

# Rotary Club of York



**Annual Report 2023-2024**  
*PEOPLE OF ACTION*

# Rotary Club of York Annual Report Letter

## President's Message

*Fellow York Rotarians,*

It is a great day to be a Rotarian, and this past year was a particularly great year to be a part of The Rotary Club of York. We embarked on a path filled with ambition, leading us through significant change, remarkable success, and meaningful growth. This year was strategically significant as we reflected deeply on who we are and who we aspire to be through our vision, mission, and strategic goals. For a 108-year-old Rotary club, staying relevant to both our culture and the community we serve is no small task, but that is what makes our club special. We continually evaluate, anticipate, and innovate because we are leaders committed to 'Service Above Self'.

**Accomplishments:** This year was marked by successful new initiatives that directly impacted our club. Our new MENTOR Program enhanced the onboarding and engagement process for new members, while the Level-Up Program helped us build bridges to welcome a more diverse membership. The Step Up Program truly highlighted the spirit of generosity within our club, significantly boosting our contributions to The Rotary Foundation. The President's Challenge rekindled our committees' connections with our membership while encouraging innovative ideas.

**Community Impact:** We were also deeply impactful in both local and global communities through our service projects. The bottlehouse latrine project being undertaken by our Global Grants Committee in Sendafa, Ethiopia, underscores our commitment to clean water worldwide. The trees we planted in York City, thanks to our Preserve Planet Earth Committee, are contributing to cleaner and cooler air in our local environment. Our Continental Square planting project, celebrated by many, solidified our commitment to York's downtown community. While this report will detail many more projects, it is essential to acknowledge that these successes are due to our members' generosity and the hard work of our committees.

**Growth and Recognition:** This was also a year of strong growth, as we welcomed more new members than in the past 20 years, achieving nearly 25 net new members. We also set a club record with almost 50 Paul Harris Fellowship Awards presented in just one day. These milestones are a testament to our club's vibrancy, relevance, and impact on both our members and the broader community. And we do this by living out our 4 Way Test:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

On a personal note, this year has been incredibly rewarding for me. I have cherished my time at the podium and the relationships I have built during my presidency. I extend my heartfelt thanks to our Executive Team, Committees, Board of Directors, Executive Director, and especially you, our Members. May the Rotary Club of York continue to be blessed with abundance, and may you all have an Amazing Rotarian Day.

*With Gratitude,*

**Aaron Jacobs**

**President, 2023-2024**



### **Vision:**

We are a diverse mix of community leaders working in unity who will accomplish sustainable positive change in ourselves, our community, and the world.

### **Mission:**

We act to lift up our community through positive and lasting change.

# **What We Accomplished**

*2023-2024*



# Community Project Fundraising

Darren Smith & Dee Baker

With Service Above Self at the heart of all we do, our RCY membership embraced both 2024 Give Local York and our 2023 Love For Community events, raising over \$70,000 for community projects, including the Beautification of Continental Square in the City of York.





# Fellowship & Networking

*Robert Bowen*

This committee offers fellowship opportunities at local eating and drinking venues emphasizing Downtown York and a chance to meet and greet Rotarians outside of the traditional Wednesday lunch format. Most events are BYOB.

## Some of the highlights from the year include:

- A Crab Feed at the Etzweiler private bungalow along Lake Clarke on the Susquehanna River
- A Ride on the Chief Uncas, an electric boat built by Adolphus Busch and part of the Susquehanna National Heritage Area. The ride was followed by a visit to the Zimmerman Center
- Lunch at York Water's Education and Employee center followed by an overview and tour of the Lake Williams Rehabilitation Project and the Lake Williams Dam







## Global Projects

*Jane Conover*

Our club is transforming lives around the world! In January, our grant application to the Rotary Foundation was approved to build 'bottlehouse' latrines in Sendafa, Ethiopia with our partners at the Rotary Club of Central Mella.

In total, our club raised \$67,000 to complete the project that will greatly improve sanitation in this community where less than 50% of residents have access to a toilet. Construction will begin in the fall of 2024 and use thousands of plastic water bottles for walls.

We are having a deep impact in Sendafa by also making grants for medical and school supplies that Rotarian, Andy Seebold, delivered to Ethiopia in July.

Over 250 students received supplies and 5,000 patients received free medical care. Thanks to members of the Global Grants task force and other club members for packing up the supplies to ensure they safely arrived to grateful residents of Sendafa!





# Inclusion, Diversity, Equity, and Accessibility (IDEA)

Cal Weary & Jennifer May

The IDEA committee advises officers of the Rotary Club of York (RCY) on matters pertaining to inclusion, diversity, equity, and accessibility. This past year, the committee engaged in the following:

- Developed an anti-discrimination statement and policy for the Rotary Club of York
- Recognized heritage and identity months/days to educate RCY members and to make the club atmosphere more inclusive. International Women's Day, MLK Jr. Day, and Juneteenth were highlighted
- Proposed speakers to the Program Committee that illuminated the richness of diversity throughout city businesses, and through business owners, entrepreneurs, and organizations
- In partnership with the Membership Committee, several IDEA members served as mentors for new members, attending meetings with the member, encouraging them to attend committee meetings, meeting with them outside of the weekly meeting, and introducing them to other RCY members—with the goal of providing overall support to increase their experience during their first three months or being a Rotarian.
- Executed and volunteered during a fundraising event to collect toys and gift cards for York County Hispanic Coalition's Three Kings Day celebration



# Investment

*Wade Williams*

The Rotary Club of York Investment Committee manages our club's York Rotary Foundation and Rotary Club of York (RCY) Fund, making portfolio recommendations to the YRF and RCY Boards regarding fund asset allocation/investments. Both the overall portfolio and the individually managed portfolios are monitored for consistency in each manager's investment style; return relative to objectives; statistical measures; and a risk/return analysis.

Semi-annually the Investment Committee evaluates the performance of each asset class against the appropriate benchmark reflecting the style of the specific manager for which they were engaged, comparing overall equity performance to the S&P 500 index; overall bond performance to the Barclays Aggregate index; and overall portfolio performance to a custom benchmark.

# Literacy

*Brian Grimm*

The committee's mission is to raise awareness and emphasize the importance of literacy, by organizing programs and support systems that primarily benefit children living in York City. The committee selects books to donate to various York City schools and early learning centers. Additionally, books are selected for each club meeting and signed by the weekly speaker as a way to honor both the speaker and the club's commitment to the children of York City.

This year, our objective was to provide literacy materials for children at one of York City's high-quality early learning centers. Thanks to the incredible support of our club, we raised an impressive \$2,100, which was presented to Kim Bracey, President/CEO of the YWCA and a fellow Rotarian. These funds will directly benefit the families and children attending the YWCA's early learning center in York City. The money will be used to replenish and enhance the classroom libraries with new materials, replacing heavily worn items.

We are thrilled to see our committee continue to grow, now reaching a total of 20 members. Looking ahead to next year, we aim to enhance our impact by supporting or possibly creating a new program that fosters collaboration within our club.





# Little League

*Al Sykes*

The mission of the Little League Committee of the Rotary Club of York is to be the connection between the Rotary Club and York City Little League. After our club's initial investment in 2010 to enhance playing fields in the city, our committee members continue to ensure the fields are maintained and in good shape for children to play ball. Those fields include Allen Park and Odeon Park, which carry the Rotary name.

To that end, 3 of our committee members are also members of the York City Little League Board of Directors and participate in directing the program's course. Last Spring, we helped to complete new batting cages at Allen & Odeon Fields. Committee members assisted with player registration ahead of the season. To prepare for the season, we also helped to prepare the fields by raking, pulling grass from the base paths, cleaning up of dugouts, the storage building and the concession stand. Members helped to sort, store, and catalog caps and uniforms, as well.

Our committee, with the financial backing of the club, was proud to once again provide shirts for little leaguers, which carried the Rotary logo on the sleeves. In addition to cleaning, organizing, and assisting with the fields, registration, and uniforms, many committee members engaged in events to support York City Little League. Committee members Mike Wynegar and Phil Woods participated in the Brooks Robinson golf outing. Many committee members were also on hand as Mayor Helfrich, Rotary Club President Aaron Jacobs, and York County Commissioners Doug Hoke and Julie Wheeler, threw out the first pitches on Opening Day.

Finally, at the end of the season, members served as score keepers, announcers, and helpers as YCLL hosted opening rounds for the Road to Williamsport Little League playoffs.







# Preserve Planet Earth (PPE)

Joseph Stein

The Preserve Planet Earth (PPE) Committee had a wonderful 2023-2024 year, full of growth and impact in our community.

During the course of this year, Rotarians twice planted trees across the City of York, participated in an award winning beautification project in York’s Continental Square, cared for our section of the York County Rail Trail, and assisted in caring for our other amenities within the community such as the “Welcome to York” signs at the gateways to our City.

We were also pleased to support our local Envirothon, an annual event held at John Rudy Park, in which students compete and take part in hands-on-learning, about the environment and conservation through natural resources. PPE also informed our Club on ways to recycle nearly everything in their household, and discussed ways in which we can have an even greater impact in the year ahead by wholeheartedly supporting RCY’s mission and vision.





# Rotary Foundation

*Bill Hartman*

We are thrilled to report that the total "Annual Fund Giving" to The Rotary Foundation by our members of \$80,401, is the highest in our club's history, exceeding last year's giving (also record breaking), by 47%.

It's equally impressive that our per capita giving increased to \$297, an increase of 48%. This exceeds the District Average by 83%. We had 25 members who gave \$1,000 or more, also the highest in our history. We are very proud of our club's philanthropic track record and proud to be the District's leader in TRF giving.

In addition to our members' continued generosity and belief in the significant positive impact of TRF, our success was also driven by the strong support of the TRF Committee, President Aaron Jacobs, and Executive Director Lynne Morrison. They were all instrumental in the structuring and execution of Operation Step-Up, our special recognition points promotion for the year. We are grateful to all who participated in that enormously successful initiative.

The 2023-2024 Rotary year also saw RCY achieve an important historic Rotary Landmark. Jane Davis became the first RCY member to join the Arch Klumpf Society, which recognizes the very highest level of giving to TRF. Sincere congratulations and gratitude to Jane for her philanthropic leadership.



## Service Above Self

*Michael Hady*

The Service Above Self Committee presents the Charles S. Wolf Service Self Awards throughout the Rotary year to community members who went above and beyond in the demonstration of Service Above Self. This year, three were recognized, and as such, received a \$150 donation for the charity of their choice.

- Sue Krebs - York Academy Regional Charter School
- Mark Skehan - York Catholic High School
- Randy Yoder - York County Honors Choirs



# Strategic Planning

Glenn Miller

Club Leadership worked with Club member Richard Randall to significantly update the Club's Strategic Plan, which was approved by the Board of Directors and presented to Committee chairs and the membership.

The process was extensive and involved many hours of review and research, and resulted in the Strategic Plan below, which successfully provides a clear direction for the Rotary Club of York, and which includes four strategic priorities that will drive RCY's Strategic Plan, which includes the following:

- 1. Increase Our Service Impact
- 2. Create an Engaged & Diverse Membership
- 3. Increase Awareness & Understanding of our Organization
- 4. Align Governance & Resources to Support Club Priorities

**The 2 big focus areas of our strategic plan are:**

- Youth
- Member Engagement

**Last year, our club adopted a new mission statement...**

- To improve life in the City of York by connecting our club's diverse community leaders through fellowship, action and service

**So what does all this mean:**

- We now have clarity and an understanding of the direction our club is moving for the next 3 years
- We can use this information in individual committee meetings to foster a more focused and purpose-driven environment

**Call to Action**

- The success of the strategic plan, means nothing without each committee and member.
- We must build on our successful history while retooling for the future
- This strategic plan is a blueprint for making a more meaningful impact in our community

## 2024-2026 Strategic Plan Snapshot



<p><b>Increase Service Impact</b></p>  <p><i>Prioritize service projects to ensure that we're making positive, meaningful, and lasting change</i></p> <p><b>Increase number and impact of the club's service projects</b></p> <p><b>2024-2026 Service Focus: Youth Success</b></p> <p><b>Improve our ability to achieve and measure impact</b></p>	<p><b>Create Engaged &amp; Diverse Membership</b></p>  <p><i>Give people reasons to join RCY, stay involved by providing meaningful experiences &amp; opportunities to make connections and serve our community</i></p> <p><b>Prioritize and improve the member experience</b></p> <p><b>Grow and Diversify membership</b></p> <p><b>Enhance and improve member engagement</b></p>	<p><b>Increase Awareness &amp; Understanding of Our Organization</b></p>  <p><i>Tell our stories in consistent, engaging ways to build awareness of our brand and knowledge about our work</i></p> <p><b>Increase RCY visibility in community &amp; better communicate our impact</b></p> <p><b>Increase RCY member understanding of our work</b></p>	<p><b>Align Governance &amp; Resources to Support Club Priorities</b></p>  <p><i>Define, measure, and analyze our operations, projects and structure to ensure that we're using resources effectively</i></p> <p><b>Align committees to support club priorities</b></p> <p><b>Strategically budget for established priorities</b></p> <p><b>Develop and Implement an Accountability Action Plan</b></p>
---	---	---	--

**Mission:**

To improve life in the City of York by connecting our club's diverse community leaders through fellowship, action and service



# Student Education

Debbie Ashway

The Student Education Committee partnered with TEFC (The Foundation for Enhancing Communities) to facilitate the scholarship process. The committee members reached out to local schools to let them know Rotary had scholarship money to give and encourage students to fill out applications.

The time period to fill out the applications was mid-January through mid-March. In total, 318 students completed applications, and 13 scholarships were awarded, for a total of \$36,000.

Ten local high schools were represented: Central York, Logos Academy, Northern York, South Fayette, Spring Grove, West York, William Penn, York Academy Regional Charter, York County School of Technology, and York Suburban.

The students will be attending 7 different colleges, which include: Eastern University, Liberty, Messiah University, Penn State, Toccoa Falls University, Wilson College, York College.



# Youth Exchange

John Yates

It's been an exciting year for our youth exchange committee! We hosted Khaira Bestari from Indonesia. She attended York Suburban High School, was part of the Homecoming Court, and participated in trips to Hawaii and the west coast.

Max McCormick spent a year in the Outbound program in the Czech Republic, and participated in a two week Euro Tour with other Rotary exchange students. His counselor is Walt Tilly.

We continued our outreach to a number of York County schools including York High, York Suburban, Dallastown, Spring Grove, Logos Academy and York Academy Regional Charter School.

Thank you to the members of our committee for the efforts they have put into each of these areas listed above, along with the continued support of the York Rotary Club.





# York Rotary Grants

*Kelley Gibson*

York Rotary Grants provide valuable funding support to address the changing needs of York through grant programs focused on "Celebrating Youth Success" and/or "Improve the York City Environment", two of the focus areas of the club. Grants of \$2,500-\$10,000 were awarded to six projects in 2024 taking place July 1, 2024-June 31, 2025.

The Rotary Grants committee awarded \$42,500 to the top 6 of 10 qualified applicants. The awards ranged from \$10,000 to \$5,721 based on the recommendations of the committee. The Rotary Club of York and the York Rotary Foundation partnered with the TEGNA Foundation of FOX43 which provided a matching grant.



# Youth Leadership

*Kevin Appnel*

The Youth Leadership Committee recognized 14 engaging students from seven different schools as Students of The Month. The club also honored three students for the College Service Awards. Each student leader shared an impactful story on an obstacle in their lives and how they overcame it. They all displayed a commitment to our community and achieved success in their lives. The connection to the schools helps build the awareness of the impact Rotarians have in York.

With the club's support, five of the Students of the Month attended the Rotary Youth Leadership Awards (RYLA) Conference this summer, gaining experiences that will no doubt carry with them into their final year of high school and wherever their path shall lead after graduation.





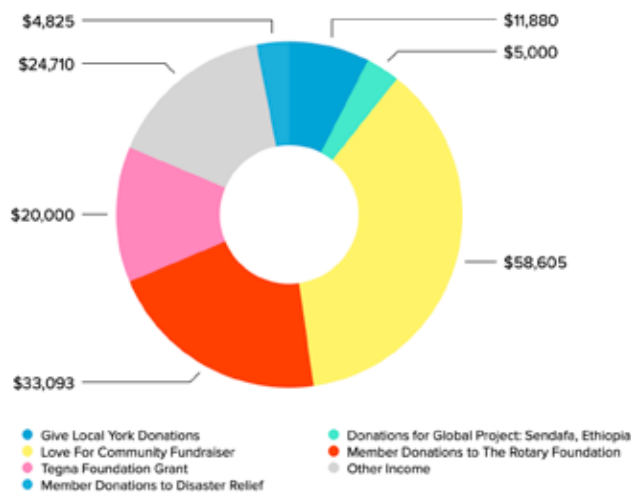
# 2023-2024 Financial Information

In 2023-2024, generous donations and charitable support from club members, fundraising, grants, and endowed funds raised \$158,113 to support our mission and programs and enabled the Club to disburse more than \$237,600 in charitable support right here in York and across the world.

- **\$32,474 was contributed to our local community project** to rejuvenate York's Continental Square with new plantings, lighting and signage.
- **The "2023 Love For Community" golf/tennis/croquet/pickleball/cornhole fundraising event raised \$58,605** designated for community projects, disaster relief and timely opportunities.
- Club participation in the 2024 **"Give Local York" raised \$11,880.**
- The **club granted \$13,450 in Disaster Emergency Relief for the Maui Fires and for the conflict in Israel/Palestine.**
- Donations raised by the **Literacy Committee, combined with funds from the club's budget, provided \$2,100 for books for the YWCA-York** early childhood program.
- We **contributed \$40,163 to the Rotary (Global) Foundation** from generous member donations.
- The **club disbursed \$ \$43,889 in student education scholarships** from its endowed funds at York County Community Foundation and the York Rotary Foundation.
- **\$29,750 was contributed to our multi-year Global Project in Sendafa, Ethiopia** for building latrines and to provide school and medical supplies.

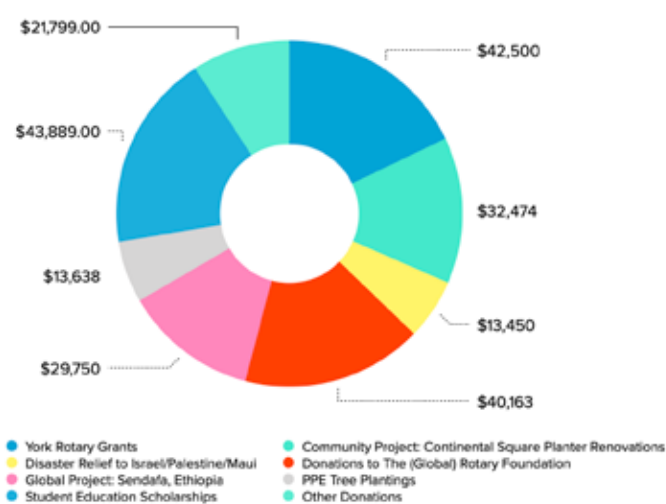
## Donations and Fundraising Income

\$158,113 TOTAL



## Charitable Gifts and Grants

\$237,663 TOTAL



# Rotary Club of York

## Officers

**Aaron Jacobs**  
President

**Courtney Piccolo**  
President Elect

**Wilda Reahm-Alessi**  
President Elect Nominee

**Doug Berman**  
Financial Vice President  
& Treasurer

**Glenn Miller**  
Immediate Past President

## Boad of Directors

**Dee Baker**

**Elaine Bonneau**

**Kelley Gibson**

**William Hartman**

**Jennifer May**

**Joan Mummert**

**Jules Tolbert**

**Cal Weary**

## Staff

**Lynne Morrison**  
Executive Director

**Heather Barnhart**  
Administrative Coordinator

## Committee Chairs

**Doug Berman** ..... Budget & Finance

**Sarah White**..... Communications

**Rob Bowen**.....Fellowship & Networking

**Jane Conover**..... Global Projects

**Wilda Reahm-Alessi**..... Human Relations

**Cal Weary/Jen May**..... IDEA

**Eric Chase** ..... Invocation

**Brian Grimm**..... Literacy

**Al Sykes** ..... Little League

**Bill Hunter &  
Karen McCormack**..... Meeting Services

**Chris Topf** ..... Membership

**Joseph Stein**..... Preserve Planet Earth

**Mike Summers**..... Program

**Bill Hartman** ..... Rotary Foundation

**Ben Hoover**..... Rotary Global Scholarships

**Cal Weary** ..... Rotary Singers

**Michael Hady**..... Service Above Self

**Glenn Miller**..... Strategic Plan

**Ashlee Etzweiler** ..... Youth Development

**John Yates** ..... Youth Exchange

**Kevin Appnel** ..... Youth Leadership

## *York Rotary Foundation*

## Officers

**Mac Brillhart**  
YRF Presidnet

**Amy Anstone**  
YRF Vice-President

**Todd Fogdall**  
YRF Secretary

**Doug Berman**  
RCY Financial Vice President/  
Treasurer

**Aaron Jacobs**  
RCY President

**Courtney Piccolo**  
RCY President-Elect

**Wilda Reahm-Alessi**  
President Elect Nominee

## Board Members

**Glenn Miller**

**Sonam Ruit**

**Joyce Santiago**

**Bryan Tate**

**Wade Williams**

## YRF Committee Chairs

**Steve Feldman**  
Legacy/Planned Giving

**Kelley Gibson**  
York Rotary Grants

**Darren Smith/Dee Baker**  
Community Project Fundraising

**Debbie Ashway**  
Student Education

**Wade Williams**  
Investment