

# Rotary Club of Salem

## Gold Star Report No. 23

July 1 2014-June 30 2015

Barry Nelson - President



The Rotary International theme this year was “Light Up Rotary,” a phrase coming from the thought that is it better to light one candle than to sit and curse the darkness. Our club shone a light in our community again this year, brightening the way for many, and shining a light on Rotary in the process.

We continued our long tradition of blood drives, support for our annual city-wide Food Drive, and our holiday giving to the Tree of Joy. Our Salvation Army Kettle drives were as strong as ever.

We sent another two participants to Rotary Youth Leadership Awards (RYLA), allowing them to gain confidence in their leadership skills and become the leaders of tomorrow. We recognized truly outstanding students from North Salem and South Salem High Schools, and distributed more than 4,000 dictionaries to area 4th graders. Our Literacy Committee went well beyond dictionaries to distribute thousands of children’s books by various means. In youth exchange, we sent Ally Peterson to Mexico, hosted Andres Klingler from Argentina, and shared the hosting of Claire Devousin from France with the Creekside club.

Our weekly e-newsletter kept members and friends up to date, and a major project over the course of the year was updating our website, [www.RotaryClubOfSalem.com](http://www.RotaryClubOfSalem.com) to bring updated branding and a sleeker look and interface. We’ve begun to explore a collaboration with CCTV to televise some of our fabulous programs, which continue to be a weekly highlight of membership.

The fundraiser raised just short of \$59,000, \$23,000 of which was dedicated to our major Good Works project, HOME Youth and Resource Center’s Youth Empowerment Program (YEP). This program is for homeless and disadvantaged teens who make a commitment to continue their education and make positive contributions to the community. By supporting youth in this program, we sent a powerful message that there are people who care about them and their future.

In addition to our major Good Works project, we also provided \$10,000 in small grants to area non-profits. The remainder of the funds were distributed among our club’s committees for our broader charitable causes.

Having had a good year financially, we began to think about the year 2020, when our club will be celebrating its 100th year. In hopes that we will undertake a larger than normal community project in recognition of our centennial, we earmarked \$15,000 as seed funding for such a project.

As a club, we get things done. We are forever changing lives.



Barry Nelson  
President

### **The Rotary Club of Salem - Who We Are**

The Rotary Club of Salem first organized 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 club was officially chartered on January 1, 1920. 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. Our attendance averaged 69.43%. Attendance includes attending weekly meetings, participating in Rotary sponsored activities and events, meeting make-ups at other club meetings - anywhere in the world, on-line make-ups, committee meetings and other

committee work. Our membership reached 184. We ended the year with 173. Of those, we have two honorary members, 18 Corporate Principals, 28 Rule of 85 and 137 active members.

We lost two honorary members this year.

**George “Sharkey” Arbuckle**  
Member from 01/01/1947-09/30/2014

**Conrad Stieber**  
Member from 05/01/1991-12/30/2014

**Club Leadership Committees**  
**Office of Past President Committees**

**Tom Golden**

Nominating Committee, By-Laws, Service Day Committees; Past Presidents Council

**Nominating Committee** - a full slate of candidates was presented to the membership for consideration and ultimately, voted into office.

**Past Presidents Council** - regular meetings of past presidents continued.

**Annual Planning** - The board identified several goals to work on this year.

**Office of President Elect Committees**

**Mary Way**

Program, Strategic Planning, Presidential Citation

**Program Committee** - Our Program Committee brought an amazing array of speakers and music each week.

**Presidential Citation** - We received a Presidential Citation award this year for all the accomplishments of the club. This is a recognition awarded from Rotary International for meeting or exceeding expectation in several categories.

**Office of the Secretary Committees**

**Holly Berry**

Attendance, Roster, Club History Committees

**Attendance - Paul Farrell.** 20 members were recognized for perfect attendance this year.

**Roster - Warren Bednarz.** The printed roster serves as a reference for members when proposing new members, club leadership, club history and a listing of members.

**Club History - Ron Rubel.** With our centennial a mere five years away, work has begun on organizing and consolidating club records.

**Office of Treasurer Committees**

**Chuck Swank**

Cashiers Committee

**Cashiers - Kelly White & Mike Niblock.** Oversees the collection of lunch payments.

### **Club Service 1: Club Meetings**

**Larry Konick**

Bell Ringers, Greeters/Traveling Mic, Invocation, Music Committees

**Bell Ringers - Kyle Dickenson.** Solicit and announce the “bell ringers” at weekly club meetings with humor and enthusiasm.

**Greeters/Traveling Mic - David Deckleman.** Schedule members to greet all who attend weekly meetings and introduce guests.

**Invocation - Richard Pine.** Schedule members to give an invocation at the start of weekly meetings.

**Music - Mary James.** Schedules committee members to choose and lead the song at weekly meetings.

### **Club Service 2: Fellowship**

**Natalie Dunn**

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

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

**We Care - Natalie Dunn.** When life events occurred for our members, the committee stepped up and lets them know everyone was thinking of them by circulating and sending cards.

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

### **Club Service 3: Membership**

**Steve Nass**

Membership Development, Red Badge, New Members Orientation Committees

Membership as of July 1, 2014 - 168

Membership as of June 30, 2015 - 173

**Membership Development - Cindy Peck.** 24 fabulous, new members were recruited, installed and oriented this year. Unfortunately, we lost 19 members.

**Red Badge - Lauren Jones - Gutierrez.** The Membership Committee reviewed and made changes to the Red Badge process.

**New Member Orientation - Larry Gray.** Orientations are held regularly to familiarize new members with the history of Rotary Club of Salem and discuss events and activities in which they may participate.

### **Club Service 4: Communications**

**Michelle Godfrey**

Public Relations and Internal & External Communications Committees

**Weekly Update - Michelle Godfrey.** The weekly e-blast message with members is distributed via Constant Contact. It includes standard content such as the President’s Message, meeting information, program description, bell ringers, announcements and links to Rotary resources. Periodic articles are featured and messages that support club activities and fundraising.

- 50% average open rate for the time period. Industry standard is 21%

- 13% click through rate average. Industry average – 10%

**Followers on Facebook - 54% Women, 44% Men**

- 43% are aged 35-54; 26% are 34 and younger
- From 25 countries

**Vocational Service**  
**Kirk Sund**  
Youth and Adult Vocation

**Community Service 1: Community Needs**  
**Maria Reyes**

Food Drive, Holiday Giving, Blood Drive, Hands On Committees

**Food Drive - Brent Nielson.** This was our 26th city-wide food drive. Food and funds were raised to provide 187,924 meals to hungry families and children in Marion and Polk counties.

*\$62,641 raised city wide.*

*\$50,115 raised by Rotary Club of Salem*

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

Twenty club members spent an hour each.

*\$5,467 raised during club meeting*

**Holiday Giving - Dawn Bostwick.**

60 Gifts for Oregon State Hospital

382 Gifts for Children

*\$8,840 (Approximate value) raised*

**Blood Drive - Tim Nissen.** Approximately 80 pints of blood were donated during four blood drives.

**Hands On - Justin Tyler.** Two teams worked at painting the basement of the HOME Youth and Resource Center.

**Community Service 2: Fundraising**

**Lauren Jones-Gutierrez**

Good Works Event, Golf Tournament, Good Works Selection Committees

**Good Works Project Selection - Bruce Anderson.**

**Good Works Event.**

**Director of Fundraising - Lauren Gutierrez**

**Auction coordinator - Denise Hendricks-Bellisle**

**Decorations chair - Claudia Vorse**

**Marketing chair - Brenna Baucum**

**Emcees - Kyle Dickinson and Nick Williams**

Due to Rotary shining a light on at-risk and homeless youth and Rotary's investment in HOME Youth & Resource Center our surrounding community has taken notice and stepped up to support as well. More than \$12,000 of in-kind support including skilled labor remodeling two bathrooms, including bathroom fixtures (sinks, shower, and flooring), flooring throughout the upstairs, architecture designs and support, and a new seating area outside.

Another donation purchased a new washer and dryer and locking lockers for teen's personal belongings. On November 5th, HOME was notified that Meyer Memorial Trust that they will receive a \$99,000 grant to re-side the building and expand services to weekends.

Financially Rotary contributed \$23,000 and HOME was able to leverage an additional \$111,000.

*\$58,756 raised*

**Golf Tournament - Natalie Dunn.** This year's tournament was held July 20th. 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, Interact, Student of the Month, RYLA, Literacy, Dictionary Committees

**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 Andres Klingler from Argentina, and shared the hosting of Claire Devousin from France with the Creekside club. Our club sponsored Ally Peterson who went to Mexico.

**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 - Ida Mae Lafky.** Recognizes young leaders and provides 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 better people and future leaders. We sent two to the training this year.

**Literacy - Jayne Downing.** The Literacy Committee supported the Ixil indigenous language project, by providing funding to create more books and by assembling books for distribution in Guatemala. Books were also provided for the Summer Bookmobile, the Boys and Girls Club, and the books the President has on hand for speakers to sign each week. In addition to the funding we received from the Club, we received a District grant this year. We were able to purchase twice as many books for the Marion-Polk Food Share. These books are distributed with food boxes in our community.

**Dictionary Project - Todd Irvine.** We began distributing dictionaries 18 years ago to every student in 4th grade in Salem Keizer Schools in either English or Spanish. We distributed more than 3,800 dictionaries in 68 elementary schools in Salem. Funds for this program are raised through the Annual Rotary Golf Tournament. Total cost of dictionaries was \$3,984.

*\$1,992 from district small grant*

*\$1,417 raised from golf tournament/contributors*

*\$575 contributed by club*

### **International Service**

**Lucy Salmony**

RI Foundation, International Service, Peace Builder

**RI Foundation - Dawn Bostwick.** \$29,750 donated by club members

**International Service - Howard Bauman.** The Rotary Club of Salem can be very proud of living up to our commitment to engage in international service. As a member of the District International Service Committee, our International Service is among the leaders in District 5100.

*Haiti Water, Sanitation, and Hygiene (Global Grant I).*

This project, coupled with our recent Matching Grant, allowed our club to complete six wells and one community latrine in Hinche, Haiti.

*\$41,000 - Rotary International Global Grant*

*\$ 4,560 - Rotary Club of Salem*

*\$ 7,000 - Rotary Clubs of Portland, Milwaukie, Keizer, and South Salem*

*Haiti Water, Sanitation, and Hygiene (Global Grant II).*

We are seeking an \$80,000 grant for more wells, latrines, and maybe an irrigation system. Bo Nyleen, Cynthia Witham, and Howard Baumann will continue actively with this project.

*Indonesia Well-Drilling Project dating back to 2009-2010.*

This has been a project of love and determination, which unfortunately got side tracked with a dry tap in 2011. This was followed by a briefly successful tap in 2014, but the drill-bit broke off, blocking the shaft. John Shirley and his counterpart in Bali have continued to push for completion. More to follow.

We have also partnered with several District and International Clubs on their projects:

*Seaside Rotary's Honduras Sanitation Project.*

This is a very large project that got sidetracked due to logistics in Honduras, but will likely go forward next Rotary year. We contributed \$3,000 out of last year's budget.

*RC of Newberg Early Birds' La Plata Parks Project.*

We contributed \$1,000 for this remarkable project in Columbia that improves central city parks and secondarily the integrity of the surrounding neighborhoods.

*Beaverton's Uganda Agriculture Project.*

We contributed \$500 to help with this project to improve the status of female farmers in Uganda.

*RC of Salem-Midtown, India's Artificial Limbs project in the Philippines.*

We contributed \$3,000. There has been talk of an eventual sister-city relationship.

*Portland Rotary asked us to help with two projects in Guatemala: Smoke Free Stoves and Middle School Scholarships.*

We contributed \$1,000 and \$900 respectively. The stove project is life saving, and the scholarships have had a profound effect on education attainment.

*Portland Pearl's Nepal Literacy.*

We committed \$1,000 for this multifaceted project. Then sadly came the tragic earthquake of April 25<sup>th</sup>. Currently the project is being reevaluated, and will probably pick up momentum again sometime in the next 1-2 years

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

**Salem Rotary Foundation  
Annual Report 2014-2015  
Mary Beth Beall - President**

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 also help to support the Club's annual Major Good Works project.

Highlights of the 2014-2015 year were the Fall Social, an evening of music and fellowship held at the Center for Hope and Safety; last year's major Good Works Project recipient. In September, Salem Rotary Foundation month, the newly established Donor Recognition program recognized Rotarians who joined the Legacy Circle -- those who have named the Foundation in their estate---as well as those earning Sustaining, Bronze, Silver, Gold and Benefactor Circles.

After a one year hiatus, Good Works Committee Small Grants were awarded in June to seven deserving non-profit organizations in the Salem Area.

The Foundation Board thanks the members of the Rotary Club of Salem for your generous support of your Salem Rotary Foundation. Whether 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 our Foundation and the good it does in the community.

**Salem Rotary Foundation donations received:**

Bell Ringers	\$ 7,893
Major Gifts	17,000
Club Support	11,000
Donations	16,979
Permanent Fund Increase	15,828
Interest	<u>89</u>
Total	<u>\$ 68,789</u>

**Salem Rotary Foundation total assets:** \$635,918 to start the year and \$680,635 to end the year, an increase of \$44,716 (7%). The increase resulted from donations as well as growth in the Permanent Fund via investment earnings and appreciation.

**Rotary Club of Salem Grants awarded:**

- **Community Action Agency's HOME Youth and Resource Center - \$23,000**
- **Club Good Works Small Grants - \$10,000**
- **Chemeketa Community College Foundation Duval Scholarship - \$ 2,000**

**Funds Raised - All Categories**

Food Drive	\$ 50,115
Tree of Joy	8,840
Salvation Army	5,467
Major Fund Raiser	58,756
Dictionary Project	1,417
Rotary International Foundation	29,750
Salem Rotary Foundation	<u>41,872</u>
	<u>\$ 196,217</u>

Respectfully submitted,

Holly Berry  
Secretary  
Rotary Club of Salem  
December 2015