



IWCV ANNUAL REPORT 2021

The 2021 IWCV Board of Directors

President: Jane Buck

Vice President – Membership: Susan Kaplan

Vice President – Activities: Phyllis So

Treasurer: Angela Beadling

Recording Secretary: Lauren Baker (appointed)

Chairperson – Charities & Fundraising: Pauline Fitzgerald

Member-at-Large: Elaine Weckwerth

Webmistress: Cindy Roberts (appointed)

After the lockdown year of 2020, there was a mixed bag of freedom and Covid restrictions in 2021. I am very pleased to say that despite the hardships we all faced during the year, the IWCV prospered. We grew membership, the number of activities offered members, and the amount of charity volunteering and fundraising done by our members.

We had 77 new members join the IWCV in 2021, and our membership has now more than doubled since pre-Covid days. Our membership includes women of nearly 70 different nationalities residing in Valencia! Our four main membership events/activities (Neighborhood Ambassador Program, First Tuesday Coffee Morning, Monthly Luncheon, and Monthly "OWL" Happy Hour) remain robust, with these activities filling to capacity most months.

Financially, we are squeaking by, although Board Members have from time to time reached into their own pockets to pay bills as they become due. At the end of 2021, we had a total of €506.85 in funds available to us.

Our activities, both on-going and special activities, continued to thrive in 2021 despite the Covid limitations on gatherings. Our four main on-going activities (Mahjong – games, Mahjong – classes, Women Who Walk, & IWCV Recipe Exchange) remained popular throughout the year. We offered nine special activities for our members, plus various virtual activities such as happy hours and new member coffees, that were very well received. There are seven new activities in the works, while five of our activities remain on their Covid-induced hiatuses.

We should all be very proud of how generously IWCV members supported our three main charities (Casa Ronald McDonald, Proyecto Vivir, and Casa Caridad) and one additional charity (Amigos de la Calle) during 2021. IWCV members donated a total of €2,403.50 to our charities in 2021, plus 2,481 diapers, 116 gift bags for the homeless in Valencia, and 38 gift bags for needy children over the holidays.

In 2021 our website averaged 360 sessions per month, which indicates that our members use the website for the vast amount of information it contains. Unfortunately,

a glitch developed which prevents the web pages from loading correctly on some smartphones and tablets. We are currently working on remedying this situation.

All in all, 2021 was a very good year for the IWCV and we anticipate that will continue to be reflected in all the social, educational, charitable, and especially fun things we hope to offer to our membership in 2022!

Jane Buck,
President

MEMBERSHIP

VP – Membership: Susan Kaplan

Total Membership as of 31 December-2021 was 313 women, of which 77 joined in 2021.

We have more than doubled our membership since the beginning of 2019

Full Membership

2019
150

2020
236

2021
313

It is clear the largest number of our members have learned about the IWCV through other members.

Our members learned of the IWCV as follows:

Events 3
Facebook 79
Friends 3
Members 150
Other 34
Search 43
Unknown 1

Americans make up the largest percentage of our membership, followed by British, Spanish, Irish and Canadian. It is interesting to note that the demographics of our group has shifted, with many Americans arriving in the last two years, and far fewer from the UK.

New Members	2019	2020	2021
American	38	35	31
British	32	12	4

The self-identified nationality of our full membership as of 31 December 2021 is as follows:

American	121	38.66%
British	41	13.10%
Spanish	22	7.03%
Irish	16	5.11%
Canadian	10	3.19%
French	6	1.92%

Italian	6	1.92%
German	5	1.60%
UK	5	1.60%
Belgium	4	1.28%
Australian	3	0.96%
Colombian	3	0.96%
Russian	3	0.96%
Swedish	3	0.96%
British/Spanish	2	0.64%
Dutch	2	0.64%
English	2	0.64%
Finnish	2	0.64%
Lithuanian	2	0.64%
Romanian	2	0.64%
South African	2	0.64%
Spanish/Italian	2	0.64%
Swiss	2	0.64%
UK/American	2	0.64%
Unknown	2	0.64%
American /Canadian	1	0.32%
American/ Spanish	1	0.32%
American/Australian	1	0.32%
American/Bulgarian	1	0.32%
American/German	1	0.32%
American/Irish	1	0.32%
American/Iranian	1	0.32%
American/Italian	1	0.32%
American/Panamanian	1	0.32%
Argentinian /British	1	0.32%
Australian/Swedish	1	0.32%
Austrian	1	0.32%
British/Spanish	1	0.32%
Brazil/American	1	0.32%
Brazilian	1	0.32%
British/Chinese	1	0.32%
British/Hong Kong		
Chinese	1	0.32%
Bulgarian	1	0.32%
Checa	1	0.32%
Colombia/American	1	0.32%

Ecuadorean	1	0.32%
Egyptian	1	0.32%
El Salvador	1	0.32%
Estonian	1	0.32%
Filipino	1	0.32%
Finnish/Norwegian	1	0.32%
Guatemalan/Spanish	1	0.32%
Indian	1	0.32%
Italo-Americana	1	0.32%
New Zealand	1	0.32%
Nigerian	1	0.32%
Norwegian /Indonesian origin)	1	0.32%
Peruana/German	1	0.32%
Polish	1	0.32%
Scottish	1	0.32%
Serbian/Canadian	1	0.32%
Syrian	1	0.32%
Spanish/American	1	0.32%
Swiss/British	1	0.32%
Ukrainian	1	0.32%
Uruguayan	1	0.32%
Venezuelan/Spanish	1	0.32%
Zimbabwean	1	0.32%
Total	313	

On-Going Membership Events/Activities and Coordinators

Neighborhood Ambassador Program – Joanne Simpson

Monthly IWCV Luncheon – Susan Kaplan, Jane Buck, Karen Magee-Koski

Monthly First Tuesday Coffee Morning – Susan Kaplan

Monthly "OWL" (Out With the Ladies) IWCV Happy Hour – Daniela Thonon, Jane Buck

TREASURY

Treasurer: Angela Beadling

1 JANUARY 2021 to 31 DECEMBER 2021

Summary					
Balance 1-1-21		554.85			
Cash on Hand 1-1-21		87.91			
Received		138.00			
Paid		-273.91			
Balance		506.85			
Detail			Received	Paid	Balance
Bank Balance at 1 Jan 2021:		554.85			554.85
Cash on hand		87.91			642.76
Jan	Q1 Bank fee			-12.00	630.76
January	Business Cards - Reimburse SK			-56.00	506.85
April	Q2 Bank Fee			-12.00	618.76
May 20, 2021	Lunch		22		640.76
June 16, 2021	Lunch		24		664.76
July	Q3 Bank fee			-12.00	652.76
September 15,2021	Lunch		23		675.76
October	Q4 Bank fee			-12.00	663.76
October 20, 2021	Lunch		23		686.76
November 1, 2021	Wix -Website Hosting			-112.45	574.31
November 12,2021	Wix -Website Domaine Name			-27.46	546.85
November 17, 2021	Lunch		24		570.85
December 15, 2021	Lunch		22		592.85
December	Tapas for Owl			-20.00	572.85
December	Taxi - Deliver Gift Bars -Amigos de la Calle			-10.00	562.85
	Totals as of 01-01-2022	642.76	138	-273.91	506.85

ACTIVITIES

VP – Activities: Phyllis So

On-Going Activities and Coordinators

Mahjong - Weekly Game – Jane Buck
Mahjong – Classes – Jane Buck and Karen Magee-Koski
Women Who Walk – Risa Shargel
IWCV Recipes – Chef Amanda Cushman

Social Media and Coordinators

Join Us for Local Events – WhatsApp group - Ketty de la Pena and Phyllis So
IWC - Social Chat (WhatsApp Chat) – Phyllis So
Women Who Walk (WhatsApp Chat) – Risa Shargel and Phyllis So

Special Activities Over the Year 2021 and Coordinators/Presenters

April 13 Zoom talk - Self-Care in Times of Corona – Gabrielle Encina
May 25 Fish Tour at Mercat Central and Cooking Class – Susan Kaplan
May 29 Murder Mystery – Phyllis So
June 3 Longcote – Claudine Escaith
July 24 Wine Event – Pauline Fitzgerald
Oct. 26 New Member Merienda – Susan Kaplan
Oct. 14 Manises - Ceramics Tour – Missy Anobile
Nov. 2 Oil Tasting Talk – Susan Hoover
Nov. 11 Winetasting Tour-Muviedro – Patricia Murray
Various IWCV Virtual Happy Hour – Zoom
Various Knit and Knatter – Karen Fereday

Potential Future Activities

Author Dana Gynther – Talk on “The Admiral’s Baths”
Neighborhood Tours (including out of town tours)
Valencia Transportation 101 (for new and geographically challenged members)
Valencia A-Z – Susan Kaplan
Spanish Intercambio for IWCV members
Cultural Tours of Valencia – Brenda Stein
Canasta – Sandra Molyneux

Currently Inactive

Bridge - Notta Smolgyi, Claudine Escaith
Speaker Series
The Popcorn Club – Shey Wolvek
Sewing

CHARITIES AND FUNDRAISING

Chair, Charities & Fundraising: Pauline Fitzgerald

CASA RONALD MCDONALD

Coordinator: Carmen Martin

January 2021: IWCV raised €780 from the sale of holiday decorations, mugs and IWCV masks

May 2021: We sold six books written by Peter Somogyi about his time working at Swarovski. Peter kindly donated €6 per book to IWCV. The €36 raised was donated to Casa Ronald for The Giraffe Room project.

July 2021: Casa Ronald launched its new Summer 2021 bracelets fundraiser. IWCV donated €125 through the sale of bracelets and donations.

December 2021: IWCV's donation of €572.50 was raised through sale of Christmas gifts, mask holders and tickets for the gala dinner.

In total we raised €1513.50 for Casa Ronald.

PROYECTO VIVIR

Coordinator: Roshanna Evans

Many of our members volunteered to help look after children and help in the Proyecto Vivir store. The time required for these tasks was 2.5–3 hours on days convenient for the volunteers.

During the summer months we received donations of **€590** for Proyecto Vivir.

In December, we received donations of **€250** for Proyecto Vivir.

CASA CARIDAD

Coordinator: Karen Magee-Koski

January 2021: IWCV donated a total of **1766** diapers to CC

January 2022: IWCV donated **715** Diapers and 14 packages of wet wipes

We expect the reduction is due to many other projects happening during the holiday season.

DESIGN A HOLIDAY CARD COMPETITION

In September we launched 'Design a Holiday Card' Competition. The competition invited members to participate in designing a card which we could sell to raise funds for our charities. The money raised was 100% for charity. The printing of the cards was a generous donation from one of our members. A total of **€300** was raised through donations and the sale of holiday cards

The funds were divided equally among our three charities.

AMIGOS DE LA CALLE

IWCV worked in collaboration with Amigos de la Calle for The Christmas Gift Bags and The Sponsor a Child Project.

The Christmas Gift Bag Project was a great success. IWCV members donated 116 gift bags to the homeless people in Valencia.

The Sponsor a Child Project was also a great success. IWCV members sponsored 38 children and gifts were delivered to the children for The Three Kings Fiesta. We plan to work with Amigos de la Calle again during the 2022 holiday season.

WEBSITE

Webmistress: Cindy Roberts

This report for the IWCV website covers the period from January through December 2021 and provides some year-over-year data for the years 2021 to 2020.

Summary

Graph 1 shows that the number of sessions on the site averaged 360 per month for 2021. The lowest number of sessions occurred in February (179 sessions). The highest two months were March (512 sessions) and November (484 sessions).

Graphs 2 and 3 show that three pages account for 80% of entries into the website and are also the most-visited pages on the site. Those are the homepage (48% of entries), the newsletter page (21% of entries), and members' events page (12% entries).

Graph 4 shows how users access the site, either via mobile, desktop or tablet devices. More site sessions are conducted via mobile devices than desktop computers and tablets combined.

Graph 5 shows which browsers are being used to access the site. Chrome (Android/Google) and Safari (Apple) are the two most heavily used.

Finally, graphs 6 and 7 show year-over-year figures for site traffic by month (sessions) and page views by month. The dramatic decrease in traffic for April-May 2020 is probably due to the initial Covid-19 lockdown in Valencia, and the subsequent cancellation of IWCV activities.

Graph 7 shows that the page views for February 2020 are higher than any other month of the 24-month period.

Recommendations

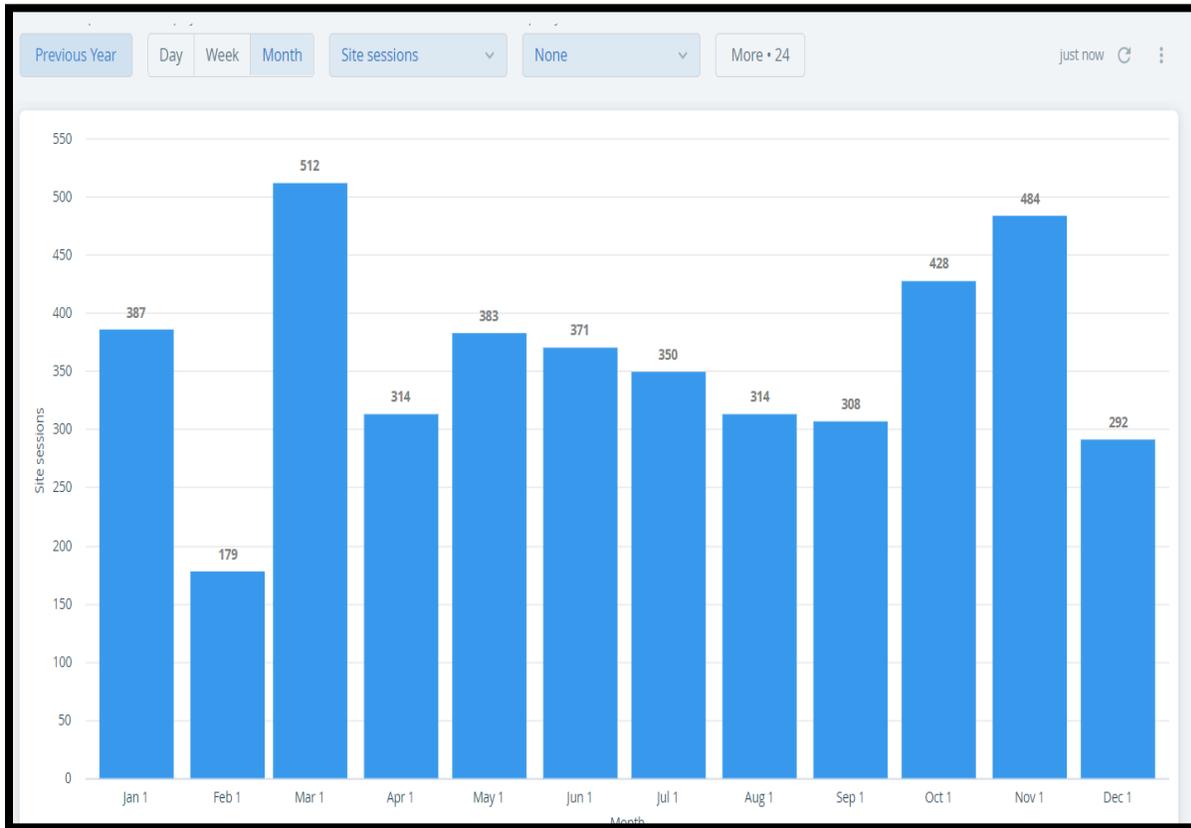
Since most users access the website by mobile phones, greater attention should be paid in 2022 to editing the site for mobile. The layouts for some of the website pages currently do not work well for mobile viewing, and these should be modified as soon as possible.

As our membership continues to grow, we should monitor the usage of the website to see if it grows at the same rate.

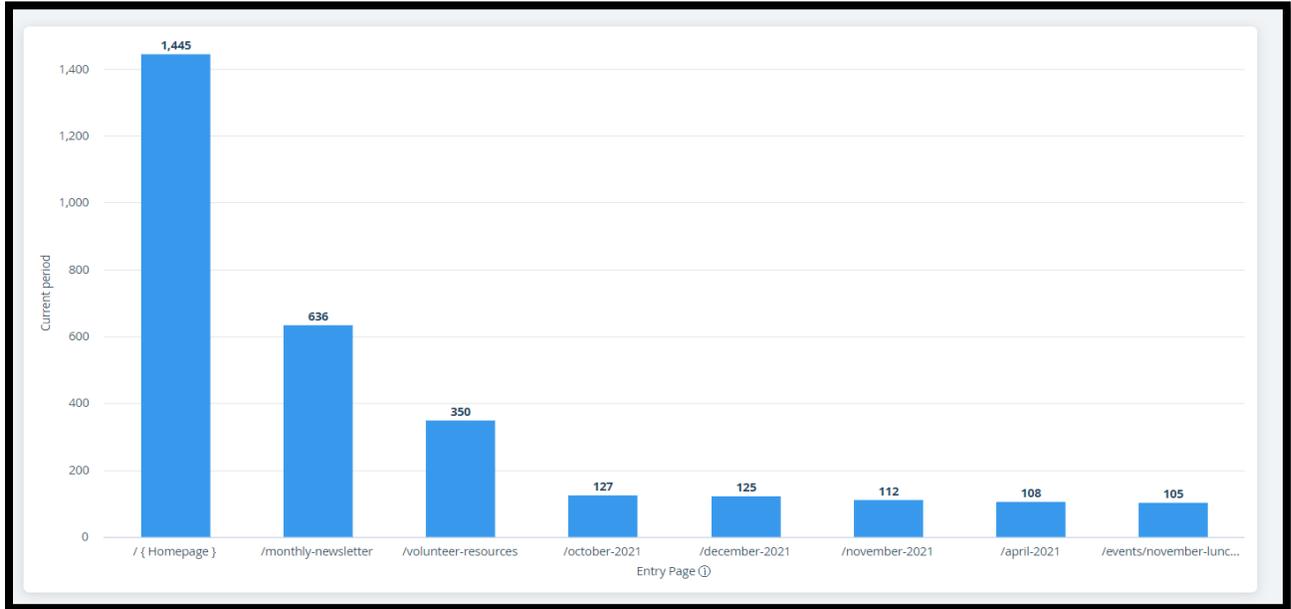
The Resources page is currently being updated, and this should be completed by mid-February.

1. Site sessions by month 2021

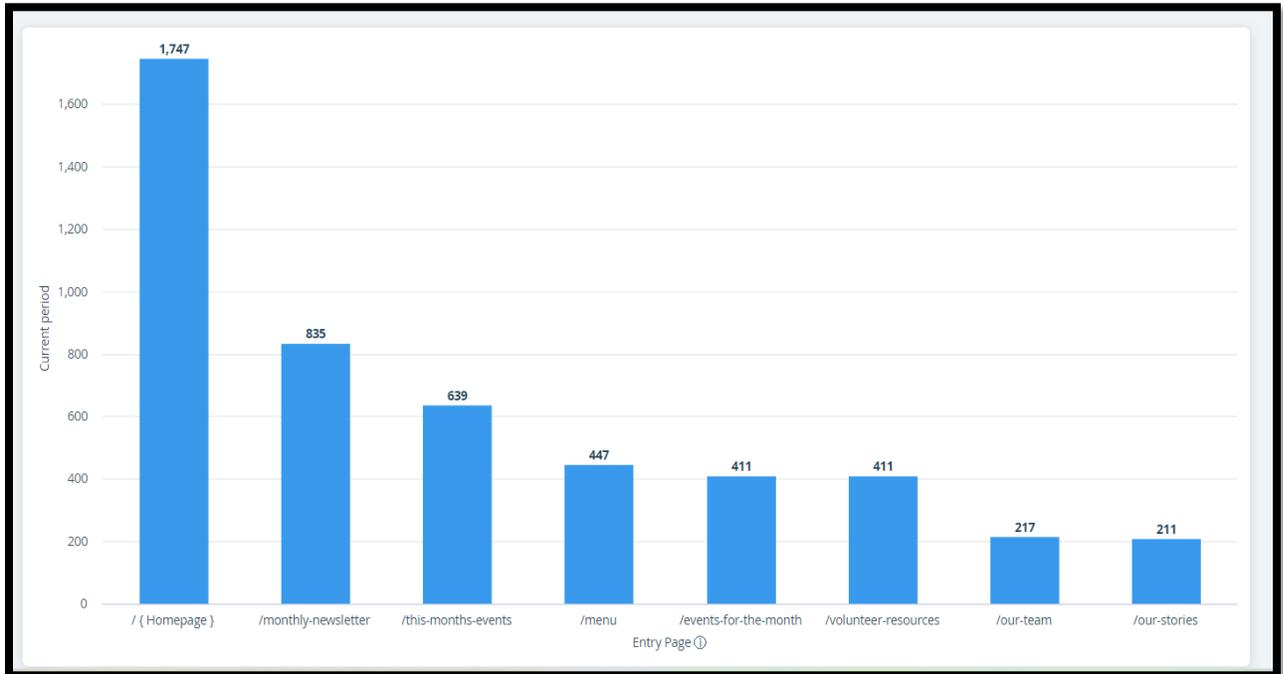
In 2021, the heaviest usage months were March and November. Site visits drop steadily during the summer months and pick up for October and November. It is unknown why site visits in February 2021 were so low, and it will be interesting to see if that occurs again this year.



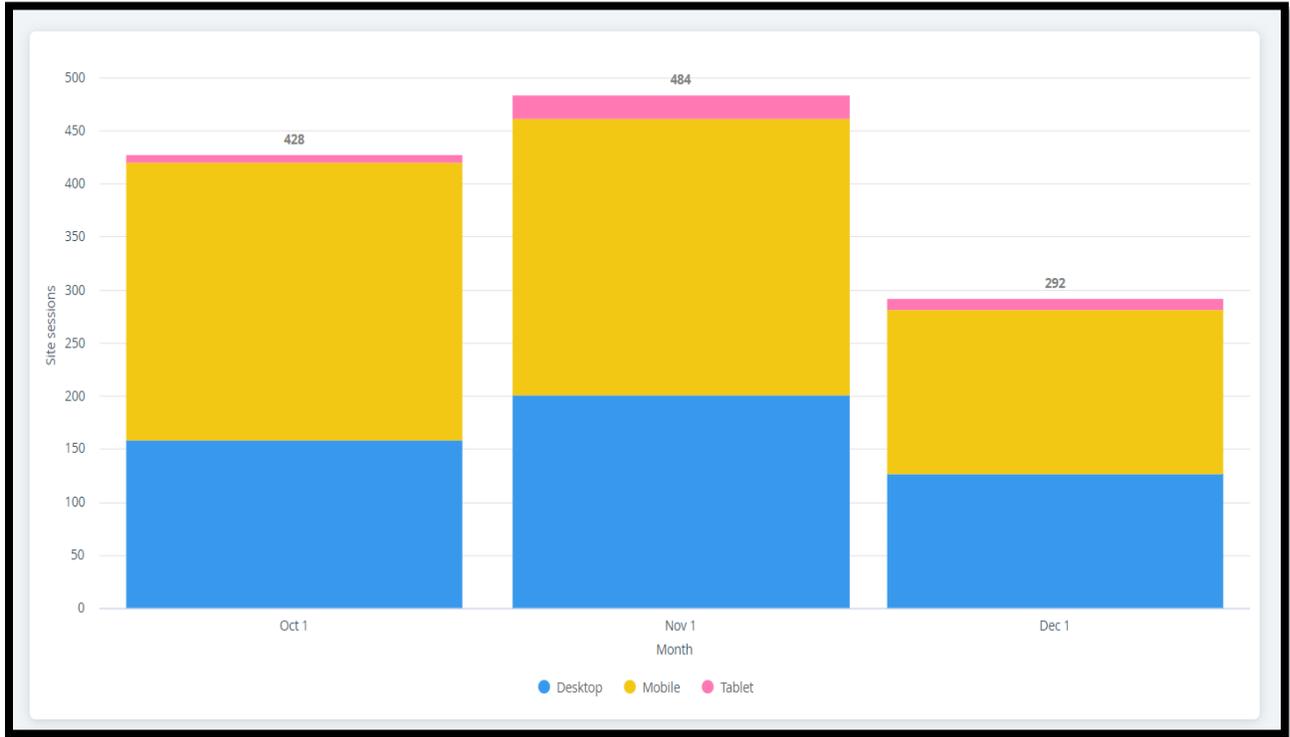
2. Traffic by entry page, top 8 pages, 2021



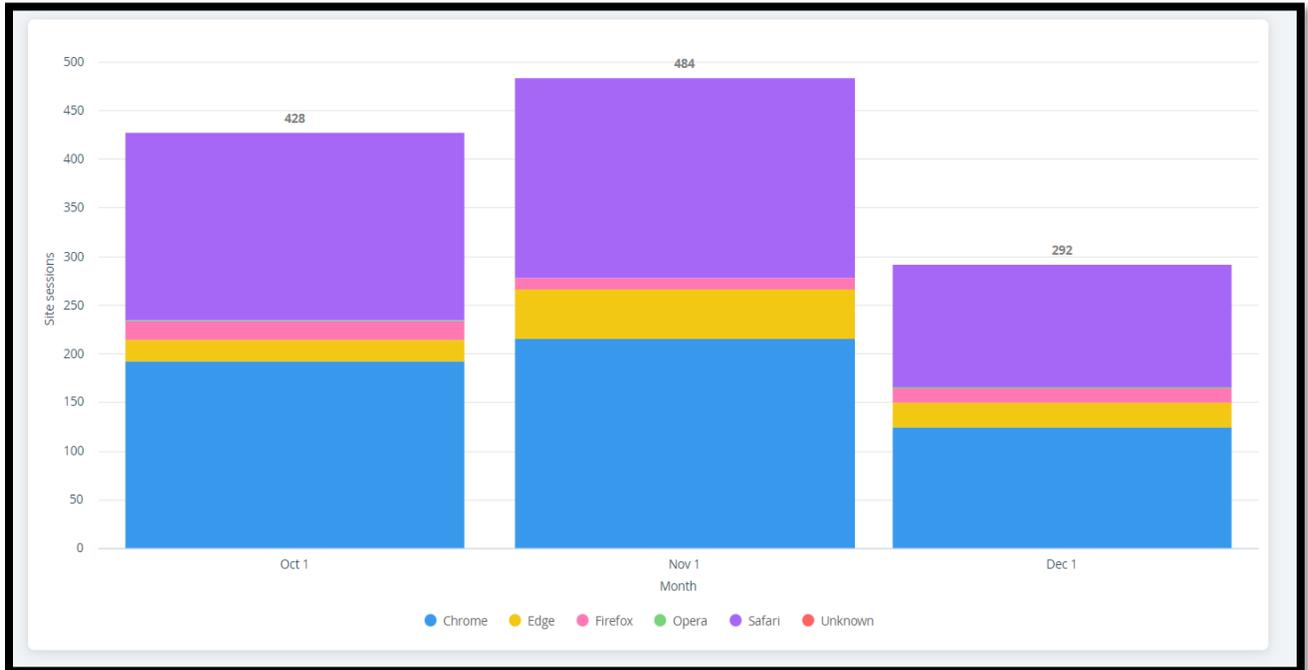
3. Page visits, top 8 pages, 2021



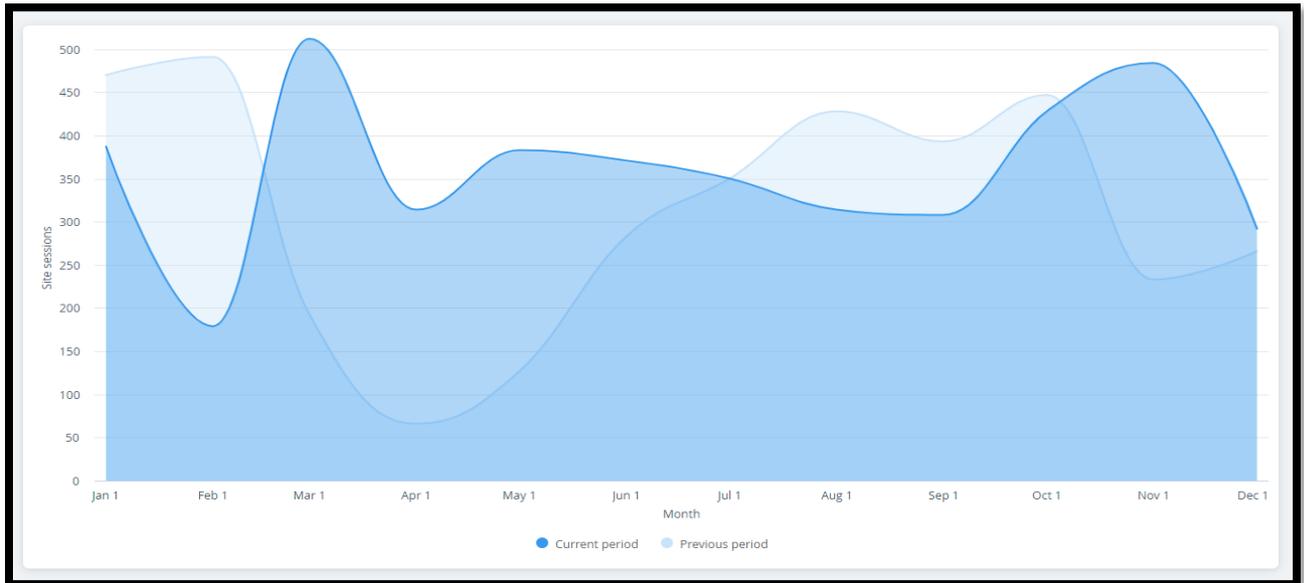
4. Site sessions by device, Q4 2021



5. Site session by browser, Q4 2021



6. Traffic over time, 2021 (dark blue) vs. 2020 (light blue)



7. Page views, 2021 (dark blue) vs. 2020 (light blue)

