



Best Community Service Project

Rotary Year 2023-2024

**THE CANTON ROTARY
HEART FOR SERVICE
INITIATIVE**



Rotary District 6910

April 15, 2024



THE CANTON ROTARY

HEART FOR SERVICE INITIATIVE



Inspired by the vision of our Rotary International President Gordon McNally to Create Hope in The World, as well as the guidance of our District 6910 Governor Brandy Swanson to increase our impact, expand our reach, enhance our engagement, and increase our ability to adapt, we planned, designed, and implemented our **Heart for Service Initiative**.

Heart for Service has become the backbone of our **Community Service** efforts this Rotary Year 2023-2024. It has helped us infuse a sense of hope and happiness in everything we do at the Rotary Club of Canton! ♥



WHAT IS HEART FOR SERVICE?

Heart for Service is a program that encompasses a set of hands-on, dynamic, and fun community service projects for local charities and community groups that are performed during actual Canton Rotary meetings throughout the year, one per month. We refer to them as **Heart for Service Days**.

Our support is provided through a two-pronged approach: Sweat Equity (Rotarians hands-on work) and Charitable Giving (cash and in-kind donations) during what we call the "People of Action" section of our meetings.

Our Club President, Community Service Chair, and Board of Directors have joined efforts to make our **Heart for Service Initiative** happen. These projects are intentionally created in a way that perfectly aligns and supports our vision of Creating Hope. They are carefully selected and thoughtfully designed to be accomplished during our lunch hour, yet they are meaningful and go a long way in making a positive impact on the hearts of our community and Rotarians.

In addition to the sweat equity provided by the hands-on support of Canton Rotarians, a fundamental aspect of our **Heart for Service Initiative** is that we are also supporting the featured organizations and causes with charitable giving (financially and in-kind). Every **Heart for Service Project** for the Rotary Year was thoughtfully budgeted in our Charitable Budget 2023-2024 so we are able to present checks to the local charities we are supporting with hands-on projects as well.

Also, Canton Rotarians who desire and are able to provide additional support are welcome to supplement our giving with charitable donations for the featured organizations or causes, financially or in-kind.

Heart for Service Days have also become "Family of Rotary Days". The whole family of Rotary is invited to join in the fun. We roll up our sleeves and have truly engaging moments of teamwork and camaraderie. We have made most of our best memories of this Rotary Year during our **Heart for Service Days**.



WHY HEART FOR SERVICE?

After conducting a Canton Rotary Survey, we discovered that the lack of time (not the lack of desire to support) was impacting member satisfaction and engagement. We already had (and continue to have) plenty of community service opportunities during weekends or on days/times other than our weekly meetings. Nevertheless, many Canton Rotarians with very busy family and work schedules still desired to experience the joy of serving the community, so **Heart for Service** has addressed this issue and provided significant member satisfaction since we have brought the hands-on community service opportunities to the actual lunch meetings.

Heart for Service has given identity and has created a sense of belonging for Canton Rotarians. This is a big deal in terms of motivation, satisfaction, and retention, in addition to the incredibly positive impact we have made on our community.

GOALS OF OUR HEART FOR SERVICE INITIATIVE

- ✓ **Create, inspire, and restore hope in our community:**
 - We are serving vulnerable groups of our community such as the homeless, victims of domestic violence, abused and neglected children in foster care, and people with substance use disorders, among others.
 - We are also creating opportunities for women, showing our support and appreciation for youth and educators, honoring our local heroes in public safety and veterans, among other caring initiatives.
- ✓ **Increase our impact:** We seize common occasions and make them meaningful and great. The coordinated efforts and combined results of our **Heart for Service Projects** are substantial and impressive.
- ✓ **Expand our reach:**
 - We have increased the number of organizations and people we serve, as well as the number of new members, volunteers, and community partners we attract.



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- We have become very familiar with the current needs and issues of virtually every aspect of our community, and have become a reference of leadership and service in our area.
 - ✓ **Enhance our engagement:**
 - The attendance of Rotarians to Canton Rotary meetings has increased by 50% this year thanks to the excitement that **Heart for Service** has created.
 - Every single Canton Rotarian is a member of the **Heart for Service Committee**. All active members have participated in **Heart for Service Days** which have been reported to be some of the most looked-forward-to meetings.
 - ✓ **Increase our ability to adapt:**
 - Being an almost 9-decade-old Rotary Club, we have gone a long way in serving our community and evolving to meet our current local needs. While growing and helping us preserve our traditions, **Heart for Service** has brought renewed enthusiasm to Canton Rotarians.
 - It has also helped us be more responsive to the current needs of our community and the expectations of Canton Rotarians who want to see their dollars at work directly, and experience the joy of serving hands-on during actual Rotary meetings.

HOW IS A HEART FOR SERVICE PROJECT DONE?

- ✓ **Heart for Service Projects** are carefully selected and thoughtfully designed to be completed in 30 minutes or less during an actual Rotary meeting, once a month. We call these 30 minutes our "People of Action" portion of the meetings.
- ✓ The other 30 minutes of **Heart for Service Days** are used with diligent time management for: Prayer & Pledge, Guests & Sunshine, Announcements, Happy Dollars, 50/50 Raffle, and the 4-Way Test.
- ✓ We also enjoy lunch (either a buffet, boxed lunches or a pizza party depending on the logistics for the project).

- ✓ We also give an opportunity to a leader of the organization we are supporting to provide information, raise awareness, and inspire our club about the cause we are supporting to create hope.
- ✓ **Heart for Service Days** take place off site, at different locations that are free of charge for our club which has also helped us cut operating costs.

BUDGET

- ✓ 11 projects x \$300 = \$3,300. One project per month throughout the Rotary Year. To complete 12 months (a full year) our **Heart for Service Project** in September was our Public Safety Appreciation Luncheon 2023 involved both charitable giving and sweat equity as all other **Heart for Service Projects**.
- ✓ 1 project (Public Safety Appreciation Luncheon) = ~ \$7,000

EXPENSE TYPE	VENDOR	AMOUNT
Venue	Cherokee County Conference Center	\$1,695.00
Food	Center Cut Catering	\$3,600.00
Awards	Cherokee Trophies and Stetson Hat	\$725.76
Programs	Greene's Blueprinting	\$68.90
Centerpieces	O'Brien Productions	\$901.00
TOTAL EXPENSES		\$6,990.66

The money to pay for the total cost of Heart for Service came from two sources:

- ✓ The Rotary Club of Canton Charitable Fund = \$3,300 for 11 Heart for Service Projects
- ✓ Sponsorships from local businesses and community organizations = \$20,750 for the Public Safety Appreciate Luncheon. The cost of the event was \$7000. The proceeds (\$13,750) were deposited into our charitable fund to be used for public safety and community service initiatives in the Rotary Year 2024-2025.



HEART FOR SERVICE DAYS COMPILATION

As we were gearing ourselves up for a successful start of our 2023-2024 Rotary Year, we did a pilot **Heart for Service Project** during a regular Rotary meeting in June 2023. This was the MUST Ministries Summer Lunch Build which provided great feedback, ideas, and insight on how a **Heart for Service Project** should be carried out.

MUST MINISTRIES SUMMER LUNCH BUILD



Date: June 6, 2023, 12:00 PM – 1:00 PM

Location: Auditorium of Canton City Hall located at 110 Academy St, Canton, GA 30114.

Organization: MUST Ministries - MUST is a volunteer organization dedicated to helping homeless and struggling individuals and families with food, clothing, housing, employment, and other opportunities. <https://www.mustministries.org/>

Project: Summer Lunch Build



- ✓ Donated, assembled, and packed summer lunch kits with 5 breakfasts, 5 lunches, 5 dinners, and 5 snacks.
- ✓ 300 of these kits were made in 1 hour with donations from members (6,000 items) and 85 Rotarians and Guests at City Hall.
- ✓ Pizza Party afterwards.





CHEROKEE SHERIFF'S OFFICE THANK-YOU BASKETS FOR OUR LOCAL HEROES



Date: July 18, 2023, 12:00 PM – 1:00 PM

Location: Cherokee Sheriff's Office located at 498 Chattin Drive, Canton GA 30115.

Organization: Cherokee Sheriff's Office - Dedicated to serving with integrity, protecting with compassion, and preserving a safe and secure environment while keeping the trust and confidence of our community. <https://sheriff.cherokeecountyga.gov/>

Project: Thank-You Baskets for our Local Heroes

- ✓ Donated and assembled snack baskets for all Sheriff's Office precincts, E-911, and Marshal's Office.
- ✓ Each basket contained a variety of snacks (approximately 60 items per basket) and 20 baskets delivered (total of 1,200 items).
- ✓ 45 members participated in the 30-minute build and wrote thank-you cards signed by all members to include in each basket.





HASTY ELEMENTARY SCHOOL FOOD PANTRY AND FACULTY/STAFF
APPRECIATION



Date: August 29, 2023, 1:00 PM – 1:00 PM

Location: Media Center of Hasty Elementary School located at 205 Brown Industrial Pkwy, Canton, GA 30114.

Organization: Hasty Elementary School Fine Arts Academy – Hasty is committed to educating the emerging generation through learning environments designed to increase the performance of all students. <https://hastyes.cherokeek12.net/>

Projects: Combating Food Insecurity and Showing Appreciation

- ✓ First project:
 - Collected and donated food items to stock the backpack program for students that have food security issues over the weekend.
 - Variety of items including breakfast, lunch, dinner, and snacks.
 - Approximately 4,500 items collected and sorted in the pantry.



- ✓ Second project:
 - Provided welcome-back snacks for faculty and staff. Rotarians decorated the teacher's lounge and put together displays of savory, salty, sweet, and healthy snacks and sodas. Approximately 1800 items left behind. 45 minutes of service and 75 volunteers.





PUBLIC SAFETY APPRECIATION LUNCHEON



Date: September 26, 2023, 11:00 AM – 1:00 PM

Location: Cherokee County Conference Center located at 1130 Bluffs Pkwy, Canton, GA 30114.

Organization: All public safety agencies in Cherokee County (county and city police officers, paramedics, firefighters, E-911 workers).

Project:

- ✓ With the understanding that public safety sets the foundation for a community where hope and peace will flourish, we organized this premier community event.
- ✓ We honored first responders from all jurisdictions within Cherokee County (police and fire departments) who go above and beyond their required duties and impact positively our community.



- ✓ We hosted a luncheon and presented awards to public safety employees from all agencies for excellence in their service to our community, outstanding contributions, and heroic efforts.
- ✓ Our EarlyActors from Liberty and Hasty Elementary Schools made beautiful thank-you cards for our local heroes.
- ✓ All Canton Rotarians had roles such as helping at the check-in table, welcoming all guests, assisting the Sergeant-at-Arms, singing the National Anthem, and assisting with Prayer & Pledge, the 4-Way Test, etc.
- ✓ We had 300 people (Rotarians, honored first responders and their families, as well as leaders from all the local public safety agencies) attending this luncheon which has become a premier community event in Cherokee County.





HOMELESS COALITION HOPE BAGS



Date: October 31, 2023, 12:00 AM – 1:00 PM

Location: Auditorium of Canton City Hall located at 110 Academy St, Canton, GA 30114.

Organization: Homeless Coalition of Cherokee County - The Homeless Coalition of Cherokee County exists to identify, develop and engage in a more holistic model for alleviating the needs of those experiencing homelessness. These efforts involve integrating present services and ministries as well as identifying needs that remain unmet or underserved throughout the county. Their goal is to come alongside those who are either on the verge of or already experiencing homelessness and help them build bridges of faith, fellowship, and stability to a more hopeful future.

<https://www.homelesscoalitioncherokee.org/>

Project:

- ✓ Collected personal hygiene items and packed them in "Hope Bags" for weekly hotel stays and beyond. These included shampoos, soaps, deodorants, toothbrushes, toothpaste, combs, hand sanitizer, note cards and pens.
- ✓ All kits were placed in plastic zip-lock-style bags and included a handwritten note of encouragement from Canton Rotarians.
- ✓ A total of 100 kits were made over a 30 minute build (1,000 total items).
- ✓ Pizza Party in Halloween costumes afterwards!



VETERANS DAY APPRECIATION LUNCHEON



Date: November 6, 2023, 12:00 AM – 1:00 PM

Location: Cherokee Veterans Park located at 7345 Cumming Hwy, Canton, GA 30115.

Organization: Cherokee Veterans Park - Home of the new L.B. "Buzz" Ahrens, Jr. Recreation Center located on 149 acres in northeast Cherokee County, Cherokee Veterans is one of the largest parks in the county's park system.
<https://www.playcherokee.org/224/Cherokee-Veterans-Park>

Project:

- ✓ We addressed the important issue of Mental Health of Veterans and honored them with a special program. We started the program outdoors by installing a Peace Pole at the park.



- ✓ Then we went inside the Buzz Ahrens' Recreation Center to host 8 Veterans for lunch and a great program in their honor.
- ✓ We heard from Sheriff Frank Reynolds, as well as former Cherokee Commission Chairman Buzz Ahrens and Cherokee Fire Chief Eddie Robinson who are veterans.





THE CHILDREN'S HAVEN "SHOP FOR YOUR GROWNUP STORE"



Date: December 5, 2023, 12:00 AM – 1:00 PM

Location: The community room of The Children's Haven located at 1083 Marietta Hwy, Canton, GA 30114.

Organization: The mission of The Children's Haven is to promote the health and happiness of children impacted by abuse and neglect. They are committed to building successful children through programs that increase their safety and improve their educational, social and emotional functioning. <https://cherokeechildrenshaven.org/>

Project:

- ✓ Canton Rotarians brought unwrapped Christmas presents for the foster children's Christmas Store.
- ✓ We created hope by providing children with the opportunity to experience the joy of giving. We set up the "Shop for your Grownup Stores" where children in foster care came to "purchase" free-of-charge gifts for important people in their lives, including foster families, siblings, teachers, case managers, Court Appointed Special Advocates (CASAs), etc.



- ✓ We brought a variety of items from clothing, jewelry, tools, candles, home goods, kitchenware, sports equipment, personal care items, etc.
- ✓ We also brought wrapping paper, gift labels, bows, ribbon, and tape for the children to wrap up their gifts with the help of volunteers.
- ✓ Approximately 400 items were donated.
- ✓ The club members then helped sort the donations plus other donations at the facility for the Christmas store.
- ✓ 30 mins of service with approximately 65 members.





TEASLEY MIDDLE SCHOOL, BOYS & GIRLS CLUB VALENTINES (PART 1)



Date: January 23, 2024, 12:00 AM – 1:00 PM

Location: The community room of the R.T. Jones Memorial Library located at 116 Brown Industrial Parkway, Canton, GA 30114.

Organization: Teasley Middle School opened its doors in 1986 initially serving students in grades six, seven, and eight in the northern section of Cherokee County. The school's namesake, Marie Archer Teasley, whose family donated the land on which the original school was built, had a passion for the school, and her son Bill Teasley founded the family's plans to establish the Teasley Family Foundation to "improve student achievement." <https://tms.cherokeek12.net/>

Project (Part 1):

- ✓ Canton Rotarians wrote Valentine cards for 1,500 students and 175 faculty/staff at Teasley Middle School, as well as 160 members of the Malon Mimms Boys and Girls Club, both of Canton.
- ✓ The Valentines included special messages of encouragement and hope.
- ✓ Members also donated 50 cases of goldfish crackers containing 40 individually packaged, snack size bags.
- ✓ Approximately 50 members completed these in 30 mins.



TEASLEY MIDDLE SCHOOL, BOYS & GIRLS CLUB VALENTINES (PART 2)



Date: January 23, 2024, 12:00 AM – 1:00 PM

Location: The Malon D. Mimms Boys & Girls Club located at 1082 Univeter Rd, Canton, GA 30115.

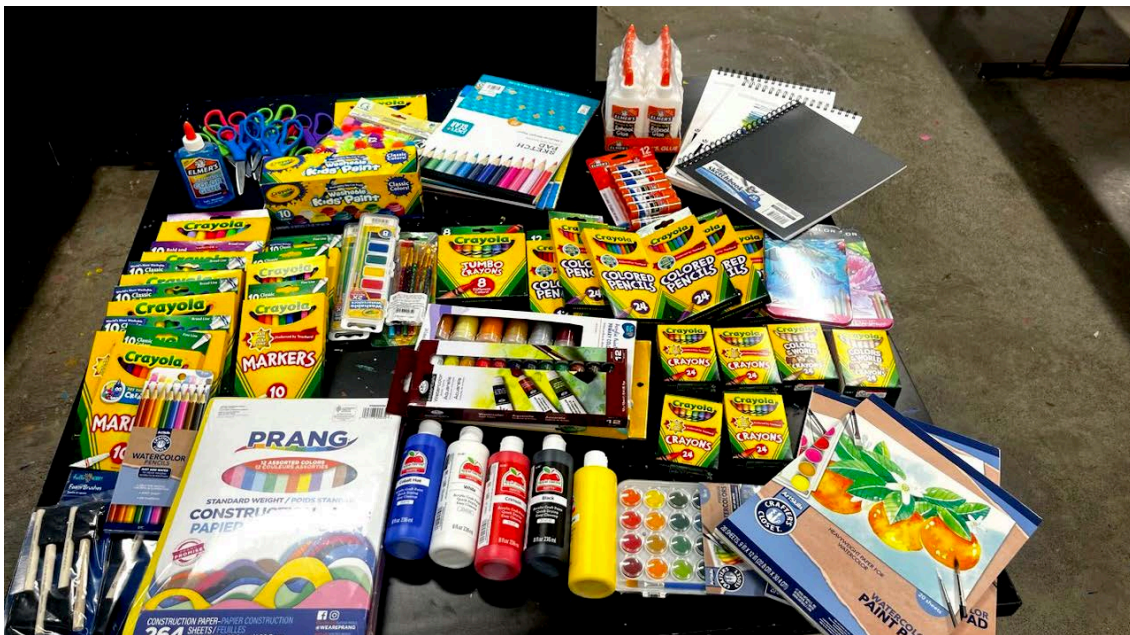
Organization: The Malon D. Mimms Boys & Girls Club The Malon D. Mimms Boys & Girls Club works with hundreds of children and teens each year to help them reach their full potential. They provide an environment where all youth feel safe and secure to dream, discover, and develop. Their programs focus on helping children succeed in school, live healthy, and become leaders. <https://bgcma.org/club/mimms/>

Project (Part 2):

- ✓ Rotarians donated art supplies and restocked the art room of the Boys & Girls Club.
- ✓ Rotarians sorted individual packs of goldfish taping Valentines to each.



- ✓ The Valentines were then re-boxed with 1,675 going to Teasley Middle School for students and staff and 160 staying at the Boys and Girls Club where the build occurred.
- ✓ 1,675 goldfish packs, 1,675 valentines, 1,675 stickers, 50 cases re-packed with 50 members in one hour.
- ✓ A group of a dozen members met the following Friday to deliver the goldfish to the Teasley Middle School Interact Club in person.



CHEROKEE FAMILY VIOLENCE CENTER “HELP, HOPE & HEAL SUPPORT KITS”



Date: March 12, 2024, 12:00 AM – 1:00 PM

Location: The community room of the R.T. Jones Memorial Library located at 116 Brown Industrial Parkway, Canton, GA 30114.

Organization: The Cherokee Family Violence Center helps discover hope and healing for victims of domestic violence in Canton, GA. The Center serves women that are in domestic conflicts at home and seeking shelter or a permanent relocation.
<https://cfvc.org/>

Project:

- ✓ Canton Rotarians created hope by putting together “Help, Hope & Heal Support Kits” for personal hygiene for both the mothers and children. These kits included soap, body wash, shampoo, conditioner, lotion, toothbrushes, toothpaste, and other personal care items.
- ✓ A total of 175 kits were made with approximately 1,200 toiletry items.



- ✓ These included handwritten messages of support, and were built by 45 members over a 30 minute period.
- ✓ We have planned a second part of the program for Rotarians available on April 17, 2024 to add teddy bears and other comfort items such as slippers to the welcome kits for women and children in the shelter.





UPCOMING HEART FOR SERVICE DAYS:

- ✓ May 14, 2024. "Saluting Our Seniors" at Canton City Hall. We will present our **Heart for Service Awards & Scholarships** to local high school seniors who are servant leaders in their schools and communities.
- ✓ June 4, 2024. "**MUST Ministries Summer Lunch Build 2024**" at Canton City Hall. We will donate and pack summer lunch kits with 5 breakfasts, 5 lunches, 5 dinners, and 5 snacks each to combat food insecurity for local children in need.

CONCLUSION

The tremendous success we are experiencing by accomplishing the goals of our **Heart for Service Initiative** has provided our Club Leadership with compelling evidence and encouragement to continue **Heart for Service** in the immediate and long-term future.

Heart for Service has also given our club great exposure in the community and has put us in a great light. Our Public Image efforts have been greatly supported by the wonderful "**People of Action**" material that **Heart for Service** generates and we have also frequently made positive headlines in the local media such as the Family Life Magazines Canton & Woodstock, Enjoy Cherokee Magazine, as well as the Cherokee Tribune & Ledger-News. Please click the link below to see the newspaper articles:

[https://www.dacdb.com/Rotary/Accounts/6910/Downloads/4156/Heart for Service Media Coverage.pdf](https://www.dacdb.com/Rotary/Accounts/6910/Downloads/4156/Heart%20for%20Service%20Media%20Coverage.pdf)

Heart for Service has been one of the main reasons new members have joined our club this year. Also, **Heart for Service Days** have attracted many volunteers and visitors from our community. We have looked for larger venues for our projects and have planned for more meals. These are good challenges to have!

The Rotary Club of Canton will never be the same—**Heart for Service** has transformed us in a very positive and meaningful way as it touches Rotarians at the very core and reason why they joined Rotary in the first place: To make a difference and experience the joy of serving our community as People of Action. **Heart for Service** has proven to be very effective in helping club members become **Rotarians**.