

# 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 2018-2019.

## 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. 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.

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## 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 serve in two positions simultaneously. CMIRC has combined committees to take advantage of available people power and eliminate redundancy where possible.

The 2017-2018 board structure is below:

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

\*\* Joined board as of 1 December 2017.

The 2018-2019 Board structure is below:

POSITION	2018-2019	2019-2020
President	John Schorr	Colin Jarvis
Immediate Past President	Jerry Nelson	John Schorr
President Elect	Colin Jarvis	
Secretary	Jerry Nelson	
Treasurer	Nancy Lindley	
Foundations Chair	Colin Jarvis	
Membership Chair		
Service Projects Chair	William Churchill	
Public Information Chair	Roger Lindley **	
Fundraising Chair	Shana Kongmun	
Sergeant At Arms	Gary Herman	

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\*\* Roger Lindley is Public Information Chair but is not on the board.

## SECTION III Membership

### STRATEGY:

An engaged 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 transient 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	25	28
New		14	9	8
Change	-	+10	+4	+2
Total	20	30	34	36

### 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

### ACTIONS REQUIRED:

Submit for Publication 4 articles per year in the District 3360 newsletter

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Submit for Publication 2 articles per year in the Thai Rotary magazine

Attempt to Execute at least 2 sister club agreements each year.

Submit for Publication 1 article per year in the Rotary International magazine

Maintain up to date meeting information on Rotary's websites.

## SECTION V Rotary Community Corps

**STRATEGY:** Establish a Rotary Community Corps which will encompass the 11 Tessaban Schools in Chiang Mai

### **GOALS:**

Improve the quality of life for the children we serve through greater cooperation with the Chiang Mai Community.

Provide Rotarians an opportunity to become involved in community service

### **ACTION REQUIRED:**

Extensive coordination with the Tessaban and City authorities

Define the scope of the Rotary Community Corps

Submit the formal documentation

## SECTION VI 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

Do at least two projects with other Rotary Clubs each year

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## **VI.1 Children's Water Safety and Drowning Prevention**

### **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 4<sup>th</sup> 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.

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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)

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

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.

## VI.2 Children’s Vision Screening Project – Eugene Bourquin

**Strategy:** Will be part of the Rotary Community Corps Details are not developed as of 28 November 2017

**Goals:** Provide vision screening to students at the 11 Tessaban schools in Chiang Mai

**Action Required:**

Complete coordination with Chiang Mai University School of Medicine

Incorporate into the Rotary Corps Community

Schedule vision screening and do the screening

Budget:

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## VI.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:

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.

### Action Desired:

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

### Budget for Rotary Year 2017 – 2018

Funds for donations and fundraising	<b>50,000</b>
Global Grant	
Promotional Material	<b>09,000</b>
Banking and money transfer expenses	<b>01,000</b>
<b>Total</b>	<b>60,000 THB</b>

**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.

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## VI.4 BCMF – B.K.Kee Patient House – Gary Herman

The BCMF house provides shelter, food, and support for Burmese patients whose medical conditions require more care than the Mae Tao Clinic in Mae Sot can provide. Patients and caregivers spend anywhere from a week to a month at the house, with many returning regularly for follow-up treatment at local hospitals. CMIRC support for the house began in the fall of 2015 when we donated 10,000 baht to repair the storage room ceiling. Since then, members have visited weekly to spend time with the hundreds of patients and caregivers who stay at the house. Through the summer of 2017, we provided the house with food, clothing, games, and stationary and art supplies, and paid for the repair of a dangerous drainage ditch on the grounds.

CMIRC plans to continue supporting the Baan K. Kee House through member donations of time and money. Weekly, we will provide bags of fruit and other foodstuffs for around 25 patients and caregivers. We will also supply patients with hospital baskets containing toiletry articles, baby powder, and hand cloths. Renovating and maintaining the library is an ongoing project, as well as helping with other small maintenance issues that may arise during 2017-18. Our budget for the year is 60,000 baht, which we will augment with personal donations. Our goal is to make life easier and more comfortable for the patients and caregivers who stay at the house.

## VI.5 Winter Clothing Appeal – Geoff Perry

### Chiang Mai Winter Clothing Appeal

**Strategy:** Provide warm winter clothing to disadvantaged villages in the mountains of Chiang Mai

#### Goals:

Identify a needy village or a few – depending on how much we receive in donations- target for kids clothes. But identify one target village at the start

Distribute clothing to children and villagers in a remote and un-serviced mountain village.

#### Action Required:

Contact locations for permission to place boxes – Should be done by the end of September

Print posters for the boxes

Submit notice with CEC, Steve Yarnold's email and other sources

Place boxes in various locations by October 15, checking regularly to ensure that they do not become too full.

Set ending date as December 1, collect all clothing and deliver to needy village(s)

#### Budget for Rotary Year 2017 – 2018

Funds Carried forward from 2016-2017	<b>5,000*</b>
Boxes – 10 @80 baht each	<b>800</b>
Promotional Material	<b>1500</b>
Possible truck rental to deliver clothes max rate 1200 baht a day	<b>1200-2400</b>
<b>Total</b>	<b>5,000</b>

I suggest carrying over the funds from last year to be used for the project this year.

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Last year we had a huge amount of donations and it overwhelmed our ability to find a location and to deliver. Clothing ended up going to villages that had not actually been screened. I suggest we have alternatives and locations in place ahead of time in case this happens again.

## SECTION VII Fundraising – Shana Kongmun

**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 VIII – Foundations – Colin Jarvis

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

### **GOALS:**

Activate the Foundations Committee as of January 2018

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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 1<sup>st</sup> quarter raffle go to Polio Plus

## **SECTION IX – 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.

Maintain up to date information on Rotary websites, especially [www.cmirotary.org](http://www.cmirotary.org) and [www.myrotary.org](http://www.myrotary.org)

### **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.

Task others to update information on areas for which they are responsible

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## SECTION X – Youth

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

### **GOALS:**

Sponsor one community based Interact Club

### **ACTION REQUIRED:**

**Coordinate and establish:** Determine meeting schedule, find community-based location to host meetings, register youth members, and identify potential service focus areas.

**Goals of the Club:** Create a sustainable framework for sponsorship of a community-based Interact club to facilitate service activities at least twice per Rotary year. The service objectives of the club are to fundraise for, and host, these two service projects in line with CMIRC's Child Protection Policy. Youth members will decide upon, plan for, and carry out all service projects with guidance from CMIRC-established advisors. Additionally, Interact members will have the opportunity to work with other Rotary youth, such as Youth Exchange or Rotaract, through outreach events.