

Rotary Club of West Kelowna — Community Services Committee

Community Services Director Report to the President & Board

Prepared by: Melissa Hunt-Anderson, Community Services Director

Reporting Period: October–December 2025

1) Executive Summary

The Community Services Committee successfully delivered several key community-facing initiatives from October through December 2025, including **End Polio Now Day**, the launch of our **Student of the Month / SASS Award Program**, and seasonal service activities supporting the **Salvation Army (Kettle Bell and Toy Mtn)**, and City of West Kelowna's Ligh Up. This quarter confirmed strong community impact, while also identifying a need for improved volunteer capacity planning for larger projects such as the **Christmas Bags for Seniors** initiative.

2) Project Highlights & Outcomes (Oct–Dec 2025)

Student of the Month / SASS Award Program

- Program launched successfully and continues through June 2026.
- **Jane and Melissa** are strengthening communications to increase community awareness and engagement.
- **January 2026:** recipient selection underway with Glenrosa Middle School (GMS); Tim Hortons gift cards secured for continued recognition.

End Polio Now Day (Oct 24, 2025)

- Strong turnout and visibility at the chosen location.
- One concern raised by the McDonald's morning manager regarding use of property.
- Clarified that Rotary's location was within a **Ministry of Transportation easement**, not McDonald's property.

Field of Crosses (Nov 11, 2025)

- Peggy and Melissa connected with the **Westbank Museum**, which can provide names, dates, and historical information on fallen soldiers.
- This will strengthen future Field of Crosses displays through meaningful local storytelling.
- Next step: confirm long-term display location with the **City of West Kelowna** and/or **Westbank First Nation (WFN)**.

Salvation Army Campaigns (Dec 2025)

- Successful support of seasonal giving initiatives through volunteer coordination and toy donation collection.
- Willie assisted with coordination; Peter delivered toys to Salvation Army.

- Recommendation: improved coordination planning next year for smoother execution – the SA had a lot of time slots available and was overwhelming to share with Club.

Christmas Bags for Seniors (50 Bags)

- Initiative successfully completed under Jane's leadership with support from Midge and Peggy.
- The workload was heavier than anticipated for a small number of Rotarians.
- Key learning: these projects require **hands-on volunteer time**, not only financial support.

Recommended Improvements for 2026

- Divide responsibilities across more members (shopping, assembly, delivery).
- Hold a **card-writing lunch meeting** so members can write heartfelt holiday cards for seniors (general cards; no names).

West Kelowna Christmas Light-Up

- Debbie led the initiative.
- Rotarians volunteered at the City event and distributed candy canes to children.

3) Planning & Priorities (Spring/Summer 2026)

Community Promo / "Swag" Development

- Melissa connected with **Tasha** to support creation of outreach materials for community booths/events.
- Items under consideration: Rotary info cards (examples provided by Midge), pens, and small engagement items.

Upcoming 2026 Service Dates

- **World-Wide Day of Service – May 16, 2026:** exploring community clean-up project; requires site selection and permissions.
 - **MBSS Walk for Mental Health – June 2026:** confirmed \$25 candy budget; liaison and distribution plan to be finalized (Melissa to connect with MBSS in February).
 - **Rotary Day – June 20, 2026:** Melissa to support nonprofit vendor recruitment and coordination.
 - **Canada Day / Westside Daze:** Peggy to lead planning; club roles to be determined.
 - **JJ's 3rd Anniversary:** early coordination to begin with community partners.
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4) Projects, Leads & Next Actions (2025–2026)

Project / Role	Lead	Notes / Next Steps
End Polio Day	Midge	Successfully completed
Field of Crosses (Nov 11, 2026)	Peggy	Work with City/WFN to confirm best location
Christmas Bags for Seniors	Jane	Completed; improve volunteer support plan for 2026
Salvation Army Kettles + Toy Mountain	Melissa HA & Willie	Completed; stronger coordination needed next year
West Kelowna Christmas Light-Up	Debbie	Successfully completed
Student of the Month / SASS Awards	Jane	Program continues through June 2026; strong PR focus needed
World-Wide Day of Service (May 16, 2026)	Midge	Includes City/Westside Park clean-up planning
MBSS Walk for Mental Health (June 2026)	Pam & Melissa HA	Pending confirmation; Melissa to follow up in Feb
Rotary Day (June 20, 2026)	Melissa HA	Nonprofit vendor recruitment + coordination
Canada Day / Westside Daze	Peggy	Club roles/responsibilities TBD
JJ's 3rd Anniversary	Melissa HA	Partner roles + date coordination
Community Service Survey	Melissa HA	Review questions/timing with Board

5) Board Support Requested

To strengthen delivery and member engagement in 2026, the Committee requests:

1. Support for improving volunteer participation on larger initiatives (Christmas Bags, clean-ups, Rotary Day).
2. Board input on the **Community Service Survey** (timing and questions).
3. Confirmation of budget parameters for spring/summer outreach materials and events.