



Planning for the years ahead: Kimberley Rotary's Strategic Plan

MARCH 2024 UPDATE

"Work in Progress"

Attributes of Successful Clubs

- 1. Members communicate well with each other**
- 2. The club focuses on the Strategic plan's goals and results**
- 3. Everyone contributes their fair share**
- 4. Members offer each other support**
- 5. Team members are diverse**
- 6. The club is organized**
- 7. Members share knowledge and learn**
- 8. Members have fun**



What is our VISION for the Kimberley Rotary Club?

What truly matters for our members?

Rotary International identified 5 key concepts that are central to Rotarians identity:



FELLOWSHIP:

Friendly association, especially with people who share one's interests

INTEGRITY:

The quality of being honest and having strong moral principles

Follow the 4-WAY TEST

DIVERSITY:

Including those with a range of different backgrounds and diverse ideas

SERVICE:

Putting others before oneself. Rotary's primary rule is to always put **service above self**. It is a way to give back without expecting anything in return.

LEADERSHIP:

Leading a group toward set goals

THE FOLLOWING STATES IS WHAT MEMBERS HAVE SAID THEY WOULD LIKE TO SEE IN
THE VISION STATEMENT FOR THE KIMBERLEY ROTARY CLUB?

1. To be a high profile, **dynamic service organization** within the Kimberley area, **actively involved in worthwhile community and international projects**, which **make a difference in the lives of all involved**.
2. To be a **diverse group of business and community leaders** committed to **making our local and global community a better place to live**. Dedicated to **engaging our community and enriching the lives of our members** by **having fun and making a positive impact on the lives of those around us**.
3. To be **a club where people unite and take action to create lasting change - in our communities, across the globe, and in ourselves**.
4. To be a club that **connects people through fellowship and integrity** who then through **leadership, solves community problems, provides humanitarian aid, and promotes goodwill and peace**.
5. To be a club that captures the **spirit of camaraderie** and **encourages its members to find ways to give back to the club, the community, and internationally**.

THE FOLLOWING IS OUR VISION STATEMENT FOR OUR KIMBERLEY ROTARY CLUB

Rotary Club of Kimberley BC's Vision 2023-2024

“Together we will maintain a dynamic team that is open, flexible, and willing to conquer both old and new challenges: locally, district wide and across the globe. We will do this by maintaining a diverse team of ‘*People of Action*’ who have a passion for service, growth, a willingness to learn and share their skills and expertise.”

“Whatever Rotary may mean to us,
to the world it will be known
by the results it achieves”

-Paul Harris

KEY ITEMS IN THE STRATEGIC PLAN
FOR THE KIMBERLEY ROTARY CLUB
FOR THE YEAR(S) AHEAD ?



CLUB ADMINISTRATION

Take online courses for club president in My Rotary Learning Center

- Attend district training assembly if possible
- Work with the club members and Board to continually update the Club’s Strategic Plan
- Regularly check that the Goals of the Strategic Plan are being reviewed and achieved
- Be the face of club when required
- Ensure our club is represented strongly at the District level and leverage that relationship wherever appropriate.

Goals	Who responsible	By when	Costs
• Review & Update Club Bylaws on DACdb	Club Board	On Going	\$ 0.00
• Encourage members to attend: All Club meetings and activities Club and District Assemblies District 5080 Conference Rotary Leadership Institute training	President	On Going	\$1,000
• Encourage all members to *Join My Rotary *Checkout the Rotary Learning Centre & enroll in appropriate programs *Read the Rotarian Magazine	President/Admin	On Going	\$ 0.00
• Arrange a monthly Chairperson Arrange for a Greeter, a Secret Sgt.	President/Admin	On Going	\$ 0.00
• Hold AGM for Trust Foundation	President/Admin	Business Mtg. August	\$0.00
• Nominate Executive for 2024-25	President/Admin	Beginning of Nov.	
• Hold election of Executive for 2024-25		First week in Dec.	
• DEI start the conversation			

CLUB SECRETARY

- Take online courses for club secretary in My Rotary Learning Center
- Ensure the Club Communication, Decisions, and Action are recorded and reported, correspondence is received and acted upon timely.
- Maintain club records, files, cloud storage, and databases in DACdb
- Manage the club's assets

Goals	Who Responsible	When	Cost
• Attend if possible the district Spring assembly	CLUB SECRETARY	March 23 rd 2024	\$100.00
• Maintain and update membership records as changes are made	CLUB SECRETARY	As changes are made	\$0.00
• Maintain minutes of club, Board, and committee meetings and enter these on DACdb	CLUB SECRETARY	Within week of meeting	\$0.00
• File annual reports for Society and Trust Foundation	CLUB SECRETARY	As dates require	\$0.00
• Order club paraphernalia as needed (membership form, business cards, name badges, tee shirts, guest speaker gifts, Letterhead & Envelopes, Thank You cards etc.)	CLUB SECRETARY	As needed	\$500.00
• Work with previous and incoming secretary to ensure smooth transition			

CLUB TREASURER

- Take online courses for club treasurer in My Rotary Learning Center
- Attend district training assembly if possible
- Manage the club finances
- Collect and submit dues and fees as required by Rotary District 5080
- Work with the Rotary Foundation to ensure all fees are paid
- Report monthly or as needed by Board on the state of the club’s finances

Goals	Who Responsible	By When	Cost
• Attend district training assembly if possible	Treasurer	March 23rd, 2024	\$75.00
• Manage all club finances	Treasurer & Board	ASAP	\$ 0.00
PAY FEE FOR ACCOUNT		Monthly	\$???
PAY FEE FOR CLUB STORAGE		Monthly	\$???
REPORT CLUB FINANCES AT BOARD MTGS.			
• Collect and submit District Fees	Treasurer	Aug & Feb ?	\$0.00

WAYS and MEANS

- Nurture current programs and seek out new opportunities to generate funds to support club initiatives.
- Maintain a focus of fun and fellowship with all of the fundraisers
- Delegate fundraisers to appropriate Club Members

Goals	Who Responsible	By When	Cost
<ul style="list-style-type: none">• Organize Lobsterfest 13	Sandra Roberts	Feb. 2024	
<ul style="list-style-type: none">• Pursue and submit all possible Grant Opportunities Eg: Columbia Basin Trust, BC Gaming Grants Rotary District Grants, Rotary Express Grants, ReDi Grants BC Hydro Grant. BC Ministry Grants, Thanks for Giving Golf, etc.	TBA		
<ul style="list-style-type: none">• File final reports for any completed Grants by due date	TBA		
<ul style="list-style-type: none">• Pursue appropriate fundraising events Eg. Julyfest refreshment ticket sales, Pancake Breakfasts, Grand Fondo, Round the Mountain, etc.	TBA		

NEXT GENERATION /(YOUTH SERVICES)

- Cultivate and promote the youth of our community and bring opportunities for them to thrive
- Identify gaps in the support of the youth and initiate programs to engage them.

Goals	Who Responsible	By When	Cost
• Provide academic and vocational scholarships for outstanding Students at Selkirk Secondary	Youth Services Chair		\$6,000.00
• Select and sponsorship 2 students for RYLA <ul style="list-style-type: none">* sell RYLA to business owners* Apply for BC Hydro Grant to cover RYLA	Youth Services Chair	when date set	\$ 1,200.00 ?
• Consider Sponsoring 2 students for Blue Lake Camp	Youth Services Chair	June 15	\$ TBA
• Host Youth Exchange Tour 2024	Youth Services Chair	TBD	\$500.00
• Run “Gift of Christmas”	Youth Services Chair		\$4,000.00
• Work with PIE to start a Rotary Interact Club at their School for boarding students & local students	Youth Services Chair		
• Investigate member interest in running a Youth Exchange Program.	Youth Services Chair		

ROTARY FOUNDATION

Goals	Who Responsible	When	Cost
<ul style="list-style-type: none">Attend district training assembly if possible	Foundation Chair	March 23rd	\$75.00
<ul style="list-style-type: none">Educate members on the RI Foundation	Foundation Chair		
<ul style="list-style-type: none">100% of members donate to RI Foundation	Foundation Chair	2023-2024 Year	\$0.00
<p>(Club fines and Happy Bucks)</p> <ul style="list-style-type: none">Goal every member contributes \$25.00 US per year. Fines & Happy BucksPlus donations by members to Rotary FoundationCLUB GOAL \$1,500.00			
<ul style="list-style-type: none">Increase number of Sustaining MembersMembers contribute \$100.00 US per year. Via a Monthly addition of \$10.00 to their account	Foundation Chair	2023-2024 Year	\$0.00
<ul style="list-style-type: none">Ensure three club members are trained certified for District Grant applications	Foundation Chair	2023-2024 Year	\$0.00and

INTERNATIONAL SERVICE

Goals	Who Responsible	By When	Cost
<ul style="list-style-type: none">Continue to support ShelterBoxPossible ShelterBox display at Flannel FestDisplay/ ShelterBox Fundraiser at Fall FairRun annual Global Gifts campaignPossible ShelterBACH event?	Pat Barclay & Jaret Thompson		\$100.0
<ul style="list-style-type: none">Continue to run events to raise \$ for the R.I. Polio Eradication Campaign CLUB GOAL \$1,000.00	Sgt at Arms	On-Going	\$ 0.00
<ul style="list-style-type: none">Consider Iron Lung for JulyFest Parade borrow from Cranbrook Rotary Club			\$ 0.00
<ul style="list-style-type: none">Continue to support Market Children Project in Honduras	Foundation Chair		\$1,000.00
<ul style="list-style-type: none">Look for other International projects	Foundation Chair		\$1,000.00

MEMBERSHIP

Goals	Who Responsible	By When	Cost
• Attend if possible district assembly	Membership Chair	March 23rd	\$100.00
• 100% of members actively seeking potential candidates for membership	Membership Chair	Yearly	\$ 0.00
• Increase number of Members by 20% GOAL 4 new members by June 2024	Membership Chair	Yearly	\$ 500.00
• Assign mentors to new members	Membership Chair	Yearly	\$ 0.00
• Arrange a Fireside for new members and their spouse/partner.	Membership Chair	ASAP	\$ 0.00

SERVICE/PROJECTS/DONATIONS

Goals	Who Responsible	By When	Cost
• Plan for new signage for Rotary Park			\$ TBA
• Plan for new signage at Falls Walkway			\$ TBA
• Start planning for major renovation of Playground at Rotary Park Spend ReDi Grant			\$5,000.00
• Provide Pancake Breakfast in support of 1 st Saturday and other local events.			\$?
• Provide free Breakfast for students at McKim Bike Day			\$100.00
• Provide trailer for BBQ lunch for Strong Start			\$?
• Support Junior Curling League			\$2,500.00
• Review previous projects for possible maintenance/upgrading requirements		On Going	\$ 100.00
• Suggest and recommend new projects and donations			

FELLOWSHIP

Goals	Who Responsible	By When	Cost
• Plan a Social event for every month with a Fifth Wednesday	TBA		\$50.00
• Plan a Christmas Social	TBA	Dec. 2024	\$50.00
• Plan an interclub event eg. Interclub Golf Tournament	TBA		\$?
• Provide a Year End event Eg. Golf, Putt for Polio and Dinner (change over of officers)	Patrick	June 2024	\$?

PUBLIC IMAGE (Public Relations)

This is a key area that all club members need to be part of

Goals	Who Responsible	When	Cost
• Attend district training assembly if possible	Public Image Chair	March 23rd	\$75.00
• Encourage members to wear Rotary ID Fines for not wearing badge, pin, etc	Public Image Chair		
• Create a BIG 3+ Social Media Plan for the Club FACEBOOK, INSTAGRAM, WEBSITE, SNAPCHAT, ETC. and train club members on how to use these	TBA		
• Budget for Paid Ads for events			\$200.00
• Arrange construction of a portable Board showing Past projects/donations	TBA		\$200.00
• Consider entry in JulyFest Parade, the Dummy Downhill, and booth at Thursday Famer’s markets.			\$?
• Assign members to capture photos of all events.			

SEE ARTICLES BELOW

Rotary's reputation is our brand.

Sometimes we feel that Rotary is the best kept secret and our challenge is to get the word out and tell our story.

Key concepts to consider are:

- what we do and how we do it
- we are "people of action"
- we follow the motto of "service above self"
- we base all our decisions on the "4-way test".

"Is it the Truth", "Is it Fair to All Concerned", "Will it build Goodwill and Better Friendship" and "Will it be Beneficial to all concerned".

To be effective messengers when selling Rotary we need to:

1. Focus on developing human interest, personal experience
2. Explain why people should care about what Rotary has to say?
3. Do things of value for our members and our communities
4. Tell stories, first about value achieved, then our club
5. Keep telling with lots of images to build our Brand
6. Keep our Social Media and Local Media up to date on Rotary projects and programs.

Public Relations and Public Image

Public Relations:

Informs the community about your club activities, events and services ... builds awareness and credibility

Public Image:

What your club stands for and how you are perceived... your clubs image in the community

Effective Public Relations

What are the benefits of an effective public relations plan for your Club?

- ⦿ Enhance the club's public image
- ⦿ Gain support and resources for projects
- ⦿ Build links with other community organizations
- ⦿ Attract qualified members
- ⦿ Recognize Rotary members for their contribution to the community
- ⦿ Correct misconceptions about the club and Rotary

FUNDRAISING

SEE INDIVIDUAL COMMITTEES

Goals	Who Responsible	By When	\$ Goal
1. Set the Claws in motion (LobsterFest 13, TBA)	Sandra Roberts	March	\$30,000 +
• Apply for a CBT ReDi Grant	Fundraising Committee		\$ TBA
• Apply for BC Gaming Grant			\$ TBA
• Apply for a BC Hydro Grant			\$ TBA
• Apply for a District Grant			\$ TBA
• Apply for a District Express Grant	NOT AVAILABLE IN 2023/24		
• Pursue new grant opportunities			\$ TBA
2. Work with Kootenay Grand Fondo	Create a “Fondo Team”		\$ 1,500.00
3. Work at JulyFest	Fundraising Committee		\$ 1,000.00
4. ShelterBox at Fall Fair	Club members	End of September	\$1,000.00
5. Member Fees	Treasurer		
6. Pancake Breakfasts Round the Mountain, Platzl 1 st Saturdays			
Look for additional opportunities	Fundraising Committee	As opportunities arise	\$ TBA

A person's most
useful **asset** is not
a head full of
knowledge,
but a **heart** full of
simplereminders.com
love,
an ear ready
to **listen** and
a hand willing
to **help** others.



PLAN AHEAD TO FIND TIME:

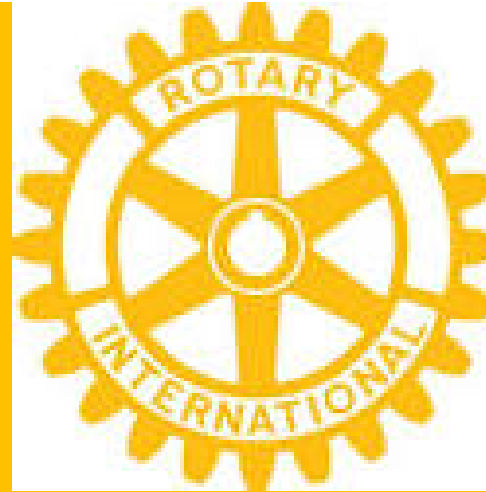
Time for **FAMILY**

Time for **WORK**

Time for **COMMUNITY**

Time to make **A DIFFERENCE**

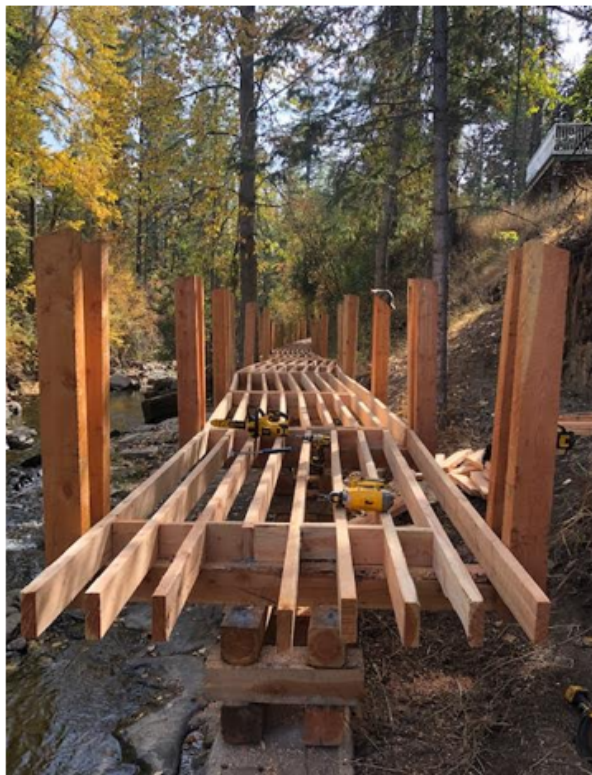
TIME FOR ROTARY MEMBERSHIP



Examples of Past
COMMUNITY PROJECTS
and **SERVICES**



**MARYSVILLE FALLS WALKWAY REBUILD
OCTOBER 7TH UPDATE**



Thanks to the construction crew's hard work, the framework for the Rotary Walkway to Marysville Falls is now 90% completed.

MARYSVILLE FALLS WALKWAY. "IN THE HOME STRETCH"



Left to right Ryan Sarfeld, Kulkon Construction. Tom Nykyforuk, Rotarian Deborah's husband. Brian Mullen Kimberley Rotary project manager.



Tom, Brian, and photographer Rotary President Doug, put finishing touches on the wooden section of the Walkway



The paved section of the trail is completed from the end of the Wooden Walkway to the Marysville Falls lookout.

**Plans are underway for a
Ceremonial Ribbon Cutting
November 5th**



ShelterBox Fundraisers:

1. Annual Fall Fair cancelled due to closure of the Marysville arena (asbestos)
2. We held a ShelterBox display at Wildsights Winter Market
3. We ran our annual Global Gift campaign in December

TOTAL RAISED IN 2022 was \$6,500.00

McKim Bike Safety Day May 6th, 2022
Station #1. Rotary Pancake Breakfast



Neither the threat of rain, or the lack of Rotary's Pancake Trailer (still waiting for the snow to melt so RCR can return it from the Ski Hill) could stop Kimberley Rotarians from providing a free pancake breakfast to McKim students during their Bike safety training morning. Thanks to all involved and all the polite students. STAY SAFE





**Kimberley Rotary Club's
"Gift of Christmas"**

To special Kimberley Families



JOIN US to make Christmas for children from deserving families in Kimberley more joyful this year

Special thanks for all the generous donors who supported this program for 2022

The Kimberley Cheeky Chicks



Jim Monteith Memorial Fund




Kimberley Beta Sigma Phi



Kimberley and District Chamber of Commerce
Hot chocolate sale at Light Up



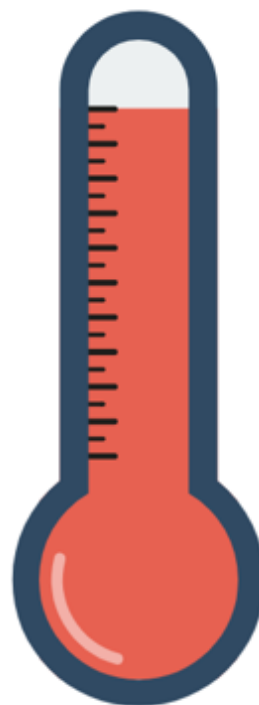
Many INDIVIDUAL DONORS

WE HAVE SURPASSED LAST YEAR'S TOTAL, THANKS TO A VERY GENEROUS DONATION FROM A SUPPORTIVE, CARING, LOCAL FAMILY

THE FINAL DAY FOR 2022 DONATIONS IS DEC. 5TH

- in person, at Kootenay Savings Credit Union
- by e-transfer to: kimberleyrotary238t@gmail.com

Merry Christmas to All and a Happy New Year



Thanks for the club's donation of \$4,000.00 and the support of many businesses, organizations and individual donors we surpassed our past goals and raised \$14,700.00

All donations were given to the local schools through their PAC committees. Many rave reviews and thanks.

Plans are underway to continue this campaign for the fourth year.











Diving Board for Aquatic Centre

Defibrillators aquatic centre and curling club



"No mud, no blood: you didn't really try!"

John Swift and Centennial Trails:

The Centennial Trail was created by the Kimberley Rotary Club to mark the centennial year for Rotary International in 2005. John Swift was an active member of the Kimberley Rotary Club and a trail enthusiast, working on the trails, even at the age of 86 with his dog Casey as a companion.

John A. Swift (1919-2005)
Rotary member for 40 years
Director of Kimberley Rotary Club 1968-72
President of Kimberley Rotary Club 1972-73
District Governor of Rotary District 5080 1986-87

Rotary Club of Kimberley BC
DISTRICT 5080

The Rotary Club of Kimberley was chartered on December 1, 1941 and has been active in Kimberley ever since. It is a member in good standing of Rotary International, an organization that represents over 1.2 million Rotarians in over 34,000 clubs worldwide. Rotary is a service club whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. It is a secular organization open to all persons regardless of race, colour, creed, religion, gender, or political preference.

Kimberley Trails Society:

The Kimberley Trails Society was









Additions to the Splash Park. Gazebo and wheel chair accessible concrete walkway (honouring Graham Mann)





Pancake Breakfasts in support of local events (1st Saturday's, etc).

A fun event and a fundraiser.





We supported “Seniors Helping Seniors” with funds to help them purchase a Tri Shaw Bike.

We supported “Military Ames” with funds for the entrance gate at the “Kimberley Veteran Memorial Park”





ANNUAL
SCHOLARSHIPS AT
SELKIRK





KIMBERLEY ROTARY CLUB PROJECTS

Contributed to The Pines and Garden View Lodge
Construction of Rotary Park
Playground Equipment at Rotary Park
Washrooms, Change Tables, Bear Bins at Rotary Park
Construction of Marysville Falls Walkway
Contributed to the construction of Eco Park in Marysville
Partner in construction of Rotary-Lions Fitness Trail
Rebuilt damaged 'Nurse's Trail' and stairs
Built John Swift Memorial Trail
Provided 400 dinner place settings and cutlery for the city
Built 50 banquet tables for community use
Provide refreshment at annual Flu Clinics
Purchased Diving Board for Aquatic Center
Purchased Defibrillators for Aquatic Center and Curling Club
Construction of Kimberley Community Park
Contributed to local trail signage project
Major supporter of ShelterBox Canada
Annual Supporter of the PolioPlus Eradication Project
Annual supporter of the Rotary Foundation
Host and Sponsor for numerous in-and-out bound Youth Exchange Students

KIMBERLEY ROTARY CLUB PROJECTS

Support of Helping Hands Food Bank
Supporter of Group Study Exchanges
Supporter of the Honduras Market and Dump Children's
Supporter of numerous Rotary International Projects
Supporter of Rotary Friendship Exchanges
Supporter of Three District Conferences
Organizer of numerous International Folk Festivals and MADD Festivals
Supporter of RYLA - Rotary Youth Leadership Award Camp
Supporter of R.I's Ambassadorial scholarship
Organizer of numerous annual Pancake Breakfasts
Supporter of Kimberley Arts at Center 64
Supporter of local Literacy Programs
Supporter of Cambodian Support Group
Service providers at KIOTAC, Community Fall Fair & JulyFest
Purchased Paralympic Sledges for Kimberley Minor Hockey
Supporter of Kimberley Relay for Life
Annual Donor of local Secondary school Scholarships
Supported McKim Bike Day with pancake breakfast
Roll A Hippo donation.

RECENT KIMBERLEY ROTARY CLUB PROJECTS **and DONATIONS**

REBUILD OF MARYSVILLE FALLS WALKWAY
SPARK Center donation (\$5,000.00)
Swan Avenue Park donation (\$5,000.00)
Kimberley Curling Club donation "Junior Rocks"
Kimberley Gymnastic Club donation
Pines donation (T.V., iPad, Picnic Tables
Angel Flight donation
Joanna's House donation
Military Ames donation
"GIFT OF CHRISTMAS" organization and donation
Polio Eradication donation
Rotary Foundation donation
ShelterBox campaign organization for donations
McKim Bike Day Pancake Breakfast
Ready Set Learn B.B.Q.
Military Ames Pancakes by donation
HELP Honduras, sponsorship

Members Painted Playground Equipment at
Rotary Park
Funded a concrete wheelchair accessible
walkway to the Splash Park (honouring past
member Graham Mann.
Trail's Society donation (\$1,500.00)

"That's all for
now folks!"



JOBS FOR PRESIDENT

Goals	Who Responsible	By When	Cost
1. Review all goals frequently	Board	Ongoing	\$ 0.00
2. Provide engaging Guest Speakers for our meetings. Team to build speaker list. Members as Guest Speakers	Admin Committee	Ongoing	Speaker Gifts
3. Keep members well informed eg. DACdb updates	Secretary & Admin Committee	Ongoing	\$ 0.00
4. Plan social events that include partners	Board	Every month with 5 th Wed.	\$ 0.00
5. Add Fellowship 5 to meetings			
6. Sgt at Arms (mystery Sgt.) Sgt. Reports			
7. Rotate meeting Chairperson			
8. Consider adding a Rotary information item each week			
9. Succession and mentoring of positions			