

Dear Soroptimist,

We're delighted to announce the theme for **International Women's Day 2025**:

WHY IT MATTERS – Soroptimists Driving Equality

In a world that has seen both remarkable strides and persistent challenges in the quest for gender equality, this theme calls on us to reflect: why do we still need International Women's Day? The 2025 theme offers a thought-provoking and impactful lens through which we can explore the ongoing importance of gender equality, women's rights, and the vital role each of us plays in driving positive change. It challenges us to consider the broader implications of inequality and how our collective efforts can address the remaining systemic barriers.

Why It Matters emphasises both the progress we've made as a global community and the work that still lies ahead. It celebrates our successes, but also serves as a reminder that there is more to be done—and Soroptimists are at the forefront of that journey.

Looking ahead, our Federation will adopt this theme for at least the next three years, providing a consistent and enduring framework for future International Women's Day campaigns. By sustaining this momentum, we aim to deepen the impact of our advocacy, projects, and public awareness efforts.

Get Involved!

We encourage you to share this theme widely within your clubs, engage in local conversations, and brainstorm ways to bring this message to life in your communities. Whether through events, social media campaigns, or collaborative projects, your creativity and passion are key to making the 2025 International Women's Day a powerful celebration of progress and action.

We will be sending more information and social media materials in early January 2025, so stay tuned!

Together, we are Soroptimists, driving equality forward—because it truly matters.

Kind regards,

The Action, Advocacy, Awareness Team