

## WHY WE DO



## what we do

I am immensely grateful for the Kiwanis CNH Foundation's Kenneth C. Ferror Scholarship, which has enabled me to continue my studies at Yale College. At Yale, I aspire to major in Molecular, Cellular, and Developmental Biology and the History of Science, Medicine, and Public Health and hope to ultimately receive an MD/PhD in Epidemiology or Public Health. Though getting accepted into Yale was a huge honor and the greatest accomplishment of my life, I quickly realized that the cost of attending a private school would place a financial strain on my family. This scholarship has partially alleviated this burden and allowed me to focus on my studies and extracurricular endeavors as a student. My time with Key Club gave me the tools and qualities I needed to move forward in my professional life as well as a passion that has fueled my commitment as a life-long public servant.

Thank you for all that you do!

*Serena Ly*

# Report of the Executive Director

Submitted to the Kiwanis Cal-Nev-Ha Foundation Board of Directors, November 2017

## In this board packet . . .

Here's what you can expect at our upcoming board meeting:

1. President Margo will lead us in a discussion on defining our **annual goals**. What do you want to see us accomplish this year? Come prepared to share your ideas so that our committees can define and share their **action plans** for the year.
2. With a new year comes a new budget. The Finance Committee has prepared a budget for your consideration. (**Packet 1, p. 45-47**)
3. As requested by the Board at our June meeting, the Key Club Fundraising Task Force has met to review the concerns surrounding Key Club fundraising for PTP and has a recommendation for your review. (**Packet 1, p. 48**)
4. As the sole shareholder of Cal-Nev-Ha Investors, Inc., the Foundation Board annually meets to elect the Directors of Cal-Nev-Ha Investors, Inc., as well as approve all actions of Cal-Nev-Ha Investors, Inc., of the prior year. You'll find supporting materials in your board packet for this meeting. (**Packet 1, p. 49-52**)

## HOW WE DO what we do

### Champions for Children

Our monthly giving program, Champions for Children, is one of the easiest ways we can meet our mission. For as little as \$10 per month, our donors can have a direct impact on those we serve.

According to Harvey McKinnon, author of *Hidden Gold* and a leading authority on monthly giving programs, "Donors that enroll in monthly pledge programs generate at least 800% more in donations over their life-time." This should be good news for us; however, we shouldn't pat ourselves on the back just yet.

As outlined in the fundraising report provided by our Secretary/Treasurer (**Packet 2, p. 5**), membership in Champions for Children has steadily declined over the past several years. What can we do to turn this around?

(continued on page 2)

## Fundraising Update

Take a close look at the fundraising report provided by our Secretary/Treasurer (**Packet 2, p. 5**). Last fiscal year, we had an outstanding year in donations to our DSA, Dunlap and PTP funds; however, the monies raised for our core "fundraising" funds - i.e., Accelerate, Champions for Children, Founder's Day, Tablet of Honor and Friends of the Foundation - can be summed up as dismal, at best.

But it's not all doom and gloom. With a new year comes a new fundraising goal and a new opportunity to raise funds so we can meet our mission of **building a better future for children**.

Do you know what our overall fundraising goal is for this year? I'll give you a hint . . . it's just slightly less than last year's goal of \$589,550. Give up? Our overall fundraising goal for 2017-2018 is \$570,440. And a large part of that goal includes our Accelerate goal of \$125,000 for this year.

We're more than halfway through our five-year Accelerate Initiative and no where near the fundraising goal we set for ourselves. That said, if you look closely at our budget for this fiscal year, I hope you noticed we increased our grant line items by \$12,500. Specifically, we increased club grants by \$5,000 and we increased PTP grants by \$7,500 - that's double what we budgeted for PTP grants last year!

So why increase grants if we haven't met our Accelerate goal? Because . . . we need a "win." We need to show our members that when they give to Accelerate, they're increasing our programs. That's the promise we made to our donors. Our donors need to know their giving matters and that their donations have had an impact.

When you're talking about Accelerate to our members - and I hope you are - be sure to highlight how giving to date allowed us to increase club and PTP grants this year. And encourage your prospective donor to imagine what else we can accomplish when we fulfill our Accelerate goal. Wouldn't it be nice if we could increase our scholarships next year?

## Champions for Children

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Encouraging our members to become a Champion for Children is the easiest way to meet our fundraising goal so students like Serena can focus on their studies while pursuing a degree. Let's take every opportunity to promote our Champions for Children giving program. And let me ask you this . . . are you a Champion? If not, why not? You can sign up on our home page by clicking on the "Give Now" button.

## SLP Fundraising for PTP

Our Service Leadership Partners have been busy this fall raising funds and awareness for our Pediatric Trauma Program. The Foundation has been represented at the Aktion Club DCON; Circle K's Crazy Competition North & South; KIWIN'S Fall Rally North; and Key Club's Fall Rally North. Next up: KIWIN'S Fall Rally South; Key Club Fall Rally South; and Circle K Fall Training Conference.

## First Dude's Project

ICYMI

First Dude Greg is off to a great start in promoting his project: **Call to Aktion**.

Greg's project will focus on:

- \* assisting Kiwanis clubs build more Aktion clubs in Cal-Nev-Ha;
- \* encouraging more Aktion club members to attend their convention by offering grants, and;
- \* finding ways in which we can encourage greater interaction between our Kiwanis, Circle K, and Aktion Clubs.

We anticipate releasing the grant application after January 1st. For now, the priority is on promoting pins and banner patch sales to generate the funds to provide grants.



## Champions for Children

*continued from page 1*

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## Up Next . . .

### Scholarships

- Scholarship apps coming soon!
- App deadline: February 26th
- Encourage SLP members to start NOW!
- Help students complete their app

### #GivingTuesday

- #GivingTuesday is November 28th
- Part of our year-end appeal
- #GivingTuesday = Day of Giving Back
- Clubs can participate w/ Founders Day gift
- Individuals can participate by becoming a Champion



#GIVINGTUESDAY  
11.28.2017