


ANNUAL REPORT

August 2024–August 2025



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Letter from the President

Dear Sorors and Supporters,

As we close out our second year, I am filled with immense pride and gratitude for the remarkable progress we've made as an organization. This year, we have not only grown in numbers but also in strength, sisterhood, and impact. Through challenges, we have remained resilient and united, staying true to our mission and values. From welcoming new members and establishing additional chapters to leading meaningful community service initiatives, Rho Sigma Alpha Sorority Inc. continues to flourish. The successes of this year have built an even stronger foundation for our future, and I am excited for all we will achieve together in the years ahead.

With Sisterly Love,



LaShyra Escobosa

International President

Mission Statement

Rho Sigma Alpha Sorority is dedicated to empowering women from diverse backgrounds, fostering a sisterhood that celebrates unity, strength, and resilience. We strive to create an environment that encourages personal development, fosters strong bonds, and instills the courage to confront challenges head-on.

Executive Summary

This year, Rho Sigma Alpha Sorority Inc. made tremendous strides in growth and community building. We welcomed new members, expanded our chapters, and implemented effective recruitment and retention strategies. Our dedication to service was evident through impactful community initiatives that touched lives across our regions. While we faced financial challenges, our commitment to our mission never wavered. We have set clear, strategic goals to ensure continued growth, stability, and success in the year ahead.

Membership Overview

Season	Number of Members
Fall 2023	33
Spring 2024	38
Fall 2024	51
Winter 2024	32
Spring 2025	59
Summer 2025	4
Members	217

Geographic Expansion

This year, we prioritized broadening our presence by targeting key states and those with fewer than three members. Our efforts included establishing new chapters and fortifying existing ones to create a stronger, more connected network across regions.

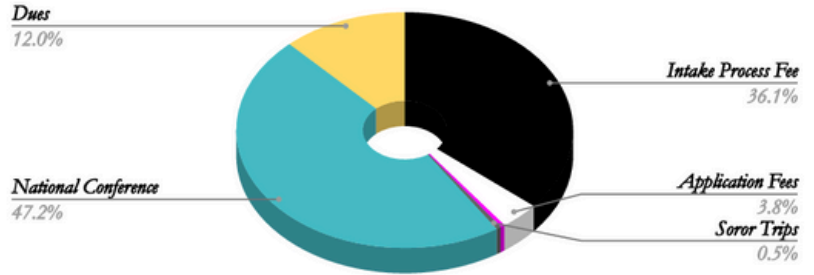
Recruitment and Retention Strategies

2025–2026 Recruitment Campaigns: Leveraging social media platforms and external networking opportunities, we launched targeted campaigns that successfully attracted new members and boosted overall membership growth.

Retention Initiatives: We introduced engaging programs and activities designed to strengthen member connections, foster a sense of belonging, and ensure long-term satisfaction within the sorority.

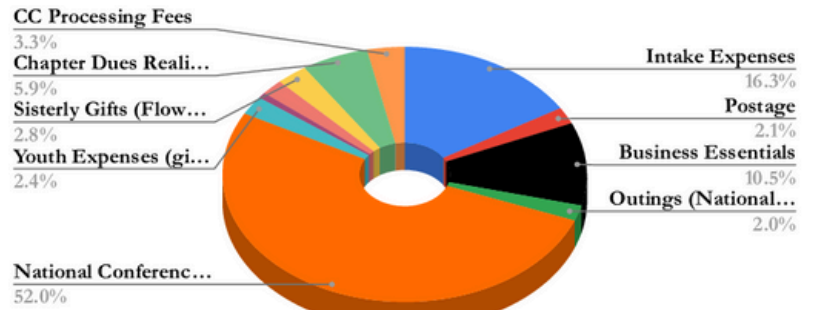
Category	Amount
Intake Process Fee	\$42,120.00
Application Fees	\$4,400.00
Youth Intake Fee	\$500.00
Soror Trips	\$550.00
National Conference	\$54,951.20
Dues	\$14,000.00

Income Aug 2024 -Aug 2025



Category	Amount
Intake Expenses	\$19,250.60
Postage	\$2,495.00
Business Essentials	\$12,386.59
Outings (National Events)	\$2,320.25
National Conference Expenses	\$61,352.23
Youth Expenses (gifts/trips/events)	\$2,785.00
Soror Trip Expenses	\$852.00
Nailia	\$2,314.54
Sisterly Gifts (Flowers, holiday and bday cards)	\$3,265.00
Chapter Dues Realication	\$7,000.00
CC Processing Fees	\$3,951.32

Expenses Aug 2024 - Aug 2025



Category	Amount
Income	\$116,521.20
Expenses	\$117,972.53
	\$(1,451.33)



Rho Sigma Alpha Sorority Inc.
2026 Budget Goals
Period: August 2025 – August 2026

Maintain or Increase Income Sources

Intake Process Fee

Goal: Increase to \$45,000 by expanding recruitment efforts, targeting underrepresented states, and hosting virtual interest sessions.

Application Fees

Goal: Increase to \$5,000 by streamlining the application process, removing barriers, and implementing early application incentives.

Youth Intake Fee

Goal: Grow to \$1,200 by hosting youth-focused events, seeking sponsorships, and offering youth leadership opportunities.

Soror Trips

Goal: Maintain income at \$600 while shifting focus to more sponsorship-based trip funding.

National Conference

Goal: Increase revenue to \$58,000 by boosting attendance, expanding vendor participation, and offering premium experience packages.

Dues

Goal: Increase to \$15,500 by improving retention rates and offering flexible payment plans.
Control or Reduce Expenses

Intake Expenses

Goal: Reduce to \$18,000 through bulk purchasing and vendor partnerships.

Postage

Goal: Reduce by 15% to \$2,120 by maximizing digital communication.

Business Essentials

Goal: Maintain at \$12,000 but renegotiate service contracts for potential savings.

Outings (National Events)

Goal: Maintain at \$2,300 with better budgeting and pre-event planning.

National Conference Expenses

Goal: Keep under \$60,000 through sponsorships, vendor partnerships, and early booking discounts.

Youth Expenses

Goal: Increase slightly to \$3,000 to enhance program offerings.

Soror Trip Expenses

Goal: Maintain at \$850 through shared accommodations and early booking.

Sisterly Gifts

Goal: Reduce to \$3,000 by sourcing bulk/budget-friendly gift options.

Chapter Dues Realization

Goal: Maintain at \$7,000 with consistent follow-up on collections.

Credit Card Processing Fees

Goal: Reduce by 10% to \$3,550 through fee negotiations or alternate payment methods.

Net Income Goal

Target: End 2026 with a minimum surplus of \$5,000 to strengthen reserves and support future initiatives.

Awards & Recognitions

Congratulations to our 2025 Award Winners! 🎉

- 🏆 Individual Community Service Award – Sheila Parsons
- 🏆 Chapter Community Service Award – Eta Chapter, Texas
- 🏆 Unsung Hero Award – Ebony Jervey
- 🏆 International President's Award – Masani Marks

In 2025, we were honored to receive official recognition from the Governor of Atlanta, proclaiming August 8th as Rho Sigma Alpha Day.

Key Events and Programs

- National Conference (August 2025): Featured guest speaker Consuela Nicole. Special acknowledgments were given to Sorors Sani, Stacy, Ebony, Yanisha, Angel, Sephia, and Myesha for their dedication and support throughout the weekend.
- Community Service Projects: Members hosted a Back-to-School Bash for children at the Boys & Girls Club in Maryland, with the help of Sorors Shonice, Nikon, and Jasmine

Community Impact

- Service Hours: From August 2024 to August 2025, members collectively contributed over 1,700 volunteer hours.
- Partnerships: Efforts are underway to establish new collaborations with other organizations to expand our reach and amplify our community impact.

2025–2026 Strategic Goals

- **Membership Growth** – Strengthen our presence in target states by building on existing chapters and expanding recruitment efforts.
- **Community Engagement** – Broaden the scope and impact of community service initiatives to reach more communities.
- **Financial Stability** – Reduce expenses by streamlining purchases and utilizing bulk vendors to meet the organization’s growing needs.
- **Leadership Development** – Host bi-monthly training sessions for national and chapter leaders to enhance skills, foster collaboration, and improve overall effectiveness.

Closing Remarks – Year 2

As we close our second year, I am proud of the remarkable growth and progress Rho Sigma Alpha Sorority Inc. has achieved. Our sisterhood has strengthened, our impact has expanded, and our commitment to excellence remains unwavering. With a clear vision and shared dedication, our future shines even brighter, and I look forward to building on this momentum together.

Appendices

- Bylaws
- Rho Sigma Alpha Handbook

This annual report highlights the significant milestones, achievements, and challenges that Rho Sigma Alpha Sorority Inc. has experienced from August 2023 to August 2024. It serves as both a reflection on the past year and a roadmap for our future endeavors.

