

CMIRC STRATEGIC PLAN

Introduction: The purpose of this document is to document the desired direction of the club over the next three years. There are 9 Sections: Purpose, Organization, Membership, Public Information, Service Projects, Project Fundraising, Foundations, Administration and Youth are presented here. This document will expire at the end of Rotary Year 2017-2018.

SECTION I - Purpose

Vision: The Chiang Mai International Rotary Club will continue to be the premier English Language service club in Northern Thailand for service minded leaders of all ages and backgrounds who enjoy each other's company, have fun working together, and are committed to the Rotary motto "Service Above Self".

Mission: Our Mission is to improve ourselves, our community, and the world as a whole. CMIRC is dedicated to protecting children through our various service projects.

ROTARY CORE VALUES: We must always embrace:

1. **Integrity** – We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.
2. **Service** – We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the club's plans and actions, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.
3. **Fellowship** – We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.
4. **Diversity** – We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work.
5. **Leadership** – We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership

as a quality of our members. As Rotarians, we are leaders in implementing our core values.

SECTION II – Organization

CMIRC recognizes that we are small in numbers and that we are painfully transient. However, we are adamant about maintaining a formal structure tailored to our needs, yet reflecting the reality of our numbers. For that reason many board members actually serve in two positions simultaneously. CMIRC has combined committees to take advantage of available people power and eliminate redundancy where possible.

The board structure is below:

POSITION	2017-2018	2018-2019	2019-2020
President	Jerry Nelson	John Schorr	
Immediate Past President	Shana Kongmun	Jerry Nelson	
President Elect	John Schorr		
Secretary / Ad Hoc Admin Committee	Mike Lake		
Treasurer	John Schorr		
Service Projects / Projects Fund Raising	Shana Kongmun		
Membership / Public Information	Roger Lindley*		
Foundations	**		
Youth Advisor (Honorary)	Stasha Malcolm		

* Will begin RY 2017-2018 as Membership Chair but is expected to move out of Thailand before the year is over

** Will be filled as soon as qualified people are identified.

SECTION III Membership

STRATEGY:

A vibrant membership is essential to the success of CMIRC. In fact the following sections are contingent on our success in membership acquisition and retention. We recognize that our membership comes largely from a very transit expat population and that our high membership turnover due to factors that are beyond our control. We must always be actively involved in membership acquisition. CMIRC must be a vibrant club with a strong, active and flexible membership.

GOALS:

Detail:	2016-17	2017-18	2018-19	2019-20
Retained		16	17	18
New		8	8	8
Change	-	+6	+1	+1
Total	20	24	25	26

ACTIONS REQUIRED:

Recruit from the widest possible spectrum

Target business professionals, younger people and women

Engage our “snow bird” part time residents in Rotary in their home countries

SECTION IV Public Information

STRATEGY: Excellent relationships with our local, regional, national and international acquaintances must be maintained. It is entirely up to us to make known our good work and good intentions.

GOALS:

Continue to maintain an appealing club website with links to partnering websites and social media. Through these contacts establish partnerships with other clubs and entities

Do two projects with other Rotary Clubs each year

ACTIONS REQUIRED:

Publish 4 articles per year in the District 3360 newsletter

Publish 2 articles per year in the Thai Rotary magazine

Execute at least 2 sister club agreements each year.

Publish 1 article per year in the Rotary International magazine

Maintain up to date information on Rotary's websites especially Rotary Club Central.

SECTION V Service Projects

STRATEGY: CMIRC has chosen to have a signature focus of **Child Safety, Health and Education**. To support this direction we have the service projects listed below: Each CMIRC service project is led by a project champion. Their input is below.

GOALS:

Improve the quality of life for the children we serve through our service projects.

Provide Rotarians an opportunity to become involved in community service

V.1 Children's Water Safety (Drown Proofing) - John Schorr

Strategy:

The service mission of the Chiang International Rotary Club (CMIRC) is to improve children's safety, health, and education in the Thailand region. The Chiang Mai International Rotary Club-Kru Payu Swim Children's Water Safety and Drowning Prevention Program chose to focus on children's safety and to address one of the leading causes of death for children in Asia: drowning. Strategies were developed and are being implemented to meet the following goals:

Goals:

1. Build partnerships with schools with poor students to identify children in need of survival swimming instruction.
2. Build partnerships with swim facilities and swim instructors to provide the setting and teachers for the school children.
3. Build partnerships with local officials to provide transportation for our students.
4. Develop, assess, and modify a swim curriculum to meet the needs of our students.
5. Build a student evaluation tool to assess the success of the instructional program for each student.

6. Work with CMIRC members to improve the program and increase public awareness of the work CMIRC is doing.
7. Work with CMIRC members to raise funds for the Chiang Mai public schools, so the program will be sustainable and continue to serve all 4th grade public school students in Chiang Mai for many years to come.
8. Build partnerships with foundations, charities, corporations, and government ministries for the planned expansion of the program to other parts of Thailand.

Actions Required:

1. Develop Memoranda of Understanding with the Chiang Mai Ministry of Education and other partner school districts.
2. Develop a Crowd Funding strategy to ensure sufficient funding for Chiang Mai and other local school districts.
3. Continue to build the relationship with Safe Child Thailand a major donor to our expansion efforts to other regions of Thailand.
4. Find and encourage corporate sponsors.
5. Explore better media exposure.
6. Reach out to the Thai Ministry of Public Health and the Thai Ministry of Education to share what we have learned and encourage a governmental commitment to expanding the effort.

Projected Project Budget for 2017-2018
Fiscal Year 7-1-2017 to 6-30-2018 (in Thai Baht)
(CMIRC Funds Only, Does Not Include Safe Child Thailand Grant)

Expected Expenditures FY 17-18	183,000
(9 Courses @ 18K, Equipment 15K, Brochures 6K)	
Unpaid Rollover Amount from FY 16-17	26,000
(Includes 2, FY 17-18 Swim Courses)	
Total Expenditures FY 17-18	209,000
Anticipated Fundraising FY 17-18	40,000
CMIRC FY 17-18 Funds Requested	169,000

In addition to the budget request submitted to CMIRC, the program has received a 450,000 Baht grant from Safe Child Thailand (based in the U.K.) to expand the program to other regions of Thailand. These funds will be used over the next 2 years to support the mission, strategies, and goals listed above, but in areas outside of Chiang Mai. Where ever new programs are established the goal will continue to be the development of a long-term sustainable water safety program.

V.2 Children's Sight Project – Peter Bell

Strategy:

The CSP will endeavour to service approx 32 schools every year, with the enlistment of assistants from partnering Rotary Clubs within the Chiang Mai Province and surrounding Districts of Mae Sai, Phrae and Nan.

Goals:

To provide comprehensive eye examinations and free spectacles to the school aged children in the Chiang Mai, Chiang Rai (Mae Sai), Phrae and Nan Provinces . Selected schools will be provided with this service on an annual basis.

Action Required:

Encourage participation in the project with 4 other clubs in the Chiang Mai Province- RCCMN, RCCMTTN, RCSS and CRChangPuak, and to work in partnership with Nan Rotary, Phrae Rotary and Mae Sai Rotary clubs, with annual visits to these districts with week long clinics held on an annual basis.

A monthly newsletter to be emailed to all of the members of these clubs, so as to regularly update with the CSP events that have occurred during the previous 4 weeks'.

A 12 month report (consisting of 2x6 month reports) to publish the complete year of events and outcomes with fully detailed costing in the Jan-June edition.

1 annual audio visual presentation to Rotary Clubs involved.

Weekly updates on all CSP activities published on Facebook,

Budget for Rotary Year 2017 – 2018

The 4 Chiang Mai Rotary clubs will be approached to donate 5,000 baht each to participate in the CSP, this will entitle each club to nominate a school/institution to deliver eye care/spectacles to the children attending.

The week-long clinics to Mae Sai, Phrae and Nan, the hosting Rotary Club will be asked to cover the cost of transportation (by car) and accommodation for a small team derived from the list of CSP assistants in the Chiang Mai region.

CSP will seek international support from Rotary Clubs ,in the form of annual donations.

Estimated costs for 12 month period: July 2017-June 2018 (THB)

Lens fitting to frames	17,000
Printing	10,000
Travel	10,000
Unexpected	04,000
Total	41,000

17,000 baht - 2016/17 estimated funds available as at 30/6/17. = **24,000** baht. - Hence total Funding required

In Kind Donations

Hoya Lens (Thailand) presently generously donate free Spectacle Lenses and We Do Asia donate New Spectacle Frames and Cases. This generous donation allows the project to be able to supply new spectacles for a cost of about 150* baht per pair.

V.3 The Mae Tao Clinic / Child Protection Center – Jerry Nelson

Strategy: Provide support to the Mae Tao Clinic especially as they serve children.

Goals:

Improve the quality of life for the children served by the Mae Tao Clinic/Child Protection Department.

Increase awareness of the Mae Tao Clinic and its supporting organizations through tours and publication of articles.

Raise 50,000 baht for the Mae Tao Clinic. Money not considered in budget below. Money raised will be a pass through and not affect club revenue and/or outlay, other than banking expenses.

Action Required:

Participate in one Rotary Global Grant to support the Mae Tao Clinic

Conduct at least two fundraising campaigns with money earmarked for the Mae Tao Clinic.

Conduct at least 4 tours of Mae Tao Clinic during the Rotary Year.

Write at least 4 articles supporting the Mae Tao Clinic.

Budget for Rotary Year 2017 – 2018

Funds Carried forward from 2016-2017 designated for Global Grant	35,000*
Global Grant	35,000*
Promotional Material	05,000**
Banking and money transfer expenses	01,000
Total	76,000 THB

Note: As a matter of principle the current champion of the Mae Tao Clinic project will never request any reimbursement for travel or related expenses. This policy is conveyed to all persons who go to Mae Tao clinic as a part of CMIRC tours. This means that we will always pay for our own travel and other expenses.

*It is anticipated that the Global Grant will be approved in August or September of 2017 and that this money will be transferred at that time.

V.4 BCMF – B.K.Kee Patient House – Mike Lake

V.5 Winter Clothing Appeal – Shana Kongmun

SECTION VI Projects Fundraising

INTRODUCTION: Fundraising efforts are split into 2 distinct categories; Project and Foundations. This portion addresses Project Fundraising. 100% of the money raised goes to support our projects. This includes club participation in district and global grants. Specific projects are mentioned in this document. Their individual activities and goals are included. See Section V above.

STRATEGY: Raise awareness and increase funding through special fund raising events, partnerships with other Rotary clubs and districts and corporate sponsorship.

GOALS:

Raise 1,000,000 THB through fundraising events.
Raise 1,000,000 THB through partnerships and sponsorship.

ACTIONS REQUIRED:

Organize at least two fundraising activities with funds being designated for our projects in general (as opposed to any one specific project).

Work with Service Project Champions to achieve their individual fundraising goals.

Work with Service Project Champions to establish sponsorship of their projects.

SECTION VII – Foundations

STRATEGY: Establish a functional Foundations Committee which will oversee Foundations giving, Foundations Fundraising and the club participation in Global Grants.

GOALS:

Educate and encourage members to freely participate in Rotary Foundations giving. We aspire to have each active member of CMIRC be a TRF sustaining member or higher.

Oversee one Global Grant per year.

Increase the club's foundations giving through fundraising.

Current CMIRC Policy / History:

- a. Every member participates in EYER. This is done through an annual contribution through the club based on membership dues. Annually \$50 USD is donated by CMIRC in the name of each active member.
- b. TRF Sustaining Member and above: CMIRC encourages each active member to donate a minimum of \$50 USD to The Rotary Foundation. Those who do will qualify as sustaining members.
- c. Polio Plus: The proceeds from the 1st quarter raffle go to Polio Plus

SECTION VIII – Administration

STRATEGY: Organize the club to make optimal use of resources available through the maintenance of a strong board and viable committees, making certain that members and potential members are kept well informed with current policies.

GOALS:

Continue to provide financial transparency to members through posting of financial statements on the club website and through regular verbal reports.

Create a more efficient on line communication system for use by the committees and sub-committees

Maintain current policy documents on website.

ACTIONS REQUIRED:

Survey the membership regarding communication preferences

Review each policy document at least once during the Rotary Year.

Make use of Rotary Minute during meetings

SECTION IX – Youth

STRATEGY: Increase our community service by the establishment and sponsorship of an Interact Club

GOALS:

Sponsor one Interact Club

ACTION REQUIRED:

Identify school

Coordinate and establish