

Concrete and Specific Service Projects from \$500 - \$50,000

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District 5930 Lend a Helping Hand Training
Seminar

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Rotary's Vision for the Future:

Together we see a world where people unite to take action to create lasting change across the globe, in our communities, and in ourselves.

As People of Action, Rotarians:

- Are effective problem solvers
- Activate and inspire one another
- Strive to understand the needs of others
- Are inventive, entrepreneurial, and resilient



How can we as Rotarians identify needs? (Example)

Rotarians are taken on a tour of a homeless shelter with the Shelter Director.

Here is what they observed:

Shelter can accommodate 50 individuals. They eat & sleep there.

Has 20 sturdy double bunk beds arranged in a reasonable space

Need 5 double bunk beds for 10 individuals .

Has space to place the double bunk beds

All 50 individuals are actively seeking employment.

Director: Asks for assistance



Key Questions to Ask:



- **How** did you feel walking around the facility?
- **How** do you think the individuals living there feel?
- **Who** do we need to serve?
- **Why** do we want to serve these individuals? (Think of **Rotary's Values**)
(Fellowship, Integrity, Diversity, Service, Leadership)
- **What** need do these individuals have?
- **What** evidence is there that a need exists (*Direct observation*)
- **How** might the lives of the individuals we want to serve be changed if we address this need? (Short-term, long-term)
- What other questions, if any, are important to ask?
- ***Could these questions serve as a guide to help you plan a project?***

Is this a potential initiative for Rotary?

District/International District Grant?

Global Grant?

Fund-raising Project that Rotary clubs can undertake?



District/International District Grant

Must focus on a clearly identified need that can be addressed in 1 year

Involves a 1:1 match between District and club(s) contributions

Minimum budget: \$2,000

Maximum District Match: \$4000



District/International District Grants

McAllen Rotary's Back to School Backpack with Supplies (\$11,250)

Lead Club: McAllen Rotary Club; District Contribution: \$4,000

Girl Scouts of Greater South Texas Camp Bayview Improvements (\$8,250)

Lead Club: McAllen Evening Rotary Club; District Contribution: \$4,000

Instructional materials for active learning in a Nuevo Laredo Middle School (\$9,250)

Lead Club: The Laredo Rotary Club; District Contribution: \$4000

Complete description of 2019-2020 District Grants available at:

<https://www.rotary5930.org/page/ddf-grants-over-the-years>

Global Grant

- Supports large international activities that respond to a real community need identified through one or more community assessment tools

- **Community Assessment Tools:**

Community Meeting

Survey/questionnaire

Focus Group

Asset Inventory (on-site observations)

Interview

Community Mapping (Areas of need)



- **Relate to a Rotary Foundation Area of Focus**

Peacebuilding & Conflict Prevention

Water, Sanitation, & Hygiene

Education & Literacy

Supporting the Environment

Disease Prevention & Treatment

Maternal & Child Health

Community Economic Development

Global Grant (contd)

- **Minimum Budget:** \$30,000 **Maximum Budget:** \$400,000

- **Clubs:**

At least 2 – Host (in country of project) & international partner

- **Funding**

District Designated Funds (Annual Fund)

Cash

Directed Gifts

Endowment Earnings

International Partner: contributes 15% of the project budget

World Fund: Matches 100% of District Designated Funds contributed

World Fund: Will not match cash contributions



Global Grants (Example)

- **Global Grant #2012011 (\$96,916) Supplies – Global Grant – Guatemala**

Area of Focus: Disease Prevention & Treatment

Districts 4250, 5520, & 5930; Corpus Christi Rotary Club, Guatemala Norte Rotary Club, World Fund collaborated

Provided Personal Protective Equipment to protect medical and hospital workers who work with COVID-19 patients

Complete list of Global Grants available at: https://grants.rotary.org/s_main.jsp?



Visit Rotary Showcase & District Foundation Corner for Project Ideas

Rotary Showcase at: https://map.rotary.org/en/project/pages/project_showcase.aspx

Can find completed projects

Can find projects seeking global grant partners

Can find Cause-Based Projects

(e.g., projects focused on each Area of Focus)

Can add a project and invite potential partners to contact you

Can browse proposed projects

District 5930 Foundation Corner at: www.rotary5930.org



District \$500 COVID-19 Grant Projects (Examples)

- **Corpus Christi Evening Rotary Club:** \$500 were matched with \$500 from club to donate food to the **Nueces County Food Bank**
- **Mission Rotary Club:** \$500 were donated to the **El Milagro Clinic** to provide Personal Protective Equipment for staff who work with COVID-19 patients
- **Laredo Gateway Rotary Club:** \$500 were donated to the **Laredo College Trading Station** to purchase food items, toiletries, and other items for students who lost their jobs due to COVID-19



District & IBC \$500 Matching Grant Requests to Address COVID-19 or Disaster Relief Related Needs

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- **Port Isabel Rotary Club:** Donated funds to **two food banks** to help feed low-income individuals affected by COVID-19
 - **San Benito Rotary Club:** Collaborated with **city officials** to hold a **Drive-Thru Halloween Party** to help improve the mental health of children who have had to remain indoors due to COVID-19. Children will receive masks, gloves, hand sanitizers, and Halloween candy.
 - **Rotary Club of Corpus Christi:** Collaborated with **Driscoll Children's Hospital** to provide **backpacks with school supplies and information to help prevent child abuse**. Some children are experiencing abuse due, in part, to challenges created by COVID-19 and unemployment.

Virtual International Project Fair (Oct. 24-Nov. 7, 2020)

- Allows clubs from multiple countries to showcase their projects with the objective of potentially partnering with each other.



Main Purposes:

- Promote friendship among clubs of different international districts
- Help small and/or new Rotary clubs get involved in international projects, understand how District and Global Grants work, and help them secure support for their community projects.
- Form partnerships with clubs to leverage Rotary Foundation funds to maximize funding possibilities for projects. May lead to completion of a project.

Additional information available at:

<https://www.rotary5930.org/Stories/international-project-fair-scheduled>

Requirements to Showcase a Project at Int'l Project Fair:



Indicate the Area of Focus project is intended to address:

Peacebuilding & Conflict Prevention

Water, Sanitation, & Hygiene

Education & Literacy

Supporting the Environment

Disease Prevention & Treatment

Maternal & Child Health

Community Economic Development

Location of Project:

Partners other than Host & Int'l Partners (if any)

Amount of Funds from Host Club:

Amount of Time Needed to Complete Project:

Type of Grant Requested (District or Global)

Documentation Used (photos, videos, etc.)

of Individuals that will benefit from project

Project Budget

Amount of Funds from International Partner

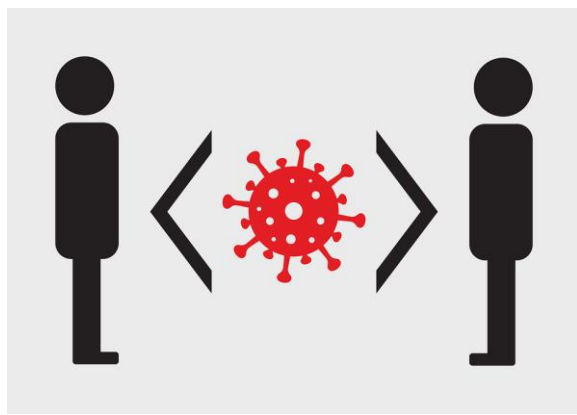
Funds Needed to Complete Project

Individual(s) in Charge to Complete Project

FUNDRAISING



- Fundraising is always a challenge (or at least requires an effort)
- Current restrictions due to COVID-19 have eliminated many successful and dependable fundraising efforts.
- Large In-Person Events (which were high revenue sources) Not Viable:
 - Paul Harris Dinners
 - Crawfish Boil, Shrimp Boil, Cajun Fest
 - Service Above Self Recognition Dinners
- Large In-person Events, not so easy to convert to a virtual environment



Fundraising Social Distancing Ideas

- Hike for a Cause
- Virtual Paint Lessons/Party
- 10,000 step Challenge
- Poker Run
- Vehicle Rally
- Virtual Cooking, Baking or Crafting Class
- Online Auctions
- Walk/Bike-a-thon
- Virtual Golf Tournament
- Drive in Movie
- Running of the Flags
- Virtual Scavenger Hunt
- Reverse Parade
- Aloha Rotarian

Don't abuse your members when fundraising

- Fundraising among club members
 - Short-term fix
 - Not sustainable long-term
 - Difficult to raise larger sums
 - Burn out members with frequent financial demands
- Committees are a must
 - One person should not be responsible for all fundraising
 - Spread the work-load and projects among more club members
 - Spread projects among different committees
 - Find a Project Champion



Adjusting Fundraisers during COVID 19

- Can the event be accomplished with Social Distancing Requirements?
- Can the event be done outside?
- Can the event be done virtually – over zoom or otherwise?
 - May require additional production cost.
- Can the event still raise funds?



Case Study: RotaryPolioMoto

- Motorcycle Fundraising/Awareness event, started March 2017.
 - Ride around district 5930 about 800 miles
 - 13 different stops over 2 days
 - Rotary club participation from around the districts
 - Funds raised for PolioPlus.
- Annually have raised an estimated \$10,000 (before Gates Foundation Match)
- March 2020 Postponed to October 24-25, 2020.



Case Study: RotaryPolioMoto (Contd)

- Changes made for post COVID-19
 - Stops will have limited number of people and will be separated
 - Masks worn by participants
 - Meals and stops all done in open air
 - Motorcycle ride to keep separate automatically
 - Expecting to raise the same amount this year.



Fundraisers

- Fundraisers can still be done.
 - Social Distancing
 - Mask wearing
 - Virtual events
 - Creative ways to do the same event with the above issues.
 - Creativity to explore ideas and new possibilities with current constraints

District 5930 Survey Results: Potential Causes & Projects for Clubs (n=58)

	Who?	What?	Why?	Where?	How?	When?
Food Bank						
Students/ Schools						
COVID-19						
Mental Health						
Medical Needs						
Sponsoring Projects						
Local Disaster						
Membership						
Showcase						



Key Take-Aways

Qualities That Help Rotarians Serve Others	Desired Outcomes
<p>Active empathetic listeners Careful observers Servant-leaders Open-minded Successful collaborators Critical thinkers Effective problem solvers Inventive, entrepreneurial, and resilient</p>	<p>Understand others' needs and feelings Identify possible alternatives and resources to address the needs identified Effectively work with others to plan and carry out projects to address the needs Influence and motivate others to become actively engaged in service initiatives Experience the satisfaction of helping others in our communities and beyond</p>
<p><i>Contributions to The Rotary Foundation's Annual Fund help District 5930 and other Districts receive District Designated Funds to help support district, global, and disaster response grants.</i></p>	