



Rotary Club of Dunwoody 2015-2016 Evidence Submission



Summary:

The Rotary Club of Dunwoody year began with our selection as an **“Innovative and Flexible Pilot Club”** for Rotary District 6900. The flexible pilot period extends from July 1, 2015 through June 30, 2017. As a part of the pilot program our club focus was participation versus attendance. We also added projects at meetings and this effort was well received by club members and enabled more working members to engage in our projects. This opportunity and the continuation of our future President’s meetings provide stability and future insight for the club. Moving some volunteer projects to the club meeting time provided opportunities for fellowship while volunteering. During Peace & Conflict Resolution month, we held a meeting at the Atlanta Civil & Human Rights Museum with a speaker and a tour.

The pilot designation enables clubs to make changes in the following areas: RI and Club bylaws except for RI dues changes, change meeting logistics and designs, develop creative membership qualifications and requirements, shift club focus from attendance to engagement. The purpose was to improve retention and attract a broader base of new members.

We began the year with 17% of our members >70 and 41% >50. We had 17% of our members under 50. The club agreed to invest in a new category of membership: Young Professionals. Potential member in this category would be under 35 and would receive annually incrementally staggered membership dues for up to 3 years or until age 35. We have 6 members in this category decreasing the average age of overall club members, and contributing greatly to club efforts. One publishes the bulletin, another is Sergeant-at-Arms, and a former Rotaract member handles social media and our Greater giving efforts. They accepted these roles after the loss of longtime members. Member diversity increased and member satisfaction increased.

Other changes during the pilot were to schedule visits and projects as meetings. We visited the Center for Civil & Human Rights as a Club, did the Dresden Book Project and a Stop Hunger Now project at a meeting, changed the presenter times to early in the meeting, and conducted an online survey of member interests with an 82% response rate.

Membership:

Growth was important in our strategy for the year with over 41% of our members over 60 at the start of the year and 17% over 70. Our focus on youth and diversity enabled the club to add members that strengthened the club’s viability in the long term. Club members approved a Young Member category whereby members under 35 years of age paid reduced quarterly dues that incremented annually for a maximum of three (3) years then achieved full dues status. This decision enabled younger professionals to participate in our club as they grew their knowledge of Rotary and became more fully engaged over time. This action resulted in five (5) new members less than 35 years of age in the first quarter of the year. In addition, these new members host a Young Professionals gathering on a regular basis. We continue to work on attracting new members, and retaining current members. Membership growth has



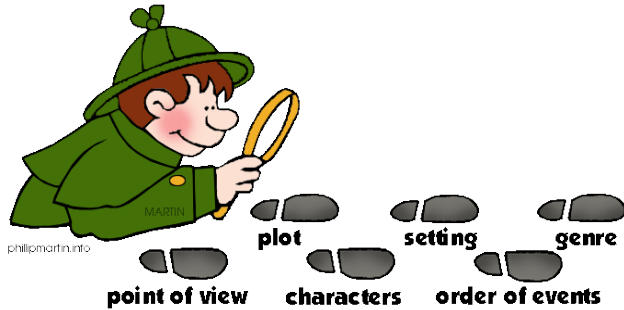
been our biggest challenge. We encouraged each member to identify a friend to bring to a meeting and to share the Rotary experience with them.

International Service Projects

Our **Global Grant** project enabled our club to shine as we partnered with five of our District Clubs (*Brookhaven, Buckhead, Clayton County, Stone Mountain, and Sandy Springs*) on a global grant valued at \$159,808 to support *Family Health Days in Madhya Pradesh, India* in partnership also with *India District 3050*. Dunwoody Rotarian, Marion Bunch, Executive Director, RFFA, led the charge as we served over 70,000 participants with over 500 Rotarian, Rotaract, Doctors, and health professional volunteers. She was accompanied by PDG & Incoming RFFA Executive Director, Alicia Michael, and Paddy Sharma of the Clayton County Club. We are grateful to have had amazing grant support in the writing process by Club International Director, Michael Parks. Marion was also a keynote speaker for International Women's Day at the World Bank on March 8. Promoting Rotary and the difference we make through Family Health Days in Africa and India, where hundreds of thousands have been helped.

Youth Exchange: In addition to our efforts on the global grant, we also were engaged in communicating information on Youth Exchange as a possible program for our District 6900 clubs. Mike Parks led the way on this initiative along with PDG Alicia Michael, and Scott Jennings, Past President. Mike continues to lead the way in this effort by speaking to District 6900 clubs, and participating in Youth Exchange educational programs domestically and abroad. Because of his efforts, District 6900 expects to be a certified district for Youth Exchange later this year. We have a Student "O" Youth Exchange participant who expects to go to Denmark in 2016-2017 jointly sponsored by us and another district club. The District research team voted to move forward on becoming a certified Youth Exchange District and clubs will vote on becoming a Youth Exchange District at our district conference in April. We are grateful for all the support we have received from Youth Exchange International and our District team. The greatest joy is seeing a member's passion realized.

Georgia Rotary Student Program: This program complements our unique and successful Georgia Rotary Student Program (GRSP) of which our club is very much involved. The Rotary Club of Dunwoody hosted Emma Leschley, Denmark, this year home hosted by Past President Lang Woody and his wife Marianne. In January 2016, our club hosted again the GRSP Leadership weekend over the MLK weekend. The weekend consisted that began with a visit to the Center for Civil & Human Rights, a Family of Rotary Event at Slingshot, Fierce Conversations (led by PP Larry Hart), a "Stop Hunger Now" volunteer project, home hosted group dinners, and Rotaract coordinating a volunteer project exercise for GRSP students similar to "Shark Tank" with guest Rotary non-profit judges. A portion of our District grant supported the Stop Hunger Now project and the materials needed to conduct the Fierce Conversations effort.



Global Scholarship Nominee: Rotary Club of Dunwoody sponsored Jasmine Burton for a Global Rotary Scholarship and we have been informed she was selected to proceed to the next phase.

Educating the Untouchables, Nepal – in addition to providing support to the earthquake victims in Nepal, our club provides education support for five (5) untouchables elementary school children for a five year period through the assistance of one of our newest members who is from Nepal.

Community Service Projects focused on Seniors, and community needs. Our club sponsored the following activities in the community service arena:

Seniors: Provided support for the Community Assistance Center (CAC) in July, and supported “Rotary Has Heart for Seniors” in February. Dunwoody Mayor, Denis Shortal, proclaimed February “Rotary Has Heart Month for Seniors” month. The club hosted a Falls Prevention Program in partnership with Perimeter Villages North on February 19. The program consisted of a presentation by Rotary District 6900 Seniors Chair, Carolyn Mattingly, and a Don’t Fall game like Bingo with prizes for those filling appropriate spots on the “Don’t Fall” prevention cards, plus program on exercises to prevent falls. We had 52 Seniors and 20 Rotarian volunteers including DG Bob Hagan supporting us in this venture. The club also contributed to the Perimeter Villages North project providing support to keep seniors in their homes.

In addition, funding was provided to the Community Assistance Center (CAC) for senior support, and also members contributed Ball clothing items for the Sandy Springs Senior project.

Veterans Support

USO Support: Providing their talents and treasures, Dunwoody Rotarians hosted two days at the USO at Hartsfield-Jackson Airport, welcoming veterans passing through and assisting them with their needs, and packing holiday boxes for servicemen overseas. In addition phone cards were donated for servicemen.

Shepherd Project Share Support: the club allocated funds to Shepherd Hospital for Project Share. A holistic support program enabling service men and women to recover from the ravages of war in a holistic manner.

Flood Support for South Carolina

The club joined DG Bob Hagan, and other clubs in providing financial and hands on support for flood



victims in Columbia working with former RI Director, Ann Matthews of Columbia. Water, food, and supplies were collected to support the effort.

Dunwoody State of the City Project – Rotary Club of Dunwoody was the in-kind sponsor for the annual State of the City address by Mayor, Denis Shortal. Excess proceeds from business sponsors for the event will be donated to the club. This project focused on volunteering and providing access to potential Rotarians from guest attendees. Our Rotary President served as master of ceremonies for the event. We had 16 Rotarian volunteers and over 150 volunteer hours in support of this event.

Atlanta Rotaract – our Atlanta Rotaract club has had an outstanding year partnering with our club on many activities, and hosting several events every month for professional, service and social growth. Warren Turner, Rotaract advisor, David Gordon, and Shawn McIntosh assisted their efforts this year. The strategic partnership between Rotaract and the Rotary club of dunwoody culminated in a number of successful club events and a new Rotarian, Gijs Korremans, a former Rotaract club president. Jessica Falcone, President and our club formed a collaboration whereby we promote each other's activities and provide support for each other. The club also supported several families during the holiday time. They adopted a family and provided gifts and food for all of them during the holiday period. The team conducted a Shark Tank event for the GRSP program conference to encourage GRSP students to become engaged in fostering community service projects.

4th of July Parade & Dunwoody Arts Festival - Rotary volunteers in action

The Rotary Club of Dunwoody supports the above community events as annual projects, providing the city volunteers to enable these events to be successful and to promote Rotary and the good we do in the community at the same time.

- **4th of July Parade Hot Dog Stand & Float** – the family of Rotary event provides an opportunity for our Rotary team to come together early in the Rotary year with a fun project. Our float demonstrated Rotary Being a *"Gift to the World"* with beautifully decorated packages in red, white & blue with our Rotary Wheel as a backdrop. RI International Director, Robert Hall, joined in on the float making with his grandson. Rotarians and family members made cookies & brownies for the hot dog stand. DG Bob Hagan and first Lady, Carol Abreu joined us in the parade as we floated down the street in the rain. This event is also used to promote RunDunwoody that occurs in the fall.



- **Dunwoody Arts Festival** – Mother's Day weekend, Dunwoody Rotarians help vendors set up booths, and check in exhibitors for this annual event, then help them tear down the next day. We have done this for many years and the artists look forward to see our Rotarians every year.

Stop Hunger Now Joint Club Project – On March 18 at our regular Rotary meeting we will host a Stop Hunger Now project event that bring together our club, Interact, Rotaract, Family of Rotary, and District 6910 Peachtree Corners Rotary volunteers to package over 10,000 meals that feed a family for a week internationally. Our goal was to hold another club project meeting and foster cross district friendships. We expect to have over 60 volunteers on this project through our joint efforts.

Ronald McDonald House: April 11, our club volunteers will shop, cook, serve and cleanup for the families staying at Ronald McDonald House.

Youth Service Projects

Dresden Elementary School Holiday Book Project – Our district grant enabled the club to continue to provide a book for each child at the Title 1 School. A Literacy and Education project, 1, 193 books were purchased, prepared and distributed to K-5 students prior to the year-end holidays. The school is in an economically challenged area and this opportunity is one of the few children have to have a book of their own. We had 46 Rotarians gather at a meeting to assemble the books, and place Rotary nameplates and Character Counts book marks in each book to be distributed. We have children at the school who have been receiving a book each year for 6 years. In addition, the Dunwoody volunteers also assisted in providing support for the newly established clinic at Dresden.

Dunwoody Interact Club – This club keeps growing every year and was distinguished this year by being the student club with the largest number of students in the high school. They were volunteers at one of our major fund raising projects, RunDunwoody. We also support the Rotary Interact Conference coming up March 19 with volunteers and funding for Dunwoody High School and Peachtree Charter Middle School. The Interact students also assisted with our Stop Hunger Now Project for the club.

Peachtree Charter Middle School Projects

The Rotary Club of Dunwoody supports Peachtree Charter Middle School by volunteering and supporting financially many programs at the middle school.



- **DeKalb Special Olympics Middle School Basketball Tournament** – Twenty Dunwoody Rotarians and spouses served as volunteers and officials for the DeKalb County Basketball Special Olympics held at Peachtree Charter Middle School.
- **Junior Achievement** – BizTown – Thirty-two Dunwoody Rotarians volunteered over a 3 day period to support the Peachtree Charter Middle School students participating in the JA vocational experience at Atlanta Biz-Town. One of the Rotarians created a curriculum for the City Hall at Biz town upon the request of JA officials. Financial support for the project was \$5,000.
- **Quiz Bowl** – Rick Otness lead the effort along with eleven other Dunwoody Rotarians in coaching Peachtree Charter Middle School students for area Quiz Bowls over a period of 15 weeks. This activity culminated in a club program where PCMS students competed against Dunwoody Rotarians at a program meeting. PCMS was the winner this year. It is always great fun for everyone when this competition occurs. Are you smarter than a 5th grader?
- **Bullying Project** – sponsored through the Stage Door Players of Dunwoody, the club funded a bully play for all Peachtree Charter Middle Schoolers twice this year along with 6 Rotary volunteers.

Dennis Crean Laws of Life Contest – each year Rotarian George Stewart and a team of six volunteers ensures financial support for scholarships for the Laws of Life Essay contest in our area schools. The Dennis Crean weekly raffle funds the scholarship drawings each week, and George coordinates the volunteers in our club to support the essay contest submission readings. The winners of the local contest read their essays at a program meeting in May.

RYLA Leadership Camp – Our club sponsors four students and would like to sponsor six for the Rotary Youth Leadership Academy this year.

Fund Raising Activities

RunDunwoody

Dunwoody Rotarians propelled the Club to the winners' circle Sunday, October 18, as the Rotary Club of Dunwoody welcomed runners, sponsors and guests to the **6th Annual RunDunwoody – Rotary Race to Serve**. Masters of Ceremonies **Mike Irvin** and **Kelly Hundley** welcomed a crowd of 800+, and celebrated runner accomplishments during the awards ceremony. Many thanks to all who made this a great day for Rotary in our community! Some highlights from this picture perfect fall morning include:

- Generous support and participation by District Governor Bob Hagen and his family. Thank you, Bob!



- Enthusiastic feedback from runners, sponsors and guests about the venue, the cool t-shirt, and 5K race route.
- Extensive financial support - \$45,000+ from more than 35 area businesses.
- Cool new t-shirt design and race day signage. Thank you, **Anne Glenn** and **Dated Events!**
- Our favorite DJ Chris Campbell...good food...winning smiles and fun for all.
- An expanded Kid's Zone hosted by Dunwoody Rotarian **Rick Woods** and the amazing volunteers from **Emerald Sponsor Keller Williams**. As always the Tot Trot was a big hit. Kids also enjoyed the **Braves BAT Center**, **Atlanta Hawks** basketball display, a giant slide and games offered by **Children's Healthcare of Atlanta** and **UFC Gym Perimeter**.
- An entertaining warm up, compliments of **Ruby Sponsor UFC Gym Perimeter**.
- Proud TEAM Challenge winners – **E. 48th St. Market**, **Team Woulfin**, **Mount Vernon Presbyterian School**, **Dunwoody Police**, **UFC Gym Perimeter**, and **Atlanta North Seventh-Day Adventist Church**. (47 participating teams)
- The **BEST** volunteer team on the planet!

An amazing group of Volunteer Team Leaders coordinated the efforts of more than 100+ volunteers. Rotarians were joined by several community partners including: **Atlanta Rotaract**, **Dunwoody High School Interact**, **Georgia Perimeter College**, and **Keller Williams Realty Atlanta Perimeter**. Team Leaders made it happen! Let us give a huge appreciation salute to Volunteer Coordinator **Jennie Stipick** and Team Leaders: **Rick Otness**, **Rick Woods**, **Jeff Marshall**, **Rodney Godwin**, **Allie Puckett -DHS Interact**, **Jessica Falcone-Rotaract**, **Angie Duprey**, **Jennie Stipick**, **Laura Kann**, **Charlie Lockwood**, **Fred Brandt**, **Dottie Toney**, **Bryan Thien** – **Rotaract**, **Emma Leschley**, **GRSP**.

And...the BEST is yet to come! Mark your calendar for **October 16, RunDunwoody 2016**. We have only scratched the surface of the potential for this significant community event.

The 23rd Annual Governor's Ball with the theme of "Wish Upon a Star" promoted by the "Fairy Godmother and Cinderella" raised funds for the 2016-2017 year. Over 83% of our members secured gift items, brought guests, and volunteered along with their spouses and friends. Attendees increased 15% and gross revenues increased by 30%. More funds were raised from guests this year. Event Chair, John Hall along with Gift chair, Dabney Daniel, and Sponsor Chair, Hoshi Daruwalla, and over 70 volunteers made this event a success.

An innovative auction with a cause and raised \$20K in less than 10 minutes. Charitable bidders received a star for their donation. The auctioneer donated a \$100 bill to a donor who gave \$200 to demonstrate at the start that we were cause funding, not bargain hunting. Star bidding began at \$1K and ended with \$100. The goal was to have everyone holding a star when bidding ended.

The Governor's Ball purpose was to raise money, have fun, and develop friendships both in and outside of the Rotary community. City, county, and state government officials attended the event. The Atlanta Rotaract Club volunteers managed the check-in and checkout process led by new member, Gijs Korremans. A new venue with more space provided the opportunity for guests to stay overnight at an amazing rate.

The event was promoted at the Dunwoody State of the City event, and the DeKalb Rotary Council event. We identified a number of prospective Rotarians from those attending. The image of Rotary was enhanced by hosting this event and sharing with the participants the work we do in the local and global community.



Club Family of Rotary Events

These events encouraged fun and fellowship along with recognizing the wonderful people in Rotary.

Club Annual Awards & Installation Party

Governor's Reception

GRSP Student Welcome Party

District Roaring Rotarians

Holiday Awards Party

Rotary District Convention

Yearend Installation & Awards Party

Stop Hunger Now

In summary, the Rotary Club of Dunwoody members, partners, and friends are having a fun year supporting our community, assisting in global efforts, engaging youth, while searching for clues with the assistance and support of the Big Possum in being a Gift to the World!

We thank DG Bob Hagan, AG Candace Klein, our District team, and partner clubs and especially our club Rotary family for being Gifts to Our World as we traversed through an amazing year.

It has been an honor to serve.

Yours in Rotary Service,

Lorri

Lorri Christopher, President, Rotary Club of Dunwoody 2015-2016