**The Summerlin Rotary Foundation**

Its Vision and Mission

*Our mission is to support and facilitate the charitable efforts of the Summerlin Rotary Club, the Las Vegas community, and the Rotary world.*

What does that mean?

First, we are the SUMMERLIN Rotary Foundation. When we were established, our community within Las Vegas was far more modest and less developed. Today, there are more than 100,000 residents, and we are growing rapidly. While Summerlin is relatively well off compared with other parts of the city and Clark County, there are many chronic and arising needs that are not fully addressed, or even recognized.

So, our first focus is on SUMMERLIN itself, from addressing childhood literacy to meeting the needs of our elderly; from serving our schools and enriching student lives to supporting families encountering challenges from illness to unemployment and poverty.

While our foundation has existed for many years, it has served primarily as a legal pass-through to assure tax-deductibility for club fundraising. This year, however, the foundation’s board and its goals and strategies have been dramatically reimagined.

* The board has been expanded from five members to seven.
* The board is opening as many as three positions to community members outside the Summerlin Rotary Club.
* The board term is now two years, with the opportunity to serve an additional two years, thus assuring continuity and the sustenance of long-term commitments within the community.
* The board is committed to raising funds and providing grants beyond the scope of its 70-member club, reinforcing its own mission to serve the entire Las Vegas community and the world.

So, our first goal is to recruit two or three well-connected, imaginative, ambitious, committed community board members. In most ways, these will be colleagues who want to be on the ground floor, because that is what 2021 offers the foundation. The necessity to construct the foundation’s full-fledged mission, strategies, goals and tactics for the next four years and beyond.

These community members will participate in a first-ever community needs assessment, guided by a comprehensive Rotary International protocol, inviting upwards of three dozen diverse community leaders for live and virtual conversations that will serve to construct the foundation’s own goals and strategies, and also contribute directly to the individual worlds represented by assessment participants. From this process, the foundation hopes to forge strong, lasting partnerships and relationships with all participants and their respective organizations, from the Las Vegas Metropolitan Police Department to school administrators, from business executives and owners to nonprofit leaders; from our houses of worship to our own youth.

So, welcome to the ground floor.

The foundation long has hosted three committees, but they have not been populated. In addition to recruiting community board members, we have begun to invite community participants to join the:

* Development committee (five members)
* Grants committee (five members)
* Investment committee (two members)
* Communications and Marketing committee (new, three members)

This is where the real work will occur, and we are very excited by the possibilities. The foundation’s goal is to imagine big projects and investments that can make a difference, primarily by seeding community and business engagement and investment, both by dollars and sweat equity. Among this committee’s possibilities - educating the Summerlin business community about *“social rent,”* how to invest smartly in a company’s customers and constituents as they live, work and contribute to Summerlin and Las Vegas. In contributing to the community, a business differentiates itself from the competition and builds long-term, sustainable, emotional relationships with their clients and customers.

So, we are looking for committee members with strong community ties, loyalties, vision and ambition to guide the foundation’s investments by first appealing for the funds that can be laser focused and designed to encourage additional contributions, thus creating a ripple economic impact.

Examples of the foundation’s aspirations and direction:

* **Together We Learn** – A partnership with the Discovery Children’s Museum to provide an innovative pre-K environment for youngsters not only to develop reading skills, but complementary, necessary abilities from fine-motor skills to strong nutritional habits to teamwork. A beta program was highly successful. and the foundation envisions building out **Together We Learn** to touch hundreds of children from 2-5 years of age.
* **The Arts Impact Lives** – A partnership with UNLV’s Fine Arts College that trains its own students to educate middle school and high school students in a wide array of the arts, from drama and painting to voice and dance. This program involves immersive, on-sight education as well as streaming, interactive digital programming.
* **Nevada’s Children are Priceless –** Bringing the issue ofsexual exploitation and trafficking of our teen population to the community’s attention through a Rotary-led awareness campaign working closely with law enforcement and social service partners.
* **The Good Kids Initiative –** Through programs that recognize and reward scholarships to students at Palo Verde and West Tech high schools, the foundation sensitizes our children of all ages to Rotary’s Four-Way Test and its commitment to truth, fairness, goodwill, better friendships and actions beneficial to all.
* **Telling our Stories –** Through a quarterly print and digital newsletter, a website and social media, the foundation brings our community’s most pressing priorities alive through words, photography and video, telling the story through the eyes of those most in need.
* **Summerlin Rotary Club’s 25th Anniversary Gala –** A major fundraiser open to the entire community in March, 2022 to raise awareness of the foundation’s charitable projects and to forge visible, viable relationships with corporate partners equally committed to Summerlin’s welfare and the inseparable connection between commerce and community.
* **Assessing Our Community –** An annual needs assessment through live meetings, surveys and interviews that invites community leaders to the table to identify and prioritize the greatest needs facing our fast-growing residential and business worlds in Summerlin, along with ways to sensitize and educate the community to address these priorities.
* **Serving Our Veterans –** From food neediness to homelessness, our veterans deserve our help. The foundation will sponsor a May 2021 golf tournament and social to raise funds in conjunction with PGA Hope and Veterans Village.

**Being on the ground floor, what ideas and partnerships do you wish to advocate and facilitate?**

**Being on the ground floor, how can your resources, talents, passions best be empowered by the foundation?**

**Being on the ground floor, what are your hopes and dreams for your community?**

What’s so exciting is that the current board members, all of whom are dedicated Summerlin Rotarians, are hungry for partnership. We come with no built-in biases, no cultural history, no interpersonal dynamic that affects many established boards. We all are beginning, or better said, restarting at the ground floor together.

Please consider becoming part of the foundation’s present and future, whether as a board member or a committee member. There’s no time to waste.

**Foundation Board**

Glenn Ritt, president

Linda Davis, treasurer

Greg Sinacori, secretary

Gail Brown, Grants Committee chair

Steve Findley

Neil Roth, Fundraising Committee chair