

Rotary Club of Salem
Gold Star Report - No. 21
Year-end Summary Rotary Year
2012-2013
John Shirley, President



The annual theme was Peace Through Service. Peace starts from within, grows and radiates outward to the community and ultimately the world. Our weekly meetings provide a haven of peace in an often rancorous world, and our myriad of service projects improve lives in Salem and the world beyond. Multiply that by the thousands of Rotary clubs out there and one starts to realize Rotary's significance in bringing about peace around the world.

Locally, we continued our long-standing programs of community service including the city-wide food drive, Tree of Joy, Salvation Army Bell-ringing, grants to local non-profit causes, dictionaries for every 4th grader in the greater Salem area. We rolled up our sleeves and got dirty, building trails for the Adaptive Riding Institute. Our major GoodWorks project was a \$28,000 grant to Liberty House for the purchase of medical equipment and comfort and safety upgrades.

We continue to be a club that gets things done in a way that is fun and inspiring. Because of what we do in our club, in our community and around the world, we bring about Peace Through Service.

John Shirley

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 4 honorary members, 18 corporate memberships, and 24 Rule of 85 members.

We lost three beloved members this year.
Clayton Vorse 1964-2013
Mike McLaren 1960-2013
Alan Hershey 1940-2013

Club Leadership Committees

Office of Secretary – Holly Berry
Website, Attendance Committee, Membership Administration,
Classification, Roster Committee, Club History

- **Attendance – Paul Farrell.** 35 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** – Notebooks containing scanned club banners and other historical items are at the Willamette Heritage Center.

Office of Past President Committees – John Shirley
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 – Tom Golden
Program Committee, Strategic Planning

- **Program Committee** – Our Program Committee brought a stellar year of speakers and music.
- **Strategic Planning** – Looking ahead to the year 2017, goals included a club membership of 200-225, development of an annual fundraiser that is a significant and well-known community event, early achievement of our \$1 Million goal for the Salem Rotary Foundation, and creation of a dynamic new website.

Club Service 2: Fellowship

Patricia Callihan-Bowman
Fellowship Events, We Care, Firesides, Rotary Minute, Featured Rotarian

- **Fellowship** – **Teresa Lulay.** Getting to know each other is important and the fellowship committee provided several opportunities throughout the year that allowed for conversation and time together.
- **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.

Club Service 3: Membership

Jill Nowacki
Membership Development, Red Badge, New Members Orientation

Membership as of July 1, 2012 – 161

Membership as of June 30, 2013 – 164

- **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

Tammy McCammon

Public Relations and Internal & External Communications

- **Weekly update/message** - After years as our primary communication tool, the Rotogram was retired. Technology has allow us to transform the way we keep member informed. Tuesday e-blasts have been designed to include the presidents message, meeting location, program, a message from the president, links to pertinent blogs and web pages, and a listing of the previous week's Bell Ringers. We had an average of 68% open rate. This is the top 10% of like industries using Constant Comment.
- **Facebook page created** - We have 178 fans and have engaged over:
 - 51% women
 - 49% men
 - 35-44 average age
 - fans range in ages from 13-65+
 - fans from 21 countries and speak 8 languages
 - posts have reached more than 2,000 in past three months
- **Website Redesigned**

Vocational Service

Kirk Sund

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

Members were encouraged to visit the new facilities housing First Call Home Health.

Community Service 1: Community Needs

Ron Hays

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

See below amounts raised 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.

- **Food Drive – Phil McCorkle.**
 - **Marion Polk Food Share** - 24th annual food drive “Hunger to Hope” Rotary Food Drive raised 1,151,138 meals to feed hungry families and children in Marion and Polk counties. The calculation for the cash conversion was a 13-meals-per-dollar formula based upon the yield from the MPFS Better Chili mix. The food donation conversion was based upon Feeding America’s 1.2 pounds of food per meal.
\$87,344 in cash includes donations from the entire community
18,799 pounds of food collected
 - **Salvation Army Bell Ringers – Fred Gates.**
 - Twenty club members spent an hour each.
\$5,500 raised during club meeting
 - **Tree of Joy – Dawn Bostwick and Geraldine Hammond**
 - 267 gifts (60 State Hospital Gifts, 297 children) were collected.

- Average amount of each gift was \$25
Value of gifts and cash donated – \$8,925
- **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 – David Lewis & Jill Nowacki, co-chairs Overall Celebration; Kyle Dickenson & Quinn Burke, Raffle; Ken Van Osdol, Pledges:**
With our fundraising, and a small grant from our Foundation, we provided funds to Liberty House for medical equipment and fund comfort and safety upgrades and numerous other charitable organizations
\$50,574 raised
- **Salem Art Association – Mike Niblock and Bo Nyleen, co-chairs**
 - 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.
\$2,201 net
- **Golf Tournament – Natalie Dunn.** 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.
\$741 raised, net towards the cost of dictionaries.

Community Service 3: New Generations

Dave Towry

- **International Youth Exchange - Linda Bednarz.** Our international Youth Exchange program continues to flourish, helping to increase world understanding and build the foundations of future peace. This year we hosted two delightful exchange students - Ditte Larsen from Denmark and Mateus Bianchi from Brazil.
- **Student of the Month - Ryan Collier.** 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 - Matt Bateman, Adria Zampich-Gibbs, and Janet Hernandez** attended the Rotary Leadership training.
- **Literacy Program - Jayne Downing.** Received \$1,000 grant.
- **Dictionary Project - Linda Hays.** We began distributing dictionaries 18 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.
\$1,488 from district small grant

\$741 raised from golf tournament
\$814 contributed directly by the club

- **Rotaract.** The Rotaract Club sponsored by our club has completed its fourth year.

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 – Linda Wooters.** 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	Rotary Club of Salem
Lebanon Water	Lake Oswego	\$1,000 – sent 10/17/12
Indonesia Water/Sanitation	Salem Sunrise	1,000 – sent 12/18/12
India Tibetan Ambulance	Portland	843 – sent 12/18/12
		133 – pledged on 5/29/13
India School Upgrade	East Portland	1,000 – pledged on 3/5/13
Indonesia Well Redrilling	Salem	<u>8,300</u> – pledged on 4/3/13
		\$ 12,276
Haiti Wells	Salem	Completed, Final Report sent 3/27/13
India Heart Operations	Salem	Completed, Final Report sent 8/20/12
India School Water Filters	Salem	In Progress, Interim Report sent 5/30/13

- **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.
- **Friendship Exchange – Ron Rubel.** We hosted two friendship exchange groups of adult Rotarians, one from Israel and the other from Argentina.
- **Peace Builder – Valerie Kever.** This was the second year for our PeaceBuilder committee and through it, our club helped to sponsor 2 pairs of students from Cyprus. The youth represented both sides of the divided country and came to the USA to learn about each other as well as how to help bridge the conflicts that divide them. Our club also sponsored its first candidate for a Peace Fellow Scholarship.

Salem Rotary Foundation

Larry Gray

The Salem Rotary Foundation is an IRS-recognized not-for-profit, “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’s small grants and the Foundation’s non-profit status helps support the Club’s Major Good Works project.

Two highlights of the year were reaching a half million dollars in Foundation assets and the Fall Social, a fund-raising dinner and dance (including lessons) at the Willamette Heritage Center.

Thank you Rotary Club of Salem for your widespread support of our Salem Rotary Foundation. Whether it be a \$20 bellringer, a small donation, help with the Fall Social, budgeted Club expenditures for speaker recognition and club match, participation in our raffle and related events, or a major gift, every member helps our Foundation grow. We can all take pride in our Foundation and the good it does in the community.

Salem Rotary Foundation donations received: \$87,284

Bell Ringers:	\$	9,827
Small Donations (and fund-raiser proceeds):		13,726
Donations to the Foundation & Club Support:		63,731
(\$49,000 in gifts from two anonymous Rotarians)		

Salem Rotary Foundation total assets: \$413,557 to start the year and \$534,485 to end the year, an increase of \$120,928 (29%). The increase results from donations as well as growth in the Permanent Fund via investment earnings and appreciation.

Rotary Club of Salem Grants awarded: \$18,000

Salem Keizer Education Foundation - \$1,500 for Enrichment Academy Winter Break Activities

Youth Literacy Coalition - \$1,000 for the Colonia Libertad Literacy Project

Salem Alliance Church Broadway Life Center - \$800 for books and activities for children of adult learners

Mid Valley Women's Crisis Center - \$1,300 for computer equipment

Community Action Agency - \$1,500 for youth internships in food skills program

McKay High School - \$1,500 to support music program participation

Mid-Willamette Valley Community Action Agency - \$1,500 for HOME Youth & Resource Center and Street Outreach Program

MAPS Community Foundation - \$1,350 for Financial Reality Fair

Marion County Circuit Court - \$600 for Marion County Mental Health Treatment Court Assistance

Salem Keizer Education Foundation - \$1,450 for Loving Lens program

Start Making A Reader Today (SMART) - \$500 for books for Pre-K to 3rd graders

Salem YWCA - \$1000 for DaVinci Girls After School Program

Chemeketa Community College Foundation - \$2,000 for Duval Scholarship

2012-2013 Funds Raised – All Categories

Community Service 1 – Community Needs	\$	101,769
Community Service 2 – Fund Raising		53,516
Community Service 3 – New Generations		2,488
International Service		2,843
Paul Harris Fund		31,717
Salem Rotary Foundation		87,284
Total	\$	279,617

Respectively submitted,

Holly Berry
Secretary
Rotary Club of Salem
December 2013