

Rotary Club of Estes Park



January 5, 2012

Tom

Primary Goals for the Year

- Make progress on Long-Range Vision Goals
- Increase active membership
- Develop a plan for leadership continuum
- Conduct one major community service project at the District Conference

Tom

We began this Rotary year in July stating our goals, as seen on the screen.

Primary Goals for the Year (cont'd)

- Raise additional revenue to allow for stabilizing the budget and potentially reducing dues
- Work with the Foundation on funding of charitable projects
- Increase giving through Every Rotarian, Every year

Tom continues,

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Today

- Status report by each Director on where we stand in regards to our goals and our Long-Range Vision Plan
- What's coming in the next 6 months
- District Conference in Estes Park June 7-9

Tom

Today's program is an update on the progress made toward accomplishing these goals from each of our Directors, explain the exciting things coming up in the next 6 months, and to discuss our hosting responsibilities for the District conference this June

Charitable Giving Task Force

- Task Force
 - Suzy Blackhurst
 - Wayne Andersen
 - Marsha Yelick
 - Tom Anderson
 - Pete Sumey
 - Don Widrig
 - Claudine Perrault
- Met August through November
- Goal—Come up with a charitable giving plan that works for both the Club and the Foundation

Tom

The first thing on the list is the update on the Charitable Giving Task force. The task force was established in July with the goal of coming up with a comprehensive charitable giving plan that works for both the club and the foundation.

The problem had been growing for the past few years with the club raising significant amounts of money to fund the foundation projects, with no funds left for the Rotary projects of the clubs—both local and international.

The club is also inundated with requests for charitable projects or gifts from worthy organizations, our Rotary District, other Rotary Clubs wanting to work together on a larger project, or even from Rotary International. The club has neither the funds nor the processes to handle the requests. Usually these requests were outside of the established time-line for receiving foundation grants.

Charitable Giving (con't)

- All Charitable Giving to tax-exempt groups will go through the Foundation
- Net proceeds from all Fundraising for Charitable Giving will go to the Foundation
- Foundation will fund
 - Scholarships
 - Grants
 - Club Service Projects (local and international)

Tom

Here is the plan the Task Force came up with:

- All charitable giving will go through the foundation, including 501(c)3 organizations, schools (for scholarship recipients), and any other tax-exempt entity such as towns, governmental agencies, or special tax-exempt entity entities (such as the Library, Fire District, Parks & Recreation, or the National Park)
- Net proceeds from all fundraising for charitable giving and charitable projects will go to the foundation
- The foundation will fund
 - Scholarships
 - Grants
 - Club Service Projects (to qualifying entities) both local and international

Charitable Giving (con't)

- Board, upon recommendation from the Fund Development Committee, will designate where the net proceeds of each event will go
- No change in funding for Scholarships or Grants
- Club Service Projects to be funded by new revenue streams

Tom (continued from previous slide)

- The club board, upon the recommendation of the Fund Development Committee, will designate where the net proceeds of each event will go (It is the responsibility of the Fund Development committee to assess the needs for funds for all charitable giving including money needed to fund Scholarships, Grants, and club projects)
- There will be no change in the funding for Scholarships or Grants
- Club Service Projects will be funded by new revenue streams which Don will explain in a few minutes.

Now to hear about the foundation, here is Suzy Blackhurst, president of our foundation

Foundation

- Scholarships
- Grants
- Setting up for Club Projects

Suzy

Scholarships:

The money for scholarships is set aside in CDs when the awards are made. That means we have \$15,750 for scholarships that were awarded in 2009, 2010 and 2011. We also have \$16,861 set aside for new awards. We've budgeted \$19,000 for 2012 using a \$2,500 additional contribution to the CDs already set aside. We'll reaffirm the number when an actual scholarship commitment is made later this year.

Grants to be awarded in 2012:

The application period ended on Dec. 31 and the real work on the part of Foundation board members begins this month. Each of us on the board will review a share of the applications received as part of our due diligence and then we'll come together in February to discuss the applications. Public awards will be made during our April 5 club meeting.

Setting up for Club Projects

In November the Foundation Board reviewed the grant proposal with attorney Josh Westmoreland. With his advice that we can legally collect and disperse grant funds for purposes as long as they are 501(c)(3) organizations or those that are non taxable by federal standards, we approved the proposal and are now in the stage of getting ready to collect funds and manage the due diligence that is required of us to disperse the funds.

We're looking forward to being more actively involved in helping the club meet its charitable giving and project status. It will provide a means for strengthening the ties between the club and the club's Foundation.

Introduce President-Elect Pete Sumeey

Program Goals

- Educate and inform speakers on Rotary's political policy
- Maintain high quality of program speakers

Pete

Introduce Marcia Logan, Club Service/Administration Director

Club Service/Administration

- Continue 5th Thursday Socials, increasing participation
- Conduct annual financial review and implement recommendations of the Audit Committee
- Expand website and the frequency of updates and training members to help

Marcia Logan

Club Service and Administration encompasses many of the functions needed for a smooth running meeting that are taken for granted by most. The members that greet you when you arrive, provide the invocation, the introductions, lead the singing and the Pledge, arrange for the awards that are presented to individuals, and provide words of comfort when a member is ill or has passed away are part of this directorate.

I would like to thank the chairs of these particular committees –

Jill Anderson – Greeters

Wayne Newsom – Invocation and Introductions

Jim Robertson – Song and pledge

Dale Hatcher - Awards

Earl Matson – Chaplain.

But wait, we have more.....

Doug Fox and his committee provide the information in each issue of The Spoke, in addition to publicizing the activities of our Club and keeping our projects in the public eye through effective publicity.

Lee Lasson's committee handles any and all technology issues and maintains the Club's website, www.rotaryclubofestespark.org

The Social Committee is headed by Mimi Hardendorf. Coming up in March, they are planning a pinewood derby with prizes for different categories. Stay tuned for more

Club Service/Administration (cont'd)

- Continue to work on Policy & Procedures documentation
- Continue to work on Club History project
- Involve every club member once each six months in Song Leading, Invocation, and Introductions
- Turn greeting into a social event. Mixing old and new members be greeters
- Fully develop PR/Spoke Committee

Marcia continues.

Introduce Pete Sumey, filling in for Membership Director
Pete Sinnott

Membership

- Endeavor to increase the number of active members in the club
- Fully staff Membership Committee and its sub-committees

Pete Sumey, for Pete Sinnott

1. Membership on 7-1-2011 (107), on 1-1-2012 (111)
 - 4 new members
 - 2 rejoining members
 - 1 resignation
 - 1 deceased
2. Goal for 2nd calendrical (Don's word) period is to add 6 additional members, creating year over year growth of 10%.
3. In May, we are planning a new member reception for those new to the club in the past 18 months.
4. Our active committee members are:
 - Membership Development: Marcia Logan, Jim Robertson, Tom Anderson
 - Mentoring: Dana Fritz, Scott Thompson
 - Attendance: Gary Coy, Bill Smith
 - Orientation: Bob Hamblin, Gladys Van Drie, Clark Lupton

Introduce Gary Coy, Community Service Director

Community Service

- Do a community service project in conjunction with the District Conference in June
- Conduct at least one environmental project
- Sell 6,000 Duck Race Adoptions
- Increase Duck Race Adoptions benefiting our Foundation

Gary

Farmer's Market: Many thanks to Bob Brunson and Karen McClure and the many who volunteered to help park cars at this year's Farmer's Market. We received many good compliments about our helpfulness and friendliness.

Shred-A-Thon: A big thank you to Ron Kuhns and Tara Moenning for their hard work in planning and organizing this year's Shred-A-Thon. Many Rotarians and Interact kids came and helped. We scheduled the Shred-It truck for an hour longer than last year. Many from the community took advantage of this opportunity and were very generous in their donations.

Pumpkin Distribution: Thank you to Bill Van Horn and Tom Maher for organizing this year's distribution. Also, many thanks to those who volunteered to hand out the pumpkins to the school kids. We received a wonderful note of appreciation from the elementary school principal.

Salvation Army Bell Ringing: Thanks to Randy Skeie who oversaw this effort. He reports that this year is the best ever for bell ringing collections. There were 409 shifts which is 818 hours of volunteer service given by Rotarians and non-Rotarians. The goal was \$33,000.00 and \$35,622.00 was raised.

Duck Race: Kris Hazelton and her committee are doing a fantastic job of organizing this year's event. Posters, buttons and adoption forms will be out soon. There will be a new format for the adoption forms this year, so they won't look like the old yellow forms we've used in years past.

Youth/New Generations/Vocational

- Clarify and fully implement RI Youth Protection Policies
- Educate club on RI Youth Programs
- Fully support the Interact Club at EPHS
- Develop a Vocational Service Project

Ward

The Youth Exchange Committee has successfully teamed with the evening club to co-sponsor our annual exchange student. The two clubs have developed a working agreement to share costs and responsibilities. The cooperative spirit of both clubs has been very apparent in making this happen.

This year's Interact Club has been very active. As well as their frequent noon club updates, they are planning to present a year end wrap-up program to the club in April. They will no doubt highlight the many service activities they have undertaken this school year, including their recent Bright Christmas project that was highly praised by Jim Austin at the January Board meeting.

Thanks to all committee chairs!

Anne Slack: Interact

Mark Richards: Youth Exchange

Harry Hutcherson: Literacy

Dana Fritz: RYLA

Scholarship: Tara Moenning

Introduce Claudine Perrault, International Service Director

International Service

- Keep membership informed and involved in International Projects
- Develop a way to respond to emergency appeals in a timely manner
- Work toward 100% Every Rotarian, Every Year
- Eradicate Polio

Claudine

Your International Services Directorate expands the reach and impact of Rotary around the World. Two important committees are included: Every Rotarian Every Year, and International Projects. I'd like to recognize Jack Ford & Randy Davis (EREY) and Jack Vaughan (Int'l), who chair these respective committees.

This year, we are focusing our efforts on increasing participation in EREY, and continued support of "Kellie's Project" - the nickname for the potable water project in Yakunay, Ecuador. Thanks to our anonymous donors, Kellie's Project will get the necessary support to remain sustainable - a value now considered most important in all our International investments.

The most important topic for International Services, however, is funding. When I saw the budget, I was under the impression that our Directorate had \$2,500 to spend. I was mistaken: we had \$2,500 to EARN through fundraising efforts.

This year, I will be relying on effective fund development planning and membership participation, to raise the funds necessary to make the world a better place.

To speak more on fundraising events, here's Don Widrig, Fund Development Director.

Fund Development

- Increase both member and non-member participation in Fundraising Events
- Review all fundraising projects for viability and for funds raised
- Add additional fundraising events to fund Club operations

Don

Very proud of the new ideas that the committee has come up with. I'd like all committee members to stand and be recognized.

Fund Development Current Projects

- Rocky Card – January, \$250
- Library Tagging Project – February, \$8,000
- It's Showtime! – April, \$8,000
- Duck Race – May, 6000 Adoption forms! Over \$11,000!
- Golf/Golf Ball Drop – June, \$8,000
- Coolest Car Show – July 4th, \$1,800
- Treasures 'n Tastes – August, \$5,000 ???
- Peach Sale – August, \$500
- BVCU Giveback – Yearly, ???

Don continues

The Fund Development Directorate is charged with the development and oversight responsibility for all fund raising projects for the Club. In general, two types of funds are raised: 1) funds for Club projects that arise during the course of a year, and 2) on-going funding projects such as school scholarship funding, community grants, etc. The current fund raising projects include:

Rocky Card – January, \$250. Rocky Cards are discount cards that offer a variety of discounts and other incentives to patronize merchants in the area. Every year, Rocky Cards are sold by a non-profit organization to clubs such as our Rotary Club for resale and profit to the Club.

Library Tagging Project – February, \$8,000. The Estes Valley Public Library has commissioned our Rotary Club to apply a high-tech tag to every one of the Library's 60,000 items. This tag will move the Library into the modern age of asset tracking, check-in, and check-out of its materials. Teams of Rotarians and other volunteers have been enlisted to perform this massive tagging task in early 2012. Pete will now talk more about this project (see following two slides)

It's Showtime! – April, \$8,000. Showtime is an annual fundraiser that exhibits local musical talent in a very successful variety format. The funds raised from this project are used exclusively to support the Club's scholarship fundraising efforts.

Duck Race – May, \$6,000. We all know about this one and Gary speaks to it. Not that they've increased their goal to 6,000 Adoption Forms. This is a huge increase and we'll all have to pitch in to achieve this goal.

Golf/Golf Ball Drop – June, \$8,000. The Golf Tournament and its accompanying Golf Ball Drop project is a fundraiser in which the funds raised from this project are used exclusively to support the Club's scholarship fundraising efforts.

Coolest Car Show – July 4th, \$1,800. On the 4th of July, the Friends of the Estes Park Museum host the Coolest Car Show, a car lover's extravaganza that acts as a fundraiser for the Estes Park Museum. This year, the organizers have enlisted the help of our Rotary Club to provide certain setup, takedown, and operational manpower to support the Show. The Club will supply significant manpower to assist the Friends in handling the growing logistics of the ever expanding Show.

Treasures 'n Tastes – August, \$5,000. This will be a new project for the Club that combines the traditional wine/beer tasting type of event with a feature similar in spirit to an Antiques Roadshow. In this planned event, participants will be encouraged to bring their antique items and memorabilia to the event and receive an appraisal of the item(s) performed by certified appraisers. During the event, a wine and beer tasting will be offered while the participants await their appraisals.

Peach Sale – August, \$500. This will be another new fundraiser for the Club in which delicious Colorado peach boxes will be pre-sold to the purchasers and then delivered at the height of the peach season. This type of event has been successfully offered by other organizations in the Estes Valley who have encouraged us to help expand the market.

BVCU Giveback – Yearly, ???. This new fundraising project arose as a result of a suggestion from one of the Club's inbound Group Study Exchange participants from Australia. In this project, the Boulder Valley Credit Union has enacted a Community Giveback program that gives back to our Rotary Club members a portion of the Rotary Club members' accounts at the Credit Union on a regular basis. The Credit Union funds the project out of a small percentage of their profits from our Rotary Club members.

Back to Tom

Estes Park Rotary Fundraiser Library Book Tagging Project

WHAT

Placing Radio Frequency ID (RFID) tags in books, media, and specialty items.

WHY

Tag scanning will allow speedy checkout and check in of library items.
Multiple items can be placed on a scanner pad all at once for checkout.
Estes Park Rotary will be paid \$8,000 for organizing and staffing the effort.
The \$8,000 will be used to fund Rotary projects.

WHERE

The Estes Valley Library, which will remain open during the tagging project.

WHO

Project managers will organize teams of volunteers to perform the tagging.
Volunteers will form teams of 5 people for each 3 hour shift.
Each team will be organized and trained by a Shift Captain, who will work with the team.
Volunteers can include Rotarians, family members, friends, library volunteers, and other interested parties from the community; think Salvation Army bell ringing.

Pete explains the upcoming Library Tagging project. (New slide not in January 5 presentation)

Estes Park Rotary Fundraiser Library Book Tagging Project (cont'd)

WHEN

Tagging will begin on Monday, January 23, 2012.
The tagging process is estimated to be completed in four weeks.
There will be two shifts of volunteers a day for six days a week, Monday thru Saturday.
Shift times will be 8:30 to 11:30 and 1:30 to 4:30.
17 Shift Captains have been recruited.

TEAM SIGN-UP

Team signup will begin on Thursday, January 5th.
Team sign-up sheets will be located in the back of the room at noon Rotary meetings.
OR, contact Pete Sumey at 586-3528 or petesumey@gmailcom to schedule your time.

THANK YOU FOR YOUR SUPPORT

SIGN UP EARLY, AND OFTEN

Pete continues with the upcoming Library Tagging project. (New slide not in January 5 presentation)

Back to Don

District Conference Free Time Activities

- Hikes from YMCA (2 hikes each day)
- Golf Tournament
- Hot Air Balloon
- Service Projects
- Non-hosted events at the Y
- On-your-own activities in the Estes Valley
- Pre-and Post-Conference events

Tom

On June 7-9 this year, nearly 600 Rotarians will descend upon Estes Park for the 2012 District Conference at the Y.

As one of the host clubs, we have several responsibilities to make sure our guests have a great time here.

Our primary job is to coordinate the conferences free time activities.

Current plans include:

- Four guided hikes from the YMCA into the surrounding area. All four hike leaders have been signed-up and are currently planning their hikes
- Golf Tournament—a nine-hole tournament at the 18-hole course on Friday afternoon. Low key, not a fundraising event. Prizes. We need several people to be on hand to host this event, tally the scores, and present the prizes.
- Hot Air Balloon—the ReMax balloon will be tethered at the Y on Saturday morning—we need a few people to handle crowd control and the line waiting to go up in the balloon
- Service Projects—Our club is coordinating the Library outdoor reading area as Gary described. We need people to help plan and stage the materials and coordinate the project on Friday (led by our community service projects committee). (the Sunrise club is coordinating a service project for Saturday at MacGregor Ranch)

You do not have to be a registered participant in the conference to help with these events.

I also anticipate that there will be further requests for personnel to support the conference, including

- Hosting dinner in your home on Thursday night for up to 10 Rotarians from throughout the district
- Assisting as guides at the Y during the check-in process
- Sergeant at Arms personnel to help with the meeting set up and flow at the Y

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That's pretty much what's going on for the next six months in the Rotary Club of Estes Park

RCEP Foundation Trustees 2011-12

- Suzy Blackhurst, President
- Marsha Yelick, Vice President
- Tara Moenning, Secretary
- Larry Williams, Treasurer
- Wayne Andersen
- Jim Robertson
- Jim White

Tom

Your foundation board. . .

Your 2011-2012 Board

- President—Tom Anderson
- President Elect—Pete Sumey
- Secretary—Margie Corcoran
- Treasurer—Jack Dinsmoor
- Sergeant-at-Arms—Bob Brunson
- Past President/Fndn Rep—Suzy Blackhurst

Tom

And your club officers. . .

Directors

- Club Service/Adm. Dir—Marcia Logan
- Community Service Dir—Gary Coy
- Membership Director—Pete Sinnott
- Youth Service Director—Ward Nelson
- International Service Dir—Claudine Perrault
- Fund Development Dir—Don Widrig

Tom continues

And Directors

Will now take your questions.

Rotary Club of Estes Park



2011-2012

Board fields questions from audience (Slide 22, 5 minutes)