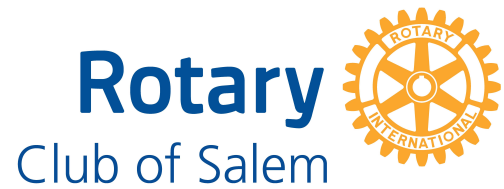


Rotary Club of Salem  
Gold Star Report No. 27  
July 1 2017 - June 30 2018



One of the greater attributes of the Rotary Club of Salem, is that of a self-directed, motivated, and caring group working together as friends to make a positive impact in and beyond our community. The outcome of that effort fits the Rotary International theme for 2018—2019 “Be the Inspiration”. Inspiring others through the actions of our club in turn inspires Rotarians to do more, and that was certainly the case for the Rotary Club of Salem in 2018-2019.

Actions, focused on the 2018-2019 club theme of Friendship and Impact, were truly inspiring. Our 18 Hands On projects contributed over 500 hours of volunteer work by our members. Our annual small grants program once again disbursed \$10,000. Our literacy committee disbursed \$3,800 in literacy grants. The club participated in purchasing and distributing over 4,000 dictionaries to all 4th graders in the Salem-Keizer area. We donated children’s books to those in need within our community. Our membership purchased Christmas gifts for distribution to the State Hospital and through the Tree of Lights program. We continued our long-standing blood donation program. Club members participated in the Salvation Army bell ringing, something this club has done for over 90 years. These were just a few inspiring activities, there were more.

Our club continues to be an inspiration in our support of youth, both locally and internationally. The ongoing involvement in the exchange student program sent Brenda Hernandez to Japan and brought Stefan Hosio from Finland. Three music programs were hosted with participation from Battle Creek Elementary, South Salem High School and Sprague High School. Our sponsorship of Salem North and South High Schools included Students of the Month and a May program run entirely by the schools teaming together. The club sponsors an Interact club at South Salem High that was quite active this year. We sponsored three young adults to Rotary Youth Leadership Awards [RYLA].

Larger, more complex projects were also taken on by the motivated and skilled membership of our club. The annual Multi-Sport Riverfest cosponsored with South Salem Rotary continues to grow. The club rewrote and ratified a new Constitution, Bylaws and Procedures document. A long-range Visioning Session was held, and the foundation laid for more effective club strategic planning. And the work continued on the club’s 100th anniversary legacy gift to our community: The Gerry Frank I Salem Rotary Amphitheater in Salem’s Riverfront Park. Many key milestones were achieved with this multimillion-dollar project including final site selection, ratification into Salem’s Master Park Plan, general contractor selection, design refinement, and significant fundraising results.

As mentioned, the club had a 2018-2019 theme of Friendship and Impact. The above demonstrates significant impact. Building strong friendships is just as important and the club initiated many efforts to ease the challenges that come from a club of our size, for opportunities to get to know each other. The new member orientation plan was revamped. The traditional plan of transitioning from a new member red badge to blue badge was redesigned. Offering more opportunities for interaction at informal functions was emphasized, with more Hands-On Projects, Vocational Tours, and Social Drop Ins.

Befitting the definition of Rotary by Joseph Kovarik of Cottage Grove, MN, the Rotary Club of Salem is a club that Improves People’s Lives Locally and Globally Through Service to which we added Building Friendships Along the Way.

*Rus McCracken*



## **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 57%. 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 189. We ended the year with 175. Of those, we have two Honorary members, 13 Corporate Principals, 20 Rule of 85 and 174 active members. Our membership is made up of 55% males; 45% females. 34 were in their first year as members. Average age is 58.

### **Club Leadership President Rus McCracken**

### **Club Leadership Committees Office of Past President Committees Bruce Anderson**

Nominating Committee, By-Laws, Service Day Committee; 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.

### **Office of President Elect Committees Tammy Dennee Program, Strategic Planning, Presidential Citation**

**Program Committee** - Our Program Committee brought an amazing array of speakers and music to our club meetings 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** - 37 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.** As we approach our centennial year, work continues 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**

**Richard Pine**

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

**Bell Ringers - Brenna Baccum.** Solicit and announce the bell ringer announcements 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 - Linda & Warren Bednarz.** Schedules committee members to choose and lead the song at weekly meetings.

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

**Laura Aguero**

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.

**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**

**John McCulley**

Membership Development, Red Badge, New Members Orientation Committees

Membership as of July 1, 2018 - 165

Membership as of June 30, 2019- 175

**Membership Development - Robbin Kerner & Steven Broncheau.** 24 new members were recruited, installed and oriented this year.

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

**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**

**Brenna Bacum**

Public Relations and Internal & External Communications Committees

**Weekly Update - Stephanie Smetana.** 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 de-

scription, bell ringers, announcements and links to Rotary resources. Periodic articles are featured and messages that support club activities and fundraising.

Average open rate 51.89%

Average click through rate 8.74%

Open by mobile 35.03%

Open by desktop 64.97%

### **Facebook**

Likes: 539

56% Women, 43% men

Ages 13 – 17 | 0%

Ages 18 – 24 | 5%

Ages 25-34 | 18%

Ages 35-44 | 24%

Ages 45-54 | 21%

Ages 55-64 | 16%

Ages 65+ | 14%

2% undisclosed

35 countries

### **Vocational Service**

**Claudia Vorse**

Youth and Adult Vocation

Tours of local businesses and organizations were conducted, almost monthly. We visited:

Barnwood Naturals

SAIF

Bread Board

Devine Distillers

Marion County Sheriff's office

Issac's Room

Salem Convention Center

Salem Municipal Airport

### **CommunityService 1: Community Needs**

**Steve Horning**

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

**Food Drive - Mike Ferris.** This was our 29th city-wide food drive. Food and funds were raised to provide 125,730 meals to hungry families and children in Marion and Polk counties, reaching a 66% participation rate for the Rotary Club of Salem.

Total raised by Rotary Club of Salem \$41,910

**Salvation Army Bell Ringers – Maria Reyes.** Twenty club members spent an hour each ringing the bell outside Kohl's on the skybridge.

*\$3,774 raised for Salvation Army during club meeting*

**Holiday Giving - Dawn Bostwick.**

60 Gifts for Oregon State Hospital  
More than 325 gifts

*\$9,000 (Approximate value) raised in cash and gifts*

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

**Hands On - Sue Bloom & Adam Kohler.**

Art Fair People Mover  
Dictionary Stamping  
AC Gilbert House  
Deliver Dictionaries to 4th grade classes in Salem Keizer Schools  
Riverfest Multi Sport Event  
Boys & Girls Club Kids Night  
Distribution of Christmas gifts for Salvation Army  
Boys & Girls Club Career Night  
Repackaging food for Marion Polk Food Share  
Boys & Girls Club Cinco de Micro  
Boys & Girls Club Graduation  
Marion Polk Food Share Youth Farm

283 Rotary volunteers donating 9,339 hours with a monetary value of \$13,117

**Community Service 2: Fundraising**

**Chane Griggs**

Good Works Event, Good Works Selection Committees

**Good Works Project Selection - Brenna Baucum.**

**Good Works Event**

**Director of Fundraising - Jenn Columbus & Tammy Dennee**

**Decorations chair - Claudia Vorse**

**Marketing chair - Brenna Baucum**

This was the second year \$30,000 was dedicated to the Gerry Frank Rotary Club of Salem Amphitheater in Waterfront Park

*\$80,797 raised*

**Centennial Stage Project - Barry Nelson & Ken Van Osdol.** In celebration of our centennial anniversary, the Rotary Club of Salem has committed to raise funds for the design and construction of a new multi-purpose amphitheater stage at Salem's Riverfront Park. A design has been selected from CB Two.

*Monetary donations and commitments to date are \$1,233,571 (current through September 2019). Total expenses to date: \$227,567. Current cash balance \$1,017,957*

**Community Service 3: New Generations**

**Fara Etzel**

International Youth Exchange, Interact, Student of the Month, RYLA, Literacy, Dictionary Committees

**International Youth Exchange - Linda Bednarz.** This year our Youth Exchange program hosted Stefan Hosio from Finland who attended South Salem High. Our outbound student, Brenda Hernandez Aquilar from McNary

HS to Japan. The committee has added new members and has continued to network with other local clubs in recruiting students for short term and long term exchanges to provide foundations of world understanding.

**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 three to the training this year.

**Literacy - Jenn Columbus.** This year the Literacy Committee provided:

*Family Building Blocks: \$1,750*

*St Francis Shelter: \$750*

*Salem Public Library Foundation: \$1,000*

*Bookmobile: \$300*

We used matching funds from Districts to leverage some of these into additional money.

**Dictionary Project - Julie Hilty.** We began distributing dictionaries 21 years ago to every student in 4th grade in Salem Keizer Schools in either English or Spanish. The Dictionary Project has grown to include all Rotary Clubs in Salem. We distributed more than 3,800 dictionaries in 68 elementary schools in Salem. Funds for this program are raised through members buying ½ or full cases of dictionaries and a district grant

*Goal of \$4,901 achieved through donations and a district grant.*

**South Salem High School Interact Club** - This year, our own club's International Service Committee began working to align the Interact Club's international service project with our own projects such as Haiti's Water Wells.

#### **International Service**

**Brenda Kidder**

RI Foundation, International Service, Peace Builder

**The Rotary Foundation (Rotary International) - Dawn Bostwick** - \$26,229 *donated by club members*

**International Service - Howard Bauman.** Our fourth global grant in Haiti was approved in May This \$80,000 project for 6 wells and 2 community latrines took more than 2 years to get approved, but drilling should start soon. Delays are common in international work, in this case: 2 major hurricanes, the breakup of our host club, the formation of a new one, an unexpected last-minute change in hydrology standards which required additional consultation, and possibly the worst political unrest we have yet seen in Haiti.

When this project is completed, we will have completed a total of 17 wells, 4 community latrines, investing \$210,000 in Haiti's health infrastructure over the last decade. We have seen improved economies, school attendance, and the halt of cholera deaths in these villages.

Our Rotary Club has also continued to encourage other clubs internationally by contributing to their projects. This year we have supported:

Beaverton's Uganda Lady Farmers Project

Portland's Paraguay Literacy

Newberg Noon's Nepal E-Clinic

a children's program in Tanzania by the Lake Oswego Club

Portland's Cambodia Water and Sanitation Project

Thalassemia Screening in Sri Lanka  
Vancouver's Water Filters in Haiti  
Portland's Columbia Peace Project.

Eleven District 5100 clubs, including many of those listed above, have financially supported our Haiti project.

**Salem Rotary Foundation  
Annual Report 2017-2018  
Doug Parham - President**

Salem Rotary Foundation is a 501(c)(3) nonprofit organization, "the charitable heart of Salem Rotary". Its board of directors includes 7 Salem Rotary Club members who are selected to serve 3-year terms.

*Doug Parham - President*

*John McCulley - Vice President*

*Tim Nissen - Secretary/Treasurer*

*Jayne Downing - Board Member*

*John Shirley - Board Member*

*Barry Nelson - Board Member*

**Rotary Club of Salem Income:**

Member Contributions	\$22,845
Club Match	2,500
Bellringers	10,498
Raffle	1,622
Speaker Recognition	2,500
Good Works Fundraiser	8,000
Major Gifts	28,280
Investment Returns	64,686
Interest	<u>627</u>
Total	\$141,560

**Rotary Club of Salem Grants** awarded \$39,500 to:

- Gerry Frank Rotary Club of Salem Amphitheater (second year as major project)
- **Club Good Works Small Grants**  
*Center for Hope and Safety: \$1,500. 20-40 served; 26,000 served per year*  
*Northwest Human Services: \$900. 350 served*  
*Northwest Hub: \$1,500. 100 served*  
*Friends of Olinger Pool: \$1,500. 10 served*  
*The Music Lesson Project: \$1,500. 75 served*  
*Family Promise of the Mid-Willamette Valley: \$1,100. 450 served*  
*Capital FC Timbers: \$1,500. 5,000 individuals served each weekend during league*
- **Chemeketa Community College Foundation** Duval Scholarship - \$ 2,000 supported 3 students.

*As of June 30, 2019 the Foundation held assets of \$1,058,890*

*Cotinued*

### Funds Raised - All Categories

Food Drive	\$ 41,910
Tree of Joy	9,000
Salvation Army	3,774
Major Fund Raiser	80,797
Dictionary Project	4,901
Rotary International Foundation	26,229
Salem Rotary Foundation	<u>141,560</u>
	<u>\$ 308,171</u>

Respectfully submitted,  
Holly Berry  
Secretary  
Rotary Club of Salem  
December 2019