

TWO LIGHTS

Rotary Club of South Portland – Cape Elizabeth
September 19, 2018



UPCOMING PROGRAMS:

September 26 – No meeting (attend Theater Night instead)
October 3 – District Governor John LoBosco – we're his last stop!!

ASSIGNMENTS

	<u>October 3</u>	<u>October 10</u>	<u>October 17</u>
Opening Words	Daniels	Danielson	Danois
Raffle Gift	Murphy	Mutty	Nadirli
Conductor	Ray	Redman	Roberts

MARK YOUR CALENDAR:

September 22 – Work party at Ft. Williams for tree rack maintenance, followed by picnic. You don't have to work in order to attend the picnic, but if you do plan to attend the picnic, please respond so that there will be enough food.

September 20-22 – Zone Conference, Montreal

September 27 – Theater Night, Little Shop of Horrors

November 3 – District Joint Foundation & Membership Seminar, Husson University

June 21-22, 2019 – District Conference at Fort Williams

What's New With Our Members

No birthdays or anniversaries this week!

A Tree Grows in Cape Elizabeth – Thanks to everyone who helped plant 9 trees in back of Cape Elizabeth High School last Thursday:

- 🌳 Fran Bagdasarian
- 🌳 Kathy Cotter
- 🌳 Scott Irving
- 🌳 Bill Lohrman
- 🌳 David Lourie
- 🌳 Ellie Speh
- 🌳 Chris Speh
- 🌳 Tony Wagner
- 🌳 Bret LeBleu
- 🌳 Audrey LeBleu
- 🌳 The tree warden Todd Robbins, who was thrilled to see the new trees go in!
- 🌳 And especially Catherine Callahan who coordinated the entire effort!



A Neighbor's Fundraiser – The following article was written by Past District Governor Marty Helman from the Boothbay Harbor Rotary Club and was printed in Beyond Borders, a newsletter for our zone (northeast US & Canada, more or less). I thought it was interesting and it made me think about how our own fundraisers have evolved over the years. Plus I thought it might be of interest because at our Foundation auction in May, Marty won the services of Sarah Higgins to take aerial photography and she chose to have Sarah film the auction described below.

A FUNDRAISER DOUBLES AS A SERVICE PROJECT

When is a fundraiser also a service project? When it fulfills community needs and raises money at the same time, of course!

For 61 years, the Boothbay Harbor Rotary Club has held an annual Auction/Flea Market. All year long, the club responds to community requests to clear out Grandma's apartment, and collects donations of furniture, bric-a-brac, tools, kitchenware and more. Then, in one incredible morning, the stuff that it took a year to gather is sold to community members expecting a new

baby, a daughter heading off to college, a new home, or in the market for a new (to them) boat or car.

The Auction helps community members get rid of stuff ... and makes it possible for other community members to acquire it. And we're not talking small change: This year the Auction grossed \$62,000.

What's the secret of success?

Longevity. Over three generations, the Auction has become part of the fabric of the Boothbay Region. It's much more than a weekend event: A few years ago the club built a barn to hold the donated items, so members respond to pick-up requests year round, and also have access to sort and weed out well before the auction itself. This also means that Rotary is able to respond to community needs year-round. When, inevitably, a local family is burned out of their home, Rotary opens up the Rotary Barn to provide furniture and more to help them get back on their feet.

A professional auctioneer works wonders. For more than 25 years, local auctioneer Bob Foster has provided his services gratis. Bob sells 230 items in two hours, and he uses his expertise to get the best price available for the used boats, cars and furniture sets donated to the Auction.

Specialization is critical. Fifteen years ago, the Auction consisted of two tents: the live auction, and a flea market. Then, several Rotarians established a "Boutique" consisting of the better items in the flea market. Soon thereafter, there were complaints that the women staffing the Flea Market were underpricing "guy" stuff and the men started their own "Tool Shed" with tools, outdoor and sports equipment. Next, a new Rotarian saw the need for a "Book Tent" and all three of these sales areas, plus the more recent "Children's Tent," have created their own following and attracted larger crowds. Today, a Silent Auction and "Let's Make a Deal" area round out the Auction/Flea Market. All told, these additional tents have increased the Auction's take three-fold.

Focusing on what's critical. About a decade ago, the club realized that the Snack Shack wasn't making enough money to justify the number of Rotarians it took to staff it. Since then, the club has asked one of its beneficiary organizations to take over the refreshment stand responsibility for their own mini-fundraiser.

A project this size requires tremendous people power, and the 65-member club relies heavily on friends, local Coast Guard personnel, and members of the non-profits that the Club supports to help lug, sort and sell. And because it's impossible to know who's a worker and who's a potential purchaser, everyone who works wears a Rotary work shirt on Auction weekend. A few weeks after the Auction the club turns its regular meeting into a "Volunteer Appreciation Night," and most years a really remarkable volunteer is thanked with a Paul Harris Fellow.

And already, calls are coming in for pickups for Auction 2019. We're ready!

**ROTARY CLUB OF SOUTH
PORTLAND/CAPE ELIZABETH, MAINE**
www.sp-ce-rotary.org

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Vice President – Anamaria Gonzalez Salguero
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Treasurer – Nicole Albert

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Membership – Laurenz Schmidt
International & Foundation – Chuck Redman
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Program Chair – David Bagdasarian

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Barry Rassin
Rotary Club of East Nassau, Bahamas

DISTRICT 7780 GOVERNOR

John LoBosco
Rotary Club of South Portland-Cape Elizabeth