

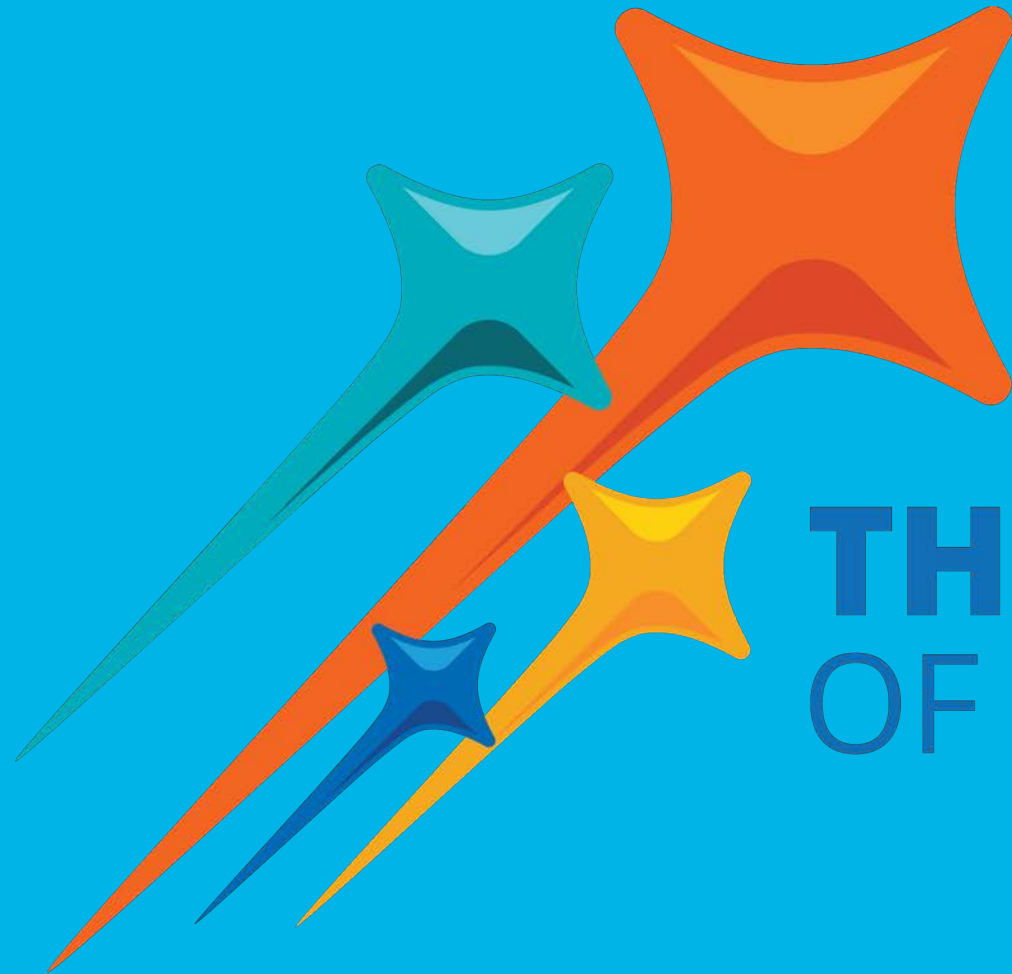
2023-24 ROTARY YEAR REVIEW & 2024-25 KICK-OFF

May 27, 2024

AGENDA

- Theme for 2024-25: MAGIC OF ROTARY
- Rotary Vision
- 2024-25 Board of Directors - Port Hope Rotary Club
- Review of our Year 2023-24 Achievements:
 - Club Central Goals
 - Service Projects
 - Membership
 - Trust Funds
 - Fundraising
- 2024-25 Goals – Strategic & Service Projects

THIS YEAR'S THEME:



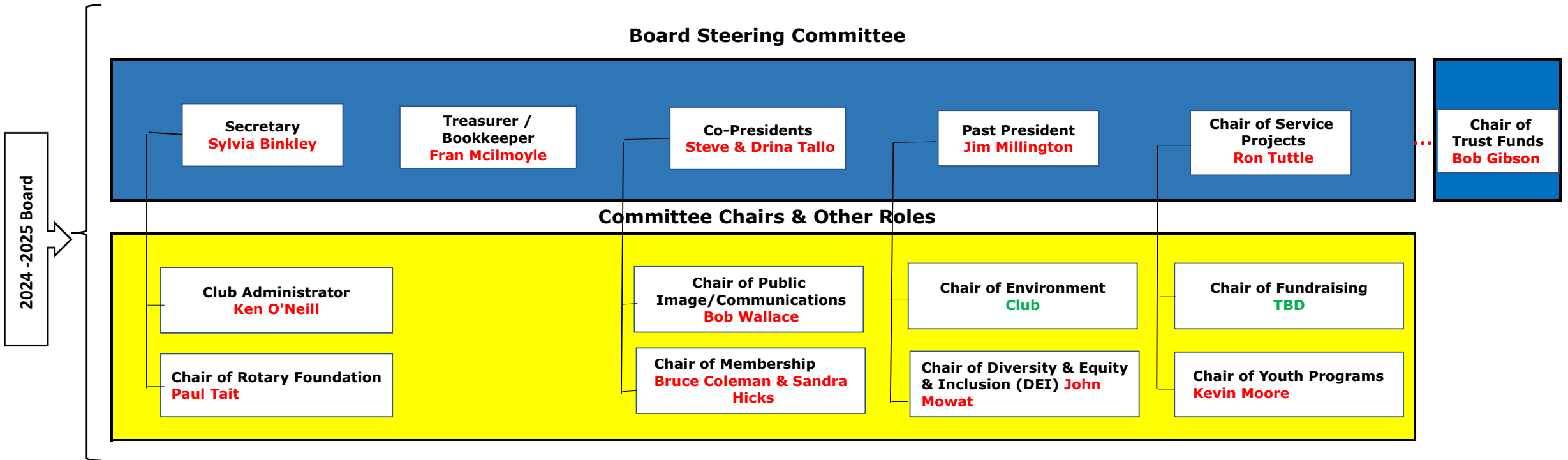
**THE MAGIC
OF ROTARY**



**TOGETHER, WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES, AND IN OURSELVES.**

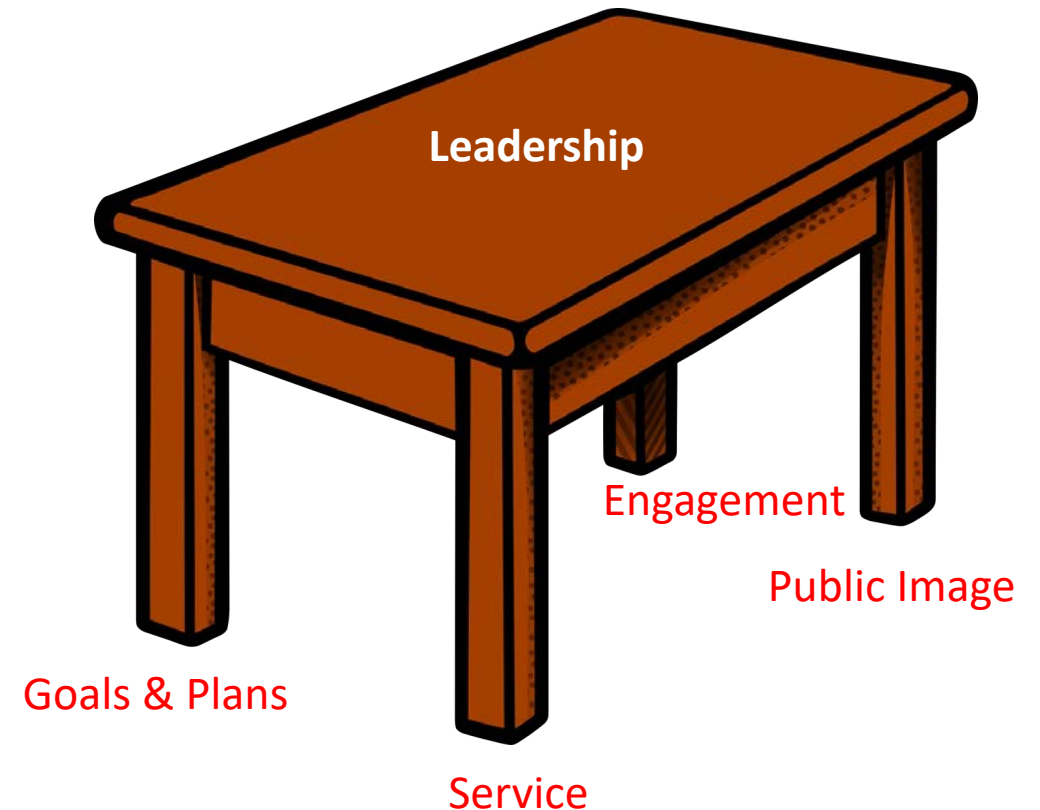
2024-25 BOARD – ROTARY CLUB OF PORT HOPE

Port Hope Rotary Club Board Structure 2024 - 2025



ATTRIBUTES OF SUCCESSFUL CLUBS

- Strong Leadership
- Many Events & Service Projects
- Active, Intentional Member Engagement
- Visible in the Community
- Clear Goals & Growth plan



MEMBER SATISFACTION IS ALL ABOUT THE CLUB EXPERIENCE FACTORS:

FACTORS FOR A POSITIVE EXPERIENCE

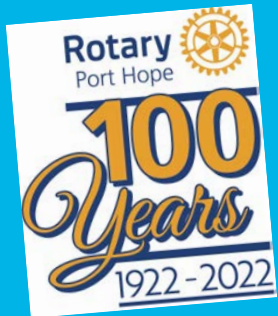
- Meeting enjoyment
- Confidence in club leadership
- Personal growth opportunities
- Connections
- Meaningful service



2023-24 YEAR IN REVIEW

A look back to last year's deck:

ACHIEVEMENT GOALS FOR 2023-23



As a club, we will:

- ✓ Build the Rotary **Brand**
- ✓ Revitalize the **club experience**
- ✓ Increase **community visibility & engagement** through:
 - ✓ service projects
 - ✓ fundraising
- ✓ Implement **membership action plan**

- ✓ Promotion of our Club & Brand - Community Engagement, Visibility. WE ARE RELEVANT!
- ✓ Engaging Meetings
- ✓ Service Projects
- ✓ 4 Fundraisers
- ✓ Implemented plan --> Increased Membership
- ✓ Adopted changes to allow for reasonable & limited administrative fees to be paid from Fundraising revenues.

CLUB GOALS TRACKED BY ROTARY INTERNATIONAL

In "Club Central" we set 19 goals for 2023-24. YTD we've met or exceeded 18 of 19 (95%)

ENHANCE PARTICIPANT ENGAGEMENT		EXPAND OUR REACH	
1. Service Participation	✓	11. Club Membership	✓
2. Social Activities	✓	12. Interact Club	X
3. Leadership Development Participation	✓	13. New Member Sponsorship	✓
4. District Conference Attendance	✓	14. Media Stories about Club Projects	✓
5. Use of Official Rotary Promotional Materials	✓	15. RYLA Participation	✓
6. District Training (June 1 st District Assembly)	✓	INCREASE OUR ABILITY TO ADAPT	
INCREASE OUR IMPACT		16. Strategic Plan	✓
7. Annual Fund Contributions	✓	17. Online Presence	✓
8. Service Projects	✓	18. Update Website & Social Media	✓
9. Polio + Contributions	✓	19. Review & Consider updating Club By-Laws	✓
10. Outbound YE Student	✓		

SUMMARY OF 2023-24 SERVICE PROJECTS

WHAT DID WE ACCOMPLISH?			
1. Canada Day Parade Participation & Food Booth	No cost to Club	10. Rotary Youth Leadership Symposium in April	\$400
2. Youth Exchange Program: Haylee Jolicouer – Outbound to Finland Lorenzo Fava – Inbound from Italy – arrives in August	\$1,500	11. Float Your Fanny Race – hand out snacks & hot chocolate	\$500
3. Remembrance Day Wreaths	\$170	12. Environmental Clean-up around town – April 28	No Cost to Club
4. Veteran’s Banners	\$1,189	13. Two Little Libraries repaired	No Cost to Club
5. Santa Claus Float & Parade	No cost to Club	14. Town Park Recreation Centre Expansion – sponsor large activity room (\$25k donation over 2 Rotary years)	\$12,500
6. Sponsor the ROLLS Bus for December	\$1,600	15. Sponsor 5 Movies in the Park (June 20, July 10, 24, August 7, 21)	\$2,500
7. Adopt a Village in Laos clean water (International project)	\$2,000	16. Recognition Sign for Donors – Rotary Centennial Riverview Park	Paid for by Town
8. 3 Volunteer Fairs (Seniors, Northumberland Community Care, St. Mary’s Secondary School)	No cost to Club	17. Northumberland 500 Trees Project with other local Rotary Clubs	\$700
9. Coldest Night of the Year – raise funds for Greenwood Coalition	No cost to Club	TOTAL COST (Club Funds): \$23,100	

2023-24 SERVICE PROJECTS COMMITTEE

Thanks to the members of the
Service Projects Committee for their
work this year!

- **Sylvia Binkley**
- **Bruce Coleman**
- **Bob Gibson**
- **Kevin Moore**
- **John Mowat**
- **Ken O'Neill**
- **Paul Tait**
- **Drina Tallo**
- **Steve Tallo**
- **Ron Tuttle (Director/Chair)**
- **Bob Wallace**

Membership Review for 2023-24 & Plan for 2024-25

Rotary
Club of Port Hope



**What WE
accomplished in
2023-24:**

Well Done!

**12 New Members Joined – Our
Goal Was 10**

Net Growth: 9 members

12 New Members Joined Our Club ¹³
since July 1, 2023:

- Adam Pearson
- Riley Coleman
- Graeme Bakker
- Olga Chernuck
- Missy Halford
- Kathy Wallace
- Jana McNeil
- Jennifer Mercer
- Laurene Winkler
- Lori Moore
- Sheri Zwetsloot
- Jessica Dodd

WELCOME!!!

Other Accomplishments in 2023-24:

- Friendship was shown to guests at meetings.
- We've enjoyed more engaging meetings. Many interesting speakers have visited our club. Members want to invite guests
- New members have been encouraged to join committees and events. For example: Graeme and Melissa at the Enjoy the Flavours of Port Hope fundraiser; Olga and Jana are leading the Surf & Turf
- Practising **Diversity, Equity and INCLUSION (DEI)**:
 - **NEW!** Corporate & Couples Membership
 - **NEW!** Under 35 Membership – reduced membership dues to \$200. (Current Dues are \$300)
 - **NEW!** Monthly breakfast meetings for all (especially new/working members/those who missed or unable to attend Monday pm)

What's our New Membership Goal for 2024- 2025?

Can you Guess?

Let's keep the same goal!

**10 New Members
for 2024-2023**

HOW CAN OUR CLUB ACHIEVE THIS GOAL?

CREATE
RELATIONSHIPS
WITH OUR COMMUNITY

CONTINUE TO:

- HAVE **ENGAGING, INTERESTING MEETINGS & EVENTS.**
- **INVITE GUESTS** TO MEETING & SOCIAL EVENTS AND VOLUNTEER OPPORTUNITIES. **ASK THEM TO JOIN**
- ACKNOWLEDGE AND SHARE YOUR **ROTARY MOMENT.**
- ENCOURAGE EACH MEMBER TO DEVELOP AN **ELEVATOR SPEECH.**
- **HAVE FUN:** e.g. HALLOWEEN NIGHT. LET'S HAVE **MORE** FUN EVENTS!

SHARE YOUR PERSONAL ROTARY MOMENT

WHAT IS A ROTARY MOMENT?

Inspire Your Fellow Rotarian And Guests

A Rotary Moment is you reflecting for 1-3 minutes on

- Why you joined Rotary?
- Why are you still a Rotarian?
- A Rotary experience that is near and dear to your heart.

WAYS TO MARKET OUR CLUB

- Update marketing material brochures and posters. Share these materials at all events.
- Use swag to give away at community events?
- Design Club Business Cards for Members to use when inviting a guest to attend a meeting. Join us for a meeting and present this card to enjoy a complimentary dinner.
- Both **Service Projects** and **Fundraising** events boost our visibility: Environmental Clean Up, Habitat for Humanity, Port Hope Fall Fair, Enjoy the Flavours of Port Hope, the Surf and Turf.

MARKETING OUR CLUB

HOW CAN ROTARY MEMBERS INFORM OUR COMMUNITY WHO WE ARE AND WHAT WE DO?

- Engage in **positive conversations** to your friends and acquaintances about your Rotary Club and Members.
- A **Guest information file card** – How to become a Rotarian? Use the Rotary template and an overview of cost of membership.
- Maintain a **guest-friendly website** and continue to keep website updated with **recent membership, events and fundraising** information (coordinate with Chair of Public Image)

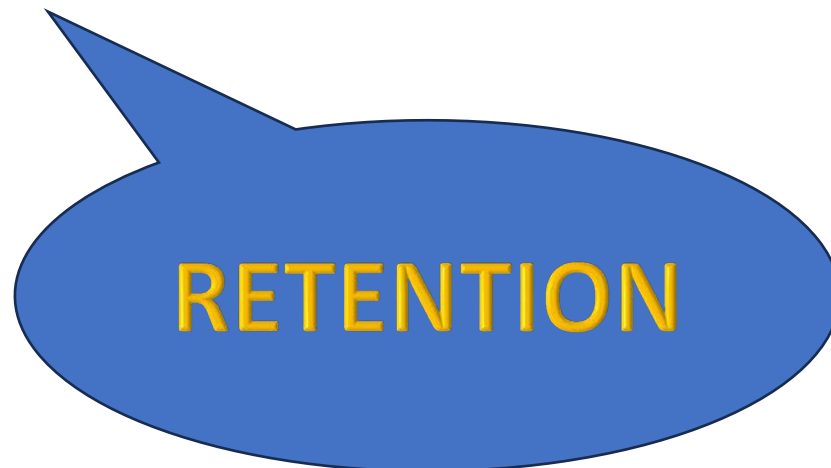
Membership Retention: **CRITICAL**

- Members should feel they can **express their opinions and concerns.**
- Understand the **challenges of members.** Monthly breakfast meetings will help working members to stay connected
- Promote **engagement** in club activities, fundraising, and committees
- Ensure a **positive Rotary / club experience.** Members need to **see** our club is engaged in the community and we are making a difference.
- Refine the **Club's Mentorship Program** by facilitating One-to-One Chats and/or Fireside Chats.
- How are we doing? Introduce an **anonymous survey** to ask for attendees' feedback about the meeting.

MEMBER SATISFACTION & RETENTION IS ALL ABOUT THE CLUB EXPERIENCE FACTORS:

FACTORS FOR A POSITIVE EXPERIENCE

- Meeting enjoyment
- Confidence in club leadership
- Personal growth opportunities
- Connections
- Meaningful service



CLUB EXPERIENCE MATTERS THE MOST
Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.

1 Meeting enjoyment — When members have fun, and feel that they are included and belong

2 Confidence in club leadership — When members feel that they have input in the club, their club leaders are open to their ideas, and when they trust the leaders to make good decisions for the club


3 Personal growth opportunities — When members feel that their club and Rotary offer ways for them to develop skills and to grow

4 Connections — When members feel that they've formed valuable relationships through Rotary

5 Meaningful service — When members feel that the service their club does makes a difference in the world and in their community

WHAT MAKES UP THE CLUB EXPERIENCE?

Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.

Rotary 

As a club we should:



Examples of LIVING
the FOUR-WAY TEST!

- ✓ Encourage new members to foster and establish connections with experienced Rotarians
- ✓ Encourage experienced Rotarians to foster new relationships with our newer members to enhance and strengthen the Rotary network and community

TRUST FUNDS OF THE ROTARY CLUB OF PORT HOPE



GUIDELINES FOR THE FUNDS

- **The annual income shall be used for the benefit of persons under the age of 21 in Port Hope who are in need because of physical, emotional or learning disabilities**
- and**
- **for the support of community projects consistent with the philanthropic aims of Rotary International**

- **Ending Polio forever**
- **Promoting Peace**
- **Fighting disease**
- **Providing clean water, sanitation and hygiene**
- **Saving mothers and children**
- **Supporting education**
- **Growing local economies**
- **Protecting the environment**
- **Disaster response**

PHILANTHROPIC AIMS (CAUSES) OF ROTARY INTERNATIONAL

All listed are defined as to what qualifies

HISTORY

- Under the terms of the Last Will and Testament of both Burton and Helen Philp, 50% of estate (after all liabilities, income taxes, probate fees and specific bequests) was bequeathed to the Rotary Club of Port Hope.
- Burton Philp passed away December 25, 2003 but left a life interest in his estate to his wife Helen Philp.
- Helen Philp passed away February 23, 2010. Effective at that date the value of investments received by our club was just under \$1.4 million

FINANCIAL OBJECTIVES

The financial objectives of the Trust are four-fold:

1. to preserve the capital of the Trust;
2. to provide a sufficient total rate of return to meet spending needs of the Trust;
3. to optimize the long-term growth of the Trust, so as to achieve and maintain a level of investments that will contribute to funding the Trust's goals and assure its long-term viability; and
4. to respect and safeguard the testators' intentions.

Return Objectives: The Trust seeks to maximize the long-term total return, consistent with prudent levels of risk. The objective is to achieve a net four to six percent rate of return, or better, over rolling five year periods.

Average returns achieved for the latest 5 year period (July 2019 to June 2023)

Burton 4.1%

Helen 4.3%

FUND BALANCES AS AT MARCH 31, 2024

Burton Philp \$ 1,235,000 (orig. \$792,000)

Helen Philp \$ 870,000 (orig. \$606,000)

\$ 2,105,000

INVESTMENT BALANCES AS AT MARCH 31, 2024

Cash & Equiv.	\$ 34,000	1.6%
Fixed Income	\$ 308,000	14.6%
Equities	<u>\$1,763,000</u>	83.8%
	<u>\$2,105,000</u>	
Foreign	\$1,136,000	54.0%
Canadian	<u>\$ 969,000</u>	
	<u>\$2,105,000</u>	

TOTAL DISBURSEMENTS

July 2012 to June 2023

•Burton	\$225,000
•Helen	\$251,000
•H.B. Stevens	\$ <u>64,000</u>
Total	\$540,000

July 2023 to May 2024

•Burton	\$16,000
•Helen	<u>\$26,000</u>
Total	\$42,000

Total July 2012 to May 2024: **\$582,000**

Future Known

•Walk in Clinic	\$25,000
•NHHF	\$12,500
•Port Hope Child in need	\$ 500
•Youth Wellness Hub	

July 2012 to June 2023

Jack Burger Sports Centre	\$100,000
Port Hope Schools (variety of causes)	\$ 84,000
Ed's House	\$ 51,000
Rotary Centennial Park	\$ 25,000
SONG	\$ 16,000
Five Counties Children Centre	\$ 11,000
Port Hope Public Library	\$ 11,000
Cultivate	\$ 10,000
Port Hope Comm. Health Centre	\$ 10,000
Port Hope Town Gates	\$ 10,000
Junior Achievement	\$ 9,000

SIGNIFICANT EXPENDITURES

Significant Expenditures Current Fiscal Year

July 2023 to May 2024

• NHHF	\$12,500
• PRHCF	\$ 5,000
• Critical Mass	\$ 3,200
• SONG	\$ 3,000
• Port Hope High Scholl Grad.	\$ 3,400
• NEARN	\$ 2,000
• Community Care	\$ 2,000
• Backpack for Kids	\$ 1,000
• Tammies Jammies	\$ 1,000
• Salvation Army, coats for kids	\$ 1,000
• Port Hope United Church – warm and dry	\$ 1,000
• Northumberland Child Development	\$ 1,000
• Various other	\$ 6,100

TOTAL: \$42,200

FUNDRAISING REVIEW & GOALS



FUNDRAISING REVIEW & GOALS

Fundraiser	Forecast		Comments
	2023-2024	2024 - 2025	
Canada Day Food Booth 1	\$1,538	\$0	PHRC to assist KoC at Booth; KoC to assist on the Friday at the Fall Fair
Port Hope Fall Fair ¹	5,914	6,000	Considering having a food station at the beer tent
Cameco Breakfast	2,000	0	
Christmas Market	3,636	4,000	Consider expanding the selection of items for sale
Flavours of Port Hope	21,000	30,000	Changed venue to Cobourg Lions Club (+90 tickets)
Surf & Turf	TBD	10,000	Lots of potential here. Build on this year's success
Total	\$34,088		
Forecast Range	\$40,000	\$50,000	

Notes:

1. Enjoy the Flavours of Port Hope final profit to be confirmed.

FUNDRAISING

Why?

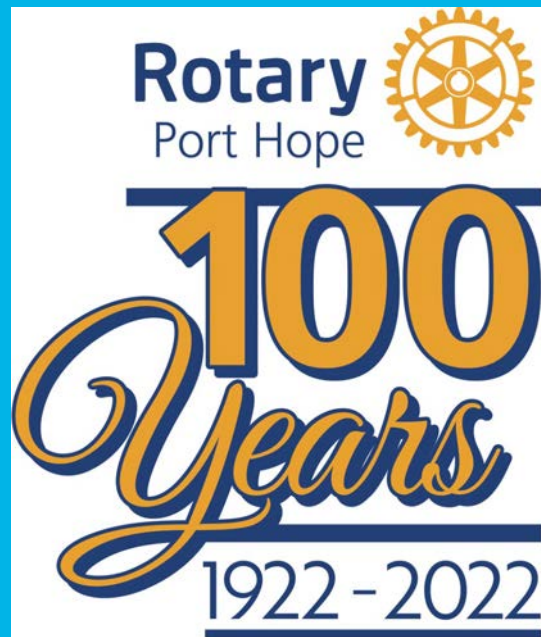
- **NECESSARY TO REALIZE OUR COMMITMENT TO “SERVICE ABOVE SELF”**
- **FACILITATES OUR SERVICE PROJECT GOALS**
- **IT BOOST OUR VISIBILITY AND PUBLIC IMAGE**
- **FUNDRASING REALLY SHOWS THE MAGIC OF ROTARY!**

- New Chair/Director (TBD)
- New Committee Members
 - Co-Presidents will actively participate in this Committee to support new Chair
 - Realtors / Business Owners would be great candidates for the committee (?)
 - Members with broad business connections should consider joining this committee
- Who wants to join the **Port Hope Fall Fair 2024 Sub-Committee**? This event is FUN!
- Who wants to lead the **Port Hope Fall Fair in September 2025**? Shadow Steve and Ken this year.
- **2025 Enjoy the Flavours of Port Hope** – Drina & Steve to lead. Who wants to join **Sub-Committee**?

FUNDRAISING FOR 2024-25

What is Needed?

STRATEGIC GOALS FOR 2024-25



AS A CLUB, we will:

- ✓ Continue to... Build the Rotary **Brand**
- ✓ Continue to... Revitalize the **club** **experience** (includes living the Rotary Way & practicing Four-way test)
- ✓ Continue to... Increase **community visibility & engagement** through:
 - ✓ service projects
 - ✓ fundraising
- ✓ Continue to... Implement **membership action plan....** **RETENTION!!**

GOALS FOR 2024-25

BUILD & FOSTER THE ROTARY BRAND

- Ongoing review of Rotary basics to build Club member readiness and confidence to explain Rotary and market our Club to potential new members

How?

- Once a month have a rotary education moment, which could include:
 - Videos
 - Review an article from the Rotary magazine
 - Present materials from a training activity, district or other event

GOALS FOR 2024-25

REVITALIZE THE CLUB EXPERIENCE – HOW?

- Upcoming Rotary Year Kick-Off Meeting on May 27th
- Committees will be established by July 1st
- Live the Rotary Way. Reviewed it together in late April. Refresher in November.
- Meetings: Continue to have members share their “Rotary moment”
- Director of Club Administration & Pods continue to plan and create engaging and exciting club meetings/assemblies. **Create guidelines for Pod duties & Classification talks.**
- Continue to vary the venue for assemblies
- Every member is a greeter

GOALS FOR 2024-25

REVITALIZE THE CLUB EXPERIENCE (cont'd) - LET'S HAVE EVEN MORE FUN!

- Participating once again on Canada Day: Parade and food booth participation to assist Knights of Columbus
- Golf Tournament (TBD) / Suggestion: Winery visit ?
- Participation in 5 Movies in the Park Tuttle BBQ & Corn Roast
- Replacement for Rural/Urban Dinner. A Friends of Rotary/Honourary Members event?
- 2024-25 District 7070 Conference (Nottawasaga) (Oct)

STRATEGIC GOALS FOR 2024-25

INCREASE COMMUNITY VISIBILITY & ENGAGEMENT – SERVICE PROJECTS

- To achieve positive change in Port Hope we will **advocate projects** that are valued by the residents and encourage them to engage with our Club. **Action through our community.**

How?

- Implement a **big** project that has **wide community appeal** and need (e.g. **youth wellness hub**)
- Implement smaller projects that appeal to a **broad base**
- Blend of **project timeframes**. Some longer-term and quick win projects
- Set a **realistic number** of service projects to implement
- Ensure all projects **well advertised** (social media, other)

2024-25 SERVICE PROJECTS GOALS

WHAT DO WE EXPECT TO ACCOMPLISH?

1. Canada Day Parade Participation & Food Booth	No cost to Club	12. Avenue of Heroes Veteran's Banners (Nov 2024)	\$3,000
2. Habitat for Humanity Build (July 2024)	\$200	13. Santa Claus Float & Parade (Nov 2024)	No cost to Club
3. Fall Fair Support for Needy Families (Sept 2024) – Last year Trust Funds donated \$2,500	No cost to Club	14. Sponsor the ROLLS Bus for monthly pass users & tours for Seniors to see Christmas Lights (Dec 2024)	\$1,600
4. Northumberland 500 Trees Project (Sept 2024)	\$700	15. International Project (e.g. Adopt a Village in Laos clean water) – Winter & Spring	\$2,000
5. Interact Club at PHHS (Fall, Winter, Spring)	\$500	16. Environmental Clean-up around town – April 2025	No Cost to Club
6. Rose Quest Support (Fall 2024) – likely funded by Trust Funds	No cost to Club	17. Rotary Youth Leadership Symposium (May 2025)	\$400
7. United Way Donation for Kid's Backpacks (\$1,000 from Trust Funds)	No cost to Club	18. New Community Project (Committee to discuss/decide on new community project, such as Youth Wellness Hub) – Fall & Winter	\$10,000
8. Salvation Army Coats for Kids (\$1,000 from Trust Funds)	No cost to Club	19. Youth Exchange Program: Select Outbound Student by November 2024. Receive Inbound Student in August 2025.	\$6,000
9. PHHS Medallions for Undergraduate Awards (\$1,100 from Trust Funds)	No cost to Club	20. Sponsor 5 Movies in the Park (July-Aug 2025)	\$2,500
10. Tammies Jammies (\$500 from Trust Funds)	No cost to Club	21. New Requests that may arise during the year (2024-2025)	\$5,000
11. Remembrance Day Wreaths	\$200	TOTAL COST	\$32,100

GOALS FOR 2024-25

INCREASE COMMUNITY VISIBILITY & ENGAGEMENT – FUNDRAISING

- Fundraising projects to have **broad appeal** and **accessible** to many residents (e.g. Port Hope Fall Fair, Surf & Turf, Canada Day Food Booth, Enjoy the Flavours)

How?

- **Balance** fundraising with service & visibility (i.e. Some projects to have a revenue generating focus, others more about service & club visibility in the community)
- Continue annual ***Enjoy the Flavours of Port Hope*** fundraiser in March 2025 (bridges event gap between Dec & June)
- Consider a Rotary **Foundation** fundraiser?
- Ensure all fundraisers **well-advertised** (social media, other)

CURRENT FUNDRAISER

**ORDER
Deadline is
JUNE 15**

Let's ALL do our part:

- Purchase tickets/Register online before June 15th deadline
- Like and Share on your social media
- Invite friends, family, colleagues, other Rotarians



The poster features a cartoon goat with a megaphone, a picnic table, a lighthouse, and a lobster on a grill. The Rotary International logo is in the top right corner.

Rotary Club of Port Hope Presents

Surf & Turf + 2024

FUNDRAISER
FOR LOCAL PROJECTS
INCLUDING THE
YOUTH WELLNESS HUB

**SATURDAY
JUNE 22**

EVENT: 4:30 - 10:30 PM

- ANIMAL VISIT: 4:30 PM
- DINNER: 6:00 PM

HAUTE GOAT FARM
1165 5TH LINE
PORT HOPE, LOA 1J0

MEAL INCLUDES:

- FRESH COOKED LOBSTER & GRILLED 8OZ STEAK*
- SALADS/SIDES
- STRAWBERRY SHORTCAKE

*No choice/substitutions.
Bring Cooler for leftovers!

CASH BAR

EXPERIENCE INCLUDES:

- GOATS & ALPACAS VISIT
- CASUAL INDOOR DINNER AT PICNIC TABLES ON SAND
- LIVE AUCTION
- MUSIC & CAMPFIRE (Bring Your Own Lawn Chair)

EVENT TICKETS: \$120
****TICKET DEADLINE JUNE 15****

FOR TICKETS: SCAN QR or porthoperotary.com

QUESTIONS: Call Bob Wallace at 905-376-7382 or email info@porthoperotary.com



NEXT STEPS:

PREPARE FOR THE START OF THE NEW ROTARY YEAR

- Committees to be formed. **TBD** we will have a club assembly and members can sign-up for committees
- Chairs and their committees to set goals for the upcoming year
- Chairs along with the Board to set the budget
- Finalize goals and budgets by the end of the June

2024-2025 ROTARY INTERNATIONAL CONFERENCE

JUNE 21-25, 2025 CALGARY, ALBERTA

Click link for promotional video:

[Calgary Video](#)

[https://rotary.webdamdb.com/directdownload.php?ti=227587270&tok=tY28jFWXFpgZWTr5XJTN3QRR&token=\\$2y\\$10\\$u0tiZyCLm7nas382LFxR7e.F8xAeMEkhX/xJZJhw3c.Bx.ManIRue](https://rotary.webdamdb.com/directdownload.php?ti=227587270&tok=tY28jFWXFpgZWTr5XJTN3QRR&token=$2y$10$u0tiZyCLm7nas382LFxR7e.F8xAeMEkhX/xJZJhw3c.Bx.ManIRue)



DISCUSSION