss
- Leslie O'Hara
- Suzanne Pearlstein
- Lucia Renshaw
- Laura Roskind
- Nancy Sacks
- Ann Schneidman
- Barclay Schraff
- Jennifer Schuitemaker
- Peggy Sharp-Chamberlain
- Ina Smeets-Kort
- Janet Stein
- Nola Tininenko
- Anna Unterberger
- Sue Van Leer
- Susan Wain
- JoAnn Weisel
- Barbara White Brenner
- Iris Wigal
- Mary Wilber
- Connie Winter

#### Volunteers for Board Author Selection Committee: Mary Ann Winter

### DEVELOPMENT & STEWARDSHIP

- Developed and promoted new sponsorship opportunities and sponsor benefits and grew our base of support, sustaining and growing the Literary Society's mission, programs, and impact.
- Provided additional private author events and other philanthropic opportunities for members and non-members to share their love and support of the organization and mission.
- Engaged and recognized our generous members, donors, sponsors, and volunteers through a refreshed website, additional luncheon signage, and special announcements.
- With the generosity of our members and donors, we exceeded our annual fundraising goals, launched our second annual member-driven Literacy Grant Challenge, and grew the Literary Society's grant making capacity, exceeding our annual goals.

#### The committee consisted of four board members and two member volunteers:

- Barb DeMichele
- Judy Schubert



*Pictured: Maggie Shipstead at a private author event discussing her books, "You Have a Friend in 10A" & "Great Circle"*

*Thank you to the 2022/2023 Presenting Contemporary Literature Sponsor*

*Zibby*  
BOOKS



*Pictured: A child and volunteer from Read Better Be Better enjoy a book purchased with grant funds from the Literary Society.*

# COMMITTEE ACHIEVEMENTS 2022-2023

## GRANTS

Through net proceeds from memberships and donations, our generous members exceeded our goal of granting \$50,000 to nonprofit literacy programs in Arizona by donating an additional \$31,825 toward our literacy mission, more than doubling our grant budget to \$56,825!

The committee consisted of five board members and three member volunteers:

- o Barb DeMichele
- o Mari Koerner
- o Jane McCart

The committee reviewed 17 applications from Arizona nonprofits and awarded grants to the following programs:

- o A Stepping Stone Foundation (\$10k)
- o Chinle Planting Hope, Inc. (\$11,825)
- o Family Promise - Greater Phoenix (\$5k)
- o Gabriel's Angels (\$5k)
- o Literacy Connects (\$10k)
- o Read Better Be Better (\$5k)
- o Valleywise Health Foundation (\$10k)

**\$56,825**

Donated to nonprofit  
literacy programs

## EVENTS

- The 2022-2023 season of authors featured 5 authors and their works at 4 luncheons per author for a total of 20 events
- Luncheon events proved successful for the in-person gatherings
- Negotiated with venues for cost containment and quality consistency
- Arranged to change Tucson venue to the Mountain Oyster Club for the 2023-24 season

Volunteers for Events:

- |                     |                       |                         |
|---------------------|-----------------------|-------------------------|
| o Rebecca Albrecht  | o Anne Johnson        | o Elena Patterson       |
| o Ann Burnett       | o Alice Katz          | o Sylvia Pozarnsky      |
| o Sue Calvin        | o Ellen Katz          | o Judy Schubert         |
| o Chris Chavez      | o Caitlin King Khoury | o Jennifer Schuitemaker |
| o Lisa Daliere      | o Mari Koerner        | o Jeanine Slatt         |
| o Barbara DeMichele | o Barbara Kraus       | o Janet Stein           |
| o Katie Fielder     | o Sue Mallamo         | o Anna Unterberger      |
| o Marlis Frey       | o Jane McCart         | o Susan Wain            |
| o Kate Groves       | o Sue Metzner         | o Paulette White        |
| o Genevieve Hogan   | o Barbara Miller      | o Mary Ann Winter       |
| o Linda Hopkins     | o Charlotte Otto      | o Amy Wood              |
| o Arlyn Huffman     | o Kit Owen            |                         |

# COMMITTEE ACHIEVEMENTS 2022-2023

## MEMBERSHIP

We had 599 members during the 2022-23 season, which is a 14% increase over last season's membership. A quarter of those were first-time members, and 25% of those new members were former guests.

- Tuesday: 186
- Wednesday: 144
- Thursday: 113
- Friday: 156

## COMMUNICATIONS

- Improve graphics of newsletter, emails, and website
- Build inventory of photos, assets, key phrasing
- Establish Graphic Branding standards
- Revise Mission and Vision statements
- Establish routine and pace of outbound contact with members
- Assess value of social media use
- PR/Promo around key author(s)
- Development of overview "Our Story" brochure

# 14%

Membership increase for  
the 2022-23 season



*Pictured: Author Diana Abu-Jaber mingles with Literary Society members*

# Thank You!

We greatly appreciate the members of the Literary Society who chose to participate in our operations whether as volunteers at events, as volunteers on advisory committees, or assisting special requests.

Their time, talents and thoughtful input were vital to fulfilling our mission to celebrate contemporary literature and authors and promote the cause of literacy throughout Arizona.





*Pictured: Patrick Radden Keefe discusses his books "Empire of Pain" & "Rogues" with Literary Society members*

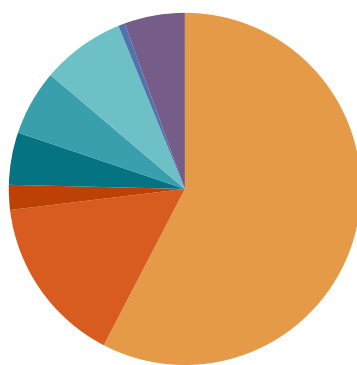
# FINANCIAL OUTCOMES 2022-2023

## 2022/23 BOARD APPROVED BUDGET

- Total Income from Memberships, Donations, Special Events and Sponsorships was met
- Total revenue per budget exceeded goal by 16%
- Total expenses exceeded budget by 3% and net operating income of \$93,097

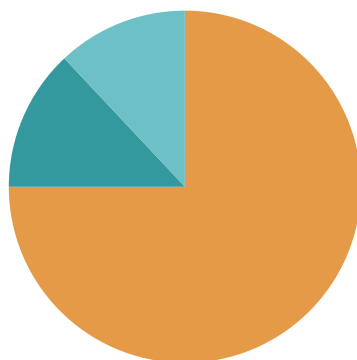
**New 2023/24 Budget has been approved.**

## DONATIONS & SPONSORSHIPS



- Memberships: \$239,700
- General Operating Contributions: \$64,350
- Literary Circle Tables: \$9,500
- Corporate Sponsorships & Underwriting: \$20,000
- Individual Sponsorships & Underwriting: \$25,000
- Literacy Grant Challenge: \$31,825
- Special Opportunity Gift: \$2,500
- In-Kind Gifts: \$26,597

## EXPENSES



- Programs: 75%
- Grants: 13%
- Admin: 12%



Membership dues, sponsorships, and contributions are critical in allowing the Literary Society to support our members, host exceptional authors, and advance and promote literacy in our communities. *Thank You!*

## SPONSORSHIPS

### PRESENTING CONTEMPORARY LITERATURE SPONSOR · \$20,000

Zibby Books

### CHAMPION OF LITERACY SPONSOR · \$10,000

Katz, Ellen

### PRIVATE AUTHOR EVENT HOSTS · \$5,000

Evans, Ardie  
Francis, Juanita  
Katz, Ellen

Northern Trust  
Riley, Judith

### SPECIAL OPPORTUNITY GIFT

Huser, Laura  
*Grants Program Evaluation and Enhancement · \$5,000*

## GENERAL OPERATING CONTRIBUTIONS

### LITERARY PATRON \$5,000+

Brown, Ellen  
Clark, Peter  
The Dorrance  
Family Foundation

### NOBEL LEVEL \$1,000 TO \$2,499

Feeney Family  
Charities Foundation  
Hamra Jewelers  
Huser, Laura  
Ostroski, Carrie  
Northern Trust  
Riley, Judith  
*In honor of late husband,  
Mark S. Berman*  
Schmidt, Joette  
Stanton, Ann

### PULITZER LEVEL \$500 TO \$999

Anonymous (1)  
Bascom, Christina  
Chamberlain Charity  
Fund  
Chandler, Susan Esco  
Francis, Juanita  
Gonzales, Lorelei  
Herbert, Mary Beth  
Hermens, Ann  
Holt, Beverly  
Lucking, Pit  
Matteucci, Genny  
McCart, Jane  
Moreno, Carole  
Zucker, Gail

### BOOKER LEVEL \$250 TO \$499

Baker, Georgia  
Barranco, Jessica  
Brown, Inette  
Carkeek, Kristin  
DeMichelle, Barbara  
Ford, Marsha  
Gaylord, Natalie  
Groves, Kate

### PEN/FAULKNER LEVEL \$100 TO \$249

Albrecht, Rebecca  
Berman, Barbara  
Butler, Kay  
Cleinman, Donna  
Dittrich, Beth  
Emerson, Frances  
Evans, Ardie  
Ghelfi, Lisa  
Groves, Anne  
Hanson, Suzanne  
Henward, Barbara  
Holland, Mardie  
Horwitz, Mimi  
Lewis, Leslie  
MacKay, Tornie  
Mavko, Ann  
McKibben, Mel  
Metzner, Sue  
O'Hara Leslie  
Patterson, Elena  
Pokorski, Jody  
Pozarnsky, Slyvia  
Roskind, Laura  
Rossetti, June  
Shover Kackley, Lisa  
Walsh, Ginny  
Wegener, Linda  
Winter, Mary Ann  
Wood, Amy

## LITERACY GRANT CHALLENGE

*All gifts received between October 1st and December 31st  
are board allocated to our Literacy Grant goal.*

### \$2,500+

Chamberlain Charity Fund  
Hamlet, Linda  
McAdam, Alison

### \$1,000 TO \$2,499

Brown, Ellen  
Francis, Juanita  
Huser, Laura  
Mandala, Cheryl  
*In honor of Jackson &  
Harrison Bernreuter, Mia &  
Dylan Mandala, Elias Kelly*  
Post, Mary Kay  
Saba, Elizabeth  
Schubert, Judy  
Spencer, Pat  
Stanton, Ann

### \$500 TO \$999

Anonymous (1)  
Engelmann, Karen,  
Schwab Charitable  
Herbert, Mary Beth  
Masters Opila, Mary  
Matteucci, Genny  
McCain, Lucy  
McCart, Jane  
McGraw Foundation  
Unterberger, Anna

### \$250 TO \$499

Anonymous (1)  
DeMichele, Barbara  
Dolasinski, Brian  
Gaylord, Natalie  
Gonzales, Lorelei  
Hannah, Nora  
Holland, Mardie and Hud  
Hollinger, Dale  
Lewis, Jayne  
Romanoff, Stephen  
Cook "Missy"  
Slatt, Barbara

### \$100 TO \$249

Anonymous (3)  
Alden, Roxanne  
Bartel, Cheryl  
Berman, Barbara  
Castelazo, Jacqueline  
Cleinman, Donna  
DeBell, Robyn  
Gallu, Terri  
Goldstein, Mary Lou  
Harrison, Katrina  
Hopkins, Linda  
Hoxie, Cynthia  
Leonard, Marsha  
Nelson, Jean  
Ostroski, Carrie  
Riley, Judith  
*In memory of late husband,  
Mark S. Berman*

Rose, Patricia  
Sample, Jana  
Schmidt, Joette  
Voris, Karen  
Wienke, Jane  
Winter, Mary Ann

### \$25 TO \$99

Anonymous (3)  
Cerf, Patricia  
Cohen, Sharon  
Goddard, Monica  
Hahn, Victoria  
Huntington, Sonya  
Johnson, Anne  
Marcus, Merle  
Matteo, Florence  
Scharf, Suzanne  
Schwimmer, Tracy  
Silverthorn, Amy  
Thackery, Diane  
White, Paulette  
Zacharias, Margaret

### PEN/HEMINGWAY LEVEL

#### \$25 TO \$99

|  |                     |                              |
|--|---------------------|------------------------------|
| Anonymous (2)                                      | Goldstein, Laurie   | Robertson, Karen             |
| Clift, Renée                                       | Gordon, Sara        | Roenigk Family<br>Foundation |
| Conley, Katharine                                  | Goronkin, Pamela    | Schneidman, Ann              |
| DeGraw, Gina                                       | Hoxie, Cindy        | Smith, Aimee                 |
| Dye, Sydney  | Kulczycki, Sue      | Smith, Diana                 |
| Franklin, Richard                                  | Lehmann, Sally      | Tyler Jones, Allison         |
| <i>In honor of Richard Duffield,<br/>1930-2022</i> | Lyman, Anne         | Vaughn, Linda                |
| Gagen, Marilyn                                     | Masters-Opila, Mary | Younker-Hellman,<br>Sandy    |
|  | McCain, Lucy        |                              |
|  | Nelson, Barbara     |                              |



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