

Projects, Special Events Chair

PDG Paul Erickson

paul.erickson53@hotmail.com

The good, the average and the misguided (good intentions but)

OR

I hope this does not get in the paper or end up in legal proceedings.

Examples: rally, competition, safety issue



A member asks to use the Rotary BBQ for a community function



+



=



Let's have a wet T shirt competition at our community fair



+



=



Fire works would be nice at our fundraiser



+



=



Aims of this presentation

Identify:



- What constitutes a Rotary project?
- What kinds of projects will have the greatest impact on the community?
- What fundraisers / resourcing will ensure appropriate funding for projects?
- What steps lead to effective planning and development of your clubs project?
- How will we evaluate and promote our projects?

Project Data Base

To get inspiration.

To avoid duplication.

To allow joint ventures.

To promote our clubs activities to our members, other clubs and the community.

Rotary
District 9685



Club	Community	International	Vocational	Youth	Fundraising	Financial Support

Information to:

Communication Director – Les Walsh

les@leswalsh.com.au

Project data base at:

Rotary District 9685 Home Page

[www.rotary**district9685**.org.au](http://www.rotarydistrict9685.org.au)



On what constitutes a Rotary project.

A **project** is defined as a **collaborative** enterprise, involving research or design, that is carefully **planned** to achieve a **particular aim**.

Community, Projects and Special Events

International

Youth

Vocational

Membership / Public relations.

Unique/specific, holistic, joint





Club Service Project Committee Manual

Club Projects

Clubs should:

- Develop goals to achieve club service project for the coming year.
- Conduct service projects that include needs assessments, planning, and evaluation.
- Identify opportunities for signature projects that will increase your club's recognition in the community.
- Work with other organizations, volunteers, and committee members to maximize the impact of your projects.
- Lead efforts to raise funds for projects.
 - Understand liability issues that affect your club projects and activities.
- Work with the club public relations committee to promote service projects.

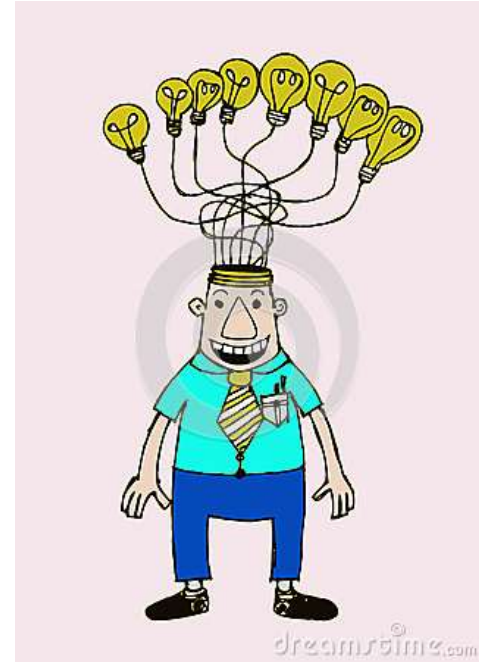
So lets look at some step in developing a project:

Step 1:

Sources for project inspiration



Members “I think we could”



PDG David Cook

ELEV. 163M

CITY OF BLUE MOUNTAINS

Glenbrook

GATEWAY TO BLUE MOUNTAINS

AUSTRALIAN GNOME CONVENTION

GLENBROOK PARK

AUSTRALIA DAY



Australian Gnome Convention – Australia Day



The screenshot shows the website for the Australian Gnome Convention. The header features a banner with various gnome photos and the text "Australian Gnome Convention". Below the banner is a navigation menu with links: "Gnome Conventions", "Home", "Gnome Links", "Gnome Stories", "Comm, Goin' Stayin'", and "Contact Us". The main content area is divided into two columns. The left column has three sections: "Gnome Master" with a photo of a man in a red gnome hat, "Winning Gnome" with a photo of a gnome on a table, and another "Winning Gnome" with a photo of a man and a woman. The right column contains text about the 2012 convention, mentioning a damp day, the Australia Day Ambassador, and a gnome competition. A large photo of a man in a red gnome hat and a woman smiling is prominently displayed on the right side of the website screenshot.

Gnome Master

It was a bit damp on the 26th January in 2012, but we carried on and the Gnome Convention was held in spite of the weather, along with the other Australia Day activities at Glenbrook Park in the Blue Mountains.

As we had a great time, that nice Jason Hodges came along with his little dog and took loads of pictures of us gnomes - we was so proud!

Jason is seen here with Julie (aka, the Australia Day Ambassador for the Blue Mountains in 2012). She was lotsa fun an' all!

He entered the 'gnome lookalike' competition and won the category - 'Best lookalike gnome with dog'!

We hope we didn't eat his prize at all once!

Jason and his team took lotsa movie on the day an' it was shown on Better Gnomes and Gardens on July 5th. It was really good! We was all so thrilled to see ourselves on the Telly.

Thanks Jason and thanks to Julie an' all - they helped make our Gnome Convention a lotta fun.

Click on the Gnome Conventions link (at the top of this page) an' choose 8th convention, an' you can see lots more pictures of our lovely day at Glenbrook.

Are you comin' in 2013?

Winning Gnome

Winning Gnome



The 2014 event
will be the
10th Anniversary
of the
Australian Gnome
Convention

Come & join
in the fun!

Glenbrook Park

David the Gnomemaster and Her Excellency, The Governor of NSW, at 2014 Australian Gnome Convention



Star

PENRITH CITY

Your best site
for local
jobs.

Jobs.com.au

See inside

Our best
bowler



PAGE 21

THURSDAY, JANUARY 13, 2011

A FAIRFAX COMMUNITY NEWSPAPER

CLASSIFIEDS PH: 13 24 25



Gnome sweet gnome

THE Glenbrook boy gnomes need to meet some girl gnomes so David Cook and Trevor Lloyd, Lower Mountains Rotary, are on the search for some female concrete critters which are not "barefoot and pregnant".

Roderick Shaw explains. SEE PAGE 3
Picture: Gary Warrick

Other sources of inspiration:

Clubs 3/5 year plan (continuity) (We've always supported)

Written requests for support.

Club and conference speakers.

Other clubs / Zone meetings.

Conduct a needs survey of the community.

Responding to natural disasters.

Rotary Visioning program (David Mylan).

www.rotarydistrict9685.org.au

Rotary Showcase (www.rotary.org)

www.rawks.com.au

Rotary Foundation (Tony Castley, David Rands) and newsletter.

Working with other community groups (e.g. Red Shield).

Rotary Foundation Matching Grant - Democratic Republic of the Congo



Rotary Club of Springwood Inc.

Presented by Colin Kenney

BACKGROUND

Earlier Work in the Congo:

- \$1000 grant from the Club to go towards building a dental clinic



IMAGINATION PHASE

Need for :

- Ultrasound for maternity clinic
- Sanitation Facilities
- Solar Panels for Clinic



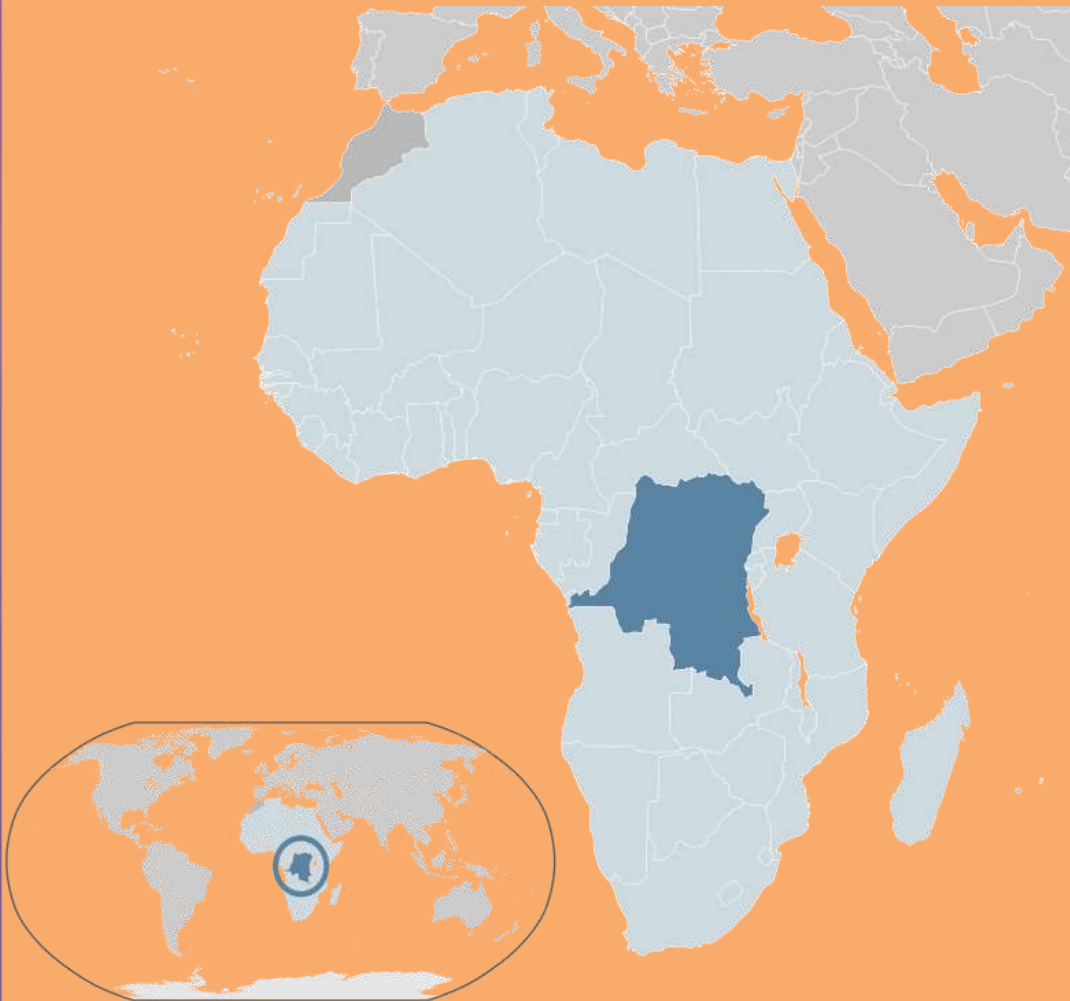
**We sought a
Rotary Foundation
Matching Grant**

PLANNING PHASE



- Completion and submission of Foundation Matching Grant application.
- Liaison and negotiation with the Rotary Club of Butembo to implement and undertake on-site management of the project and the distribution of the funds.
- The Rotary Club of Springwood planned how to raise the funds to qualify for the Matching Grant.
- Liaised with Dr Graham Toulmin who was going to assist with the project on-site.

DEMOCRATIC REPUBLIC OF CONGO (DRC)



★ **Butembo** is a city in North Kivu, in the north eastern Democratic Republic of Congo, lying west of the Virunga National Park.



PROVINCES

1. Bandundu
2. Bas-Congo
3. Equateur
4. Kasai-Occidental
5. Kasai-Oriental
6. Katanga
7. Kinshasa (city-province)
8. Maniema
9. North Kivu
10. Orientale
11. South Kivu

CHALLENGES

- How to get the money to the right place in the Congo
- Obtaining the follow-up paperwork and receipts for work completed

OUTCOMES

We achieved the following outcomes:

- The improvement of the dental clinic
- The establishment of an ultrasound facility
- The building of a toilet block
- The addition of solar panels to supply ongoing power for the facilities
- The running of a Dental Training Conference







As a result of the Dental Conference,
37 delegates are now trained for
emergency dental treatment

Rotary's Focus Areas



- Avenues of Service: Club, Vocational, Community, International, Youth
- Presidential Citation
- RI Strategic Plan

Resources for clubs

We are there to support the clubs with **their** needs.



Publications

Training manuals and courses



Club members
District team
Other clubs
Past presidents / chairs



My Rotary
District Web site



Support Documentation

- [Communities IN ACTION A Guide to Effective Projects :](#)

A Guide to Effective Projects was developed to provide Rotary clubs with the tools they need to plan, implement, and evaluate effective service projects.

- [Community Assessment Tools:](#)

A guide will help your club conduct more effective service projects.

- [RAWCS | Current Projects](#)

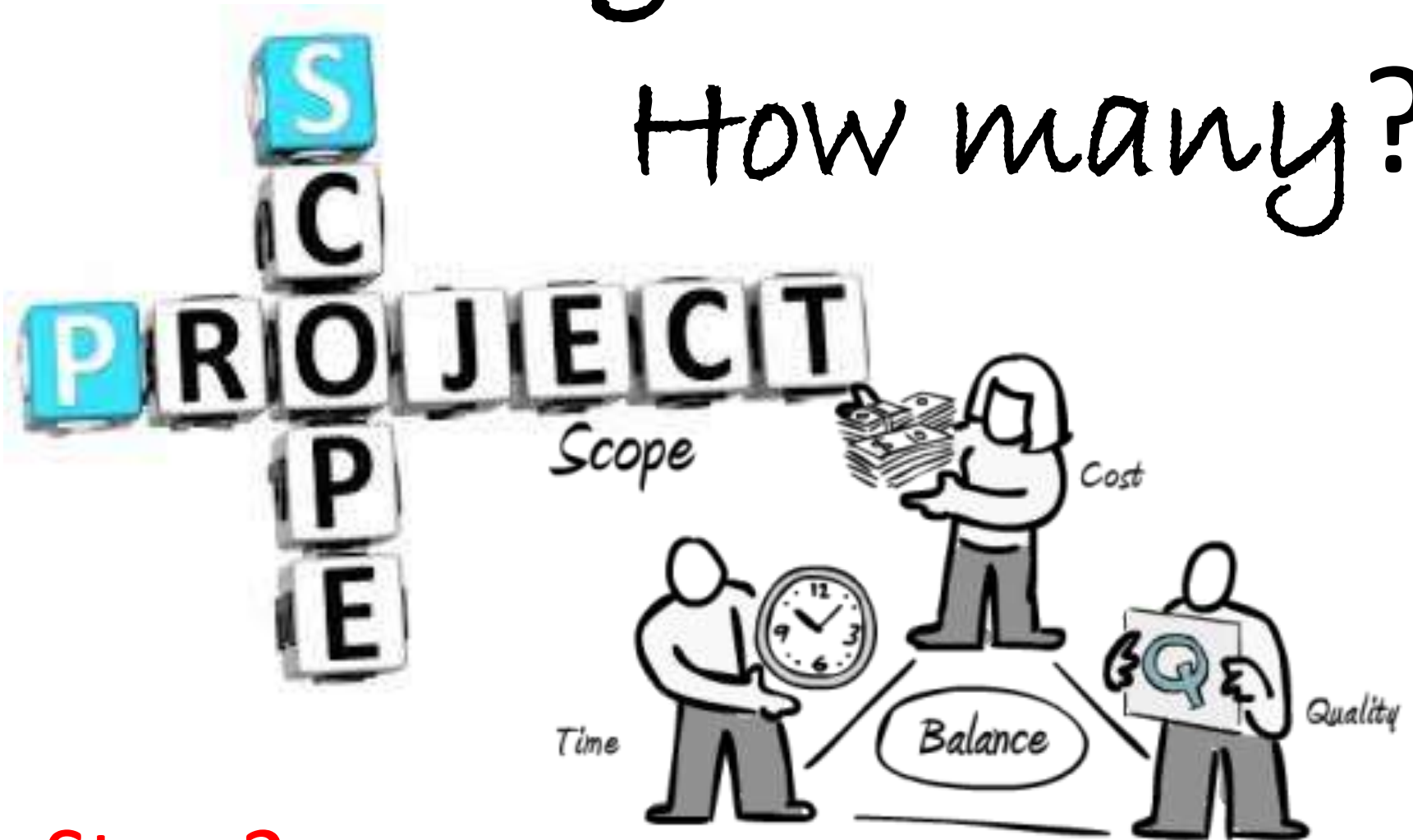
www.rawcs.com.au/RAWCSPrograms_current.htm

- [Get involved with a Rotary Project or Programme – Projects](#)

www.timeforrotary.org

How big ?

How many?



Step 2:



- One member e.g.. Primary reader (no cost or with budget)
- A committee (Avenue of Service) e.g.. YEP (Youth chair)
- Whole club
- Joint ventures (local: other clubs , Rotary programs and charities) or (International)

Issues that can effect:

- The **size** of your club
- The number of **active members**
- **Budget** (resources) available
- **Interest and skills** on your members
- Prior commitments – **unfinished business**





ROSEVILLE CHASE ROTARY FUN RUN
Sunday 27th July 2014
 Register & Info @ www.rosevillechaserotaryfunrun.org.au

10KM FUN RUN
 Starts 8.00am

5KM FUN RUN & WALK
 Starts 8.15am

CITY TO SURF WARM UP

Castle Cove Park
 Holly St, Castle Cove
REGISTER ONLINE
 Another Rotary Community Project

ANTIQUES & COLLECTABLES FAIR
The Rotary Club of Springwood, Inc
 Springwood High School
 Grose Road, Faulconbridge
 Admission \$7.00



ROTARY CLUBS OF CENTRAL COAST
 FORMERLY A MAJOR PROJECT OF THE ROTARY CLUB OF OURIMAH

MUNA
 MODEL UNITED NATIONS ASSEMBLY

What makes a service project effective?

Effective service projects do more than just offer a quick fix for problems. The most effective service projects:

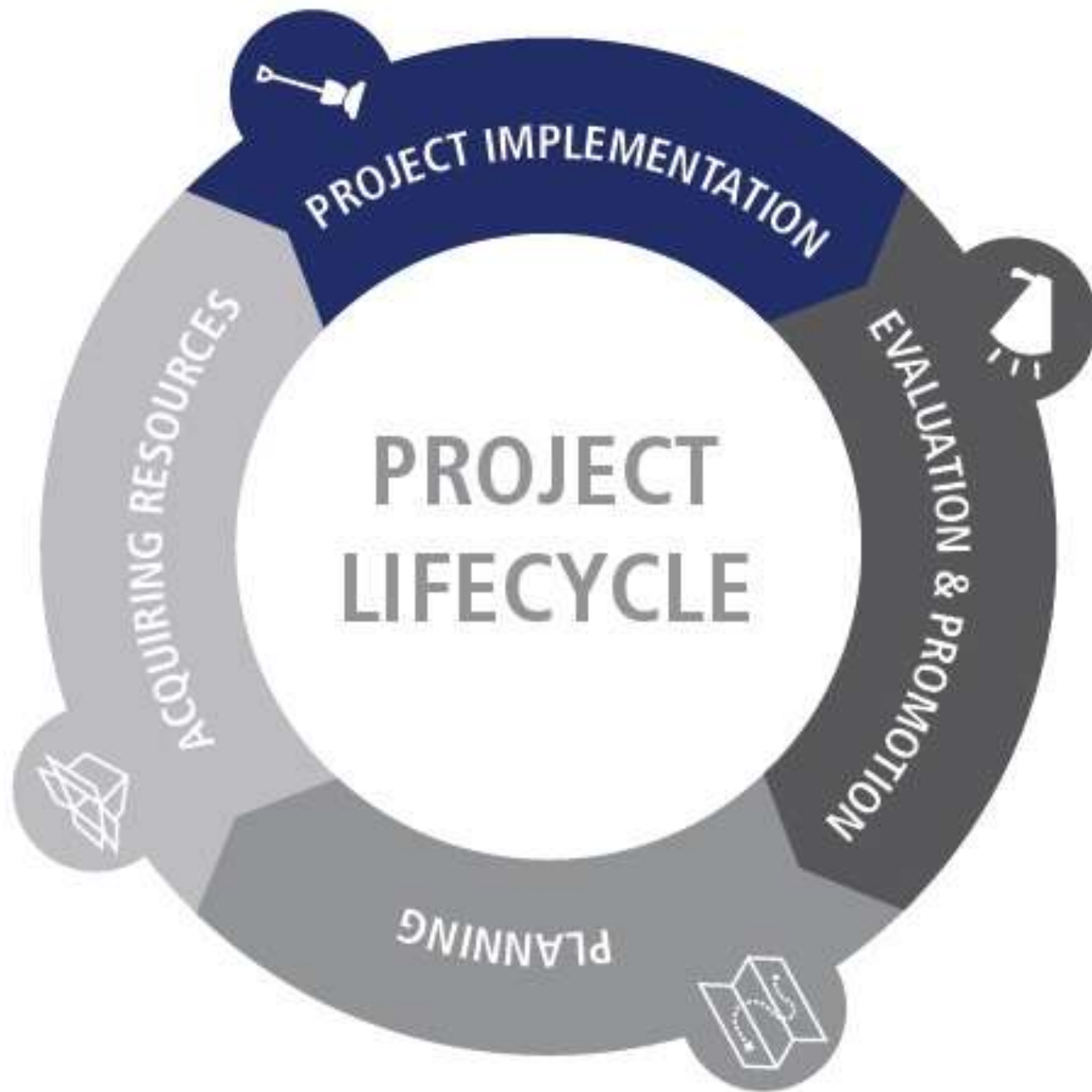
- Respond to **real issues**
- **Improve** community members' lives
- Incorporate the **abilities** of those who are served
- **Recognise** the contributions of all participants as important and necessary
- Are based on a realistic assessment of **available resources**
- Aim for **specific goals** and objectives with **measurable results**
- Build effective **networks**
- **Empower** people and communities
- Are **FUN**
- Can **raise funds** to help other projects succeed
- Their not secrets publicise and **raise image/profile** of Rotary

Some key factors to consider:

- **Community support and involvement.** Developing strong community support and involvement helps club service projects succeed by improving access to local resources, building community capacity, and fostering friendship and goodwill. Consult with a wide range of community members. They can provide a resource base of experts on local issues. In addition, working with community members helps identify potential new Rotarians
- **Club's service history and interest.** Consider what types of projects your club has successfully completed in the past. Do your members prefer to take an active role in implementing projects, or do they excel at raising and donating funds to existing community efforts?
- **Time, resources, and project duration.** A club's resources and the amount of time that members can commit to projects are limited, so clubs must carefully balance their available resources and the projects they choose to undertake. It is important to discuss in advance how much time members are willing to commit. Setting realistic goals will help ensure that the project can be completed effectively.
- **Sustainability** (it's good to give an engine but who pays for the fuel and repairs?)

To ensure that the projects established are effective, be sure that they accurately reflect committee capabilities and club interests
Goals should be:

- **Shared.** Those who participate in setting a goal and developing strategies to achieve that goal are committed to implementing it. Consult with club leaders, club members, and district leaders in setting a goal.
- **Measurable.** A goal should provide a tangible point to pursue.
- **Challenging.** A goal should be ambitious enough to go beyond what the club has accomplished in the past.
- **Achievable.** Rotarians should be able to accomplish the goal with the resources available. Compare goals to previous goals achieved by the committee and the club.
- **Time specific.** A goal should have a deadline or timeline.
- **Reach out** to clubs locally and internationally for partnership, fellowship, service, and volunteer activities.



Step 3:

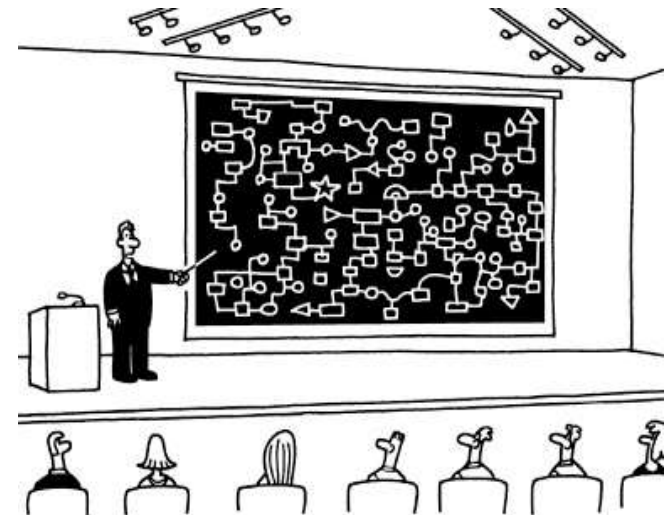
Developing a project work / action plan:

With the goals in mind, create a work plan — a simple, easy-to-understand schedule that documents each task involved in reaching the project's objectives. The work plan should list:

- Specific tasks
- Individual responsibilities
- Resources
- Budget
- Project timing and deadlines
- Anticipated task outcomes

Your club may also appoint an individual or a subcommittee to monitor the plan's progress and encourage, remind, and reward those working on each task. This plan has to be communicated to all club members and other involved.

Realistic Planning

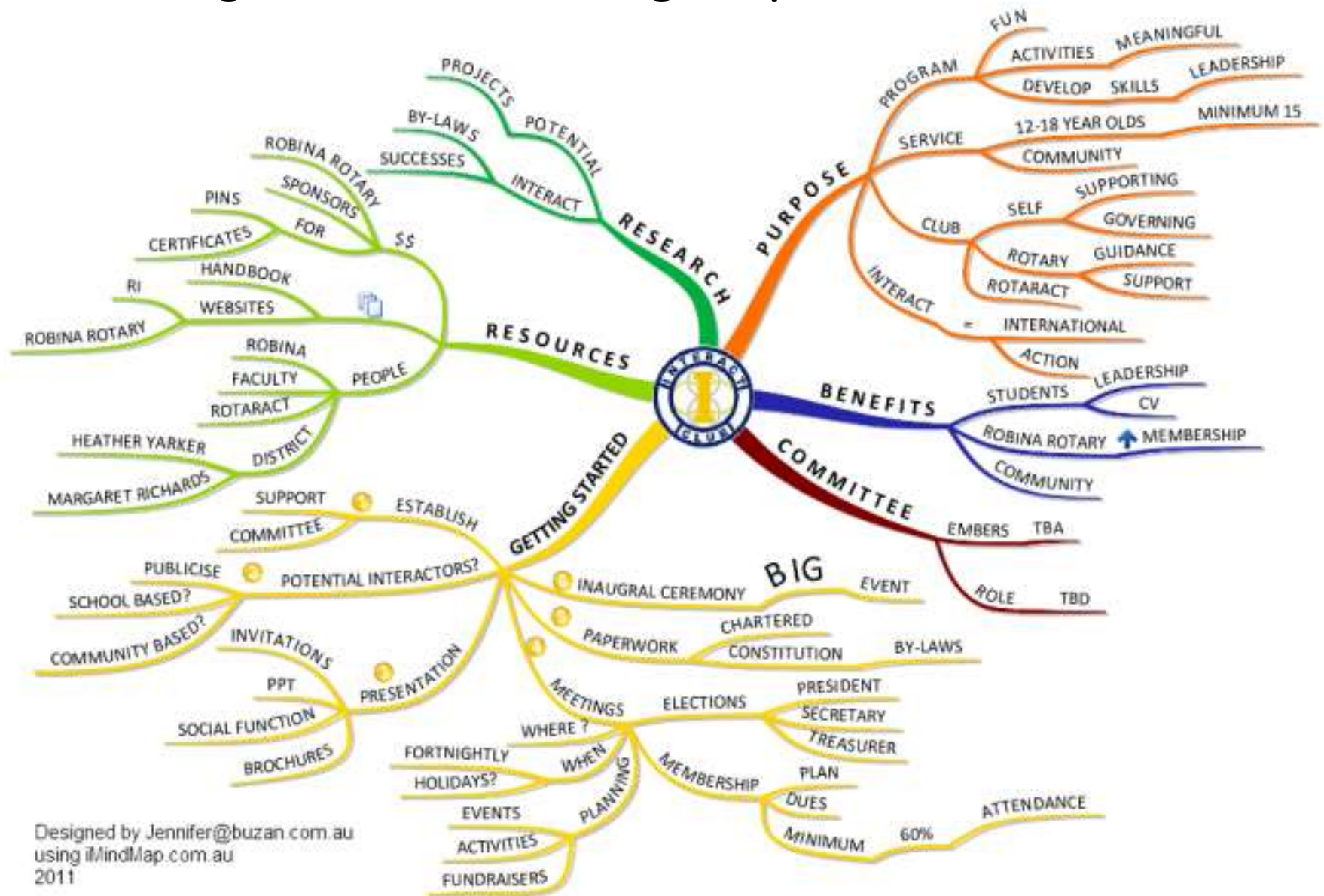


"This is our plan for
the next 1,000 years."



ACTION PLAN			
WHO	WHAT	WHEN	HOW

Planning a new interact group.



Work with Rotary and other partners:

Clubs can strengthen their service projects by collaborating with other Rotary clubs locally and internationally, with individuals, organizations, and Rotarian-sponsored groups that are based in the community being served or that have expertise in a particular area of service. Working with partners can help even small projects achieve a greater impact, and can help established projects become more effective and sustainable. You can find a partner in various ways:

- Contact your district Rotary Foundation committee chair or district programs committee chair.
- Network with fellow Rotarians at district and international meetings.
- Expand your international connections through fellowship visits with other clubs and Rotary Friendship Exchange.
- Connect with fellow Rotarians on social networking sites.
- Explore www.rotary.org.

Rotary Showcase is an online, searchable database of Rotary club projects that can be used as examples of best practices. Any Rotarian can add a project to the showcase, and by signing in through Facebook, share information and photos of the project with friends.

- Rotarian Action Groups Rotarian Action Groups provide assistance and support to Rotary clubs and districts in planning and implementing service projects in their respective areas of expertise. They are autonomous, international groups organized by committed Rotarians, Rotarians' spouses, and Rotaractors who have expertise in and a passion for a particular type of service. Learn more at www.rotary.org/actiongroups.
- Rotary Community Corps A Rotary Community Corps (RCC) is a group of nonRotarian men and women who share Rotary's values and commitment to service. With the guidance and support of their sponsor Rotary clubs, RCCs plan and implement projects that address issues affecting their communities. They can also help support Rotary club service efforts. Sponsoring an RCC can be an effective way to involve community members in planning and implementing service projects, and can help ensure their sustainability. Learn more at www.rotary.org/rcc.

External organizations:

Before partnering on a project with an outside organization, confirm the organization's integrity and its compatibility with your project goals. Ask these questions:

- What is the organization's mission?
- Does its mission agree with the values of your club?
- What is the organization's history? Its reputation in the community?
- Does the organization have financial statements available?
- Is the organization willing to work with your club and share public relations opportunities?
- What kinds of hands-on service opportunities would your club members have in working with the organization?

Step 4:



What fundraisers will ensure appropriate funding for projects?

Fundraising

Fundraising requires a plan that explains what your club wants to accomplish with the project and how the club expects to get the money to make it work. You might be able to finance a project completely through fundraising events, such as a charity dinner, celebrity auction, walkathon, arts and crafts sale, bake sale, or car wash. But in other cases, you'll need to turn to outside funding sources such as:

- Individual donors
- Businesses
- Foundations (including The Rotary Foundation)
- Nonprofit or nongovernmental organizations
- Government agencies
- Other Rotary clubs

Current District 9685 club based funding sources:

Street fair

Community markets

Car boot sales,

Book fairs

Trivia nights

Raffles

Club BBQ, Bunning BBQ

Movie nights

Challenge bike rides

Golf days

Antique fairs

Christmas raffles

Christmas pudding sales

Community sponsorships,

Members contributions

Book sales

Loose coin collection

Garage sales

Concerts

Balls

Art show

Open gardens

Special fund raising dinners

Movie and theatre nights

Community fireworks

Fine sessions

Chocolate wheel

Parking at events

Christmas tree sales

Christmas cards sales

Corporate memberships

Fun runs

Art show

Race days

State Government Grants

Department of Planning and Community Development offer a range of community grants

Local Government Grants

Most local governments offer annual community grants.

Non Government Funding Options

Philanthropic Trusts and Foundations

Most of these will require you to have Deductible Gift Recipient (DGR) or Income Tax Exempt Charity (ITEC) tax status.

Listing and information on trusts can be found through Philanthropy Australia and on Philanthropywiki

Ourcommunity.com: provides information on how to apply for grants and listings of available grants at any one time. You need to subscribe.

Local Business

Local businesses are often open to being approached for funds for equipment in exchange for advertising. It is also worth talking to your local chamber of commerce. Check with your local government directory for contacts. [Bendigo](#)

[Bank](#): This bank offers sponsorships at grass roots levels

Service Clubs

Other service clubs are all possible sources of funding, especially one off equipment grants. They are often looking for guest speakers at their meetings - offer to give a talk about your service. Check with your local council directory for service club contacts.

TURN YOUR VISION INTO REALITY WITH A ROTARY GRANT

DISTRICT GRANTS

Help a community

Flexible short-term activities



GLOBAL GRANTS

Make a bigger impact

Sustainable long-term projects & scholarships



PACKAGED GRANTS

Work with strategic partners

Predesigned options to fit your vision



Developing a budget

Realistic financial expectations, outlined in a detailed budget, will reduce the chances of unforeseen costs arising as the project progresses. Base the budget on your work plan. What expenses do you anticipate for each task, and what income is likely?

Considerations might include:

Expenditures

- Printing of promotional materials
- Postage for promotional materials
- Transportation for volunteers
- Refreshments for volunteers
- Materials and supplies

Income

- Donated goods and services
- Funds raised for the project
- Grants

Step 5: Other important consideration

RISK MANAGEMENT



Risk Management

Safeguard your club's members, program participants, and assets. Consider three basic questions when planning activities and service projects:

- What can go wrong?
- If something goes wrong, how will I or the club respond? (carry out a risk assessment for all projects) (Refer District Website)
- How will any losses be paid for?
If there is a significant possibility that something will go wrong, you can reduce risk by
 - Not conducting the activity or event
 - Modifying the activity or event to lessen the risk . Clubs are urged to obtain the advice of legal and insurance counsel regarding liability protection.
 - Preparing a plan and take steps to address potential problems
 - Finding another organization that will agree to participate and share the risk

Naming your project



Using Rotary Marks.

The Rotary emblem identifies Rotary clubs and their members in every part of the world. All Rotarians should be concerned with protecting the integrity of the emblem. Clubs are welcome to use the Rotary name in naming their projects, programs, and activities. It is recommended that your club name be used immediately following or preceding the Rotary name. Clubs may use the Rotary emblem in conjunction with such activities, as long as it is correctly reproduced.

INCORRECT Rotary Cleanup Project

CORRECT: Rotary Club of the Valley Cleanup Project Rotary Cent

Child protection

Ensure that planning for any club service project involving young people includes adequate protection, such as volunteer screening, selection, and training



Step 6: Evaluation



Members, Club, District,
RI and community



Why would you review and evaluate a Project?

No matter what the size or complexity of the project, it is necessary to measure the success of the project against well-defined criteria.

A review undertaken at the end of a project (regardless of size or complexity) provides valuable information to allow the club to make an informed decision about closing the project. It captures the lessons learnt which will benefit the club in future projects.

By communicating the results of the evaluation, your club can inform its members, board of directors, service users, funders, the public, or other stakeholders about the benefits and effectiveness of your club's services and programs, and explain how service organisations work and how they are monitored.



Choosing an evaluation method Consider these factors:

- Purpose of the evaluation
- Audience (club members, sponsors, media, etc)
- Information needed
- Information sources
- Best way to collect the information
- Date the evaluation is needed
- Resources available for information collection
- Method for reporting the results

You can use the results of a project evaluation to:

- identify ways to improve or shift your future project activities;
- prepare project reports (e.g., mid-term reports, final reports) such as required by RI / District with District Simplified Grants and Global grants;
- inform internal (members other clubs District) and external stakeholders about the project;
- plan for the sustainability of the project;
- learn more about the environment in which the project is being or has been carried out and what future needs might be;
 - present the worth and value of the project to stakeholders and the public;
- plan for other projects;
- compare projects to plan for their futures;
- make evidence-based organizational decisions;
- demonstrate your organization's ability in performing evaluations when searching for funds; and
- demonstrate your organization's concerns to be accountable for implementing its plans, pursuing its goals, and measuring its outcomes.

Using Social Media to Promote Rotary



Step 7:

Promotion



The Importance of Publicity & How It Affects Your Rotary Club

**"In the promotion of understanding,
it is important to reach large numbers,
non-Rotarians as well as Rotarians, and
you cannot reach large numbers privately."**

~Paul Harris



Ways to promote Rotary and your project.

- Promote- via the media- club activities that address important community issues
- Develop a club web site and encourage other organisations to link to it.
- Publicise members participation in business and trade periodicals.
- solicit third party endorsement of Rotary projects.

- Wear Rotary pins, shirts, aprons etc. to public events.
- Place brochures about Rotary and advertising Rotary events in local businesses (e.g. Doctors)
- Use signage throughout the community.
- Arrange for Rotary displays in local library, parks etc.
- Produce a video of club activities
- Promote Rotary work with and for youth, especially in schools and school magazines and newsletters.
- Seek opportunities for Rotarians to speak at community events.
- Speak to local press groups and encourage local paper staffer to be honorary member.

RI PROJECT CHECKLIST

Consult the following checklist to ensure that your club is following the key best practices highlighted in this guide. Refer to the page numbers listed in parentheses to review a particular step.

Answer these pre-assessment questions

- What kind of information about your community do you want to obtain?
- How will you represent everyone in the community in your assessment?
- What kind of community assessment tool will you use?

Conduct a community assessment

- What needs and assets did your assessment reveal?
- What types of projects has your club done in the past?
- What types of projects are club members interested in?

Select a project

- What financial and time commitments are required of your club?
- How long will the project last?
- Will the project be sustainable?

Appoint a service project committee .Set project goals and objectives

- Are project goals shared, challenging, achievable, measurable, and time-specific?

Develop a project work plan and budget

- Have you identified specific tasks to meet your project's goals and objectives, and developed timelines for completion?
- Have you identified the financial or material resources needed to complete these tasks?
- Do you have a plan in place to ensure transparency and accountability?
- Do you have plans in place to deal with liability and protection?

Identify prospective partners

- What external organizations will your club partner with?
- What other Rotary groups will your club partner with?

Create a fundraising plan. Reach out to prospective donors and apply for grants.

Appoint a volunteer coordinator and engage volunteers.

Facilitate regular communication with project stakeholders.

Undertake public relations activities in the community, both during the project and after its conclusion.

Conduct an evaluation

- Were the project's goals and objectives met? Why or why not?
- What lessons has your club learned from this project?