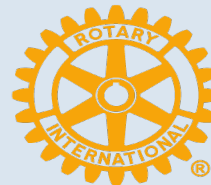


**Hartland – Lake Country
Rotary**

State of the Club 2024 – 2025

President Victoria Jasiek

Lake Country
Rotary



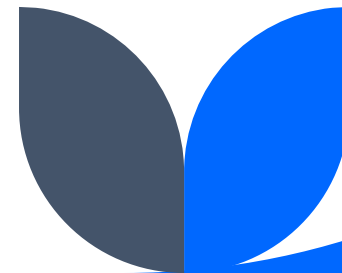
Tenets of Lake Country Rotary

Mission: To provide community service today while developing the community leaders of tomorrow through Service, Fellowship, Diversity, Integrity, and Leadership

Goal: To improve lives and create a better world by working together to address local and global issues through service projects, leadership and education.

Strategy:

- Engage Club members in meaningful service projects.
- Fundraise to support our local and global neighbors.
- Promote Rotary initiatives and commitments by connecting with the community and sharing the Club's mission.
- Educate membership on Rotary's impact locally and internationally.



Lake Country Rotary's 2024-2025 Theme

For this year, I have adopted Rotary International President Stephanie Ulrich's Theme:

“The Magic of Rotary”
Making Rotary Simply Irresistible

“It's up to you. You create the magic with every project completed, every dollar donated, and every new member.”



How Are We Doing?

The main goal for this Rotary year, which I know is quite lofty, is that we can increase our membership by 12!

How have we done so far in the first 6 months?

- 4 New Members
- Additional membership categories
 - Refined and Changed our Corporate Membership
 - Added a Family Membership
 - Added a Service Membership
- Tapping into our Friends of Rotary (In Progress)
 - Email Blasts, Social Media, Mailers
- Extending our reach through community service
- Establishing a Recruiting Process for new members

.

What Else Have We Done?

Yule Feed Families, run through the Foundation, was a resounding success!

The Grand Total for the 2024 Yule Feed Families drive is:
\$50,859.00

A little bit of recent history:

<u>YEAR</u>	<u>GOAL</u>	<u>RAISED</u>	<u>AMOUNT OVER GOAL</u>
2024	\$40,000	\$50,859.00	\$10,859.00
2023	\$30,000	\$34,023.75	\$ 4,023.75



- The Club donated \$2000.00 in Funds and \$500 in Services.
- Thank you to Gary Jasiek & Scott Peterson, who led the drive back to pre-pandemic donations.

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What's Next?

We conducted a survey, organized by Melissa Spindler. She will share those results in a moment, shortly after presenting the Secretary's Report

Club is tracking very well with the budget. Pete Balzer will update you on the financials later on in the presentation.

Additionally, we will be presenting Committee reports
I encourage participation and volunteering for Committees of interest.
You will find Committee Chair contact information on each table.

This will be a team effort and all the committees will be able to contribute through their individual activities.

Thanks to all our members and I am looking forward to the next 6 months



Club Secretary

Current Membership: 46 Members

Meeting Attendance: 30 Active, 2 Corporate, 12 Rule of 85

October (3 meetings) - 55.9%

November (3 meetings) – 61% *Attendance percentages includes makeups

December (3 meetings) – 71%

Club Engagement

Christmas Party – 27 Rotarians, 24 Guests

Trick-or-Treat Crossing Guards – 9 Rotarians, 2 guests

Hwy C Clean Up - 4 Rotarians, 1 guest

President-Elect Club Satisfaction Survey Results

- Everyone has their own reason to be in Rotary

What we have in common: overall, our members are happy with our club

- 94.7% Very Satisfied or Somewhat Satisfied
- 16 out of 19 are proud of our club
- Members are overwhelmingly interested in participating (except on the board)

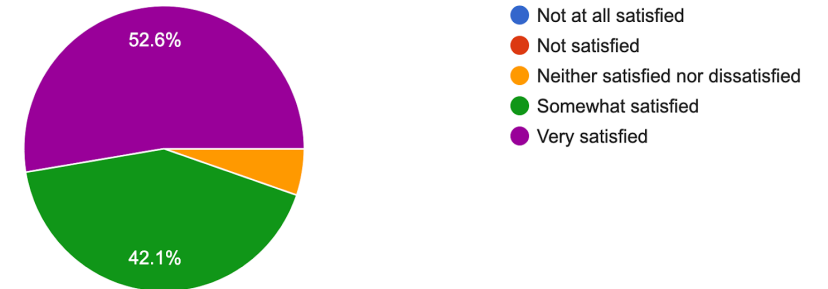
Areas for Improvement

- Connection to Rotary International
- Service Projects
- Fundraising

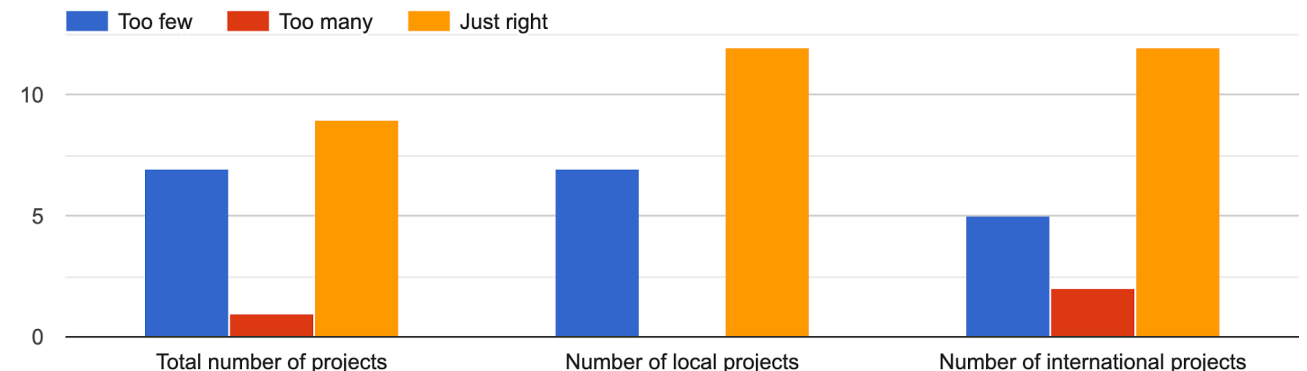
Our Gordian Knot: Meeting Location



Overall, how satisfied are you with being a member of our club?
19 responses



What do you think about these aspects of our club's service projects?



Family Membership

- One fundraising fee per family
- Charged for 9 meals per quarter to be used by qualifying family members
- Additional meals are invoiced at the current rate
- Family members can be spouses/partners or children

Quarterly Costs	Primary Member	Each Additional Family Member
Quarterly Dues	\$ 136.00	\$ 41.45
Quarterly Meals	\$ 168.00	*Add'l meals billed at current rate
Quarterly Fundraising Fee	\$ 45.00	-
Total Quarterly Cost	\$ 349.00	\$ 41.45

Annual Costs	2 Family Members	3 Family Members	4 Family Members
Total Family Cost	\$ 1,561.80	\$ 1,727.60	\$ 1,893.40
Cost/Family Member	\$ 780.90	\$ 575.87	473.35

*Regular Individual Membership-\$1,336.00 per year

Corporate Membership

- Charged for 9 meals per quarter to be used by qualifying corporate members
- Additional meals are invoiced at the current rate
- Qualifying corporate members are co-workers

Quarterly Costs	Primary Member	Each Additional Member
Quarterly Dues	\$ 136.00	\$ 65.00
Quarterly Meals	\$ 168.00	*Add'l meals billed at current rate
Quarterly Fundraising Fee	\$ 60.00	\$ 25.00
Total Quarterly Cost	\$ 364.00	\$ 90.00

Annual Costs	2 Corp. Members	3 Corp. Members	4 Corp. Members
Total Family Annual Cost	\$ 1,816.00	\$ 2,176.00	\$ 2,536.00
Annual Cost/Family Member	\$ 908.00	\$ 725.33	\$ 634.00

*Regular Individual Membership-\$1,336.00 per year



Premiere Corporate Membership

- Same as corporate membership BUT higher fundraising fee
- Publicity benefits
 - corporate logo added to digital promotional material for fundraising events
 - 1 post/month on our Facebook/Instagram pages
 - Identified on our website as a valued corporate member

Quarterly Costs	Primary Member	Each Additional Member
Quarterly Dues	\$ 136.00	\$ 65.00
Quarterly Meals	\$ 168.00	*Add'l meals billed at current rate
Quarterly Fundraising Fee	\$ 125.00	\$ 25.00
Total Quarterly Cost	\$ 429.00	\$ 90.00

Annual Costs	2 Corp. Members	3 Corp. Members	4 Corp. Members
Total Family Annual Cost	\$ 2,076.00	\$ 2,436.00	\$2,796.00
Annual Cost/Family Member	\$ 1,038.00	\$ 812.00	\$ 699.00

*Regular Individual Membership-\$1,336.00 per year

Service Based Membership

- Automatic placement on Community Service Committee
- Expected to organize 1 community service event per year
- Expected to be present at 8 volunteer opportunities per year
- Encouraged to attend 1 meeting per month, but not obligated to eat
- Otherwise, same expectations and benefits as standard members

Quarterly Costs	
International/District Dues/Insurance	\$ 41.45
Local Dues	\$ 94.55
Fundraising Fee	\$ 30.00
Total Quarterly Cost	\$ 166.00
Total Annual Cost	\$ 664.00

*Regular Individual Membership-\$1,336.00 per year

Membership

Membership Categories Expanded

Original Categories

Regular	(30)
Rule of 85	(12)
Honorary	(3)

Recently Added Categories

Corporate	(2)
Family	(2)
Volunteer	(0)

YTD New Members

Active (1 – Mitch Grulke)
Corporate (2 – Jim and Linda Arshem)
Family (1 – Gareth Galster joins Melissa Spindler)

Red Star Program

Melanie Donnelly
Jim Arshem
Linda Arshem
Mitch Grulke
Garet Galster



PR / Marketing

Good People, Great Fun, Better World

1. Working on increasing inventory of photos at club events (fundraisers, socials, community service, and other activities) to use on the website, Facebook, news media and other promotional materials to show that club members are active, having fun and doing good work.
2. Adding more tangible, effective handouts for members to promote club (Rotary medallion, business cards, brochure/rack card).
3. More permanent marketing materials for promoting club:
 - Replaced customized logo canopy cover for the Rotary Tent for events
 - Created new banners for Yule Feed Families
 - Developing pull-up banners for use at meetings and events
4. Continue to use web site, social media, and news media to get the word out.



Club Service

Past Socials:

Nixon Park Beer Garden - August 2024

Trick-or-Treat - October 2024

Hwy C Clean Up - November 2024

Upcoming Socials:

Jukebox Bingo - February 2025

March Madness - March 2025

Hwy C Cleanup - April 2025

Changing of the Guard - June 2025

Vocational / New Generations

Arrowhead / Kettle Moraine Interact

- Both Interact clubs are very involved in community and student services such as food drives, assisting elderly or less fortunate, and student morale building activities/projects in the HS
- Each club provides updates during the regular Club meetings. Some are via zoom and others are in person.
- The Arrowhead Interact Club currently has 325 Members!

World Affairs Seminar

- Sponsoring 4 Students
- Week long international leadership program for high school students
- Student Value = \$945/Student (discounts may apply) = \$3780

Student “Service Above Self” Award

- 3 Students (1 each from Arrowhead, Kettle Moraine, St. John's)
- \$500/Student = \$1500 from the Club
- Students are chosen by representatives in the school for meeting criteria involving selflessness and helping others



Fundraising

Golf Outing (August 6) Financial Outcome: **\$5291.93**

Upcoming Events for January – June 2025

Jukebox Bingo 2/8

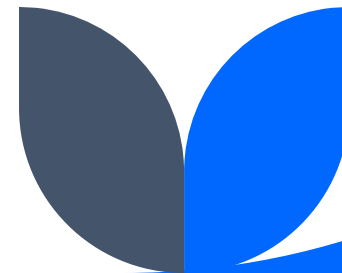
(Goal is \$2500 raised)

- Limited to 50 people
- Prizes for the winners
- 50/50 raffle
- Raffle baskets

March Madness 3/21

- Social Event
- Appetizers Provided
- \$20/bracket with prizes for 1st, 2nd, and 3rd place
- Live auction
- 50/50 Raffle
- Location TBD
- Time TBD (hopefully UW or MU play)

2025 Golf Outing TBD



Community Service

Been There, Done That!

Splash Pad Party – July

Trick-or-Treat Crossing Guards - October

Lunch Honoring Veterans – November

Hwy C Clean Up – November

Christmas Party – December

Yule Feed Families – December

(Surpassed \$40,000 goal by over \$10,000!)

Blood Drive – January (hit goal of 25 units!)

Looking Forward!

Jukebox Bingo - February

Valentines for Three Pillars - February

March Madness – March

Hwy C Clean Up – April

Service Above Self Awards – May

Changing of the Guard - June



International

The direction of this committee is under review in order to determine the most effective way to assist our international brethren.

There is an initiative led by Victoria Jasiek to collaborate with other clubs in the District to research, vet, and work on international projects jointly to make a larger impact within the international community.

The Committee will also be investigating options for supporting the upcoming PolioPlus Fundraising Challenge



Sergeant-At-Arms

Club Fine Money from 7/1/2024 through 12/20/2024 - **\$2896.00**

Notes:

- ❖ Emphasizes raffle prizes and encourages weekly Happy/Sad Fines
- ❖ Brings energy to uplift the room
- ❖ Shares birthdays and club anniversaries

2024 - 2025 Budget Update

State of the Budget

Net income YTD: \$9206

Cash in the bank as of 12/31/2024: \$71,797 (compared to \$56,319 on July 1, 2024)

50% of current fiscal year July 1- December 31

Expenses:

Operating Expenses: 38.5 % of Budget

Meal Expense: 40.3 % of Budget

Grants, Donations & Services Expenses: 25.3 % of budget

Total Expenses: 35.2 % of Budget

Net ordinary income as of 12/31/2024: \$9206 (Budgeted \$1543)



2024 - 2025 Budget Update (continued)

7/1/2024 through 12/31/2024 50% of the Fiscal Year

Total Income:	48.2 % of Budget
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Operating Income:	43.1% of Budget
-Meals charged:	41.0% of Budget
-Dues Charged:	47.5% of Budget

Fundraising income:	62.6% of Budget
-Fundraising Fee:	48.3% of Budget
-Fundraising activities:	92.4% of Budget

Note: As of December 31, 2024, the meals charged total is \$12,261, while the cost of meals served equals \$7666.

The budgeted Fundraising activities are:
The Golf Outing, Jukebox Bingo and the Brat Shack.



Thank you, Pete, and to all who participated in this State of the Club Presentation.

As you can see, we are a very active and vibrant club and I am looking forward to the next six months of club growth and fulfilling volunteer opportunities.

Have a great week!

Lake Country
Rotary

