

# The Weekly Westerner

Box 4572, Station C, Calgary, Alberta T2T 5N3  
Grey Eagle Hotel, 3777 Grey Eagle Drive (Corner of 37 St SW and Glenmore Drive)  
Mondays 12.10 pm - 1.30 pm

**President:** Bill Fitzsimmons **President-Elect:** Marlene Doherty **Past President:** Gerry Meek  
**Secretary:** Gail Williams **Treasurer:** Dan Pigeon  
**Directors:** Judy Cochran, Gord Cox, Darren Grierson, Barb Hames,  
Ken Montgomery, Drew Turnbull

## **Together We Are People of Action - Building Community**

July 20, 2020 Edition: 54.3 Reporter: Mike Carlin Editor: David Williams

**Zoom meeting** arranged by **Gord Cox** and **Ken Montgomery**. 42 members and two guests were in attendance.

**President Bill Fitzsimmons** opened the meeting by thanking Ken Montgomery for all his work on fundraising. Bill then introduced his focal point of today's discussion: **Club Engagement and Fundraising**

### **Agenda:**

- Overview of projected fundraising revenues for 2020-21.
- Proposed policy for fundraisers' list of past fundraisers, net proceeds and spending.
- Presentation of new fundraising ideas – several five-minute presentations.
- Fundraiser calendar – showing how planning and promotion activities for past fundraisers.
- *Q and A:* Member feedback via real-time polling.

**Duncan Stanners** wants to include his 'haircut' fundraiser for the Honduras water project.

Ken Montgomery introduced a proposed fundraising policy and procedure

### **Why do we need a policy?**

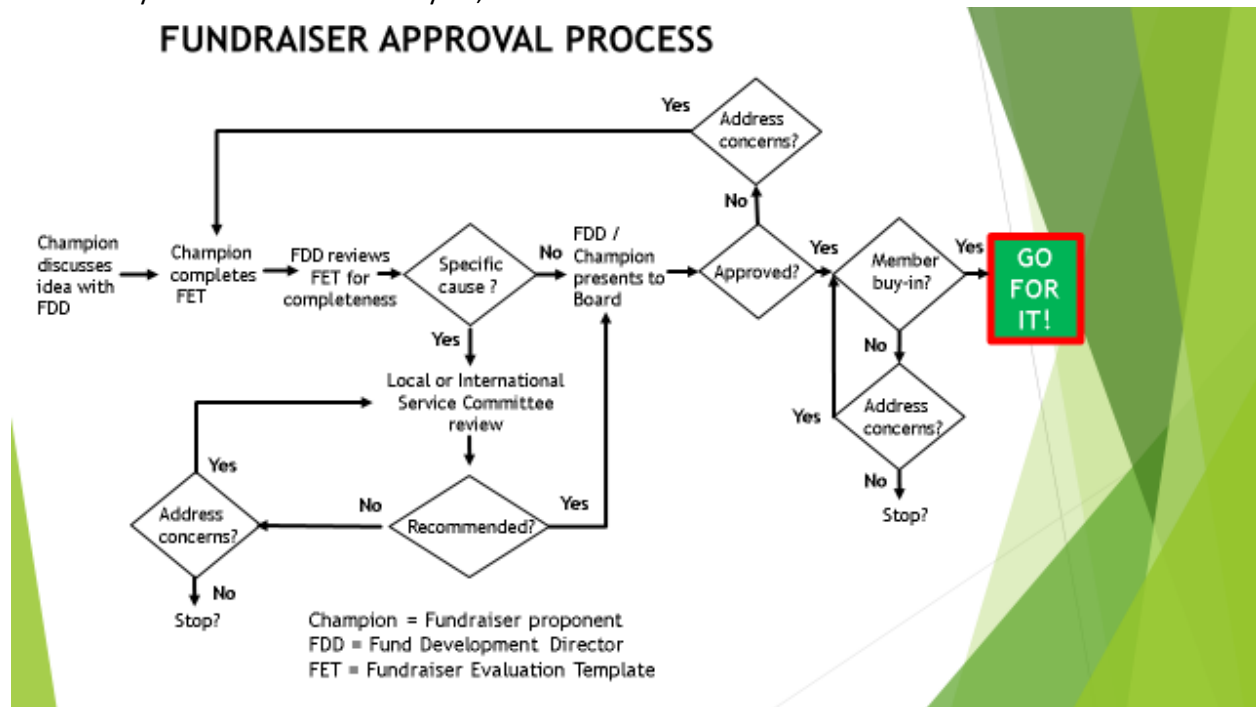
- Transparency
- Consistency
- Due diligence
- Alignment with priorities
- Communication
- Risk management
- Decision-making

### **Policy**

- Scope: all fundraisers using RCCW name/resources
- Two basic uses of net proceeds:
  - RCCW – for operations, programs, projects.
  - Specific cause – funds directly to named organizations.
  - Combination – sharing of net proceeds.
  - Use of a template to document information.

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### FUNDRAISER APPROVAL PROCESS



#### Fundraiser Evaluation Template

- Who, What, When, Where, Why?
- Budget / Cash Flow / Net Proceeds
  - Financial risk – upfront costs, breakeven sales, etc.
  - Club Resources
    - No. volunteers
    - Time commitment
    - Software applications
  - Bang for the Buck – net proceeds/person-day of effort

#### Questions:

Several questions were asked, including:

- When do we get members engaged?
- Will there be a way to expedite the process in order to get approval faster?
- Why do we have an additional layer of approval by LCS/ICS in addition to board approval?

Dan Pigeon provided a high level overview of where our funds come from:

#### Sources of funds

	<u>2020/21</u>	<u>2019/20</u>
Calgary Foundation	\$35,000	\$32,000
Casino Funds	\$34,000	\$34,000
Fund raising	\$15,000	\$45,000
	\$84,000	\$111,000
Bringing in a casino July 2020 estimate	\$15,000??	
	\$99,000	\$111,000

District Conference  
Rotary International Conference

**Potential for 2020-2021** (as covid permits)

<u>Fundraiser</u>	<u>Historical</u>	<u>Projected</u>	<u>2019/2020</u>
Stampede Breakfast	35,000	cancelled	2,600
Cherries	2,000	3,900	2,740
Christmas Wreaths	5,000	5,000	5,320
Strawberry Shortcakes	10,000	0	cancelled
Plants NSTEP	1,000	1,000	900
Art from the Heart	<u>5,000</u>	<u>5,000</u>	<u>0</u>
Totals	58,500	14,900	38,560

**Champion Presentation** (using above evaluation template)

<u>Champion</u>	<u>Fundraiser Description</u>
1) <b>Marlene Doherty</b>	Rotary Roses – sell 500 dozen @ \$35/doz - net \$10,000 October 9, 2020 Thanksgiving – I think we can really promote – Thanks – Gratitude – Love – with COVID a great way to express our thanks to others. Specific cause – Never Too Late Backpack Program
2) <b>Terry Felton</b>	50/50 Raffle through Rafflebox.ca- board approved Raise \$20,000 in 30 days commencing August 1, 2020 Should net \$7,000 – Specific cause – CanLearn
3) <b>Cory Tretiak</b>	Sell coffee subscriptions through Caffe Monte. Re occurring revenue model aimed at the public and built to grow. Assuming 100 subscriptions, this will generate \$12,000 per year. Delivery through Greenway Courier. We market the coffee. Revenue would increase if Rotarians would deliver coffee. The “after hours” club would partner with RCCW and handle deliveries for a three-month trial period. A treasurer is required. Please volunteer!

Several questions were asked and the membership was supportive of the above fundraisers.

A poll was taken and it indicates overall support. It is given after Coming Events. **Please scroll down.**

The meeting was closed at 1:15 pm by President Bill with his thought for the day (provided after the fact): “It’s good to have money and the things that money can buy (or do), but it’s good, too, to check up once in a while and make sure that you haven’t lost the things that money can’t buy.”

**Coming Events**

<b>July: Stampede Parade and OK Cherries Month</b>	
6	Jennifer McCue, President and CEO of Bethany: Bethany’s journey through the pandemic
13	Diversity and Rotary: Rotarian Anila Lee Yen



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20	Five Avenues of Rotary: President Bill Fitzsimmons' program for the club.
27	India Sherrett: Olympian
<b>August: Membership and New Club Development Month</b>	
3	No Meeting Civic Holiday - August Long Weekend
5	Evening Zoom Past President's Reflections Series #1
10	Club Engagement <b>F and F Committee update; New Club Developments</b>
17	Water and Sanitation Tal Woolsey - CAWST
24	Club Engagement <b>Updates and Discussions, New Initiatives</b>
31	Club Engagement Updates and Discussions, New Initiatives

