



Sea Island Rotary Club

Club Assembly

Priorities and Goals for 20-21

July 14, 2020



SIRC Club Assembly Agenda Questions

- I. Who's Leading and What's Ahead in 2020-2021 for Sea Island Rotary Club?
- II. What are the Priorities and Goals for **SIRC**?
- III. How am I engaged already?
- IV. What opportunities will I take for service?
- V. What have I learned today?
- VI. What inspires me as a Sea Island Rotarian as I look forward to this year?

Not your typical Agenda.... I and II Are the action of Today's Club Assembly. III - VI are member Engagement Questions. Monitor Your learning as Your fellow Rotarians share With you the Priorities and plans For 20-21 ahead. How will YOU be Inspired, Engaged, Informed, and an Influencer in 20-21 through SIRC?



Who's Leading Our Club in 20/21?

- | | |
|-------------------|------------------|
| 1. Carole Ingram | President |
| 2. Randy Atkins | President Elect |
| 3. Kathy Bundy | Secretary |
| 4. Meredith Keene | Treasurer |
| 5. Troy Ward | IPast Pres |
| 6. John Perrill | Foundation Chair |

Directors (Two Year terms):

- | | |
|------------------|------------------|
| 7. Mark McCain | Elected 12/2018 |
| 8. Woody Oakley | Appointed 6/2020 |
| 9. Marilyn Peck | Apptd 2/2020 |
| 10. Anna Graham | Elected 12/2019 |
| 11. Bob Ellis | Elected 12/2019 |
| 12. Andy Borgert | Elected 12/2019 |

How do we work together as Sea Island Rotary Club Executive Board?

- ▶ As a team, lead SIRC in making a mark in the Community through Service
- ▶ Inspire club members to Learn and Lead as Rotarians
- ▶ Cultivate collegial friendships, network, and fellowship in the spirit of the Rotary Four Way Test.
- ▶ Preserve and Promote the Positive image of Rotary in the community
- ▶ Monitor and coordinate the efficient operation of club committees and programs according to SIRC bylaws
- ▶ Monitor and adopt proposals from committees aligned with club by-laws and Rotary International
- ▶ Manage and Monitor the overall finances of the club
- ▶ Implement and monitor the Club Strategic Plan
- ▶ Take ownership for decisions made by the club and club committees
- ▶ Champion the Legacy of SIRC and Rotary International!

Stay the course, light a star, Change the world where'er you are.

--- Richard Gallienne

In 20/21, We Will Stay the course of the legacy of success in service of Sea Island Rotary Club. Amid health and social crises, we'll light a star and change the world as we have in the past right here in Beaufort.

Rotary



What are the Priorities and Goals for SIRC?

This word cloud was created from the answer to the question on the SIRC Survey “What do you enjoy most/find most Beneficial about SIRC?”

In a word cloud, the largest words are the ones that are repeated the most often.

Sea Island Rotarians find Fellowship, Service, Community, Camaraderie, and Speakers most important. Your Survey Responses guided the Board in creating the 20/21 Priorities.



Sea Island Rotary Club

- ▶ Service
- ▶ Inspire, Inform, Involve, Influence
- ▶ Relationships
- ▶ Community

Continuing the focus on Service, Relationships, Community, SIRC will prioritize actions to Inspire, Inform, Involve, and Influence Through Service, our Relationships, and Community In 20-21.

2020-2021 Rotary International Theme

RI President Holger Knaack's theme for 20-21, *Rotary Opens Opportunities*, asks Rotarians to create opportunities that strengthen their leadership, help put service ideas into action, and improve the lives of those in need.

Sea Island Rotary Priorities align with RI Theme.



Sea Island Rotary Club Priorities

Priority #1 - Increase of Impact

- ▶ Continue to support international, district, and club impact initiatives: Polio Plus, CART, Smile Mobile
- ▶ Increase literacy and educational impact in our community
- ▶ Promote economic development and diversity in Beaufort
- ▶ Sustain community service efforts currently in place and increase impact of these efforts through monetary and member support

Priority #2 - Expand Our Reach

- ▶ Grow current outreach: Rotary Reader, Interact, Uniform and Scholarship Programs
- ▶ Develop and execute a plan for initiating Rotaract at USCB
- ▶ Improve community awareness of SIRC's role and impact in the community
- ▶ Respond to community needs and align with local agencies that address these needs

Sea Island Rotary Club Priorities

Priority #3 - Enhance Participant Engagement

- ▶ Improve member participation in committees, club socials, and weekly meetings
- ▶ Develop intentional mentorships for new members
- ▶ Increase participation in Rotary Leadership Learning opportunities
- ▶ Enhance the use of technology and social media to engage and inform members

Priority #4 - Increase Our Ability to Adapt

- ▶ Improve club structures to utilize technology and align with Rotary International
- ▶ Intentionally promote and sustain the legacy of Sea Island Rotary Club and Rotary International
- ▶ Creatively manage fundraising and community service during health and social crises
- ▶ Increase diversity of club membership

Who's Leading our Club Committees?

- ▶ John Perrill - Foundation
- ▶ Mark McCain - Membership
- ▶ Anna Graham - Fundraising
- ▶ Woody Oakley - Club Service
- ▶ Bob Ellis - Community Service
- ▶ Marilyn Peck - Education
- ▶ Andy Borgert - Vocational Services
- ▶ Randy Atkins - Public Image

SIRC Foundation Committee



Purpose

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Members

- ▶ Chuch Ingle
- ▶ Baxter McClendon
- ▶ John Perrill - Chair

Foundation Committee Goals & Objectives

- ▶ Educate and promote the ideals of the Rotary Foundation to all of our club members.
- ▶ Encourage the member to seek ways to increase their giving to the Foundation since they do much so much good work for the world to help those in need.
- ▶ Continue to have updates during our weekly meetings to recognize our members on the good things they have done in our community.
- ▶ Have at least two programs on the Rotary Foundation during the year to increase each members knowledge of the foundation.

Foundation Committee

- ▶ Promote the District Grant Program for our club - The School uniform Program to get more members involved by taking uniforms to each school. This is a \$5,000 total grant from proceeds that the clubs have raised from previous years.
- ▶ Provide each member with their total contributions to the Foundation, and seek to provide them leadership to their next level of their Paul Harris Fellow.
- ▶ Encourage more members to attend the yearly District Foundation Meeting
- ▶ Provide members with brochures on the different Rotary programs to increase their knowledge
- ▶ Get outside speakers to provide the club with new ideas about the Foundation
- ▶ Encourage more members to join the Benefactor Group by contributing \$1,000 in their will to the Rotary Foundation.
- ▶ Encourage new Paul Harris Fellows to wear their pins with pride to the meetings
- ▶ Nominate outstanding leaders in the community for their service with a Paul Harris Fellow
- ▶ SIR Club will match dollar for dollar any funds given to the Foundation.

Rotary Foundation

- ▶ 1917 RI convention in Atlanta, Georgia started by the outgoing President Arch Klump started with a contribution of \$26.50.
- ▶ 92% of all funds raised goes to programs and operations. RF is rated 4 Star by Charity Navigator
- ▶ 1928 at the RI convention it was named the Rotary Foundation
- ▶ 1930 was the first contribution was made to Easter Seals in the amount of \$500.00
- ▶ 1957 Paul Harris one of the four original members died and \$1.3 M was contributed to the foundation in his name
- ▶ 1963 Paul Harris Fellow was established
- ▶ 1965 Matching District funds established
- ▶ 1978 Group Student Exchange started
- ▶ 1985 Rotary Endowment Fund started
- ▶ 1988 Polio Plus program started to raise \$100M and \$247M
- ▶ 2006 Rotary reached 1M PHF's members
- ▶ 2007 started EREY every Rotarian every year
- ▶ 2009 Bill & Melinda Gates \$100M challenge began
- ▶ 2011 SIR was a 100% Paul Harris Fellow Club- meaning every members was a PHF.
- ▶ 2013 Rotary started the Water Mission program
- ▶ 2015 Global & District Grants started
- ▶ 2019 Troy Ward was our President of SIR
- ▶ 2020 Carole Ingram elected President of SIR

Rotary Foundation Programs

- ▶ Matching Grants- Elementary School program in northern Beaufort County- Total grant \$5,000.00
- ▶ International Grant - \$15,000 for an optical laser for people in Guatemala - headed up by Baxter McLendon 2019
- ▶ Polio Plus- this year SIR has pledged \$2,660.00
- ▶ Rotary Foundation goal \$14,280.00
- ▶ SIR matches any members contribution to the Foundation
- ▶ Encourage more members to join the PH Society - total contribution \$1,000.00 per year- cash or stocks
- ▶ November is Rotary Foundation month so let's see how many new PHF's we can get by this date. Please call John Perrill for information on the Foundation 843-252-3806.

Rotary Foundation

Areas of Foundation Focus

- ▶ Promote peace
- ▶ Fight disease
- ▶ Provide clean water
- ▶ Save mothers and children
- ▶ Support education
- ▶ Grow local economies
- ▶ Environment

SIRC Foundation History

- ▶ All time giving \$447,240.00
- ▶ Paul Harris Fellows 49
- ▶ Benefactors 9
- ▶ Bequest Society 3
- ▶ Major Donors 3
- ▶ Level 2 Major Donor 1

What is the CART Fund?

- ▶ CART - Coins for Alzheimer Research Trust
- ▶ Started in 1995 by the Sumter Rotary Club by Roger Ackerman and Dr. Jack Beman
- ▶ May 1996 presented program at the District Conference and 62 out of the 68 bought into the program
- ▶ 1997 CART was officially adopted as a major program for District 7770.
- ▶ Since started until May2019 they have raised \$8.2 million for 50 grants for research- 100% of funds goes to research
- ▶ SIR has contributed every year from our blue buckets
- ▶ Several SIR members have set up matching funds for help this very important program.

SIRC Membership Committee



► Purpose:

To develop a foundation of the club membership through recruitment, education, personal & professional development in meeting the objectives of Rotary.

► Members

- Mark McCain - Chair
- Carson Bruce
- Walt Daniels
- Ed Duryea
- Carole Ingram
- John Perrill
- Ronny Tanner
- David Zeoli

Membership Committee Goals & Objectives

- ▶ Sustain the club membership and strive to assist in recruiting and inducting ten new members.
- ▶ Increase the club's diversity of membership
- ▶ Assist with the marketing and educational opportunities of the Public Image / Public Relations Committee.
- ▶ Conduct at a minimum of ten committee meetings over the 2020/21 club calendar year
- ▶ Attend and learn from the District Membership meeting in September
- ▶ Continue to refine the membership induction process to be more rewarding for the candidate and to stream line the process.
- ▶ Develop and implement a new members mentoring program
- ▶ Sustain and continue to improve the Fireside Chat program Strive to increase the participation of the present and future board members to attend the annual Rotary Leadership Institute (RLI).
- ▶ Attend the District 7770 Conference.

SIRC Fundraising Committee



Purposes

- ▶ **Coordinate** major fundraising projects within the club to support our community
- ▶ **Develop** a club plan for projects and directing fundraising profits to appropriate projects
- ▶ **Monitor** fundraising projects
- ▶ **Report** the results to members, community and donors; and to continually generate and investigate possible new fundraising ideas.

Members

- ▶ Anna Graham - Chair
- ▶ Austin Blake
- ▶ Carson Bruce
- ▶ Vimal Desai
- ▶ Bob Ellis
- ▶ Terri Ely
- ▶ John Schueler
- ▶ Jackie Youmans

Fundraising Committee Goals & Objectives

- ▶ Create a guide/procedure to assist subcommittees (Shrimp Race, Biathlon and Any Other New Events presented) better implement strategies for ensuring that we help the Board carry out it's due diligence function related to ensuring the fiscal health through fundraising. In doing so, we will work to build a culture of enthusiasm for fundraising throughout our club.
- ▶ Manage fundraising during the Covid-19 Pandemic. Prioritize the activities that bring gifts in the long term. Raise money while still staying home. Be proactive and continue to move our organization forward.
- ▶ Work hand in hand with Public Image Committee with all pertinent information that may be used for any social or print media.

SIRC Club Service Committee



Purpose

This committee's purpose is to enrich the Sea Island Rotarian experiences as a club by creating projects, services, and activities to engage club members.

Members

- ▶ Woody Oakley - Chair
- ▶ John Barber
- ▶ Ed Duryea
- ▶ Ray Harvey
- ▶ Robert Long
- ▶ Art Markle
- ▶ Bob Priest
- ▶ Bill Smoak
- ▶ Jim Williams

Club Service Committee Goals & Objectives

- ▶ *Engage Club Service Committee members actively in the business of the committee*
- ▶ *Increase participation in club socials*
- ▶ *Provide engaging, inspiring, and informative club programs for each meeting*

SIRC Community Service Committee



Purpose

This committee's purpose is to seek, organize, and oversee charitable activities and community service projects on behalf of SIRC.

Members

Bob Ellis - Chair

Dan Ahern

Terri Ely

DC Gilley

Chuck Ingle

Mke McNally

Jeff Peth

David Roos

Jessie White

Ashley Covington

Michael Fleischbein

Bob Gross

Joe Mantua

Steve Mix

Amy Purdy

Pat Stanton

Tom Wright

Community Service Committee Goals & Objectives

- ▶ Improve club member participation for each of the committees under the Community Services Committee umbrella.
- ▶ Ensure that each subcommittee meets as needed in a timely fashion and receives guidance and any needed aid/resources from the Community Services chair.
- ▶ Ensure that each subcommittee has a representative able and ready to report about that subcommittee's progress to the general membership.
- ▶ Include Public Image/Public Relations Committee representative at each meeting of the Community Services Committee.
- ▶ Document the Community Services Committee and its subcommittees' duties, procedures, policies, resources, contacts, etc. and upload to the district website.
- ▶ Work with the Fundraising Committee to coordinate/facilitate/increase fundraising between the Shrimp Race and Biathlon.

SIRC Education Committee



Purpose

provide broad-based support for education and to enhance the education and well-being of all youth in our community through three areas of focus: Education of Rotary members; Service to the School Community; and Recognition of Students and Teachers. With education and youth among the highest service priorities of this club, members have the opportunity to provide leadership and support where it really matters.

Members

Marilyn Peck - Chair

Austin Blake

Chad Cox

Mark Fisher

Michael Fleischbein

Anna Graham

Jim Grimsley

Meredith Keene

Layla Manning

Mike McNally

Troy Ward

Mark Weeks

Jessie White

Jackie Youmans

Education Committee Goals & Objectives

- ▶ Assemble a working committee that will meet quarterly.
- ▶ Continue the following programs: Rotary Reader, The Little Free Library, Interact at Battery Creek High School, School Uniforms and the Scholarship Program for local high schools and USCB.
- ▶ Investigate the possibility of starting a Rotary program at USCB (Rotaract).
- ▶ Provide reusable bags for Born to Read (Literacy Initiative), personalized with the Born to Read and SIRC logos.
- ▶ Investigate the possibility of expanding Rotary Reader to Mossy Oaks Elementary School.

SIRC Vocational Services Committee



Purpose

Encourage and foster high ethical standards in business and professions; to recognize the worthiness of all useful occupations; and to dignify each Rotarian's occupation as an opportunity to serve society.

Members

- ▶ Andy Borgert - Chair
- ▶ Ed Duryea
- ▶ Frank Rodriguez

Vocational Services Committee Goals & Objectives

- ▶ Award three-pronged Ethics in Business awards... local business, local non-profit, public service employee.
- ▶ Schedule Rotarian “Get to Know Me” monthly presentation - Once a month have a SIRC member spend five minutes to explain what they do and answer questions.
- ▶ Promote Economic Development and Diversity in Beaufort - looking at ways to help promote the development of locally-owned businesses and bringing new businesses to the community.

SIRC Public Image Committee



Purpose

Promote Rotary and communicate its purposes, by delivering a constant stream of information and highlights about Sea Island Rotary to members, potential members, external audiences, including various forms of media (Website, FaceBook, Instagram, etc.) community leaders, potential partner organizations, program beneficiaries, and the general public by sharing club stories, announcements, and news.

Members

- ▶ Randy Atkins - Chair
- ▶ Dale Douthat
- ▶ Mark Flasch
- ▶ Kaylin Garst
- ▶ Barry James
- ▶ Cael Lewis
- ▶ Debbie Schuchmann
- ▶ Jerry Schultz
- ▶ Ed Wise
- ▶ Jackie Youmans

Public Image Committee Goals & Objectives

- ▶ Finalize the re-development of SIRC Web Site
- ▶ Maintain attractive and up-to-date Web and Social Media Sites
- ▶ Get to Know Our Local Media
- ▶ Write Press Releases that Local Journalists Will Want to Read and Publish
- ▶ Improve community (and member) awareness of the Sea Island Rotary Club, its projects and role endeavoring to make Beaufort, the County and world a better place.

SIRC Club Assembly Member Reflection

- I. How are you engaged already?
- II. What opportunities will you take for service in 20-21?
- V. What have you learned from our Club Assembly?
- VI. What inspires you as a Sea Island Rotarian as you look forward to 20-21?

As you reflect,
Reach out to one
Of your Board
Members as you
Identify areas you
Would like to
Engage and serve.

Stay the course, light a star, Change the world where'er you are.

--- Richard Gallienne

**Sea Island Rotary Strong
in 20-21!**

Rotary

