

Olympia-Capital Centennial Rotary Club~ Vision 2020

Imagine this... The year is 2020 and the President of Rotary International has just announced to the world that our club – the **Olympia Capital Centennial Rotary Club** – is the first ever recipient of the *Vision 2020 Award*.

Our entire club is flown to Rotary Headquarters in Evanston, Illinois, to receive the award and make an acceptance speech, explaining what made our club the best in the world.

This is what we plan to highlight in the acceptance speech.

Our exceptional blend of vision, membership attributes, projects and activities make us the best club in the world because of the **VISION** we set in 2015 and pursued: Be the “go to” club that everyone wants to visit and join because we have fun while making a strong, measurable local and global impact.

We set and met our strategic priorities:

- Effectively reduced homelessness in Thurston County by 50%. In partnerships with local Rotarians and community partners, we provided educational, financial and support services to homeless children and families.
- Mentored, read to and provided much needed financial support to Olympia’s elementary, middle and high school students, helping them to learn, grow and thrive in school and life.
- Developed and executed a strong fund development plan so we always know how much money we need to raise and how we will raise it to continue to make an impact in our community and in the world.

Our **CLUB SIZE** increased from 15 members in 2015 to 30 in 2020. Two club members envisioned a club size of 40 to 60 in 2015 because of our **CLUB ATTRIBUTES**:

- Welcoming and inclusive such that everyone is glad that they came to our meeting.
- Diverse age groups, ethnicities, occupations and skill sets: we embrace the whole person.
- Great community service projects with lots of participation from club members (including their family members and friends), fellow Rotarians in the area and community members.
- Plan our great work and work our plan (effective, organized, sustainable infrastructure to meet the vision).

In **CLUB SERVICE**, we have...

- Exciting, entertaining, thought-provoking, interactive programs, featuring the happenings in other clubs.
- Fun, engaging, exciting club assemblies that every club member looks forward to attending.
- Vibrant new member "Fireside" orientations, pairing new members with a Rotary Club "Buddy" shortly after they join.
- Strong committee leadership and members who use their gifts, talents and expertise to achieve club vision and goals.
- Lots of fellowship at meetings and host quarterly social events/themed parties, inviting spouses and friends.

In **VOCATIONAL SERVICE**, we ...

- Awarded five *Running Start* scholarships for high school students pursuing a vocation.
- Awarded fifteen (15) *Service Above Self* essay/speech contest awards to students in middle and high school, encouraging them to learn and live the 4-Way Test.
- Conducted three *Asset Building Workshops* for organizations, staff and volunteers who make a difference in the lives of youth in the community. Awarded three *Service Above Self Awards* to one of these youth-serving organizations at the workshop.
- Gave classification talks and made *Ethics* presentations at local middle and high schools; serving as youth mentors when requested.
- Promoted economic development in partnership with the City of Olympia and Thurston County Economic Development Center.
- Exposed youth to military careers, inviting military bands to perform at the events.

In collaboration and partnership with youth-serving individuals, organizations and Rotarians from other clubs, we made a measurable impact in the community through our **COMMUNITY SERVICE**.

We...

1. Decreased homelessness in Thurston County by 50% by breaking the cycle among youth.
 - a. Empowered youth to change their mindset about homelessness.
 - b. Provided financial support to help homeless youth and families meet their basic needs.
 - c. Provided monetary scholarships to homeless youth go to college to pursue career or vocational goals.
 - d. Educated homeless high school students about the College Success Foundation.

COMMUNITY SERVICE (continued)

2. Promoted literacy in Thurston County.
 - a. Helped to put a book in every child's hand.
 - b. Helped students in elementary and middle schools to read.
 - c. Re-established relationships with parents, such as attending PTA and hosting potluck dinners
 - d. Provided support services to help at-risk youth continue their education, such as, offering babysitting services
 - e. Established a library at Avanti High School.
3. Volunteered at the local food bank and Community kitchen to help end hunger in Thurston County.
4. Volunteered at the Hands on Children's Museum on Free Friday Night, helping children from low-income families to enjoy themselves.
5. Supported the girls' high school rowing club.

We made a measurable impact in the world through our **INTERNATIONAL SERVICE**. We...

- Developed a sister relationship with a Canadian club to initiate a joint international project.
- Gave five microloans to help new business start-ups in third world countries.
- Participate in planning the *Cool Jazz Clean Water* project serving six countries.
- Sponsored two members to participate in an international project (such as Mercy Ships or polio vaccine team).
- Sent money and volunteers in response to national disasters around the globe.
- Seek a recipient of the Rotary Ambassadorial or Peace award.
- Developed a project to provide washing machines in locations where not readily available.

Every year, in support of **NEW GENERATIONS**, we...

- Sponsor/support an Interact Clubs at a local high school. Focus: Capital High School and at Avanti High School.
- Sponsor one Rotary Youth Leadership Awards (RYLA) student.
- Financially support the long-term youth exchange program.
- Host a short term youth exchange program student.
- Connect with the members of a local Rotoract Club.

By executing the strong fund development plan we developed in 2015, our **FUNDRAISING** accomplishments include:

- Established a 501(c)(3) Rotary Charities Foundation we established in 2015.
- Acquired thousand of dollars in grant monies and sustainable, recurring funding through major donations.
- Club fundraising events achieved these results:
 - \$20,000 Teddy Bear Tea Party
 - \$ 2,500 Community/Matching District Grants
 - \$10,000 Community Breakfast
 - \$ 2,000 Joint Area 14 Fundraiser
 - \$ 5,000 Formal event with auction
 - \$ 5,000 A *Rotary International* Fundraiser

Because we believe in and support the good works of **THE ROTARY FOUNDATION (TRF)**, each year:

- 100% of our members contribute at least \$100 to the Annual Fund.
- We increase the total number of Paul Harris Fellows, Benefactors, or Bequest Society members in the club by at least one until,
 - 100% of our members are Paul Harris Fellows.
 - 100% of our members are Benefactors.
 - 5% of our members are Bequest Society members.
- At least 50% of our club members are enrolled in Rotary's recurring giving program—Rotary Direct.
- 100% of our members contribute at least \$20 to the PolioPlus Fund

Finally, we received numerous hits on our dynamic website because we intentionally developed our **PUBLIC IMAGE**:

- Every year in February, we throw a "Rotary Birthday Party", complete with banners lining the streets of Olympia and Tumwater.
- During "Rotary Day", all the Rotary Clubs in the area come together to offer free hot dogs and information about what we do. We invite the community, including the children from the local schools to attend with their parents.
- We invite our sponsors to attend the club meeting when we give checks to those we support so they (the sponsors) can see where their money is going and hear the good works they make possible through their donations.
 - We have a link on the website of the organizations we support.

PUBLIC IMAGE (continued)

- We are regularly featured in the local newspapers: *Senior News*, *Thurston Talks*, *The Olympian* and *Nisqually Times*.
- We developed a "Friends of Rotary" list to stay in touch with our visitors, guest speakers and sponsors.
- Using Rotary's visual identity guidelines at Brand Central, we update our club website, social media, club brochure and newsletter.
 - We have an active Tweet group.
 - We regularly communicate using Facebook.
 - We established a closed Facebook group with other clubs in the area.
- We help others to understand why they need Rotary – what's in it for them (**WIIFM**)
 - We wear our Rotary logo everywhere we go, ready to share the WIIFM when asked "Why Rotary?" or "What is Rotary?"
 - We give new members a *Rotarians at Work* T-shirt.
 - We give **WIFFMs** when attending the Chamber of Commerce *Business After Hours* functions.
 - We invite the WA State legislature to attend a January club meeting before the start of the legislative session.
 - We give **WIFFMs** at quarterly community outings.