



DRY SOCIETY  
SOCIAL CLUB

Dear Friends, Supporters, and Community,

A year ago, we shared that Dry Society Social Club would be taking a pause. At the time, I hoped space and renewed resources might allow us to return. After thoughtful reflection, I've made the decision to formally dissolve the organization.

This decision comes with clarity — and with immense pride.

When Dry Society Social Club began in 2019, the vision was bold but simple: to normalize sobriety and create spaces where living alcohol-free felt empowered, social, and celebrated. What followed over the years became something far greater than an event calendar or a nonprofit entity.

We filled ballrooms with individuals honoring recovery. We hosted sober social gatherings that redefined connection. We stood shoulder to shoulder with recovery organizations in service and collaboration.

We entered universities, sororities, and community spaces to start meaningful conversations about alcohol culture and personal choice. We showed up publicly and consistently, demonstrating that sobriety is not a limitation, but a lifestyle rooted in strength and intention.

The impact extended far beyond any one community. Dry Society Social Club became part of a national and international movement reshaping how people view alcohol, wellness, and social connection.

The non-alcohol and sober-curious movement in the United States has grown into a multi-billion-dollar industry. Americans are drinking less. Younger generations are redefining long-standing social norms. Alcohol-free alternatives are now mainstream. Conversations around mental health and intentional living are louder and more accepted than ever before.

We were part of that change.

While the nonprofit entity will formally close, the work of normalizing sobriety continues — in culture, in conversation, and in the lives of the people who gathered with us over the years.

To every donor, partner, volunteer, board member, and supporter — thank you. You believed in this vision. You showed up for it. You made it meaningful.

This chapter closes with gratitude.

With appreciation,

Lori Windfeldt

Founder & President

Dry Society Social Club