

THE ROTARY CLUB OF CUPERTINO

2011-2012 ANNUAL REPORT



Be the Best in Your Community...



You are Cupertino Rotary!

SERVICE ABOVE SELF

Sources of Charitable Funds

The funds that the club uses for our charitable projects come from a variety of sources. Some events, such as the Fall Festival, Crab Feed, and Golf Tournament, generate revenue from the attendees above and beyond the costs. More importantly, these events, and our Eastern Elegance dinner count on significant contributions from our Corporate and individual sponsors. We could not achieve most of our good work without this support. A third source of funds is the donations from Cupertino Rotarians to The Rotary Foundation. Some of this money is used to fund global projects such as polio eradication and International scholarships, but much comes back to the club as matching funding for our own international projects. The last source of funds is the distribution from our Endowment Foundation.

SOURCES	\$256,755
Fall Festival	\$ 33,940
Crab Feed	\$ 12,720
Golf Classic	\$ 77,049
Global Elegance	\$ 44,115
International Funds	\$ 23,656
TRF Campaign	\$ 58,075
Staples Grant & Partners	\$ 7,200
TOTAL FUNDS RAISED	\$256,755

Volunteer Hours Spent

As significant as the dollars raised, is the amount of time spent by Cupertino Rotarians to accomplish our goals. Whether the time is spent organizing and operating our fund-raising programs, doing hands-on Community and Youth projects, or traveling to distant countries to visit our International projects, the time commitment of our Rotarians is a testament to their dedication to the Rotary motto of **Service Above Self.**

Uses of Charitable Funds

Of money we raised, 100 percent goes to charitable causes. As mentioned, some goes to The Rotary Foundation for international programs. The remaining monies are used for a wide variety of International, Community, Youth, and Vocational service projects. See the breakdown of projects below.

CHARITABLE GIVING	\$247,757
Golf Tournament Beneficiary	\$ 25,000
Community Service	\$ 26,351
Vocational Service	\$ 14,927
Teacher Supply Grants	\$ 7,200
Youth Services	\$ 11,549
West Valley Van	\$ 18,000
Int'l. Service Expend	\$ 51,966
Int'l. Service Commit	\$ 74,911
TRF Match	\$ 25,058
TOTAL CHARITABLE GIVING	\$247,757



Message from our President Larry Dean



Be the Best in your Community! That's the motto of the 195 members Cupertino Rotary, part of Rotary International with over 1.3 million in over 200 countries throughout the world. Our members strive to make a difference in our community's life.

The funds we raise are important to our core outreach projects, but more than that, there is a hands-on component in each project we do. This past year, Cupertino Rotary raised over \$250,000 and deployed those funds throughout Cupertino and the world. It is estimated our members volunteered over 7000 hours in just one year on 75 different projects working to make our community a better place. The combination of time, talent and treasure works.

Our members are like you: they broadly reflect the diversity of our community who come to Cupertino for the wonderful schools, climate, business

opportunities and people. Members come from all sectors and age groups of the community: they are the leaders of our local and corporate businesses, schools, city staff and our non-profit community organizations. They include individuals still in the heart of their careers, community volunteers and organizers, along with many retirees who have had distinguished business and professional careers.

Our members "do good and have fun". We treasure our friendships - Fellowship is a major tenet of Rotary. Many social events are held during the year, such as our Chili Cook-off, Hawaiian night and food/wine pairing. Our members have formed "affinity" groups around common interests, such as golf, wine tasting, cooking, a book club and much more.

If you're interested in more membership information, please contact us at www.cupertino Rotary.org

All the best to you in Rotary,

Larry Dean
President 2011-12



President Elect Hsing Kung



Become a cornerstone of the Cupertino Community: That is my goal for this Rotary year. We are already well on our way to achieving this goal, but we can do even more by continuing to build community bridges with all members of the community.

In addition to the ongoing programs, I have several initiatives that I hope to accomplish this year.

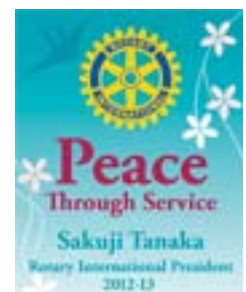
First of all, it has been five years since we last did a strategic planning process, so we will be updating our strategic plan. As with any organization, we need to review our current programs, organization, and operating environment to assure that we position ourselves in the best way to deliver Service Above Self in our local community and around the world.

Secondly, as education has always been a passion of mine, I have put together a team who will initiate several programs in partnership with our local schools including Cupertino Union School District, the Fremont Union High School District, and De Anza College.

Finally, one key element of Cupertino Rotary is to "have fun while doing good", so we continue to add opportunities for our members to get together for both social activities and other team building efforts.

I look forward to making Cupertino Rotary the cornerstone of the Cupertino Community.

Hsing Kung
President 2012-2013



AVENUES OF SERVICE

COMMUNITY SERVICE

Service Above Self, one of Rotary's most cherished axioms is clearly demonstrated through Community Service. This year, our club provided the bulk of funding to purchase a \$25K van for our partner, West Valley Community Services. More than 1,000 hours of volunteer work hours and over \$25,000 were devoted to projects that made seniors' homes safer; delivered turkey and trimmings to more than 400 community residents; designed and built a garden to help elementary school students learn about sustainable and eco-friendly produce; recognized outstanding artists and writers; and renovated two group homes for those with special needs.

In partnership with Staples and local PTA organizations, Rotary will provide each teacher at Faria, Lincoln, Stevens Creek and Garden Gate Schools nearly \$100/ea for needed supplies to start this school year. Additionally, Rotarians utilized their skills as pumpkin carvers, barbeque grillers, painters, builders, planters and cheer-givers to make sure that our local community benefited. We supported young people and seniors, the disabled and the disadvantaged, and the hungry and the homeless. Our projects lifted the spirits of others, built bridges to higher quality of lives and showcased Rotary's commitment to building communities through service.

YOUTH SERVICE

Building confidence, self-esteem, and leadership skills is fostered through the programs of Youth Service. The high-school students, called Interactors, are mentored through Rotary Advisors. They raise money and do projects of their own design. A dozen juniors attended the Rotary Youth Leadership Academy (RYLA) Camp, a proven program for instilling the attributes of tomorrow's leaders today. Sponsorship of an inbound exchange student who attended Monta Vista High School enriched many lives. Cupertino Rotary also sponsors Girl Scout and Boy Scout troops, another path to leadership for our youth. We are proud to provide six scholarships of \$1,500 to deserving DeAnza College students this year.

Events such as our Kid's Fishing, Kid's Shopping Day and Dr. Seuss Reading Day connect our Rotarians with the younger children of our community-brightening their days, and building their skills. These annual programs delight Rotarians as well.



AVENUES OF SERVICE



VOCATIONAL SERVICE

The Vocational Service Committee produced and delivered a Job Search Support Group that inspired, encouraged, instructed, and took action towards finding employment for over 192 people. The weekly support group kept many from living in despair by motivating them towards new opportunities to recreate their lives. Over 50% of the participants were successful in finding jobs, thanks to our Chairs, Jim Gibson and Chuck Devine and other Rotarians who took the time to instruct, share and network with the group.

Through our Vocational Service activities, we also granted funds to 16 teachers to let them add technology, fund field trips and purchase software to inspire Cupertino high school students to explore our ever changing world.

INTERNATIONAL SERVICE

One of the strengths of Rotary is its worldwide scope. It operates in over 200 countries and territories around the world. The Rotary Club of Cupertino partners with a wide variety of organizations to deliver services to those in need around the world. Here are just a few examples:

The Shin Shin Educational Foundation is a Bay Area based, non-profit organization that helps construct, remodel and rebuild primary schools in the remote, rural and despondent regions of China. 325 schools in 25 provinces or municipalities have been renovated so far. They are a strategic partner that we have worked with on several projects including school supplies, computers, and library books and equipment in locations throughout China.

Pratham, which means “first” in Sanskrit, was founded in the slums of Mumbai in 1994 with UNICEF support. Today, Pratham’s direct urban programs, including pre-schools, community libraries and remedial learning programs reach hundreds of thousands of children every year.

The Sankara Eye Foundation is a nonprofit organization with a mission of “Vision 20/20 by the year 2020” to eliminate curable blindness in India. Recently, Cupertino Rotary concluded several grants for buses for the Sankara rural outreach program.



FUND DEVELOPMENT

Our Global Elegance dinner has emerged as the premier fundraising event for Cupertino Rotary's International endeavors around the world. It is a classic example of partnering with local and worldwide non-profits, such as the Shin-Shin Educational Foundation, Pratham USA and the Sankara Eye Foundation to foster life-changing projects around the world.

The Cupertino Fall Festival is Cupertino's premier Community Festival, an annual fundraiser held in partnership with the City of Cupertino and the World Journal, the Bay Area's largest Chinese language newspaper. It is a fun and educational event for the whole family

All the crab you can eat and more was in evidence at the annual Crab Feed night at St. Joseph's Parish Hall. This event is a roll up your sleeves and indulge for a great cause, our Youth Services programs.

This year's major beneficiary of our Golf Classic was the Hospice of the Valley's Palliative Care Clinic.



Cupertino Rotary Partners

Cupertino Rotary works with a wide variety of organizations to deliver services to our community.

- Cupertino Chamber of Commerce - Cupertino Union School District
- Foothill-DeAnza College District - Fremont Union High School District
- Live Oak Adult Day Services - Organization of Special Needs Families
- Sankara Eye Foundation - Shin Shin Educational Foundation
- VIA Rehabilitation Services - Faith in Action Rotating Homeless Shelter
- West Valley Community Services - The Northwest Y
- Rebuilding Together- Quota Club of Cupertino
- and many more.

Thank you to all of our Corporate Sponsors...



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CLUB HIGHLIGHTS

- Last year's fundraising and distribution of funds was at an all time high for the club.
- We donated a van to the West Valley Community Services by a three to one match with Seagate and Saratoga Rotary, both of whom were new sponsors this year!
- Our golf tournament beneficiary was Hospice of the Valley, which went to fund the Palliative Care Program.
- We also had many socials and evening meetings to shake things up a bit, so to speak.



MEMBERSHIP

2011-2012 was another great year for Membership in Cupertino Rotary. We added 22 new members—a record for one year. With 182 members. We are the third largest club in our District 5170.

More than that, our new members have immediately woven themselves into the fabric of the Club, choosing committees, causes and projects which appeal to them and their experiences. We're pleased to say that our membership is also reflecting the rich ethnic fabric of our Community, which fosters understanding and goodwill in new and exciting ways. Our work in the greater community and around the world is enhanced as a result. In our Community, our Rotary District 5170 and throughout Rotary International the Rotary Club of Cupertino is truly seen as leading the way in Service Above Self.

PROGRAM HIGHLIGHTS

Our programs are varied and attract a wide spectrum of very talented and recognized professionals to our meetings. Speakers range from political analysts to renowned authors, sports authorities, economic specialists to just fun entertainment and everything in-between. We strive for a balance of types of programs and speakers that appeal to our diverse membership. Featured is a small sampling of great speakers, Dr. Larry Gerston, District Attorney Jeff Rosen, Sheriff Laurie Smith, Hon. Rod Diridon, and John Swensson, CMO of USIIC.



Dr. Larry Gerston



John Swensson



**Sheriff
Laurie Smith**

CREF & The Legacy Society



The Endowment was conceived in 1991 as a means to allow Rotary to continue to be a valuable contributor to local needs in case there was some disruption to more traditional fund raising efforts.

The Endowment provides an avenue unto which local philanthropy can be encouraged and channeled. It is a separate entity from both the Rotary Club of Cupertino and Rotary International. Its 501(C)(3) status affords individuals, families, trusts, foundations and corporations the ability to contribute to charitable causes and realize tax benefits from such contributions.

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The future of Rotary!



P.O. Box 637
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www.cupertinorotary.org

To learn more about how The Rotary Club of Cupertino is involved in our community and our world, visit the Club's website at:

www.cupertinorotary.org

We meet every Wednesday at 12:00 p.m. at Quinlan Community Center, 10185 North Stelling Road, Cupertino, CA. Please join us as our guest.