

Rotary Club of Raleigh Annual Report of Activities

By: Robert Barth, President
2003 - 2004

It was an immense pleasure to serve as President of the Rotary Club of Raleigh for the 2003-2004 fiscal year. Our club's theme, Focus on Fellowship, was enthusiastically embraced by our members and exemplified by our accomplishments and activities.

Those accomplishments and activities can best be highlight by categorical references, as listed below.

- **Salvation Army**
Once again our club was a major contributor to the Salvation Army thanks to the efforts of committee chairman Chuck De Smet. Our club was presented an award for third place in the Christmas bell ringing, for raising over \$16,000.
- **Rotary Foundation**
The committee was very successful in raising approximately \$16000 prior to July 1 and is continuing the drive to encourage each member of the club to contribute \$100 to the Rotary international Foundation annually
- **Foreign Student Support**
This is a new committee with the objective of providing assistance to foreign students to enable them to study at a local area university. The committee worked with NC State University to activate the program in support of an international student at NC State next fall.
- **Ambassadorial Scholarships**
This committee was successful in nominating two students who are currently studying overseas -- one was Reeves Anderson in Ireland and Jennifer Antonelli, our Peace Scholar in Australia. Additionally, members of the club hosted a visiting Ambassador Scholar from Germany -- Anna Roth, who studied Psychology at NC State University.
- **Raleigh Arts Festival**
Our club participated in hosting and supporting a visiting street artist from Manly, Australia. There is a reciprocal arrangement between Raleigh and Manly whereby the winner of each street art festival visits the other city. Hence a Raleigh artist concurrently visited Manly and was supported by the rotary club there.
- **NCSU Breaking Bread**
Our club participated in a "Breaking Bread" program initiated by NC State University with the objective of assisting a program to provide the opportunity for 2500 foreign students at that institution to have the opportunity to visit an American home and dine with the family. Several club members hosted international students for meals.

- **Group Study Exchange**
A Korean Exchange Team came to District 7710 in April. There was a multi-club social for the GSE Team on Saturday, April 17. Our club hosted them from Friday, April 16, until Monday, April 19. The GSE team sendoff was in Cary. It was attended by 92 people and was a great success. Each of the Raleigh clubs had contributed \$200 to offset the \$1,000 cost of the team.
- **Spring Social**
Pam Kohl led our club's Spring Social held at the Museum of History, on Thursday, April 22, from 5:30 p.m. to 7:30 p.m. It was an excellent event enjoyed by all attendees who toured the Museum and enjoyed food and beverages.
- **Unsung Heroes Award**
Kevin Summers headed our "Unsung Heroes" award nominations from the five area middle schools, Daniels, East Wake, East Millbrook, Zebulon, and Mount Vernon.
- **Warmth for Wake**
David Ammons reported the final results of the Warmth for Wake campaign. \$885 in donations was raised for Warmth for Wake.
- **Four Way Test Award**
Kevin Summers also led our Four Way Test Award program for area Middle School students.
- **Annual Tree Planting**
Braxton Wilson managed our club's volunteers on Saturday, April 3, planting new trees at Pullen Park.
- **Holiday Party**
Pam Kohl and Joan Barron produced a superb Holiday Party for our club on Tuesday, December 9, at the Carolina Country Club. It was a lot of fun, with the Sanderson High School Singers, and a special Social Hour with hot cider, before lunch.
- **Harvest Train**
Led by Mike Bywater, The Rotary Club of Raleigh participated with attendance and donations to the October Harvest Train for the Lake Waccamaw Boys and Girls Home.
- **RYLA**
Chaired by Les Hall, our club sent 3 student leaders to the RYLA conference.
- **Stop Hunger Now**
The Rotary Club of Raleigh agreed to join the support for the "Stop Hunger Now" program, led by Ray Buchanan. The main thrust of this program is to alleviate hunger in disadvantaged countries. Ray Buchanan, CEO of Stop Hunger Now recently visited Zimbabwe and transmitted money donated by the club to a counterpart rotary club in Zimbabwe, which will administer the funds. The chairman is also working with other rotary clubs in the district to raise more funds for the project.

- Rotarian Of The Year

Eric Ellwood

Eric Ellwood embodies the Rotary motto, “Service Above Self” and was very deserving of our club’s and our district’s Rotarian Of The Year award. In addition to serving as a Director on The Rotary Club of Raleigh’s Board of Directors, Eric has tirelessly given his time and support to many club functions. In addition to his near perfect attendance at club meetings, Eric has attended, and contributed to most of our social and cultural events this year. But in addition, Eric has been particularly service minded in the support of our club’s and district’s International activities and programs. Specifically, Eric has made substantial contributions with the:

- Management of the GSE teams visit with area 6 clubs
- Guardianship of our visiting Ambassadorial Scholar, Anna Roth
- Participation in our clubs International Project, Stop Hunger Now
- Chair of our club’s Foreign Student Support Committee
- Guardianship of our relationship with our Peace Scholar in Australia, Jennifer Antonelli.
- Participation in our Ambassadorial Scholar Committee
- Supervising the communication with the Rotary Club of Manly Beach, Australia, for an artist from there to come to Raleigh and draw art at Raleigh’s ArtSploshure Street festival.

- Club Foundation Grants

We had approximately \$16,000 to contribute to various grants during the 2003-2004 year. About \$3,000 of that was earmarked for scholarships. It was agreed to give \$1,000 each to the following twelve charities and their Rotary sponsor:

- 1-Food Bank of North Carolina-Jane Cox
- 2-Triangle Chapter-American Red Cross-Jerry Broder
- 3-Saint Savior’s Center-Bob Leak and Howard McCain
- 4-Wake Teen Medical Services-Zach Ashton and Tom Wood
- 5-Occoneetee Council-Boy Scouts of America-Charlie Upshaw
- 6-SAFEChild-Wilson Hayman
- 7-Alliance Medical Ministry-Neil Morris
- 8-SPCA of Wake County-Jim Lofton
- 9-The Shepherd’s Table-Kristy Kretzschmar
- 10-Raliegh Rescue Mission-Sam Foster
- 11-Stop Hunger Now-Eric Ellwood and Ray Buchanan
- 12-Daniels Communities in Schools-Rotary Academy-Kevin Sommers

The balance of \$1,170 was given to Surry Roberts, and his International Student Exchange Program.

- Fund Raising Steering Committee

As President, I saw the need to commission a study of the purpose for club’s fund raising efforts. As such a committee headed by Wilson Hayman reported about what fundraising activities our club should pursue. That report is included below.

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ROTARY CLUB OF RALEIGH

FINAL REPORT OF THE FUNDRAISING STUDY COMMITTEE

April 1, 2004

President Robert Barth has appointed a Fundraising Study Committee to study the issues involving the club's fundraising efforts, including both strategic planning and practical implementation where appropriate, and to make recommendations to the club's officers and directors for the guidance of the club's Board of Directors this year and in future years. The mission of this committee included the following: (1) to determine for what purposes, recipients, and types of projects our club should raise funds, in light of the goals of Rotary and our club; (2) to determine what fundraising project the club should pursue in the immediate future and to propose a plan for the club's fundraising efforts over the next five years; and (3) to prepare fundraising recommendations to be presented to the Board of Directors and club members for consideration and which can be used in the future to set expectations and guidelines for future club fundraising activities.

Members of the committee are Jim Lofton, Ron Garber, Beth Briggs, David Heinl, Dave Gospodarek, Tom Campbell, Bill Lambeth, Robert McMillan, Mike Hoyt, Garrett Briggs, Bill McLaurin, Lawrence Davis, Bill Simpson, Sam McNairy, John Graham, Jerry Broder, Luther Penny and Russ Hanson, with Wilson Hayman serving as Chairperson. President Robert Barth, Director Jim Graham, and Sergeant-at-Arms Sandra Long have also met with the committee on occasion.

Recent Fundraising History. The committee has held three meetings and has examined and discussed the club's past fundraising activities and its recent grants history. The club's chief arm of charitable giving, the 501(c)(3) Rotary Club of Raleigh Foundation, currently has about \$130,000 in its Endowment Fund and accumulated reserves. The Board created the Endowment Fund of the foundation in 1996 with the target of growing the endowment to \$100,000 within five years. The funds were to be derived primarily from contributions from the club's General Fund, member contributions and fundraiser proceeds. In fact, the primary source of funds for the Club Foundation has been a quarterly assessment of \$25 per member. Members may opt out of this assessment, but only about ten percent of members do so. The Board in 1996 also instituted a rule requiring at least 50 percent of all net revenue received by the Club Foundation each year to be invested in the Endowment Fund, with only the income from such funds spent on charitable projects.

The club has held a number of special event fundraisers in recent years in order to raise charitable funds in addition to those raised by the assessment, at times earning additional funds through a silent (or combined silent-live) auction. The substantial expenses associated with the events have often been subsidized in part by the club from its general revenues. However, these events have generally had the effect of reducing the amount the Club Foundation has had available to contribute to community projects. Our most successful fundraiser in recent years was a lucrative auction held several years ago at a club meeting, which incurred no substantial expenses and produced significant revenue. In contrast, the auction held in the spring of 2002 grossed \$5,710 but involved \$8,382 in expenses, resulting in a net loss of \$2,672 except for the revenues from the per member assessment. In 2003, the *Enjoy the City* coupon books sold by club members involved no event but netted only \$3,625 in addition to the assessment.

In recent years, the club through the Club Foundation has awarded between \$9,000 and \$11,000 in grants annually, primarily in grants of between \$500 and \$2,000 each, to tax-exempt charitable or educational organizations which either provide services to citizens of Wake County or are programs in which Rotary participates. The club or Club Foundation has also granted between three and five \$1,000 scholarships each spring to seniors graduating from a Wake County high school who will be attending one of the five four-year colleges or universities in Wake County. Scholarship criteria include such factors as academic performance, community and school activities, character, and special circumstances.

Recommendations for the Future. Committee members have reviewed this history in light of their experience with our club and other community nonprofits. They have reached the following consensus with respect to how the club should direct its fundraising efforts in the next few years:

1. Goals of Fundraising and Grants. Our fundraising projects and grants should have the following primary goals:
 - a. Connecting our club with the local community and enabling us to do tangible good through Rotary;
 - b. Strengthening our club in unity, purpose and membership, including a sense of awareness as Rotarians which will help grow membership; and
 - c. Increasing our club's visibility and distinguishing us in the community and among other Rotarians.
2. Focus on Downtown Raleigh. As the only civic club based in downtown Raleigh, the committee felt that the club's grants would make more of a difference in the community, with increased publicity for the club and feeling of pride for members, if we limited a large portion of the funds generated by any fundraiser project to a few worthy organizations related to downtown Raleigh. Several committee members mentioned plans for the "Healing Place" shelter for women, combating homelessness in Raleigh in general, after-school programs for youth in low-income neighborhoods bordering downtown, the proposed new downtown library, and the new convention center as possible causes, which the club could support.
3. Retain \$100 Assessment to the Club Foundation. This is an important source of income to our Club Foundation supporting our philanthropic efforts, and the vast majority of club members are willing to contribute in this way. On the other hand, some may contribute based on an understanding that the club will not ask them for any hands-on fundraising work. As a single fundraiser becomes better established and more successful, this assessment could be reexamined in the future. However, the assessment is still needed to provide a sustained source of funding at least for the immediate future.
4. Expenditure of Net Revenues to the Foundation. We recommend that the Foundation continue to place at least 15 percent of its net revenues each year in the endowment, but that we discontinue the 50 percent rule discussed above. The balance of the net revenues could be spent on community and international projects as described herein. Of course, gifts designated for the endowment would be restricted accordingly. This policy could be revisited periodically if a particular goal or target is identified which would support changing our spending strategy.

5. Discontinue Scholarships. A majority of the committee (though not unanimously) recommends discontinuing the scholarship program for the time being. Because of the restricted category of Wake County recipients and colleges and flexible criteria, the committee questioned what goals the club is accomplishing with this program. Considering the many other scholarships available and small monetary amount of our grants, the scholarships seem to produce little impact on the beneficiaries or community and limited recognition for the club.
6. Retain International Involvement. Despite the discussion above, we do not want to take the “International” out of Rotary International, which is a strong and important aspect of Rotary and our club. We would recommend that at least \$1,000 per year be set aside to support an international project with another Rotary Club somewhere in the world. Club members should also be strongly encouraged to become Paul Harris Fellows and, if they have already achieved this status, to become sustaining members by giving at least \$100 per year to the Rotary Foundation of R.I.
7. Separate Social Event for Club Members. While a fundraiser can generate important fellowship secondarily, fellowship remains a separate but significant need for our club. The committee recommends having one or more separate social events each year for members and their guests which is funded by the club or self-funded by members.
8. One Day Fundraiser versus Member Contributions. The committee has discussed a number of different means of fundraising to guide the club in the future. One attractive possibility is a discrete, one day fundraiser that would raise money for a particular program or project. Our ultimate goal would be to raise funds in the \$20,000 to \$30,000 range, which has been accomplished by clubs far smaller than our own. Possible suggestions include: a barbecue, pancake or spaghetti lunch or supper, or the sale of paper products, poinsettias or azaleas. The other principal alternative is a campaign to support a major project in the community, using personal solicitations to club members to raise the target amount.

Next Steps. We solicit further input from the officers and Board of Directors concerning these recommendations. We believe that some type of survey of club members would help us to gauge whether there are enough members willing to work on a one day fundraising project (as opposed to merely writing a check) and would help direct our future plans. One possible mechanism would be to make a five to ten minute presentation to the full club membership during the announcement period. We could then either ask for a show of hands, or have a person orally poll each table, as to how many present (1) would be willing to devote one day to such a project, or (2) would give money to support a fundraiser for a yet-to-be- identified purpose. We look forward to further dialogue on these issues.

Thanks to all our members, and their families, who donated their time and money to support our club and community.