



Rotary Club of Salem
Gold Star Report - No. 22
Year-end Summary Rotary Year
2013-2014
Tom Golden, President



Knock knock. Who's there? Members of the Rotary Club of Salem here to Engage Rotary and Change Lives! And that's exactly what we've been doing for more than 90 years. From a youth exchange student to those visiting the Center for Hope and Safety. From those who are now drinking fresh water because of money we raised to build new wells to our own members who have become more involved with club activities and events.

It takes a fair amount of financial support to accomplish all we do. We selected the Center for Hope and Safety as our major Good Works project this year. Our commitment was matched by The Salem Foundation. We raised additional funds to support all of our club charitable activities including the Cypress Friendship Program, RYLA, youth exchange, dictionary project, and international service projects. We sponsored the city wide food drive for the 25th year. We raised funds for gifts for our tree of joy and rang bells for Salvation Army.

We took time to get to know each other at potlucks, visiting various businesses, attending a Volcano's baseball game, firesides and participating in Keizer's Rotary's first Polio Plus bike ride.

District conference was held in Salem and we were tapped to provide organization and leadership for the conference, which had something for everyone and turned out to be one of the best conferences ever.

Wowsers, Baam, and High Fives to all,

Tom Golden

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 second largest club in District 5100 and ranks 25th in attendance with an average of 78% of members attending meetings. Attendance includes attending weekly meetings, participating in Rotary sponsored activities and events, meeting make-ups by attending other club meetings, on-line make-ups and committee meetings. We ended the year with four honorary members, 18 corporate memberships, and 25 Rule of 85 members.

We lost one honorary member this year.
Alan Hershey 1940-2013

Club Leadership Committees

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 President Elect Committees – Barry Nelson
Program Committee, Strategic Planning

- **Program Committee** – Our Program Committee brought a stellar year of speakers and music.
- **Annual Planning** – The board identified several goals for the year.

Office of Secretary Committees – Holly Berry
Attendance Committee, Membership/Database Administration,
Roster Committee, Club History

- **Attendance** – **Paul Farrell**. 32 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 Treasurer Committees – Chuck Swank
Cashiers, Facilities

- **Cashiers** - Kelly White & Mike Niblock. Oversee the collections of lunch payments.

Club Service 1: Club Meetings

Vanessa Nordyke/Ray Hausch
Bell Ringers, Greeters, Invocation, Music, Traveling Mic

- **Bell Ringers** - **Kyle Dickenson**. Solicit and announce the "bell ringers" at the weekly Club meetings with humor and enthusiasm.
- **Greeters/Traveling Mic** - **Maria Reyes**. Schedule members to greet all who attend weekly meetings.
- **Invocation** - **Richard Pine**. Schedule members to give an invocation at the start of weekly meetings
- **Music** - **Mary James**. Schedules committee members to choose and leads the song at weekly meetings

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

Rus McCracken

Membership Development, Red Badge, New Members Orientation

Membership as of July 1, 2013 – 163

Membership as of June 30, 2014 – 176

- **Membership Development – Steve Nass.** 31 new enthusiastic members recruited, installed, and oriented this year.
- **Red Badge – Sarah Cavazos**
- **New Members Orientation – Larry Gray.** Five orientations were held this year to familiarize new members with the history of the Rotary Club of Salem and discuss events and activities in which they may participate.

Club Service 4: Communications

Tammy McCammon

Public Relations and Internal & External Communications

- **Weekly update:** Our primary means of communicating with members, the Weekly Update email distributed via Constant Contact includes standard content such as the President's Message, meeting program description, bell ringers, announcements and links to Rotary resources. We feature periodic articles and messaging to support club activities and fundraising.
 - open rate is 52% (industry standard is 20%)
 - click-through rate is 13% (industry standard is 10%).
- Our **Facebook** page has grown significantly in reach this year. We currently have 265 page likes, an increase of 33%.
 - 55% women, 45% men
 - one-third are aged 35-54; less than 10% are 34 and younger
 - we have fans from 26 countries

Vocational Service

Kirk Sund

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

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 – Rick Gaupo and Brent Neilson.**
 - Marion-Polk Food Share – During the 25th annual Rotary Food & Fund drive, Rotarians raised food and funds to give 272,249 meals to hungry families and children in Marion and Polk counties.
\$88,230 raised city wide
\$44,000 approximately raised by Rotary Club of Salem
- **Salvation Army Bell Ringers – Fred Gates.**
 - Twenty club members spent an hour each.
\$4,780 raised during club meeting
- **Tree of Joy – Dawn Bostwick and Geraldine Hammond**
 - 60 Oregon State Hospital
 - 334 Children's gifts
 - 75 books donated by Literacy Committee
 - \$1,500 cash donations
\$9,380 approximate value
- **Blood Drives – Tim Nissen.**
 - Four blood drives were held this year.
Approximately 80 pints of blood donated

Community Service 2: Fundraising

Laren Jones

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

- **GoodWorks Fundraising and Celebration – Overall Celebration - Lauren Jones, Emcees: Kyle Dickenson & Quinn Burke; Auction/raffle - Shalisa Pierce & Dawn Bostwick, Auctioneer - Terry Mangum, Paddle Raise - Ozzie Rose**

We provided funds to Center for Hope and Safety. \$28,500 went to their capital campaign and was matched by Salem Foundation. The Volunteer Center provides workstations for volunteers answering the crisis line, working on data input, and other many projects needed to help the program. The Salem Rotary Volunteer Center allowed the Center for Hope and Safety to more than triple the number of volunteers available for supporting victims and working on projects. The office has more than 2,000 hours logged by more than 150 volunteers. New volunteers coming in every week. Students from the School for the Deaf come in weekly and wash toys, windows, etc. Thirty Wells Fargo employees came into sort donations and get 9-1-1 cell phones ready to give survivors.
Remaining funds allocated to charitable activities (international service, exchange students, etc.)
\$53,500 raised
- **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 - See Dictionary Project for funds raised

Community Service 3: New Generations

Bo Nyleen

International Youth Exchange, Student of the Month, RYLA, Literacy, Dictionary Project, Rotaract

- **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 Yusuke Nagaoka from Japan. Our club sponsored Alicia Munoz who went to India.
- **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** - recognizes young leaders and provide them with an opportunity to expand their perceptions and ideals. RYLA participants gain knowledge about themselves and learn to work with others in order to become a better person and a future leader.
- **Literacy Program - Jayne Downing.** The Youth Literacy Coalition was busy this year.
 - Two international projects - putting together books in the native language of Ixil for a community in Guatemala and sending books to Ubuntu Africa to start a library for children who are HIV positive (overseen by one member of the Youth Literacy Coalition members who traveled with the books and built shelves for the library).
 - Six local projects last year. The two international projects included putting together books in the native language of Ixil for a community in Guatemala. The second project involved sending books to Ubuntu Africa to start a library for children who are HIV positive.
 - Provided books for our club President to have guest speakers sign each week. Books distributed to homeless shelters or elementary schools.
 - Books for the Tree of Joy given to children and to American Red Cross to be given to children whose homes had burned or other type of disaster.
 - More than 500 books distributed to homeless shelters in Salem and Keizer. Boys and Girls club received books to encourage children they serve to read.
- **Dictionary Project - Todd Irvine & Kelly Pontsler.** 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.
\$1,489 from district small grant
\$ 72 raised from golf tournament
\$1,518 contributed directly by the club
- **Rotaract.** The Rotaract Club sponsored by our club has completed its fifth 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 – David Lewis.** 50% of funds contributed are returned to District 5100 for use in funding our international, scholarship and other educational and humanitarian programs.
\$18,437 donated this year.
- **World Community Service – Howard Bauman,**
Both International Service and the Rotary Club of Salem have had a very good 2013-2014.
- (1) The India School Water Filter Project, initiated by our club in 2012 and completed in May 2014, brought fresh water filters to over 100 classrooms in Bangalore, in partnership with the Rotary

Club of Bangalore. Student absenteeism had been a big problem related to impure water sources causing recurrent gastrointestinal infections. This was a \$23,000 project with our club contributing \$1,500, and \$2,500 more coming from the Rotary Clubs of Columbia County and Seaside.

- (2) Haiti Water Wells, Latrines, and Hygiene Global Grant was initiated by our club this year, and submitted in June 2014, in conjunction with the Rotary Club of Hinche, Haiti. This is a \$41,000 project, with our club contributing \$4,560. Another \$7,000 came from the partnering Rotary Clubs of Portland, Milwaukie, Keizer, and South Salem. The nice thing here is the generous matching funds that comes to our project from our District and from TRF. This project is to continue a similar project that our club completed last year in this deforested and very poor area of Haiti. In addition, this project will be initiating latrines in one of the villages.
 - (3) Our Indonesia Well-Drilling Project with the Rotary Club of Bali has been a project in progress since 2009-2010, unfortunately ending back in 2011 with a dry tap. However, with encouragement from the host club, and Gail Gable's recent visit to this area of Indonesia, our club committed \$8,300 more last Rotary year for the completion of this project. He hopes for a drilling reattempt by September 2014.
 - (4) We have also partnered with other District Clubs to help by contributing to their Global Grants:
 - (a) A large Honduras Sanitation Project with Seaside Rotary, total cost = \$190,000, is very similar to our own Haiti project - \$3,000 was donated.
 - (b) India Tibetan Ambulances with Portland Rotary - \$1,000 donated. We have partnered with Portland Rotary in the past with this very successful project to improve medical care in Tibetan refugee camps in the northern portion of India.
 - (5) Donation to the Valparaiso Fire Disaster - \$767, through the efforts of both the White Salmon Rotary Club and a past District 5100 youth exchange student from Chile.
- **Peace Builder** – This was the third year for our PeaceBuilder committee and through it, our club helped to sponsor students from Cypress for a second time. 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.

Salem Rotary Foundation 2013-2014 Gold Star Report

Larry Gray

The Salem Rotary Foundation is an IRS-recognized not-for-profit organization, "the charitable heart of Salem Rotary." Its members are members of the Rotary Club of Salem. Foundation funds support the Good Works Committee's small grants and the Foundation's non-profit status helps support the Club's Major Good Works project.

Highlights of the 2013-2014 year were: the Fall Social, a "Spaghetti Western" fund-raiser at the Willamette Heritage Center; establishment of a new Donor Recognition program, including presentations in June to fourteen Rotarians in the Legacy Circle -- those who have named the Foundation in their estate plan; and the Club's vote to amend the Foundation's Bylaws and Articles of Incorporation. A change was to clarify that the Foundation may fund projects in the greater Salem area and projects that primarily benefit young people.

The Foundation board thanks members of the Rotary Club of Salem for your generous support of your 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 weekly raffle, or a major gift, every member helps your Foundation grow. We can all take pride in your Foundation and the good it does in the community

Salem Rotary Foundation donations received:

Bell Ringers	\$ 6,238
Small Donations (and fund-raiser proceeds):	\$ 13,965
Donations to the Foundation & Club Support:	<u>\$ 35,000*</u>
Total	\$ 55,203

Salem Rotary Foundation total assets: \$526,232 to start the year and \$635,918 to end the year, an increase of \$109,686 (21%). The increase results from donations as well as growth in the Permanent Fund via investment earnings and appreciation.

Rotary Club of Salem Grants awarded:

- **Mid Valley Women's Crisis Service, Center for Hope and Safety:** \$18,000
 - **Chemeketa Community College Foundation Duval Scholarship:** \$ 2,000
- Total \$20,000

* Due to unusual budget circumstances, the Club board opted not to use Foundation funds for small grants in 2013-2014 and instead funded \$18,000 toward the major Good Works project, The Center for Hope and Safety.

2012-2013 Funds Raised – All Categories

Community Service 1 – Community Needs	\$ 58,160
Community Service 2 – Fund Raising	\$ 53,500
New Generations	\$ 1,518
Paul Harris Fund	\$ 18,437
Salem Rotary Foundation	<u>\$ 55,203</u>
Total	\$186,818

Respectively submitted,

Holly Berry
Secretary
Rotary Club of Salem
December 2014

*This amount included a generous gift from Rotarian Bill Hanson