



## *The Helping Hands Gazette*

KATRINA SAUNDERS, PRESIDENT

Wow! What an amazing time the Virginia members had at convention. From the Welcome Party on Wednesday to the Installation Banquet on Saturday night, we learned, visited, celebrated and had so much fun together. After our caucus on Friday, I told everyone that I could kick myself for waiting so long to attend IC. Virginia has much to celebrate! If you follow our Facebook page, you have seen some of our good news. I'll share the rest as we celebrate again at the Fall meeting. Please plan on attending as there is a lot of news to share. Please take some time to read through this newsletter. I've tried to share the big ideas from convention along with import VSC information.

### PROGRESS IS IMPOSSIBLE WITHOUT CHANGE

There was a good deal of talk about change during the International Convention. If you are like me, the immediate reaction to change is resistance. But after some thought and contemplation, I can usually come around to the proposed changes and see the positive impact that might be made. Changes that were noted during the convention included organizational changes, fundraising changes, website changes and changes to upcoming conventions. I'll try to highlight the big changes in this newsletter but please understand that some of the changes are continuing to be implemented and we may not have all of the information to fully implement yet.

### SAVE THE DATES

#### • 2025

- August 31st—Leadership Registration Deadline
- September 27—Leadership in Richmond
- September 27—PPA Meeting after Leadership. (Please forward agenda items to Lou Ann)
- September 27—St Jude Walk (see article on page 4)
- September 28—Fall Meeting in Richmond
- October 1st—VSC Chapter First Half Dues—send to Pam Cook-Smith
- October 15th—Lamplighter Articles due to Sandy Reed
- October 24th and 25th—SERC Convention in Myrtle Beach, SC

#### • 2026

- January 15th—Lamplighter Articles due to Sandy Reed
- January 17—Beta Sigma Trivia Nite over Zoom
- February 7th—ESA Leadership Online
- March 14th—Spring Meeting in Front Royal
- April 1st—VSC 2nd Half Chapter dues—Send to Pam Cook-Smith
- April 15th—Lamplighter Articles due to Sandy Reed
- May 15th—17th—VSC Convention in Front Royal
- Week of July 12-19th—International Convention in Norfolk—VSC is hosting

## SHEEN CHILDRESS, CORRESPONDING SECRETARY

Hi everyone!

Just a quick note to let you know I will not be able to attend our Fall VSC meeting. Steve and I will be cruising around the Greek Islands at that time. We leave on September 17 th so if you have any correspondence after that date, send it directly to Katrina. I'll forward any information I receive prior to the 17 th to her.

Have a wonderful Leadership/VSC Fall meeting and see you at SERC.

## PAM COOK-SMITH, TREASURER

Thank you for the opportunity to be your 2025-2026 Treasurer. I hope your summer has been fun and relaxing because it has been hot and humid. This is just a quick and friendly reminder that your first half dues need to be made by October 1. I will be at the Leadership and the Fall Meeting. I will be happy to take them at the meeting if not my address is 2350 New Market Rd Henrico VA 23231

See you soon \$\$\$\$

## INTERNATIONAL COUNCIL MISSION STATEMENT

The IC Executive Board worked with ESA members to develop a mission statement. Going forward, this mission statement will be used at the opening of the First General Assembly of the **International Convention**. Regional Councils, States and Chapters are to make their own decisions regarding ceremonies and rituals. The opening and closing rituals are still part of ESA.

### **Mission Statement:**

**The ESA International Council** inspires a culture of authenticity, respect and confidence, building strong community connections and empowering every member to flourish through purposeful service, bold leadership, meaningful networking, and lifelong learning.

*A person has two hands. One for helping themselves, the other for helping others.*

### TO-DO LIST

- \* Plan your chapter's contribution to the Lucky Numbers fundraiser. The theme is "Local Treasures."
- \* Set aside \$5 for the SERC 50/50 raffle at during the Fall Meeting. Collect \$\$\$ from your friends, family and ESA members who can't attend. Brenda Orebaugh will be happy to take that money from you. She will announce the winner as part of her report at the Fall Meeting.
- \* Find and follow Epsilon Sigma Alpha Virginia on Facebook.
- \* Take and send pictures of chapter events to our Facebook volunteer, Kathryn Gerow. Chapter Presidents have her contact information.
- \* Grab a cup of coffee or tea and spend some time perusing the ESA website. There are a lot of hidden treasures but you have to dig to find them.
- \* Chapter Treasurers—Tax Facts need to be completed by September 15th. There is a new on-line process. Log into the Member Center and scroll down. There is a Treasurer/Tax Information link.
- \* Find and watch the video on how to set up "Partner in Hope" donations via the ESA website. Go to the Member Center then to the Education Center. Scroll down and find the video under "Working with ESA Partners".
- \*

## PRISCILLA BROWNING, ST JUDE COORDINATOR

I am excited to serve as the VSC St. Jude Coordinator this year. I have been busy volunteering at several events ALSAC sponsors to raise funds for the hospital in Memphis, TN. I will try to get in contact with the various members of the staff around the State of Virginia and provide them to you in a later issue. Although I do not have the opportunity to work a Dream Home, I can participate in Radiothons, Golf Tournaments, Walk Runs and Health Fairs. Looking forward to attending IC and SERC this year and meet new friends and rekindle time with old friends.

## ST JUDE CHANGES

Perhaps the most significant change we heard about at IC was the change in the ESA/ALSAC relationship. While we are still a valued third-party donor for St. Jude, moving forward the Tier System is being retired. This means that our hours and mileage will no longer be converted to a cash equivalent. Members, Chapters and State will continue to be recognized for cash dollars raised at ESA Hosted Events but ALSAC Event Volunteer Hours will be tracked separately through the St. Jude VMS system.

The big news is that a new fundraising goal has been developed for ESA. We have been challenged to raise 5 million in cash over the next four years. This will coincide with the 100th anniversary of ESA. Reaching this milestone will give ESA the opportunity to have an outside naming opportunity on the St. Jude Campus. The opportunity to have ESA on the outside of a St Jude building or structure (think playground area) increases our visibility which increases our opportunities to fundraise and to attract new members.

This 5 million dollar goal is a cash only goal. We are being asked to develop our own fundraisers to raise this money for St. Jude. The only ALSAC hosted events that will count toward the goal are the St. Jude Walk-a-thon and the Memphis Marathon because both of those events allow us to raise funds through "Team ESA".

Additionally, our Partners in Hope dollars will count toward the goal but we will have to jump through a few hoops initially to make this work. The ESA Education Center has a Micro-Learning Lesson on how to set up "Partner in Hope" donations. Basically, we have to cancel our existing Partner in Hope donation and then go through the ESA website to re-establish the automatic withdrawal so that the monies are credited to ESA. I have played around with this process and am beginning to understand how it works. We will do a mini-lesson at the Fall meeting and I will try to have step-by-step directions as well. The website has ideas for fundraisers.

This is a big change to how we have accumulated dollars for St Jude and there will be angst and growing pains. I know we will work through them and rise to the challenge that has been placed before us.

## ST. JUDE WALK 2025

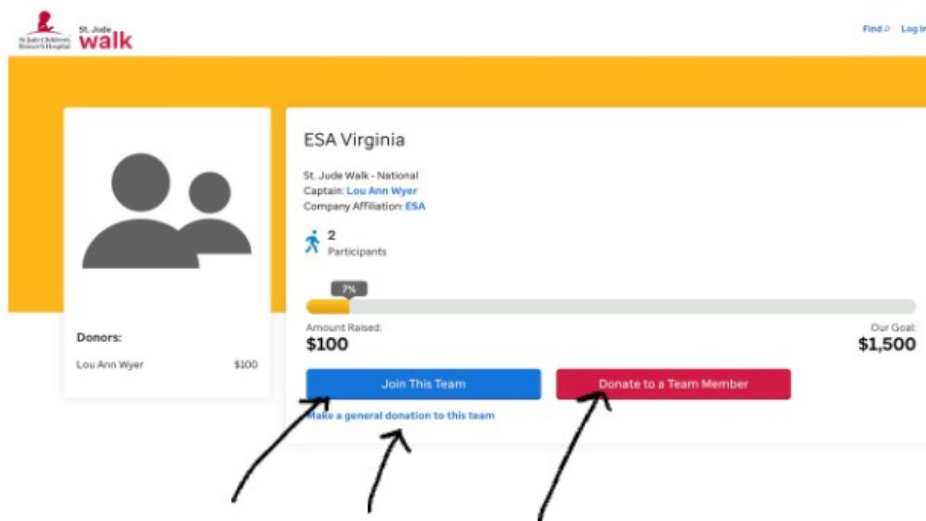
We invite you, ESA Virginia, to support the St Jude Walk 2025! While there is no live event in our area, our ESA team is set up and you can make your donations online (link below). Beta Kappa is also planning to sponsor a walk after the Leadership meeting on September 27th at the Mid-Lothian Mines Park located at 13301 N Woolridge Rd, Midlothian, VA. There are places to sit too, so you can participate even if you can't walk far.

If you would like to join us, please contact Lou Ann.

We would love to have your personal or chapter donation towards Team ESA Virginia!

Here is the link to the page with 3 ways to donate:

[https://fundraising.stjude.org/site/TR/?pg=team&fr\\_id=160944&team\\_id=318184](https://fundraising.stjude.org/site/TR/?pg=team&fr_id=160944&team_id=318184)





How lucky are we to live in Virginia? The home of so many opportunities to help our active duty and retired military personnel!

I'll share my personal favorites, let me know yours:

1. Care packages – Our chapter had sent care packages to my nephew when he was deployed, so I heard first hand how pleased he was with receiving it, and how he and his fellow service members raided the boxes. He swears someone squealed with delight over the Waterful games we had included.
2. USO Mid Atlantic – With a military lounge right here at the Norfolk International Airport, we are so lucky to be able to drop off donations right where and when they need it.
3. Vets House – this is a privately run non-profit located on Oceana Boulevard near Oceana Air Base, and which houses veterans while helping them obtain jobs, housing, etc. With 2 private homes, one for men and one for women, it is a privilege to assist them with appropriate clothing for the women and personal items. There are so many other projects out there, I only listed my top three. Please let me know what your chapter does to help support our Heroes.

## CHAPLAIN, JUDY WILLIAMS

This year started out rather quickly and rather sadly. Our hearts are still with those who lost a loved one and those recovering from illness or injury. Please continue to notify me of anything that needs to be passed along to the membership. I want to hear about the good and the bad so that we can celebrate the good times or pray for those in need. My email address remains [judy.williams790@gmail.com](mailto:judy.williams790@gmail.com). I will send out notifications as promptly as possible. I am in the process of revamping my distribution list so everyone receives notifications. I look forward to seeing everyone at Leadership and VSC council meeting in September

Agape





BEST YEARS OF LIFE!!

VSC LEADERSHIP 2025

September 27, 2025 (9am-4pm) Bazaar set up 8am

Stonehenge Golf and Country Club

1000 Farham Drive

North Chesterfield, VA 23236

Name: \_\_\_\_\_ Chapter & No: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Registration fee: \$55.00 (Deadline: August 31, 2025)

*Please indicate any Dietary Restrictions for lunch as it will be a served plated lunch!* \_\_\_\_\_

Make checks payable to PPA 2025 Leadership \_\_\_\_\_

Mail to: Mindy Boyd \_\_\_\_\_

13131 Lady Ashley Road

Midlothian, VA 23114

Doubletree by Hilton, Richmond-Midlothian

1021 Kroger Center Blvd

Richmond, VA 23235

804\*379-3800

**Current Room rate=\$182.58 + tax**

Hampton Inn Richmond-Midlothian Tnpk

800 Research Road

N. Chesterfield, VA.23236

804-897-2800

**Current Room=\$181.00 + tax**

(Still trying to get

cheaper rates) They are

Hilton hotels and you can

get a cheaper rate with

their honors program! (\$130-\$160)

Will be walking the Midlothian mines park to raise monies for St Jude's!

I will plan a dinner at a local restaurant for Saturday night. near the walk!



SERC CONFERENCE 2025  
"Celebrate ESA Under the Carolina Moon"  
Myrtle Beach, SC  
October 24-25, 2025

State Council

Last name (Please print)

First name

Address

City

State

Zip

Telephone

Email

**Mark All That Apply:**

- |  |          |       |
|--|----------|-------|
| <input type="checkbox"/> Full Member Registration (through 10/1/25)  | \$155.00 | _____ |
| <input type="checkbox"/> Full Member Registration (after 10/1/25)  | \$165.00 | _____ |
| <input type="checkbox"/> Full Non-Member Registration (through 10/1/25)                                      | \$155.00 | _____ |
| <input type="checkbox"/> Full Non-Member Registration (through 10/1/25)                                      | \$165.00 | _____ |
| <input type="checkbox"/> Full Guest Registration (through 10/1/25)<br>(Includes Fri Night Mixer and Banquet) | \$130.00 | _____ |
| <input type="checkbox"/> Full Guest Registration (after 10/1/25)   | \$140.00 | _____ |

**TOTAL ENCLOSED** \$ \_\_\_\_\_

**Guest Full Name:** \_\_\_\_\_

Medical Dietary Requirements: \_\_\_\_\_

**Check all that apply:**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> SERC Elected Board   | <input type="checkbox"/> IC Elected Board     | <input type="checkbox"/> New Member (pledge)   |
| <input type="checkbox"/> SERC Appointed Board | <input type="checkbox"/> IC Appointed Board   | <input type="checkbox"/> First Time Attendee   |
| <input type="checkbox"/> SERCHETTE            | <input type="checkbox"/> PICPA                | <input type="checkbox"/> Headquarters Staff    |
| <input type="checkbox"/> STATE President      | <input type="checkbox"/> ESA Foundation Board | <input type="checkbox"/> Other, please specify |

**Make Checks Payable to:**  
**Epsilon Sigma Alpha**

**Mail Registration and Check to:**  
Sondra Kucklick, 117 Messina Street  
Moncks Corner, SC 29461  
843-834-1228 jefsan123@gmail.com

Hotel: Landmark Resort  
Room Rates: \$75-\$130/night  
2 night minimum  
**Phone: 855-338-0226**  
\$15 resort fee  
13% SC state tax

1501 S Ocean Blvd  
Myrtle Beach, SC 29577

**Group Name: ESA- SERC 2025**  
Group Code:  
**Cut off Date for Room rate 09/24/2025**