**Rotary Club of Castro Valley**

***ROTARY 2025***

**Vision**

As the preeminent service club in the Bay Area, the Rotary Club of Castro Valley will support activities that enliven the Club and benefit our Castro Valley community and beyond.

**In 2025, the Rotary Club of Castro Valley will**

* Have 85 active members who reflect the demographics of Castro Valley.1
* Have a virtual satellite section of the Club focused on working and younger members.2
* Raise and donate $150,000 annually to charitable and educational activities.
* Be recognized as the most active, generous, and committed service organization in Castro Valley.
* Have established a program to solicit donations, bequests, and donations to support the Club.3
* Have established a separate fund endowment to enliven the Club and support projects that benefit the Castro Valley community.4
* Support one International Project every year.5
* Maintain strong involvement in and support of its Interact clubs.
* Have completed the legal requirements to become a 501(c)3 organization.6

**Notes:**

1. We want to increase the membership, but we also want to look more like our community. Specifically, we want to recruit more women, people of color, and younger members.
2. We want to provide new membership opportunities to those who might not be able to attend our regular lunch meetings.
3. We want to find new ways to raise funds to support the Club’s activities. Most importantly, we want to establish a program for bequests to the Club.
4. We want to tweak the Club’s endowment so that it can fulfill its mission to support “charitable, scientific and educational purposes.” The current assets of the endowment will be focused on scholarships. A new fund will support the additional activities.
5. We want to initiate one new international project each year. These will be funded separately from our normal work.
6. When we are a 501c3 organization, we can apply for grants from other organizations. Also some donations to the Club by members will be a charitable donation.

**Strategic Plan: Goals & Actions**

**Membership**

Goal #1: To actively recruit six (6) new members annually

Action #1A: Emphasize the recruitment of women and other unrepresented groups so that the membership of the Club represents the demographics of Castro Valley.

Action #1B: Define the role of sponsor to support and mentor a new member.

Action #1C: Establish Blue Badge requirements to better engage new members in the Club’s organization and activities.

Action #1D: Establish a Satellite Club to provide meeting options for members who cannot attend lunch meetings.

Goal #2: To actively engage and retain existing members

Action #2A: Establish a “We Care” committee to support and care for all members through pro-active outreach (e.g., monitoring meeting attendance; calling members absent for multiple meetings; sending birthday, anniversary, and condolence cards; arranging virtual or real coffee conversations among members).

Action #2B: The Club President annually will assign all members to at least one committee.

Action #2C: Each Committee/Event Chair will establish an annual calendar of activities, assign members to specific roles, and maintain regular communication with committee members.

**Finances**

Goal #1: To raise and donate $150,000 annually to charitable and educational activities

Action #1A: Re-evaluate current and new fundraising events to increase the number of events throughout the year.

Goal #2: To build the Club Endowment to $$$,$$$

Action #2A: Establish an Endowment to support activities other than scholarships for Castro Valley High School Seniors.

Action #2B: Establish a program to solicit donation, bequests, and grants to support the Club’s Endowment.

Action #2C: Establish a program to solicit donation, bequests, and grants to support the Club’s operating budget.

Goal #3: To become a to 501(c)3 organization

Action #3A: Complete the paperwork for the 501(c)3 status.

Action #3B: Apply for grants under the 501(c)3 status

**Club Avenue of Service**

Goal #1: To continue offering excellent lunch and other meeting programs

Action #1A: Establish a standing Speakers Committee to plan and conduct meetings.

Action #1B: Establish a standing Public Relations Committee to advertise meetings on various media (e.g., ClubRunner, social media, local newspapers).

Goal #2: To ensure that fellowship is regularly included in meetings

Action #2A: The Speakers Committee will arrange for each member to speak to the Club every other year about their job, life, and family.

Goal #3: To implement an effective public relations program to inform and engage the community in the Club’s events, activities, work, and fundraising.

Action #3A: The Public Relations Committee annually will develop and implement an outreach plan to communicate with the community regarding Club events, activities, accomplishments, fundraising, and new members and member recognitions.

Goal #4: To complete an annual review of the Club’s Five-Year Strategic Plan

Action #4A: The President will chair an Annual Meeting (e.g., Club Assembly) to review progress made towards achieving the Goals and adjust the plan.

Action #4B: All Committee and Event Chairs will provide an annual report to the President on the implementation of the Strategic Plan prior to the Annual Meeting.

**Educational Service**

Goal #1: To provide meaningful financial support for students, staff, and schools

Action #1A: Award at least two (2) scholarships each year to graduating students.

Action #1B: Provide funding for outstanding school projects through Club grants.

Action #1C: Provide support (financial and non-financial) to assist teachers as requested.

Goal #2: To establish a Vocational Committee to support the Regional Occupational Program (ROP) and career education

Action #2A: Provide speakers, job shadows opportunities, internships, career panelists for the high schools as requested.

Action #2B: Develop mechanisms to recognize career education students (e.g., certificates for outstanding students, scholarships to career schools).

Action #2C: Develop mechanisms to recognize local businesspeople, tradesmen, and others for their contributions to career education.

Goal #3: To support and engage the Interact Clubs.

Action #3A: Include funding in the budget to support the Interact Clubs and activities.

Action #3B: Invite Interact members to participate in Club activities.

Goal #4: To support Rotary Youth Leadership Awards (RYLA)

Action #4A: Sponsor student attendance at Camp RYLA.

Action #4B: Encourage members to attend the Annual Camp RYLA BBQ.

Action #4C: Annually include RYLA campers as part of the program of lunch speakers.

**Community Service**

Goal #1: To concentrate support on families

Action #1A: Reinforce our partnerships with Schools.

Action #1B: Host a Children’s Holiday Party.

Action #1C: Adopt a homeless family for the holidays.

Action #1D: Support FESCO with supplies and school lists.

Action #1E: Support the Backpack Project for students.

Goal #2: To provide opportunities for members and others to be involved in service to the community.

Action #2A: Develop “hands-on” and “crowd-sourced” projects.

Action #2B: Develop partnerships with other organizations.

Action #2C: Provide funding for activities/projects by other organizations.

**International Service**

Goal #1: To complete one international project per year

Action #1A: Identify and support international projects on which to work.

Action #1B: Leverage the Club’s District Designated Funds (DDF)

**Leadership Development**

Goal #1: To develop and implement an effective committee structure

Action #1A: President will establish Annual and Standing committees and annually assign all members to at least one committee.

Action #1B: President will annually appoint a Chair and Co-chair for each Committee.

Goal #2: To increase member participation in District 5170 events

Action #1A: Promote and support member attendance at workshops, conferences, and convention.

Action#1B: Include participation in District 5170 events as a Blue Badge requirement.

**Club Organization, Management, and Operation**

Goal #1: To establish an organization structure and processes that promotes the effective and efficient Club operations year-to-year

Action #1A: Review, revise, and re-adopt the Club Constitution.

Action #1B: Review, revise, and re-adopt the Club Bylaws.

Action #1C: Create role descriptions for all officers, directors, committee chairs, event chairs, and other leadership positions.

Action #1D: Create descriptions and standard operating procedures (SOP) for all Club activities and events.

Action #1E: Create a repository for all Club documents (e.g., Constitution, Bylaws, legal documents, tax returns, Board minutes, SOPs).

Action #1F: Have the appropriate officer, director, chair, or other leader annually review and update the documents added to the repository.