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# Rotary District 7120 Polar Plunge Fundraiser

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[District 7120's Rotex Rotaract Club](#) is excited to announce its second annual district-wide [Polar Bear Plunge Fundraiser](#)! Last year, thanks to the incredible support of our participants, donors, and corporate sponsors, we netted over **\$30,000**. In response to that success, we have intentionally reduced our own share of net proceeds this year to further expand funding for clubs and youth-focused initiatives across the district (see below). Hosted by the Rotary Youth Exchange Committee and the Rotex Rotaract Club, the event will take place on **Sunday, April 12, 2026, at 11:30am** at [The Beachcomber on Conesus Lake](#) (5909 West Lake Road, Conesus, NY, 14435).

## Event Highlights:

**Registration:** 11:30am – 1pm

**Live Music:** Noon – 2pm

**Award Ceremony:** 2pm – 2:30pm

**Dedicated Changing Time:** 2:30pm – 3pm

**Plunge:** 3pm – 4pm

**Après Plunge Happy Hour:** 4pm – 6pm

Attendees are encouraged to mingle and enjoy the music before and after the plunge. The Polar Bear Plunge is more than a single moment in the water; it is a community gathering designed to bring people together, create lasting memories, and strengthen connections across the region. Hot food, coffee, and both alcoholic and non-alcoholic beverages will be available for purchase throughout the event.

The Plunge will take place in rounds, with individuals & teams ordered alphabetically. The event will include an awards ceremony, recognizing the following:

- The top three individual and team fundraisers
- The best individual and team costumes
- The youngest and oldest plungers (submit age at registration to be considered)
- The top five Rotary Clubs

## How You Can Get Involved:

We are seeking individual participants and teams to take the plunge. Participants will raise funds through donations from family, friends, and colleagues. Rotarians and other participants are encouraged to share the event within their networks and communities, including schools, businesses, hospitals, police, EMS, and other local organizations, so that we can continue strengthening community partnerships. Funds raised by community teams can be attributed to

your Rotary club and will count toward your club's totals. We also welcome corporate sponsors at all tier levels.

To register, individuals and teams can visit the event [website](#). Please see our separate '**How To Register & Fundraise Guide**' if you need assistance registering on [Zeffy](#), our online fundraising platform, would like information on alternative donation methods, or are looking for fundraising tips. Businesses interested in becoming sponsors may contact the Rotex Rotaract Club at [rotaryyouthexchange7120@gmail.com](mailto:rotaryyouthexchange7120@gmail.com) for more information.

Participants who raise \$100 or more will receive a custom event t-shirt. Additional shirts will be available for purchase by participants and attendees. Those who raise \$200 or more will also receive a complimentary lunch. Teams may earn these same benefits by meeting fundraising thresholds based on team size or by raising a minimum of \$1,500 collectively.

### **Fund Allocation:**

Profits will benefit:

- Rotary-sponsored summer camps for children with disabilities, including [Rochester Rotary Sunshine Camp](#), [Camp Haccamo](#), [Camp Onseyawa](#), [Genesee Valley Rotary Camp](#), and [Camp Star](#)
- Five local Rotary Clubs, recognized as winners of the Rotary Club Challenge
- The Rotex Rotaract Club, which provides scholarships to enable students from all socio-economic backgrounds to participate in international youth exchange programs
- The Youth-Oriented Micro-Grant Pilot, supporting youth-led initiatives across the district

### **The Rotary Club Fundraising Challenge (Newly Expanded):**

All donations made to the Polar Bear Plunge may be credited to a specific Rotary club within our district. At the conclusion of the event, totals will be calculated, and the **top five clubs** that raise the most funds through individuals, teams, and corporate sponsors will receive a descending share of net proceeds. Final rankings are determined based on total funds raised per Active Rotarian, ensuring an equitable and competitive framework for clubs of all sizes.

Award funds will be disbursed directly to the winning clubs to support their local programming and community initiatives. The first-place club will also receive special recognition at the Rotary District 7120 Conference at Holiday Valley Resort, May 1–3, 2026.

## **Youth-Oriented Micro Grant Pilot (New):**

This year, Rotex Rotaract is launching a new grant initiative for eligible participating clubs. These micro-grants are designed to support youth-focused initiatives at the local club level and expand Rotary's impact within our communities.

Participating Rotary Clubs may submit a brief application, due June 1 each year, with awards disbursed on July 1 at the start of the new Rotary year. The application process is intentionally streamlined to minimize administrative burden while ensuring thoughtful project planning.

The overarching goal of this initiative is to support the creation or expansion of programs that increase youth engagement, strengthen community presence, and advance Rotary International's and Rotary District 7120's efforts to build awareness and membership among younger generations.

Examples of eligible initiatives may include the formation or expansion of Interact or Rotaract clubs, hosting or sponsoring Rotary Youth Exchange students, supporting RYLA participation, youth-led service projects, and other programs that expand youth involvement in Rotary.

### **Club Eligibility Requirements:**

- Have a minimum of \$500 attributed to them in that year's Polar Bear Plunge
- Appoint a designated Polar Bear Plunge Representative, responsible for:
  - Communicating event updates internally
  - Promoting participation
  - Serving as primary point of contact with Rotex Rotaract

Please refer to our **"Youth-Oriented Micro-Grant Pilot Information Guide"** for full program details. The official grant application form will be made available online and distributed district-wide no later than two weeks following this year's event (no later than April 26, 2026).

Each club's Polar Bear Plunge Representative's contact information must be registered with us prior to submitting a grant application (see contact details below).

### **Special Thanks:**

We would like to extend our sincere thanks to the Livingston County EMS and Sheriff's Departments for volunteering their time and support to help ensure the safety of all participants and attendees. We are also deeply grateful to our participants, volunteers, donors, and corporate sponsors who come together in the spirit of Rotary to make this day of community, service, and fun possible.

*“This event provides the perfect opportunity for past Rotary Youth Exchange students to fund the program we love and that gave us so much. It also provides us with the chance to give back to our Rotary District and the communities our local clubs serve. We hope that this event will foster collaboration and friendly competition between local schools, parishes, businesses, public services, and Rotary Clubs.” – Sylvia Rooney, Rotex Rotaract President 2025*

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Rotary  
District 7120  
Second Annual  
April 12, 2026  
@ Noon  
at the Beachcomber  
Conesus Lake

**Polar Bear  
Plunge  
Fundraiser**

Hosted by rotary youth exchange | Rotaract District 7120