



ROTARY CLUB OF SALEM

GOLD STAR REPORT - NO. 20

YEAR-END SUMMARY ROTARY YEAR

2011 - 2012

Renee Campbell, President

“Reach within to Embrace Humanity” was the Rotary International theme for the year and ours was “Tell Your Story; Tell Our Story.” It was the year of “Why?” We explored the idea that people identify more with *why* we do what we do, than they identify with *what* we do. We tried to put that into practice by sharing our Rotary stories and motivation; with each other, in attracting new members, and in conducting our fundraising.

We created some amazing stories this year. The Rotary Club of Salem is an amazing club that gets so much done it is difficult to record it all, or even to be aware of everything each of you are doing. You blow me away! Read on as Holly shares some of our stories in more depth below.

My hope at the end of the year, was that you personally had the opportunity to explore or revisit your reasons for being a Rotarian, that you were touched by someone else’s motivation, and that you shared your story and enthusiasm with someone else. I hope you feel a little more connected to each other, have a stronger commitment for the work we do, and a deeper appreciation of how much it matters. I know I do.

Renee

The Rotary Club of Salem – Who We Are

The Rotary Club of Salem began in September 1919 when a small group of forward-looking business and professional men met above Giles’ Wholesale Fruit Store at south High and Trade Streets. The Rotary Club of Salem was the 306th club formed in the world and has been making contributions ever since.

The Rotary Club of Salem is the third largest club in District 5100 and ranks 14th in attendance. Attendance includes attending weekly meetings, participating in Rotary sponsored activities and events, meeting make-ups by attending other club meetings, and on-line make-ups. We have 5 honorary members, 17 corporate memberships, and 23 Rule of 85.

Club Leadership Committees

Office of Secretary – Holly Berry

Website, Attendance Committee, Membership Administration, Classification, Roster Committee, Club History

- **Attendance – Paul Farrell.** Thirteen members were recognized for achieving perfect attendance this year.

- **Roster – Warren Bednarz.** The printed roster serves as a reference for proposing new members, the club leadership, club history, and a listing of all members.
- **Club History – Carolyn Gorsuch.** Two notebooks containing scanned club banners and other historical items were placed in archives at Willamette Heritage Center.

Office of Past President Committees – Dawn Bostwick
Nominating Committee, By-Laws, Service Day, Past President’s Council

- **Nominating Committee** – a full slate of candidates were presented to the club for consideration and, ultimately voted into office.
- **Past Presidents Council** – regular meetings of past presidents continued.

Office of Treasurer Committees – Chuck Swank
Cashiers, Facilities

Office of President Elect Committees – John Shirley
Program Committee, Strategic Planning

- **Program Committee** – Our Program Committee brought a stellar year of speakers and music. A few of our favorites were on surviving earthquakes, the cultures of Afghanistan and Israel, first-hand accounts of the Arab Spring, the Mill Creek Corporate Center, music therapy with hospice patients, the Rotary exchange student who went to China and found his birth parents, and the young man who made his way out of gang membership.
- **Strategic Planning** – The 2012-2013 board met to consider priorities for the next year.

Club Service 1: Club Meetings

Barry Nelson

Greeters, Bell Ringers, Invocation, Sergeant at Arms, and Music

Club Service did an excellent job of keeping meetings running smoothly, greeting members, organizing Bell Ringers for the Salem Rotary Foundation, delivering invocations and selecting our music. President Renee said she never had to worry about it. Everything was covered.

Club Service 2: Fellowship

Patricia Callihan-Bowman

Fellowship Events, We Care, Firesides, Rotary Minute, Featured Rotarian

- **Fellowship – Gretchen Bennett.** Getting to know each other is important and the fellowship committee provided several opportunities throughout the year that allowed for conversation and time together. The White Elephant event brought in \$690 for the Salem Rotary Foundation.
- **We Care - Natalie Dunn.** When life events occurred for our members, the committee stepped up and let them know everyone was thinking of them by circulating and sending cards.

- **Fireside – Teresa Lulay.** Gatherings have been held throughout the year giving those working on acquiring their blue badges a chance to get to know others in the club and more about how the club operates.

Featured Rotarian and a **Rotary Minute** were periodically held during meetings.

Club Service 3: Membership

Jill Nowacki

Membership Development, Red Badge, New Members Orientation

Membership as of July 1, 2011 – 175

Membership as of June 30, 2012 – 161

- **Membership Development – Steve Nass.** 21 new enthusiastic members recruited, installed, and oriented this year.
- **Red Badge – Russ McCracken.**
- **New Members Orientation – Larry Gray.**

Club Service 4: Communications

Bruce Anderson

Public Relations, Rotogram, Internal and External Communications

The committee undertook a member survey regarding preferred methods of receiving club information this year. As a result, we revamped our Rotogram, brought new technology to our Tuesday emails, and started a Facebook page.

- **Rotogram – Charles Price, Editor,** produced an electronic newsletter capturing meeting highlights, from bell ringers, announcements, new member installations, and the featured program.
- **Weekly update/message – Tammy McCammon** edited e-blast messages sent weekly to remind members of meeting location, programs and report on Bell Ringers from the previous week.

Vocational Service

Brent Neilson

Workplace Ethics, 4 Way Test, University Relations and Career Development

Community Service 1: Community Needs

Ron Soto

GoodWorks Project, Food Drive, Salvation Army Bell Ringers, Tree of Joy, Blood Drives

Check out below our record year for Tree of Joy giving, the Salvation Army Kettle donations, and the Food Drive, which kicked off with a great event including other participating clubs.

- **The GoodWorks Committee – Kris Gorsuch.** This committee chose our major project for the year which was to provide start-up funds to launch H2°, a Habitat

for Humanity vocational program that puts at-risk high school students to work on build sites learning construction and life skills. They also chose over \$10,000 in small grant projects that were funded from the proceeds from the Salem Rotary Foundation.

- **Food Drive – Phil McCorkle.** This year's Rotary Food Drive goal was \$90,000 and 90,000 pounds of food

- **Marion Polk Food Share**

- The need has increased 22% from the last year.
- More than 8.2 million pounds of food donated with a retail value of over \$9.6 million.
- trucks delivered that food to our network of 99 member charities,
- provide 108,248 emergency food boxes to hungry families and
- 710,872 on-site meals at homeless shelters and other programs for low-income residents.

88,246 pounds of food collected in city-wide drive

\$91,598 in cash includes donations from entire community

- **Salvation Army Bell Ringers – Fred Gates.**

Twenty club members spent an hour each.

\$7,278 raised

- **Tree of Joy – Dawn Bostwick and Geraldine Hammond**

- 267 gifts (60 State Hospital Gifts, 207 children) were collected.

- Average amount of each gift was \$23

****Cash donated –*

****Total value of gifts \$6,000*

- **Blood Drives – Tim Nissen.**

Four blood drives were held this year resulting in approximately 80 pints of blood donated.

Dollars raised - \$0, the gift of life - priceless

Community Service 2: Fundraising

Ken Van Osdol

Salem Art Fair, Golf Tournament, Community Good Works (Celebration Fundraiser),
Community GoodWorks (Fundraising Campaign)

- **GoodWorks Fundraising and Celebration – Lyle Gembala and Maria Salazar, Raffle; Cyndi Astley, Celebration; Ken Van Osdol, Pledges;**

With our fundraising, and a \$6,000 grant from our Foundation, we provided seed money for transportation, incentives, promotion, instruction, and leverage for larger grants. The effort culminated with a great Celebration at Willamette Valley Vineyards.

\$60,018 raised

- **Salem Art Association – Kelly White and David Deckleman.**

- supports Salem's arts programs by contributing 20% of gross sales proceeds to the Salem Art Association.

- 80 club members, family and friends join this three-day event

\$1,245 net

- **Golf Tournament – John Sipple.** This year's tournament was held in mid August. All Salem Rotary Clubs participate and proceeds go to the dictionary project. Each club retained its green fees and sponsor dollars.

\$1,875 raised \$3,961 from district small grant

Community Service 3: New Generations **Dave Towry**

- **International Youth Exchange – Lavinia Goto.**
New Generations continued to flourish with strong Youth Exchange and Short Term Exchange Programs. Tony Decker spent her year in Argentina, while Mariana Valdivia, from Peru, shared a delightful year with us.
- **Interact Club – Tom Glass.** Advisor, Connie Erickson, reports there are about 25 active members, up from 15 last year. They have been involved in multiple service projects so far this year including: Canned Food Drive (collected about 485 food items), Senior Service day with Rotaract, help with the McKinley BBQ, and Holiday Mail for Heroes which is making cards for wounded veterans through the Red Cross. \$300 from club funds supported their registration fees for an Interact Workshop.
- **Student of the Month – John Sipple.** We had eighteen incredible students of the month and three Rotary Youth Leadership Award recipients. Outstanding students from North Salem High School and South Salem High School were recognized each month. Each month, students told us of their lives, school activities, and their future plans and dreams. Categories from which students were chosen include student body president, fall athletes, humanities, math/science, service above self, winter athlete, vocational, and performing arts.
- **RYLA –** Three candidates were accepted to participate in the leadership program this year. Kelsie Dalke, Natividad Zavala and Jessica Kreitzberg represented our club at the annual training.
- **Literacy Program - Jayne Downing.** The committee approved a \$1,200 grant for the Boys & Girls club and a \$1,300 grant for EBZEF for text books to be used after school study, and \$100 for books for President Renee to have signed by our weekly program speakers and placed in homeless shelters.
- **Dictionary Project – Don Brown.** We began distributing dictionaries 17 years ago to every 4th grader in Salem Keizer Schools in either English and Spanish. We distribute dictionaries in 12 elementary schools in Salem. Funds for this program are raised through the Annual Rotary Golf Tournament.
\$3,961 Simplified District Grant
\$1,875 raised from golf tournament
- **Rotaract.** In its third year, the Rotaract Club sponsored by our club has completed a vision session, led fall and spring service projects, and provided leadership in both the regional Baseball Night and the Golf Tournament.

International Service: International Service **Cynthia Witham**

RI Foundation, World Community Service Project, Rotary Friendship Exchange, Ambassadorial Scholars, Books for the World

On the International Service front, we exceeded our club goal for the Rotary Foundation. We received the International Changemaker Award and became a charter Peacebuilder Club.

- **Rotary Foundation/Paul Harris Foundation Gifts – Tom Glass.** Thirty-one club members were recognized this year as new or multiple sustaining Paul Harris Fellows this year. 50% of funds contributed are returned to District 5100 for use in funding our international, scholarship and other educational and humanitarian programs.
\$21,707 donated this year
- **World Community Service – Howard Bauman.** We pooled our \$10,700 with funds from other clubs and District matching grants to leverage more than \$35,000 for nine projects in eight countries including wells and sanitation facilities in Haiti, pediatric heart surgeries in Bangalore India, books, ambulances, charcoal brick presses, and more.

Project	Lead Club	RC of Salem
India Heart Operations	Salem	\$3,000
India School Water Filters	Salem	\$1,500
India Tibetan Ambulance	Portland	\$1,000
Indonesia Water Project	Salem Sunrise	\$1,000
Adopt-A-School	Seaside	\$1,000
Water Project in Lebanon	Lake Oswego	\$1,000
Costa Rica Books	Tualatin	\$1,000
Uganda Fuel Briquettes	Beaverton	<u>\$ 500</u>
		\$10,000

- **Group Study Exchange – Ron Keleman.** The group study exchange program provides a way for Rotarians from our club and abroad to visit each other’s cities for vocational and cultural exchange. Members of the home club host visitors. We hosted four couples from India in August.
- **Friendship Exchange – Ron Rubel.** Ron and Evelyn Rubel and Karl and Iris Raschkes went to Israel.
- **Peace Builder – Valerie Kever.** This new committee sponsored a program presented by a Rotary Peace Scholar and participated in the Peace Conference in Portland.

Special Board Task Force

Renee Campbell

The Board appointed a small task force to explore the opportunity to fund a new speaker system for the Spinning Room at The Willamette Heritage Center at the Mill. We ultimately invested \$12,000 in the improvements in return for free rent in the amount of 10% more than that. Our participation also helped leverage other support, improve the facilities for other potential renters, and increase the possibility of more stabilized funding for the facilities exhibits and educational programs.

Salem Rotary Foundation

Larry Gray

One of the highlights of the year was our Fall Social and Fundraiser for the Salem Rotary Foundation at Hallie Ford Museum, viewing Renaissance Drawings from the Italian Maggiori collection and enjoying wine and hors d'oeuvres.

The Salem Rotary Foundation is an IRS-recognized not-for-profit, recently characterized as "the charitable heart of the Rotary Club of Salem" its members are members of the Rotary Club of Salem. Foundation funds support the Club Good Works Committee small grants and can provide some help to the Club's Major Good Works project.


Salem Rotary Foundation donations received:	\$38,729
Bell Ringers:	\$ 6,810
Small Donations (and fund-raiser proceeds):	\$ 5,919
Donations to the Foundation & Club Support:	\$36,000
(\$25,000 gift from one anonymous Rotarian donor)	

Salem Rotary Foundation total assets: \$367,770 to start the year and \$413,557 to end the year, an overall increase of \$44,663 (12%). The increase results from donations as well as growth in the Permanent Fund via investment earnings and appreciation.

Rotary Club of Salem Grants: \$38,770 awarded	
Habitat for Humanity - H2° program training at risk high school students in construction and job skills	\$ 26,800
Kroc Center (Salvation Army) - keyboards to be used in music instruction	\$ 970
Salem Art Association - Salem Art Fair children's area	\$ 1,000
Youth Literacy Coalition - books, educational videos and workbooks for the Youth Education Project	\$ 1,000
SMART - Start Making a Reader Today	\$ 1,000
South Salem High School - rain gear for the track & field and cross country teams.	\$ 1,000
Mid-Valley Womens Crisis Service – purchase English and Spanish books for 500+ children participating in the summer Reading program	\$ 1,000
Salem Soap Box Derby - helped fund Oregon Super Kids, enables special needs children to participate	\$ 1,000
St. Francis Shelter - purchase a new desktop computer system for resident school-aged children to use for homework	\$ 1,000
Girl Scouts - helped fund development of a leadership curriculum in Spanish	\$ 1,000
YWCA - scholarships for 25 girls to participate in "DaVinci Girls" educational program	\$ 1,000
Chemeketa Community College Foundation - for Duval Scholarship	\$ 2,000

2010-2011 Funds Raised – All Categories

Community Service 1 – Community Needs	\$ 105,876
Community Service 2 – Fund Raising	\$ 63,138
Community Service 3 – New Generations	\$ 3,961
International Service	\$
Paul Harris Fund	\$ 21,707
Salem Rotary Foundation	<u>\$ 38,729</u>
Total	\$ 233,411



Respectfully submitted,

Holly Berry
Secretary
Rotary Club of Salem
December 2012