

Leading with
INTENTIONAL
Friendship & Service



Welcome

Link Vanessa Falls

Southern Area Director
Birmingham (AL) Chapter

Leading with
INTENTIONAL
Friendship & Service





Attendee Engagement Guidelines



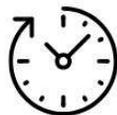
Microphones will be muted by the technology team for the duration of the webinar. We ask all attendees to please keep microphones muted to minimize any disruption or interference.



Please submit all questions via the Zoom chat feature. Questions will be addressed at designated times during the presentation.



The presentation slides will be shared with attendees through Constant Contact.



Attendees will earn **1.0 hour(s)** for attending this webinar.

AGENDA

- Welcome
- Linkspiration- Link Juanetta Council
- Area Updates
- Leading With Grace
Link Debra Nelson
- Questions

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Linkspiration



**Link Juanette Council
Fayetteville (NC) Chapter**

THE LINKS, INCORPORATED

OUR MISSION

Friends transforming communities through service.

OUR VISION

Enrich communities and improve the quality of life for people of African descent through friendship and service

OUR VALUES

- Friendship
- Honesty
- Commitment
- Courage
- Integrity
- Service
- Family Relationships
- Respect for Others and Self

OUR NATIONAL STRATEGIC PRIORITIES

- Friendship and Engagement
- Transformational Community Service
- Fiscal Sustainability
- Operational Excellence and Alignment
- Brand Awareness
- Leadership and Professional Development

Southern Area Updates



AMENDMENT: Limit the number of educational service hours in completing the required 48 hours.

Article I. Section A. 1. Add after Incorporated “composed of a maximum of 1/3 hours for educational programs and the remaining 2/3 composed of meeting attendance and service.

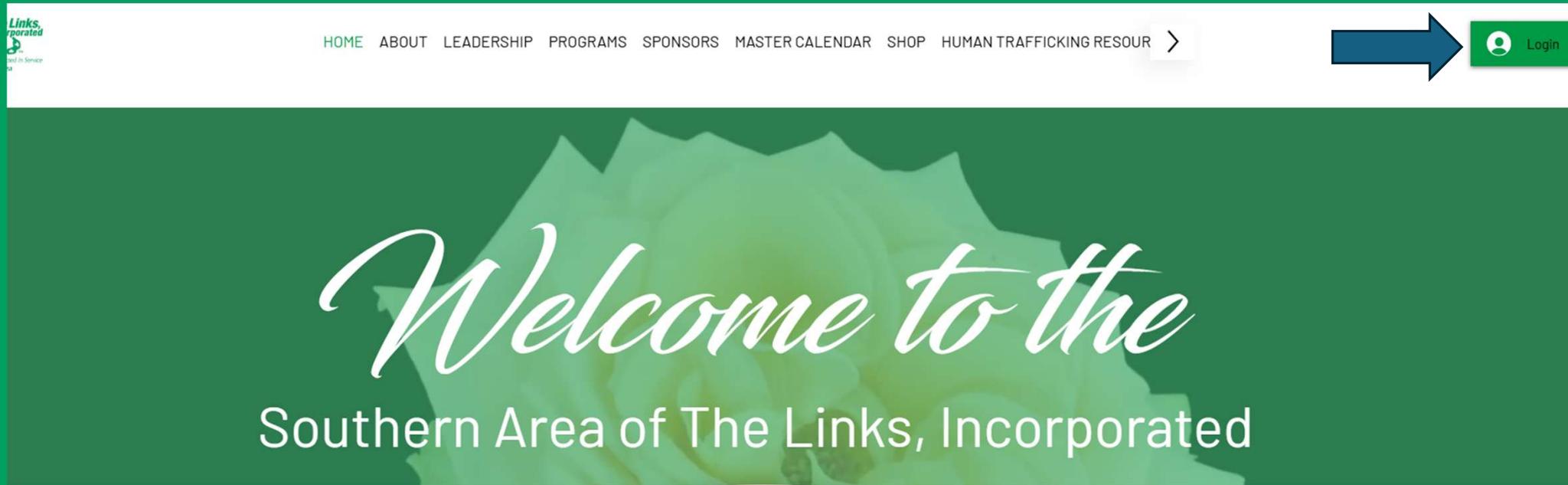
CURRENT WORDING	PROPOSED AMENDMENT	IF ADOPTED, WILL READ
Section 6. The Classification of members are: A. Active 1. d. Has met the minimum forty-eight (48) hour service requirement of The Links, Incorporated.	Section 6. The Classification of members are: A. Active 1. d. Has met the minimum forty-eight (48) hour service requirement of The Links, Incorporated <u>composed of a maximum of 1/3 hours for educational programs and the remaining 2/3 composed of meeting attendance and service.</u>	Section 6. The Classification of members are: A. Active 1. d. Has met the minimum forty-eight (48) hour service requirement of The Links, Incorporated composed of a maximum of 1/3 hours for educational programs and the remaining 2/3 composed of meeting attendance and service.

Rationale: With the proliferation of webinars and other educational opportunities, members are leaning toward completing the 48-hour requirement with webinars/educational presentations and meeting attendance. Some chapters are having challenges getting “boots on the ground” for service initiatives. When the service hour requirement was implemented, the number of educational opportunities could not be used to document the total service hour requirement.

POLL

Your feedback is Important to Us

- Feedback on the Members Only section of the Southern Area website by completing a survey by January 31st.



Ethics and Standards Reminder - The deadline for completion of this year's Ethics and Standards Training is Friday, January 16, 2026, at 11:59 PM Eastern Time.

All "active" members are required to: 1) attend the training, and 2) sign and submit the online Ethics Member Acknowledgement form to complete the process.

As chapter presidents, we are counting on each of you (and your chapter Ethics and Standards chairs) to ensure 100% completion within your respective chapters, and ~~100~~ % compliance throughout The Southern Area!

In the event you have questions, or need assistance in any way, please do not hesitate in reaching out to me directly by phone at (727) 709-7420.

Thank you, in advance, for all your efforts to ensure that we achieve our Ethics and Standards goals, again this year



It's Budget Time!

Our budget is the strategic plan that turns shared goals into action for the May 1st – April 30th program year.

Deadline to submit Chapter Budget to Southern Area Treasurer is March 15th.

The Golden Rule: You can never use Restricted (Program) funds for general Unrestricted (Operating) expenses. Keep them separate!



Anika Calloway
Southern Area Treasurer

Our fiscal success hinges on these non-negotiables for all chapters:

- **Zero Deficit:** Our budget must be balanced. Expenses cannot exceed expected income. We don't plan for a loss, though a contingency/reserve line is allowed.
- **Cash Basis Only:** We operate on a cash-basis. Income is recorded when received, and expenses when paid. Be timely! Late receipt submissions impact the next year's budget.
- **No Automatic Rollover:** Unspent funds don't automatically shift.

To manage our mission, we maintain two distinct budgets with separate bank accounts:

- **Unrestricted (Operating) Funds:** Backbone of our chapter's daily life, covering operating expenses like administrative costs, website, and membership activities. Income comes primarily from Chapter Dues and local fees.
- **Restricted (Program) Funds:** Fuel for our charitable engine, covering Facet Program expenses, signature programs, and scholarships. Income comes from Fundraising Revenue, grants, and donor contributions.

Every Link plays a part in building a robust budget:

- **Facet and Committee Chairs:** You are key! Prioritize and list every anticipated program expense. Accurately project income from planned fundraisers and expected grants.
- **Assessments:** If your committee plans a fundraising assessment, you must follow handbook guidelines for advance notice and member approval.



- Southern Area Program Review Submission Deadline – January 20, 2026 (National Deadline Feb.1) – Program Team is available for assistance. **REMEMBER IT IS NOT SUBMITTED UNTIL THE PRESIDENT HITS THE BUTTON! PLEASE CONFIRM SUBMISSION AND SHARE CONFIRMATION WITH YOUR PROGRAM CHAIR.**
- Coming January 19! New Southern Area Programming Paraphernalia! Back in time for the new program year.



**Grant Applications are due:
Friday, January 9, 2026 at 5:00 pm ET/4:00pm CT**



2026 W.I.S.H. GRANTS
Well-Deserved Intentional Service Help


The Links, Incorporated
United in Friendship, Committed in Service
Southeast Area

**SHE'S
GRANTING WISHES!**

Our Area Director, Link Vanessa Falls, is extending her distinguished support by granting wishes that help chapters carry out their community service initiatives related to mental health.

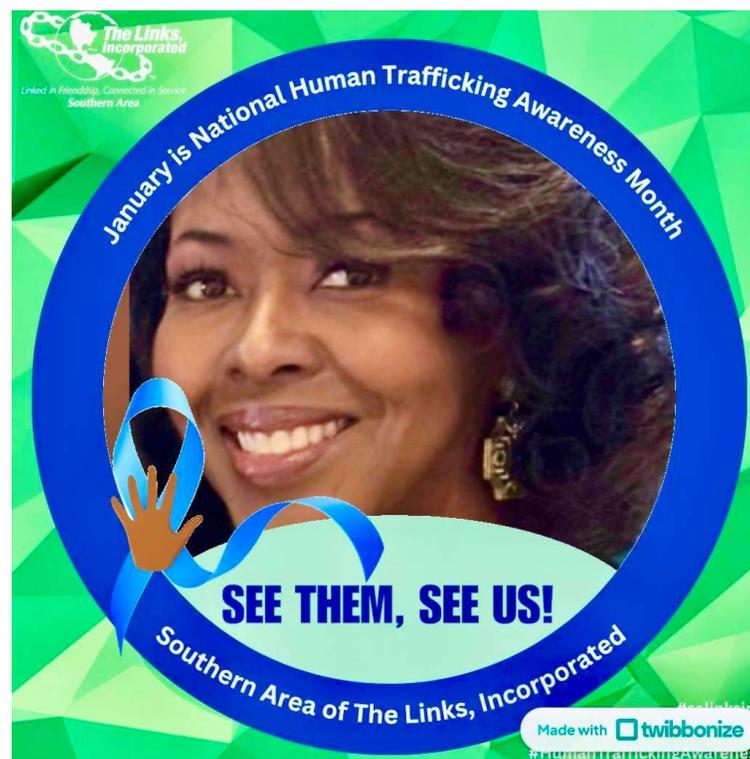
*Grant Applications are due **Friday, January 9, 2026** at 5:00 pm ET/4:00 pm CT.*



Encourage members Wear Blue during Chapter Meeting and/or January 11th. Submit pictures on Social Media



Download the Frame



1/8/2026

7:30 CT/8:30 ET

Southern Area LDAC-KBYG & NAACP All-In Campaign



Kimberly LaMotte
Area Chair
National Trends and Services Facet
LaCapitale (LA) Chapter

2/4/2026



11:30 CT/12:30 ET

Southern Grace: Stories, Support, and Strength for Caregivers



2/11/2026

NAACP Founders' Day



3/15/2026



Emerald Plate to be included in BFWF '26



Remember to wear **BLUE** at the January chapter meeting & download the social media frame in observance of National Human Trafficking Month.





Kimberly Cameron
Area Representative
to the Foundation
Durham (NC) Chapter

Sustaining Our Legacy: The Power of Endowment Ensuring Support, Impact and Excellence for Generations

The Endowment

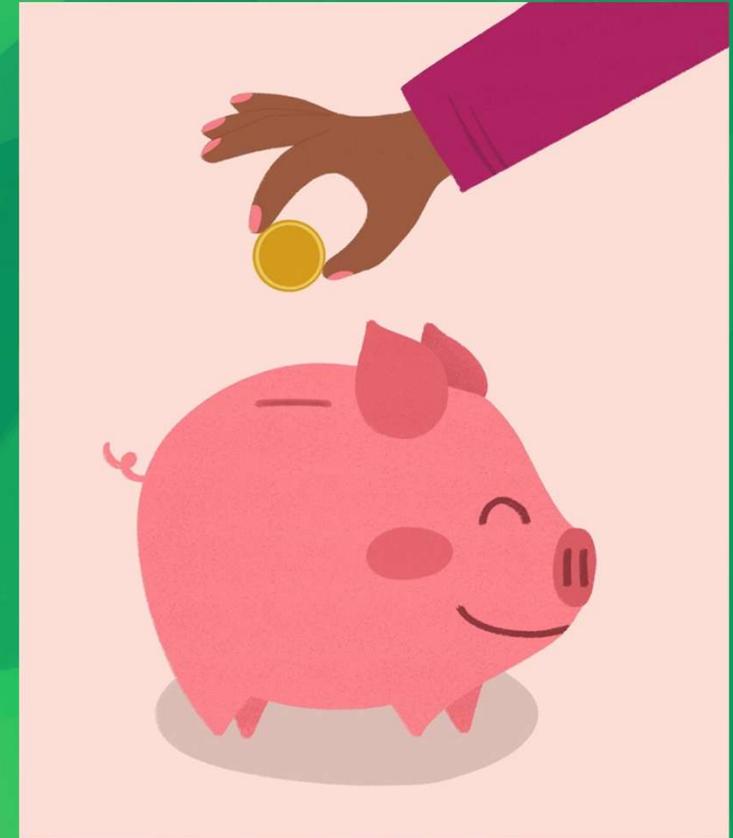
- Launched at the 39th National Assembly to build a \$10 million Endowment for The Links Foundation, Incorporated originally entitled ***Vision 2020***
- *Why an Endowment?*
 - Endowments allow the investment of funds which earn dividends or interest. Those earnings are distributed based upon the strategic goals/objectives into causes that align with our values and vision.
- This Endowment is self-funded and allows for self-determination!
- \$2.1 Million Gap

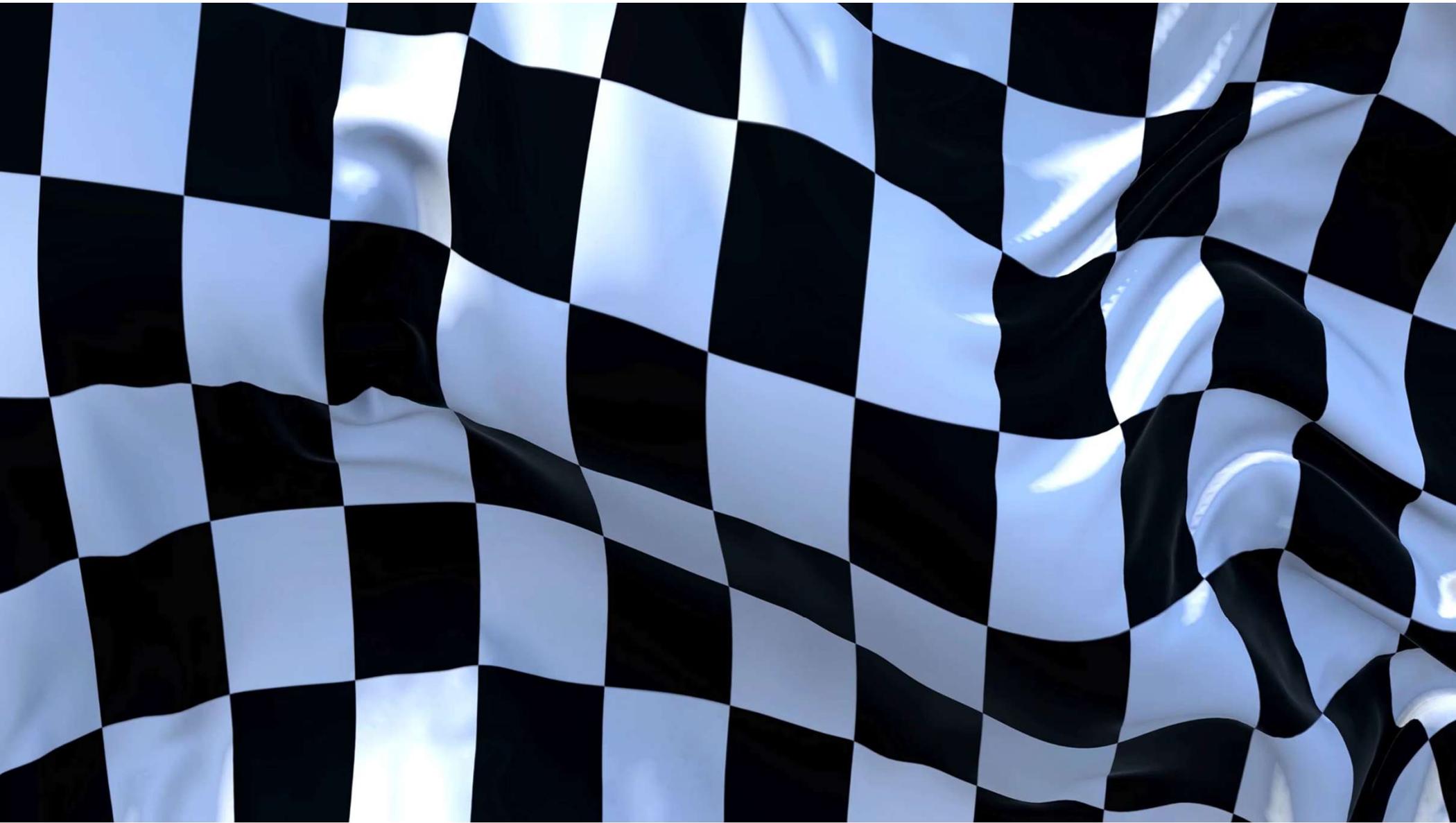
Endowment Donation Terminology

Past Campaigns have included the following terms:

- Giving Fuel
- Vision 2020
- \$19.46 Campaign
- Endowment Donation

All of the above donations go towards the \$10 million Endowment





2026 Let's Finish the Race Challenge

Let's Finish the Race!

Southern Area (Recognition at Area Breakfast)

- Chapter with the highest percentage of member giving
- Chapter with the highest cumulative giving (corporate matches count)
- Chapter donating the highest dollar amount
- Special Trifecta Recognition
 - (100% Elected Board, 50% of Membership and Chapter donation of at least \$1,000)

**Chapter Checks should be mailed to the Southern Area Financial Secretary by April 15, 2026.
All individual donations are due directly to The Links Foundation by April 30, 2026**

Let's Finish the Race!

Our 18th National President, Link Ethel Isaacs Williams, invites us to finish the race by the 45th National Assembly in Detroit!

National President's Circle - \$10,000

- One-time opportunity for **100 Link Sisters** to enjoy enhanced benefits prior to and at the 45th National Assembly. The first 100 Link Sisters to complete a \$10,000 gift by April 30, 2026 will be members of the National President's Circle.

National President's Chapter Challenge

- 100% of every active chapter member gives at least \$100 **and** the chapter makes a \$1,000 donation, your chapter will receive a special recognition at the 45th National Assembly.
 - \$1,000 to be mailed to the SA Financial Secretary by 4/15/2026 (same chapter gift counts towards Southern Area Trifecta Recognition)



LEADING WITH GRACE

Debra Nelson
President, Elevate Communications
Assistant to the Southern Area Director
Birmingham (AL) Chapter





ANY QUESTIONS?

- Please submit all questions via the Zoom chat feature.
- Questions will be answered in the order received.
- Please note - Due to time constraints, all questions may not be answered.



Thank you.

Name

Position

Chapter

 Email goes here

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Vanessa Falls, Southern Area Director