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SERVING THE CHILDREN OF THE WORLD® JUNE/JULY 2014

# KIWANIS CAMPS

FROM SKIING TO SWIMMING TO CRAFTS,  
CAMPS SERVE KIDS AND ADULTS ALIKE



# You're part of our history. Be part of our celebration.



In 2015, Kiwanis will turn 100. A celebration this important requires preparation. Is your club getting ready? Add your inspiration to our global celebration. Get ideas and information on the 100th anniversary website!

Get ideas and information  
at [Kiwanis.org/Kiwanis100](http://Kiwanis.org/Kiwanis100).







# Kiwanis®

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

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## MAGAZINE STAFF

**EDITOR** Stan D. Soderstrom

**CHIEF COMMUNICATIONS OFFICER** Amy Wiser

**PUBLISHER/CIRCULATION MANAGER** Jack Brockley

**MANAGING EDITOR** Kasey Jackson

**ASSISTANT EDITORS** Curtis Billue, Chip McComb

**ART DIRECTOR** Andy Austin

**CONTRIBUTING EDITORS** Alyssa Chase, Jo Lynn Garing, Tony Knoderer

## ADVERTISING SALES

3636 Woodview Trace, Indianapolis, IN 46268

317-875-8755, ext. 170, Fax: 317-217-6570

Email: [advertise@kiwanis.org](mailto:advertise@kiwanis.org)

## New England and Mid-Atlantic:

RB Advertising Representatives Inc.,

195 Cleveland Dr., Croton-on-Hudson, NY 10520

914-769-0051, Fax: 914-769-0691

Email: [Info@RBAdvertisingreps.com](mailto:Info@RBAdvertisingreps.com)

## KIWANIS INTERNATIONAL OFFICE

3636 Woodview Trace, Indianapolis, IN 46268-3196

800-KIWANIS (in US/Canada), 317-875-8755

Fax: 317-879-0204

Email: [magazine@kiwanis.org](mailto:magazine@kiwanis.org)

Websites: [www.kiwanis.org](http://www.kiwanis.org) (public)

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Tokyo-Chiba, Japan, July 17-20, 2014

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Cover photo by Kristian Jones



# VOICES

## PRESIDENT'S MESSAGE

GUNTER GASSER | KIWANIS INTERNATIONAL PRESIDENT

### SERVICE: OUR BRIDGE TO THE FUTURE

I love to see the smiles and hear the giggles from the children whose lives are made better because of Kiwanis. As Kiwanis International president, I get the privilege to visit many clubs, and I'm always impressed by the charity projects being done to improve local communities and the entire world.

In Detroit, Michigan, I saw a warehouse stacked full of books to be given to underprivileged children. In Fargo, North Dakota, I helped make trauma dolls to comfort children undergoing treatment in a hospital. In New Delhi, India, I witnessed the rehabilitation process for a child who lost his legs because of a tragic accident. While each Kiwanis club serves the needs of its community, we are all serving the needs of the children together.

The course for Kiwanis was chartered when the first club saw a child in need and took action. They provided shelter, food, clothing and education for a boy named Walter through a period when his mother could not care for him. We continue that service to children

today on a local and global scale.

Our Kiwanis family, through a partnership with UNICEF, has greatly contributed to the elimination of iodine deficiency disorders worldwide and reduced the number of cases of preventable mental disabilities. Now, we're tackling maternal and neonatal tetanus with The Eliminate Project. During our 100th anniversary, Kiwanis will give the world the gift of US\$110 million to eliminate one of the most painful causes of death for newborns.

Later this year, we will hold a Kiwanis early childhood conference. Leaders in the fields of children's health, education and safety will gather to provide information and inspiration on the best ways to make sure we build strong bridges for children to the future.

Service to children has defined Kiwanis for nearly a century. It will continue to define who we are well into the next century. I'm proud to be a part of an organization that is ensuring children have access to bright futures. I'm proud to be a part of the Kiwanis movement.



## EXECUTIVE PERSPECTIVE

STAN SODERSTROM | KIWANIS EXECUTIVE DIRECTOR

### PARTNERS FOR KIWANIS

Two years ago, Kiwanis International embarked upon a new set of strategies regarding partnerships with other organizations. In a nutshell, to be designated as an official Kiwanis partner, there must be value that comes to Kiwanis and our clubs. We want partners who share our values, support club activities and member interest and who are willing to invest in us. And, we've been very careful to align with brands that meet this criteria.

We are pleased to announce that Up With People is Kiwanis' newest promotional partner. Many of our members may remember this organization from the 1970s and '80s when it first gained prominence via its traveling concerts and well-known theme song. Today, Up With People aligns nicely with our work as it develops young adult leaders through service in every community it visits. We expect to see Up With People performing at Kiwanis events, including many of our 100th anniversary tours next year.

We're also pleased to note that another partner, Landscape Structures, has designed three versions of a

Kiwanis centennial playground as a special way any Kiwanis club can give its community a birthday gift during our 100th anniversary year in 2015. We've had a great response already.

Another partner, Scholastic Books, has an exciting project for Kiwanis clubs to donate a Reading Oasis to a school. The room, filled with fun books, provides a casual escape for students to enjoy reading. Kiwanis members can help develop an early love of reading by serving as literacy mentors, and when children really like a book, they can take it home to start their own personal libraries. The Kiwanis club can replenish the books for the reading room. This project, too, is becoming quite popular among our clubs.

All of our partners ([www.KiwanisOne.org/partners](http://www.KiwanisOne.org/partners)) are working with us to help Kiwanis grow, serve and

develop new revenue streams to reduce any future dues increases. We hope you will look for opportunities to

utilize their offerings in your club's service work. After all, they're now an important part of our Kiwanis network of service.







61 million  
women and babies

## In every face, a reason to make history

In 2010, we made a commitment. Now we're on the verge of making history. As 2015 approaches, it's time to make The Eliminate Project a unified effort—and save or protect the lives of millions of mothers and babies. Help the Kiwanis family change the world...by protecting the most intimate bond on Earth.

**Be a proud part of the moment when we make history.**

Find out how at [www.TheEliminateProject.org](http://www.TheEliminateProject.org).

**ELIMINATE**  
maternal/neonatal tetanus  
 **Kiwanis** |  **unicef**



# NEWS

## WHAT YOU NEED TO KNOW

TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL



## HALO AWARDS

Nominate an SLP member for a Teen Nick HALO Award, presented by Kiwanis Vision Partner **Nickelodeon**. HALO Effect honorees are those who Help And Lead Others with their good deeds. Learn more at [www.teennick.com/shows/halo-awards/nomination](http://www.teennick.com/shows/halo-awards/nomination).

## ON SOCIAL MEDIA

### Boys & Girls Clubs of Hutchinson Facebook

Our Builders Club, with help from our local Kiwanis club, is preparing to grow 2,000 pounds of potatoes.

Fun fact: When you plant potatoes, you grow potatoes.



## PARTY OF THE CENTURY

Celebrate Kiwanis' anniversary with a free 100th anniversary celebration party kit! Orders will only be taken until June 14 for delivery this fall. Don't miss out. Order now at [www.kiwanis.org/kiwanis100/celebrate/celebration-party-kit](http://www.kiwanis.org/kiwanis100/celebrate/celebration-party-kit).

## A HEARTFELT THANKS

"As my term as Circle K International president comes to an end, I just wanted to take this opportunity to thank the Kiwanis family for all it's done for me."

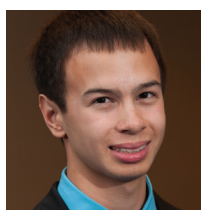
**Daniel Tsang** *Circle K International president*



## DAY OF SERVICE

"Experiencing Kiwanis One Day with the Bahamas K-family members allowed me to realize that the Kiwanis family means something different to everyone; yet one characteristic runs deep: that we are one group, with one cause to serve the children of the world."

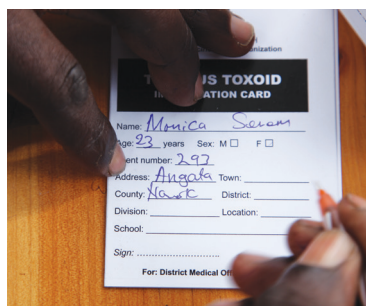
**Raeferd Penny** *Key Club International president*





# MNT UPDATE

On Worldwide Report Day, we celebrate the progress The Eliminate Project is making to help rid the world of maternal and neonatal tetanus. Where are we with our US\$110 million goal? Visit [www.TheEliminateProject.org/totals](http://www.TheEliminateProject.org/totals) to see where we currently stand.



## DO YOUR JOB—BETTER

Are you in a leadership role in Kiwanis? The Leadership Guide is available for club secretary, treasurer, president and lieutenant governor positions. Templates, basic information and guidelines will make your job easier! And a bonus: They're also available in French and Spanish.

You'll find it at [www.kiwanis.org/kiwanisone/lead/leadership-guide](http://www.kiwanis.org/kiwanisone/lead/leadership-guide).

## HEAVY-HITTER FUNDRAISERS

Valkenswaard, Netherlands, Kiwanian Bert van der Kroft set off on a bicycle journey from his hometown to Thailand to raise money for The Eliminate Project.

The Kiwanis Club of Midwest City, Oklahoma, organized an Eliminate Project drawing for a football helmet signed by Heisman trophy recipients as the grand prize.

What is your club doing to raise funds for the global campaign?

Email your stories to [shareyourstory@kiwanis.org](mailto:shareyourstory@kiwanis.org).



## MEET THE CANDIDATES

Don't miss the chance to be part of one of the most competitive ballots in recent Kiwanis International history. 11 candidates. 5 seats. Be an informed delegate! Learn more at [www.kiwanis.org/convention/2014/experience-the-convention/elections](http://www.kiwanis.org/convention/2014/experience-the-convention/elections).



## NEWS

# GET SCHOOLED ONLINE

Online education resources are available for club president, club secretary, board member, membership committee, committee chairman and youth protection guidelines. Courses range from one to three hours. Log in today!

[www.kiwanisone.org/cle](http://www.kiwanisone.org/cle)



## ON SOCIAL MEDIA

### Candace Towery on **Twitter**

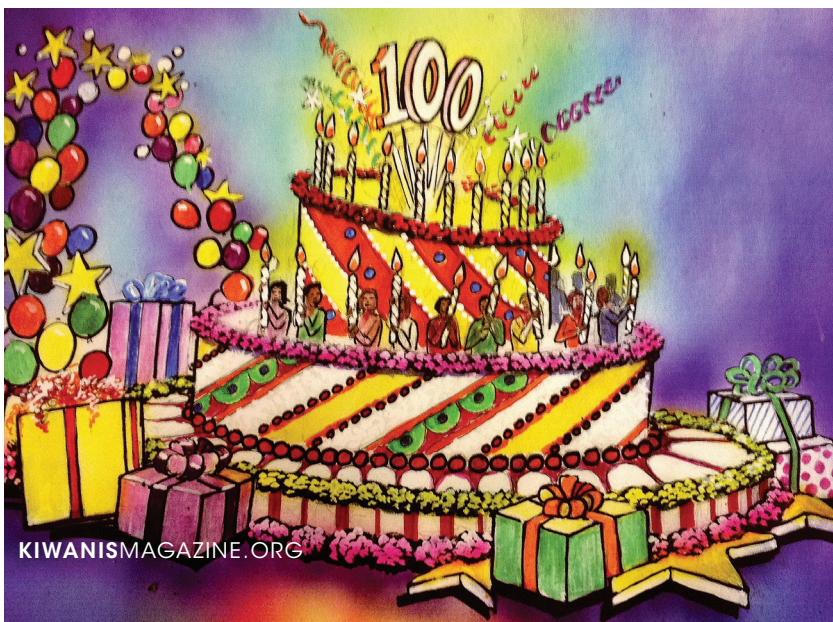
Accepted my Kiwanis scholarship today, I could not be more grateful for their impact and support for these past 3 years and I'm so excited to continue on with Kiwanis in college.



## PLAY NEXT KIWANIS ONE DAY

### Why not focus on play next Kiwanis One Day?

**Landscape Structures**, a Kiwanis Vision Partner, has created three personalized playground designs showcasing Kiwanis' 100th anniversary. Start planning now to raise awareness of your club's impact on your community! [www.kiwanis.org/lsi](http://www.kiwanis.org/lsi)




## FLOAT INTO HISTORY

Kiwanis will celebrate its 100th birthday in style at the annual Rose Parade in Pasadena, California. The theme of the float, "100 Years of Inspiring Children," works well with the parade's "Inspiring Stories" theme.



# KIWANIS YOUTH PROTECTION WEEK



**Kids' safety is in your hands.  
Are you ready?**

**Kiwanis Youth Protection Week is September 7–13, 2014.**

Inspire your club to help protect young people—and members' reputations. Prepare for Youth Protection Week. Make sure every member has the updated guidelines. Make time for youth protection training. Make an important week come alive by getting ready now.

[www.kiwanis.org/youthprotection](http://www.kiwanis.org/youthprotection)



**Kiwanis**



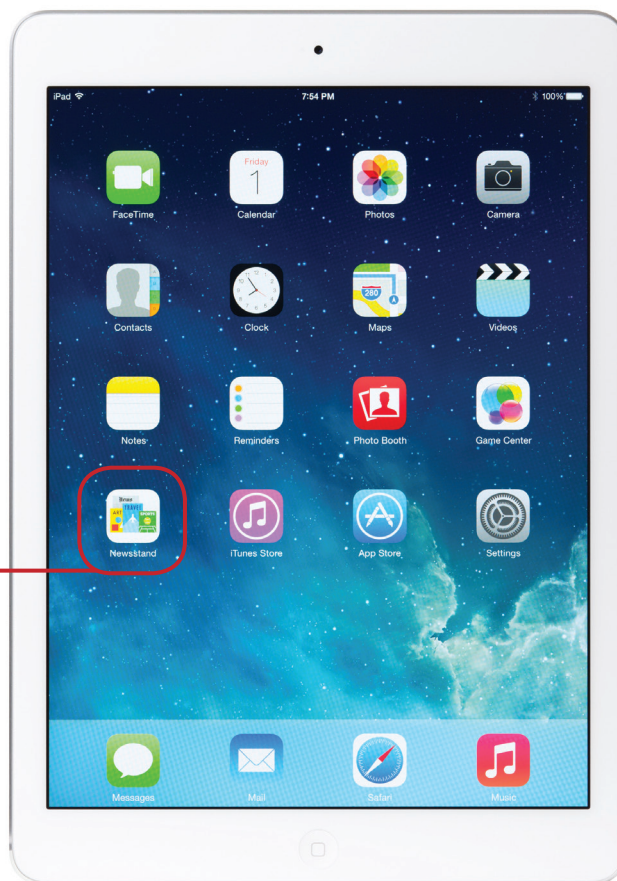
## NEWS

### THE NEW KIWANIS MAGAZINE iPad APP

Kiwanis has launched a digital version of the magazine for the iPad\*. This interactive and entertaining publication expands the experience of reading Kiwanis magazine through video, slideshows, audio and other exciting features.

To download the new Kiwanis magazine app to your iPad, launch **Newsstand** and search for "Kiwanis." Then follow the instructions to download the current issue—and past issues—right to your device. The Kiwanis magazine app is free, and you will be alerted automatically when a new issue is available.

Download the Kiwanis magazine app now, and experience the future of storytelling.



### HOW TO USE THE APP

#### TABLE OF CONTENTS

See the list of stories and jump to an article.



#### BACK ARROW

Return to previous screen.



#### QUICK VIEW

Browse through entire issue in overview mode.



#### LIBRARY

Return to available issues.



#### BROWSE

Swipe your finger across the page to move to the next story.



#### READ

Slide your finger up or down to scroll through the story you're reading.

### INTERACTIVE FEATURES AND ICONS



PLAY VIDEO

\*Currently, the Kiwanis magazine app is available exclusively for the iPad.



# Celebrate Kiwanis 100 years strong



Centennial umbrella  
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70008 \$30

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70013 \$18



See what's new at  
[www.kiwanis.org/store](http://www.kiwanis.org/store).



**Kiwanis®**





# THE FORMULA



## WHAT'S YOUR FORMULA?

How do you want to make an impact in your community—and what resources do you need to make a true difference? What is your formula for serving others?

As a whole, Kiwanis clubs around the world have logged millions of hours of service in the organization's 99 years of existence. But as we prepare for our second century of impact, now is the time to ask the hard questions: What could we do if we were even stronger?



**LOVE IT.** Why did you become a Kiwanian? Was your mother or grandfather a Kiwanian? Did you see the impact your club had in your local schools? Did you visit a Kiwanis park or pancake breakfast and want to learn more? What do you enjoy about your experience? Why do you remain committed to serving the children of the world?

What would make your Kiwanis experience better? What are your club's aspirations, and what would it take to reach them? Should you try some new fundraisers? Is there an unmet service need in your community that more hearts and hands, working together, could help you solve? How could you help make your community even better?



**SHARE IT.** Have you ever shared your Kiwanis experience with others? With your colleagues, friends or family? Would you proudly post pictures from a Bring Up Grades ceremony on your Facebook page? Would you invite someone you witnessed performing a random act of kindness to visit your club?

If not, what would it take for you to do so? What would it take for you to want to spread Kiwanis not only to others in your community, but to other communities without clubs?



**LIVE IT.** Be proud! Serve others. Talk about the impact that working with other committed club members has made. Show others that committed, passionate individuals can make an impact. Be a spokesperson for that impact—and have energy for Kiwanis that is contagious.

**This is The Formula: Love being a Kiwanian. Love your club. Share it with others. Live it. [www.kiwanis.org/TheFormula](http://www.kiwanis.org/TheFormula)**



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- Darlene and Jack B., CA

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- Robert Forbes, M.D., California



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- Darlene & Jack B., CA

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# CAMPING WITH THE 'K'

**NO MATTER HOW YOU SPELL IT, A KIWANIS CAMP USES FUN AND ADVENTURE TO TEACH LIFE LESSONS.** | BY JACK BROCKLEY

A child from the city picks up his first pine cone. A 12-year-old shoots an arrow from her wheelchair; it bounces once and sinks into the outside ring of her target. In unified acts of defiance against their cancers, a canoe crew of new friends flings baseball caps onto the shore, revealing three bald scalps.

Camp—the enduring sweet memory of childhood—has long been a signature project of Kiwanis clubs worldwide. Kiwanis camps—commonly spelled *kamp*—are everywhere. For everyone. There are Kiwanis-sponsored Boys and Girls Club camps, horse-

riding camps, school camps, Scout camps, camps for troubled kids, camps for musical kids, computer camps, day camps, overnight camps, weeklong camps, church camps, sailing camps.

But enough talk about it.

Let's go to camp.



Kiwanis camps challenge kids to try new physical activities, including skiing in Alberta, hiking in Romania, fishing in New York and swimming in Washington—while building friendships for a lifetime.





## KAMP KIWANIS, BRAGG CREEK, ALBERTA

**KIWANIS CLUB OF CALGARY, ALBERTA**

WEBSITE: [WWW.KAMPKIWANIS.CA](http://WWW.KAMPKIWANIS.CA)

PHOTOS BY KRISTIAN JONES

Just about any time of the year, there's something happening at Kamp Kiwanis, 180 acres of natural forest located a short canoe paddle down the Elbow River from the hamlet of Bragg Creek. Summer camps can accommodate up to 260 children. Hostel-style rentals are available year-round. During the school year, teachers bring students to Kamp Kiwanis for environmental programs, such as "Earth Superheroes," "Wetland Wonders" and "Sunship Earth." And every winter, summer campers are invited

back to camp for a one-day reunion with snowshoeing, cross-country skiing, broom ball, tobogganing, Christmas gifts and a turkey dinner.

"Children who go to camp learn that they play a part in a larger community," says camp Director Monique Backlin. "They experience wonder. They learn more about how to be themselves, how to grow and stretch their abilities and that the simplest things in life can often make them the happiest they've ever been."

Alberta Kiwanians put a twist on summer camping, inviting children to return for a winter reunion that includes "Hokey Pokey" on skis (above) and cross country thrills. Area schools also send students to the camp for skiing and snowshoe lessons.











VINTAGE

**KAMP KIWANIS®**  
More Than Meets The Eye





Tie-dyed T-shirts (left) are prized souvenirs for Kamp Kiwanis' adult guests, as are the fishing stories campers collect on the facility's Lake Janis (bottom). Traditionally, Kamp Kiwanis opens its summer season with two, weeklong sessions for adults with disabilities.

## KAMP KIWANIS, ROME, NEW YORK

**KIWANIS CLUBS OF THE NEW YORK DISTRICT**

WEBSITE: [WWW.KAMPKIWANIS.ORG](http://WWW.KAMPKIWANIS.ORG)

PHOTOS BY JASON GREEN



There's a spot of 102 acres in the rolling western foothills of New York's Adirondack Mountains where children, youth and adults have fun and adventures. There, among trees and open fields, are cabins, bathhouses, athletic fields, a library, swimming pool, nature trails, arts and craft facilities, infirmary, drama center, dining hall, a pond for fishing and canoeing and a campsite. Each session includes up to 20 children with special needs,

and the first two weeks of the season are devoted to adults with developmental disabilities.

"Kamp Kiwanis provides a safe, structured and positive environment where children develop skills and friendships and enjoy experiences that may not otherwise be afforded to them," says Executive Director Rebecca Clemence. "Kamp enables each individual to build confidence in themselves, while being supported by adults who care."







## CAMP RAY OF HOPE, ROMANIA

**KIWANIS CLUBS OF ROMANIA, FRANCE AND THE UNITED STATES;**

KIWANIS INTERNATIONAL FOUNDATION GRANT RECIPIENT

WEBSITE: [WWW.CAMPRAYOFHOPE.ORG](http://WWW.CAMPRAYOFHOPE.ORG)

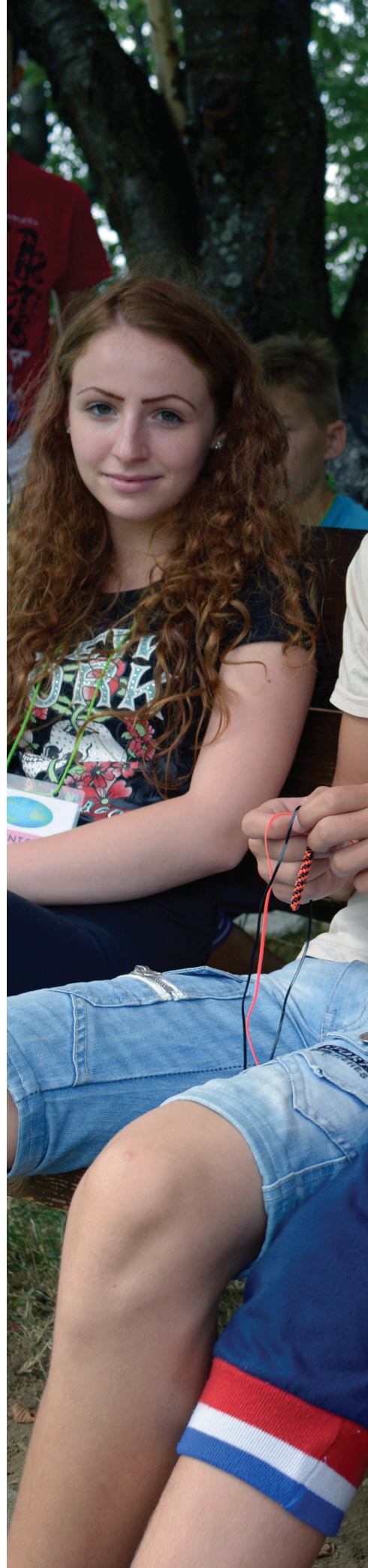
PHOTOS BY PETRUT CALINESCU

Children get their childhood back at Romania's Camp Ray of Hope. Too often watching from the sidelines of life due to hemophilia and other chronic illnesses, Ray of Hope campers discover they can hike, swim, run, make crafts, perform skits and, for many, feel they're not alone.

"At Camp Ray of Hope, they meet others just like them," says camp Presi-

dent Adriana Henderson of the youth who arrive with infusion needles, wheelchairs, pads and medicines. "They don't see themselves as different. They share experiences and make friends. They learn to cope with their illnesses and be more active. Camp Ray of Hope is a place where kids can be kids and discover fun in a safe, controlled environment."

Kiwanis clubs from three countries cooperate in creating memorable and fun adventures for Romanian youth who live with blood disorders. As part of the camping experience, campers use a test arm to learn and practice infusion therapy (below).













## KIWANIS CAMP CASEY, WHIDBEY ISLAND, WASHINGTON

KIWANIS CLUB OF NORTH CENTRAL, SEATTLE, WASHINGTON

WEBSITE: [WWW.CAMPCASEY.ORG](http://WWW.CAMPCASEY.ORG)

PHOTOS BY AMANDA KOSTER

"The best week of summer!" The comment is gleefully exclaimed so frequently at Camp Casey, that it almost serves as a camp motto. For one week, the former World War II barracks is filled with children, ages six to 17, who have physical disabilities. And the cost of "the best week of summer" is fully funded by the North Central Kiwanis Club with the intention of promoting leadership development and maturity advancement.

"Many parents and campers," says Director Barb Williams, "have shared with Kiwanis that the experience at camp helped them gain the independence they needed to succeed on their own, away from home, in college or with independent living and employment. At our camper alumni picnics, camper alumni of 30 years return to join in with Casey Bunch fun and share that those were the 'best weeks of my life.'"



Casey's campers are not the only ones who benefit from a week on Washington's Whidbey Island. The program also promotes maturity and leadership development among its high school and college-age counselors.



"SPLASHING IN  
THE POOL  
OH, IT WAS SO  
COOL.  
PLAYING LOTS  
OF GAMES  
WITH ALL KIND  
OF FUNNY  
NAMES."

From "*Camp Ray of Hope Poem*"  
by Cristian Dragusin

Read more letters from camp  
on Kiwanis magazine's iPad  
app, available in Newsstand  
and the App Store.





# Brain Power

IT'S ASTONISHING, AMAZING,  
INCREDIBLE—CRITICAL—WHAT  
HAPPENS IN A BABY'S BRAIN IN LESS  
THAN 1,000 DAYS.

BY JULIE SAETRE



# Imagine

a nursery, with two newborns side by side. One child will go on to a bright future, filled with academic success and a rewarding career. The other infant, however, will struggle in school and face difficulties finding adequate employment.

What is the difference between these two babies? The answer can be found surprisingly early: before birth and through the first 730 to 1,000 days, when their brains are developing at an astonishing rate.

This crucial period inspired the Kiwanis initiative called Young Children: Priority One, which offers many ideas for community-service programs focusing on the needs of children from birth to five years of age. Originally slated for a three-year run, the program was so successful that it has become a permanent part of the Kiwanis roster.

Recent studies of brain development reveal that Young Children: Priority One is more relevant today than it was when it was founded nearly a quarter of a century ago. It's never too early to take steps to positively impact a child's brain development. But it can be too late.

In the United States, for example, a 2009 study by the National Center for Education Statistics in Washington D.C., showed that children who do not receive the types of formal childcare and early-education programs necessary for proper brain development score lower than do their peers on reading, math and fine motor skills assessments upon entering kindergarten.

Much of what is currently known about early childhood brain development began with research launched in the 1990s, which U.S. President George H.W. Bush declared as the Decade of the Brain. As a result, the National Institutes

of Health and other key organizations began investing more dollars into brain research.

From this research, an understanding of the intricate interrelationship between the impact of genetics and environment on brain development began to emerge. Genetics influence the timing of brain development and the sequence in which such development takes place: vision and hearing first, then early language skills and cognitive functions. The environment affects what connections are made between cells and whether those connections are strong or weak.

"The environment can make a major difference as to whether or not the brain functions most appropriately or less appropriately as children grow up," says Wil Blechman, MD, who led the launch of Young Children: Priority One as Kiwanis International president in 1990.

Both genetic and environmental factors affect brain development before the baby is born. A mother's decisions on self-care in this stage play a key role. Proper nutrition is important: A baby's birth weight—and thus brain size—depend on it. The U.S. National Center for Infants, Toddlers and Families recommends that women eat healthful meals to gain about 20 percent of their ideal pre-pregnancy weight, requiring the consumption of 300 extra calories daily, including 10 to 12 grams of protein, which is key to brain development.

Alcohol, tobacco, marijuana, lead and other toxic substances, of course, negatively affect cognitive development. But it's not just what a woman ingests during pregnancy that can affect her baby's brain. Her emotions play a role as well. In a trend that continues after birth, stress poses much concern.



“THE MOST IMPORTANT THING CHILDREN NEED TO THRIVE IS TO LIVE IN AN ENVIRONMENT OF RELATIONSHIPS THAT BEGINS IN THEIR FAMILY BUT ALSO EXTENDS OUT TO INCLUDE ADULTS WHO AREN’T FAMILY MEMBERS, IN CHILD CARE CENTERS AND OTHER PROGRAMS. WHAT CHILDREN NEED IS FOR THAT ENTIRE ENVIRONMENT OF RELATIONSHIPS TO BE INVESTED IN THEIR HEALTHY DEVELOPMENT.”

—“Building Adult Capabilities to Improve Child Outcomes: A Theory of Change”

A chronically stressed pregnant woman has an increased chance of delivering her baby before 37 weeks of pregnancy or giving birth to a low-birth-weight baby, the March of Dimes reports. And Emory University’s Maternal Substance Abuse and Child Development Project reports that infants born to mothers who experienced chronic stress and anxiety score lower on tests measuring mental development.

After the child is born, the environment’s influence increases. Genetics still control the order of brain development, and proper nutrition is critical: protein, iron and fat are all key during the first two years. But another environmental need emerges: loving, reciprocal relationships. Immediately upon birth, the concept of “serve and return” comes into play.

“The active ingredient of growth-promoting experiences can be described as mutual responsiveness, or the ‘serve and return’ of young children’s interactions with adult caregivers,” says Madeline Zehnder, communications assistant for the Center on the Developing Child (CDC) at Harvard University in Cambridge, Massachusetts.

Simply put, serve and return refers to any actions that bring human beings together. Babies reach out to their par-

ents and other caregivers through babbling, gestures, smiles and other facial expressions. When those adults return the sounds and actions in kind, serve and return occurs. If a baby reaches for a toy and the adult helps procure that object, serve and return has taken place. Human relationships are exceptionally important in supporting the development of a child’s brain.

It sounds simple enough, but these crucial interactions actually help build neural connections in the baby’s rapidly developing cerebral cortex. These connections form basic brain architecture upon which all future development will be built. As they develop between different parts of the brain, they help a young child learn language and form cognitive skills and social and emotional capacity.

The early months and years are critical to such brain development due to what is known as the post-birth exuberant period. How powerful is this time? Some 700 neural connections—synapses—are created every second in the early years, according to Harvard’s CDC, and the state of Tennessee’s Urban Child Institute reports that, in the first three years, a child’s brain forms up to twice as many synapses as it will have in adulthood.

Because the brain doesn’t require all of these synapses, it undergoes a process called pruning. Just as important as synapses formation, pruning determines which brain circuits will remain active and which will be eliminated. This allows the active circuits to function more quickly and efficiently. Whether or not key connections remain active depends on a child’s experiences.

In a concept known as plasticity, the brain changes in response to repeated stimulation in the environment. During the first three years of life, the brain’s plasticity is especially strong. That’s what makes serve and return so vital. Without the appropriate, reliable adult responses (the return), important brain connections for language and other cognitive skills will not be reinforced and instead will be pruned—a concept known as “use it or lose it.”

While this type of brain development is complex, the actions that foster it are not. A parent who comforts, rocks and cuddles an infant begins the process, reports Zero to Three, a U.S.-based national not-for-profit organization that provides information on nurturing early development. As the child gets a bit older, simply talking and listening to him or her during the early years is one of the best ways to nurture brain



development. A parent who doesn't practice these simple acts of serve and return risks the brain's pruning of certain crucial synapses.

**In** addition to the benefits of serve-and-return relationships, other factors can negatively affect early cognitive brain development. As in the womb, stress plays a dangerous role. Chronic, unrelenting stress—known as toxic stress—can be caused by many environmental influences, including living in poverty, abuse or neglect, parental substance use, exposure to violence and inconsistent or unstable responses by a parent or caregiver.

Harvard's CDC reports that when a child experiences six to seven risk factors for toxic stress—what the CDC's Jack P. Shonkoff, MD, has called "a pile up" of influences—the chances of that child undergoing developmental delays stand at an alarming 90 to 100 percent. That's because toxic stress causes the body to release an excessive amount of the hormone cortisol, which disrupts brain circuits by overloading the developing synapses. As a result, parts of the brain form fewer connections, and those it does form are weaker than those found in a child without toxic stress.

Both serve and return and toxic stress are related to the socioeconomic status of a child's parents or caregivers. As early as 1995, a study in Baltimore, Maryland, reported that, at 18 months of age, children show differences in vocabulary size based on whether they were born into a family with high or low education levels and income. And by age three, those with college-educated parents or primary caretakers have vocabularies two to three times as large as those raised by caregivers who were not high school graduates.

Such news becomes especially concerning considering how many children

live in poverty. In the United States, for example, 48 percent of children under age three live in low-income families, according to the Policy and Impact Committee of the Committee for Economic Development (CED). And by nine months, infants living in poverty already lag behind their peers in some foundational cognitive skills.

The cumulative knowledge gained by recent research on early childhood brain development makes clear the necessity of nurturing, stable environments for young children. In a presentation titled "Building Adult Capabilities to Improve Child Outcomes: A Theory of Change," Harvard's Shonkoff stressed, "The most important thing children need to thrive is to live in an environment of relationships that begins in their family but also extends out to include adults who aren't family members, in child care centers and other programs. What children need is for that entire environment of relationships to be invested in their healthy development."

And to take advantage of a young brain's plasticity, the earlier these interventions start the better. As James L. Heckman, an economics professor at the University of Chicago and a Nobel Laureate in economics, wrote in the 2013 editorial "Lifelines for Poor Children," "It is much more effective and cost efficient to create instead of remediate."

In other words, experts say, get it right the first time. Parents and caregivers—especially those in families facing significant adversity—need education on the importance of providing fulfilling serve and return situations and being a buffer to stress. Child-development experts recommend high-quality, specialized home-visitation programs to guide parents/caregivers, as well as supporting those adults with wraparound services such as mental health and substance abuse treatment, economic supports, educa-

tional opportunities and job training.

However, those resources, especially on the long-term basis necessary to maximize results, can be hard to come by. Local, state and national governments often fail to recognize the importance of such programs or, faced with numerous other monetary demands, designate funds for other needs.

That's where advocacy by Kiwanians and other concerned individuals can help. Businesses and business groups have a strong incentive to support programs that foster healthy early childhood brain development. A variety of research over the past four decades has shown that children who have been addressed by such programs are more likely to stay in school, attend college and avoid teen pregnancy, and less likely to participate in juvenile crime and endure abuse and neglect, according to the CED. And Harvard's CDC reports that the return on investment for such programs is US\$4 to \$9 for every \$1 spent.

"What we've seen happen just in the last couple of years is that when the business community starts to understand how this can impact their ability to develop a functional workforce in the future, they get interested," Blechman says. "My hope is that we can develop some working relationships with the business community ... where the business people would see that we are allies and, over time, be willing to support some of our programs. And I would even hope that they would be willing to provide some of their top-level people for our clubs." ©



**Listen in as Past President Wil Blechman describes the origin of Young Children: Priority One and how it helped**

**launch two global service campaigns. You'll find this illustrated recording on Kiwanis magazine's iPad app, available on Newsstand or in the App Store.**



## IOLA LOVE

### A SMALL KANSAS TOWN REVEALS ITS CARING SPIRIT WITH A (RAIN-DELAYED) KIWANIS ONE DAY GIFT TO ALL ITS CHILDREN.

STORY BY ALYSSA CHASE | PHOTOS BY CRAIG HACKER

**AMBITIOUS MOTHERS.** Inspired Kiwanians. And a big dream for a group of extraordinary kids. That's what started a year ago when Kiwanian Mike Ford met Lesley Skahan.

Skahan leads a group called Mothers of Miracles in Iola, a town of 5,700 in southwest Kansas. Each mom in the group has a child with special needs.

Ford, who's also a policeman and Iola's community resource officer, was at the city council meeting where Skahan spoke about the Stroll & Roll, the MOMs group's fundraiser in Riverside Park. Soon after, Ford got wind of a contest with Kiwanis International Vision Partner Landscape Structures, which would award a US\$25,000 grant toward a new playground.

What if, he thought, we built a playground for kids with special needs?

"I got hold of Lesley, she got hold of the MOMs, and we pounded it all out. Twice," he deadpans, quickly explaining how he lost the group's first application on his computer.

Undaunted, the Kiwanians—with the MOMs' help—spurred a viral Facebook voting campaign and won the Landscape Structures grant.

But when the time came to choose equipment, the Kansans discovered that playgrounds cost more than they'd anticipated. "We knew we were going to need extra money," Skahan says.

Their desire to do more for the kids kick-started

a yearlong fundraising partnership. Kiwanians and MOMs worked together on grants, a pancake feed, penny wars—literally dozens of fundraisers big and small. By April, they'd raised nearly US\$190,000.

Which brings us to Kiwanis One Day, April 5: the day the playground was scheduled to be built.

On April 4, Ford received bad news: Drenching rains had caused the Neosho River to swell and ground water to seep up through holes drilled for the playground's concrete posts. He made the call: Iola's Kiwanis One Day playground build would be postponed. Still, Kiwanians and MOMs celebrated with a gathering at city hall and lunch at El Charro, a favorite Mexican restaurant on the town square.

This past April 26, community volunteers gathered to build what is now the largest playground for kids of all abilities in southeast Kansas—and one of the most significant builds of its type for Landscape Structures. "This project has put Kiwanis in the light," Ford says.

Awareness has been good for the MOMs and their families too, says Vickie Snavelly, a physical therapist who works with four of the MOMs' kids and who advised Kiwanians on the playground. "Everyone knows these moms," she says, "The kids are like little superheroes.

In Iola, there's an entire community of superheroes who, guided by Kiwanis leadership, have given every child a place to play. ☺





Having a plan, setting goals and working together gets the job done. Just ask moms in Iola, Kansas, where coordination and cooperation led to a new playground, thanks to help from the Kiwanis Club of Iola and Landscape Structures. The Mothers of Miracles group worked with Kiwanis to fundraise for the playground and applied for and received a US\$25,000 grant from LSI.











## KIWANIS ONE DAY

# ONE DAY ONE GOAL

**CLUBS CELEBRATE KIWANIS ONE DAY IN VARIOUS WAYS AROUND THE WORLD, FROM SPORTING EVENTS TO PARK CLEANUPS TO MUSIC PROGRAMS AND MORE.**

### KIWANIANS AROUND THE WORLD

work hard to make their communities—and our world—a safer, cleaner, happier place day in and day out. This is nothing new. But every April, Kiwanis members come together for one day—Kiwanis One Day—to make an even larger impact. To do good. To clean up communities, read with kids, plant trees, paint houses.

It's a global effort made of personal commitments. It's a way to bring the Kiwanis family and its communities together in the spirit of service to make an immediate and measurable impact.

This past April, clubs celebrated the eighth annual Kiwanis One Day in various ways. In Great Falls, Montana, Kiwanians paired with Key Clubbers, Aktion Club members and Boy Scouts to rehabilitate West Kiwanis Park. Fort Myers Metro-McGregor Kiwanians in Florida joined with the United Way and the Harry Chapin Food Bank to co-host a mobile food pantry, distributing about 15,000 pounds of food. And in

Jamaica, members of the Kiwanis Club of Central Portmore paired with teachers and parents to update a school playground.

In sunny Tucson, Arizona, members of Kiwanis, Key Club and Circle K worked with University of Arizona volunteers to host the 12th Annual Kiwanis de Amigos Relays. Approximately 35 middle schools—between 650 and 900 student athletes—competed in 33 track and field events at no charge to the schools or athletes.

All of these events and countless others happened on Kiwanis One Day.

What will your club plan for next year?

**Members of the Kiwanis Club of Wadadli Young Professionals in Antigua (top) cleaned Victoria Park, the National Park of Antigua and Barbuda, on Kiwanis One Day while Kiwanians in Tucson, Arizona, worked hard to stage the 12th Annual Kiwanis de Amigos Relays. (Arizona photos by Jo Lynn Garing)**







Toms River Daybreak Kiwanis Club members (left) spent Kiwanis One Day demolishing and rebuilding a home and garage destroyed by 2012's Hurricane Sandy in New Jersey. Children in Shillong, India, planted Kiwanis azaleas at a center for needy families (below). The Kiwanis Club of Bridgetown, Ontario, partnered with the Johnson Creek Watershed to remove invasive species from the wetlands (opposite). And West San Jose, California, Kiwanians spruced up Overfelt Garden Park (bottom).







Photo by Gregg Galbraith









Fort Myers Metro-McGregor, Florida, Kiwanis members (above) joined hands with the United Way and the Harry Chapin Food Bank to host a mobile food pantry, distributing about 15,000 pounds of food to families in need. In Dixon, California, Kiwanians and Key Clubbers partnered with the city to clear graffiti from the city's buildings.





# POWER POINT

**OKLAHOMA CLUB'S ARCHERY EVENT ATTRACTS CHILDREN FROM NEARLY A DOZEN SCHOOLS.** | STORY BY BRETT A. HALBLEIB | PHOTOS BY STEVE SISNEY

With an aim to promote the sport as a lifelong activity, the Lawton Kiwanis event attracted first-time shooters, as well as experienced archers.

Rafael Santos says when children hear about archery, they typically respond, "I want to do that too." Trouble is, they don't often hear about archery.

The Kiwanis Club of Lawton, Oklahoma, is changing that. In November,

the club held its first "On Target with Kiwanis Archery Shoot," an event for children of ages 8 to 18. It attracted 167 archers from 11 schools, some a couple hours away. The shoot was made possible by a Kiwanis International Foundation grant and contributions from Oklahoma businesses. A Key Club helped out with concessions and registration.

The event was a natural for Santos, who is president of the Lawton Kiwanis Club and an archery instructor. He sees archery as an option for children who aren't necessarily baseball/football/basketball types.

"It gives students a different avenue to call a sport their own. You don't have to be the biggest or fastest kid to play."

The shoot was part of the (US) National Archery in the Schools Program, which promotes archery in schools' curricula. Santos is an advocate, noting archery forces students to learn fo-















cus and concentration—skills that extend to the classroom. Santos has seen rambunctious students transform after spending time on the range.

Students themselves agree: Nearly two-thirds of those surveyed in 2009 said archery helped them pay attention better when learning other things.

Participant Kenzie Weber described the Kiwanis shoot as “kind of exciting.” She shot a 257 out of 300, which didn’t surprise Santos, who coaches Kenzie on the archery team at Flower Mound School in Lawton. When Kenzie first started archery, she was “happy to hit the target.” Now, Santos says, Kenzie’s upset if she doesn’t score a 9 or 10 for

each arrow (10 is the maximum). “She’s one of my top shooters,” he says.

The Lawton Kiwanis members want more children to share Kenzie’s experience. With the Kiwanis International Foundation grant, the club was able to buy 30 Genesis compound bows, 100 arrows and 15 targets. After the shoot, they donated most of the equipment to schools to launch archery programs.

Santos is talking with Lawton officials about creating an archery league. The Kiwanis club made a down payment for this year’s shoot, which might expand to two days, since so many more children have now heard of archery. (K)

Nearly 400 Oklahoma schools have archery programs, but outside regional and state meets, there have been few opportunities for competitions around Lawton. After the Kiwanis shoot, much of the equipment was donated to schools to help spread the sport throughout the area.





## SHOWCASE



### SPLISH SPLASH

**MOTHER NATURE TRIES TO DRY UP THE GRAND OPENING OF A TEXAS WATER PARK.**  
STORY BY KAREN PYLE TRENT | PHOTO BY RICH FLOWERS

Kids eagerly anticipated the grand opening of the new splash pad in Athens, Texas, this past hot summer. But Mother Nature had other ideas. Severe drought conditions limited water supplies and prompted the City of Athens to curtail water usage. That put the opening of the new splash pad on hold.

Located in the city's widely used Kiwanis Park, the splash pad offers a cool summertime activity in an area where temperatures climb into the 90s (Fahrenheit). With fountains in the ground erupting from below and a carousel of buckets dumping water from above, the park has many ways to douse, soak and drench kids. Additional features can be added to the pad in the future for even more hot-weather fun.

"It's free to the public," says Adam Davis, who is president of the Athens Kiwanis club. "It's a safer alternative to a pool, and there's nothing else like it here. Our park is the most used in

town. It just made sense to locate the pad there."

The Athens Kiwanis Club partnered with the Athens Chamber of Commerce and the Athens Leadership Institute Class to plan, fundraise and build the splash pad. More than US\$217,000 was raised to get everything up and running. After three months of construction, the pad was ready. But the weather was not.

The Kiwanians knew going into the project that a drought might delay the opening, but they were hoping kids would be splashing and playing before school started in August. They got their wish—but just barely. The City of Athens granted the splash pad a reprieve and allowed it to open just a few hours for a grand opening celebration.

"They gave us a five-hour window, and then it closed again," says Davis.

As of this past April, after many dry months, the chamber of commerce planned to open the water park in May.



# FAIRY TALE NIGHT AT THE BALL

STORY BY CHRISTOPHER HASSFURTHER | PHOTOS BY SABRINA STÄUBLI

The tale goes that a poor girl, with nothing but a piece of bread and the clothes on her body, walks out into the world and gives away, bit by bit, all of her possessions to people who are even more in need, to be rewarded in the end by stars raining down on her as money, making her rich forever after.

*"And as she so stood, and had not one single thing left, suddenly some stars from heaven fell down, and they were nothing else but hard smooth pieces of money. ..."*

This sentence, introducing the last paragraph of the Grimm's Fairy Tale "The Star Talers," was so touching that it inspired Kiwanians in Switzerland to organize a ball in its honor. This past year, 14 Kiwanis clubs in Switzerland collaborated to host 130 guests in a historical

guild hall in Basel to celebrate a fest of charity and giving: the Sterntaler Ball.

"This project was initiated in 2011, and we can proudly say we will stage it again this year for the fourth time," says Carola von Radowitz-Guntrum, president of the Basel Merian Kiwanis Club.

Over the year, some 1,000 hours are devoted to organizing the event. As they say: "After the ball is before the ball."

"We managed to build a bridge across the clubs in Switzerland, and so this ball became a small, but familial, well-known even beyond Basel that Kiwanians all across Switzerland put in their calendars," von Radowitz-Guntrum says.

More than 22,000 Swiss francs (US\$25,000) was collected in one eve-



ning of dance, laughter, performances and food. The world-renowned children's book author Helme Heine donated his graphic work for posters, table cards and invitations, and a game was invented to create even more participation and incentive to give. An additional auction and sponsoring packages rounded out the true focus of the ball: to collect funds for The Eliminate Project.

"In total over the years, we've raised 57,201 Swiss francs; that's US\$63,838," von Radowitz-Guntrum says. "That's how we became platinum in The Eliminate Project."

The ball was mainly advertised to members, and some on social media, under the motto "help us to bring the stars down from the sky."

And so it goes: When Kiwanians join hands, fairy tales can come true.

Learn how your club can be recognized for donations to The Eliminate Project at [www.TheEliminateProject.org/recognition](http://www.TheEliminateProject.org/recognition).





## SHOWCASE



## ART WITH A MESSAGE

STORY BY JACK BROCKLEY

*Yulitza Andrade is excited. But nervous. She sits in an auditorium with more than 50 other students. She rearranges the pencils, paper and paints on her desk. Her parents and art teacher sit anxiously with other adults at the back of the theater. Will she win the gold medal?*

For the past six years, the Kiwanis Club of Atuntaqui, Ecuador, has teamed with area schools and the Canton Antonio Ante to organize a competition among young artists. The event is part of an international program sponsored by the United Nations Program for the Environment. The best artwork from the Atuntaqui contest is forwarded to Panama for regional judging. Regional winners receive all-expenses-paid trips for two to Japan.

*The topic is "food waste." The artists have three hours to complete their drawings. It's 10 a.m. Yulitza opens her paints and grabs a brush. "Begin!"*

"We do this event because it encourages children and youth to care about the environment and because it discovers the best artistic talents," says club Secretary Martha Andrade Posso.

Prior to each year's event, Kiwanians study the UNEP

guidelines, send invitations for entries through the schools and conduct conferences to teach children about the contest's topic. They also select a jury and purchase certificates, medals and other prizes.

*It's almost 1 p.m. Yulitza puts the finishing touches to her drawing. A basket holds a crop of happy fruits and vegetables, tended by smiling people. There's even a happy worm, grinning as it crawls from a hole in the husk of a smiling ear of corn.*

At 1 p.m., all the artwork is collected and separated by age groups. The jury analyzes each picture, using the theme, its message, creativity, and applied artistic merits as parameters.

"Then we share a meal, where we have the opportunity to announce the outcomes of the competition," Posso says.

*Yulitza watches as Camila Proaño walks forward to accept a first-place prize. Marlon Ascha, Natasha Leon and Melissa Lomas are winners too. Ing. Luis Bravo Prado, mayor of Atuntaqui, steps up to the microphone, looks across the audience and announces:*

*"The winner of the gold medal is Yulitza Andrade!"*

See Yulitza and other students' award-winning artwork at <http://kwn.is/kiartcontest>.





# TEAMUP

## TO CHANGE THE WORLD



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## GOOD EATIN' FOR HEALTHY KIDS

STORY BY ANDREW MCCLAUGHLIN

When the Kiwanis Club of Algiers, Louisiana, wanted to get involved with "Good Nutrition Day" at two Head Start facilities, the club leaned on its members' expertise and connections to cook up lessons in healthful eating. The club visited two different centers: one with about 70 kids and the other with around 50.

"We really wanted to reach those Head Start kids, who are underprivileged in a lot of ways," says club President Isaac Gilliard. "A hungry person can't learn very well."

Club member Kevin Belton, a professional chef who teaches at the New Orleans School of Cooking, was part of the club's recipe for success.

"It's all about what kids are exposed to," Belton says. "You have to show them other options; you have to get them interested in fruits or vegetables maybe they haven't seen before."

Another key player was Jessica Frederickson, the daughter of Algiers Kiwanis club Secretary Debbie Frederickson. A dietitian, Jessica taught the kids good food choices versus bad food choices, and she explained that fruit truly is "nature's candy."

The club served apples, oranges, pears and other cut-up fresh fruit. Salads and veggies were on the menu too, including tomatoes, carrots, celery, red and yellow bell peppers and broccoli.

If there was one element missing, it was parents. Belton says parents influence kids' food choices and often need education of their own.

"Sometimes ... by the time we make it home, we're just looking for the quickest meal we can throw together," he says. "We're just eating something out of a can or even going through fast food. We really need to change parents' attitude and the way they look at food if we're going to influence children."

# Did you get it?

The new Kiwanis retail catalog arrived in May. Ask your club secretary to show it off ... and build Kiwanis awareness in your community.

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# MEMBERSHIP JUMPS IN SKI TOWN

STORY BY SCOTT PEMBERTON | PHOTOS BY DAVID HAKAMAKI

The Kiwanis Club of Iron Mountain-Kingsford, Michigan, has always had a lot going for it.

For one thing, the Kiwanis Ski Club has hosted a world-renowned 120-meter ski-jump competition since 1939. For another, Kiwanians have been serving this region of the Upper Peninsula continuously since the club's founding in 1925. In fact, the club's 90th anniversary next year coincides with Kiwanis' 100th. A committee already is hard at work planning a dual celebration.

Unfortunately, what the club hasn't always had were enough members to do all that it wanted—and needed—to do, especially over the past several years.

"Membership growth had been pretty stagnant for about five years," explains club President Cindy Novak. Soaring to 63 members in 2008, mem-

bership fell to 49 members in 2011.

In 2012 the club met the challenge head-on with a formal assessment process, which included gathering information via Survey Monkey. "We listened to our members," says Membership Chairwoman Trisha Peterson.

The key feedback: "It's hard to get to weekly lunch meetings. Members also wanted better communication.

So, like champion ski jumpers who want to go higher and farther, the Kiwanians improved their technique and increased their strength. The result: In just 18 months, membership has bounced back to 63, and the club is performing more service than ever, including new projects.

What adjustments did the club make?

Though still at noon, meetings now occur just twice a month. After experi-



menting with venues, the club found the perfect spot: a country club.

The Kiwanians also launched a club satellite, which meets the fourth Tuesday of each month at 5:30 p.m. for pizza (above). The group has embraced their Aktion Club, which meets at 2:30 p.m. on the second Tuesday. (Read about the club's satellite at <http://kwn.is/kiiron>.)

Kiwanians now receive email agendas before each meeting, a "New News" summary afterward and a newsletter with quarterly invoices. The club also keeps an active Facebook page.

One project that doubles as a communications channel is the club's 100-member sponsored Key Club.

"We do a really good job with that," says Peterson.

A favorite Key Club fundraiser is a pie auction (left), where pies go for as little as US\$30 to as much as "hundreds."

What about the future?

Says Peterson: "We're looking to grow our club this year by quite a few people!"





A white dress shirt with a colorful striped tie. The tie has diagonal stripes in blue, yellow, red, and green. The shirt is laid flat, showing the collar, buttons, and a cuff with the letters 'PFS' on it.

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# SHOWCASE

## BIRTHDAYS

These clubs celebrate 25th, 50th and 75th anniversaries in July and August 2014. For a more complete list, visit [www.kiwanis.org/birthday](http://www.kiwanis.org/birthday).

### 75TH—1939

Estherville, Iowa, July 10  
New Canaan, Connecticut, August 8  
Allen Park, Michigan, August 8

### 50TH—1964

Neuchatel, Switzerland, July 8  
Manila, Philippines, July 11  
Tigard, Oregon, July 22  
Starkville, Mississippi, July 24  
Curaçao, Netherlands Antilles, August 1  
Fayetteville-Sequoyah, Arkansas, August 3  
North Thurston, Lacey, Washington, August 4  
Lake San Marcos, California, August 11  
Greater Lodi, California, August 20

### 25TH—1988

Knute Rockne Memorial, Granger, Indiana, July 13  
Flagler Sunrise, West Palm Beach, Florida, July 14  
White Oak Golden K, Newnan, Georgia, July 13  
Salon-Nostradamus, France, July 19  
Tri-County, Sidney, New York, July 20  
Fordham, Bronx, New York, July 23  
La Hormiga, Bucaramanga, Colombia, July 25  
Klang, Malaysia, July 28  
Tai San, Taipei, Taiwan, July 30  
Prato, Italy, July 31  
Hollabrunn Weinviertel, Austria, August 3  
Shoreline, Washington, August 8  
Green Valley, Henderson, Nevada, August 10  
Oakridge, Oregon, August 15  
Y.S.L., Taichung, Taiwan, August 19  
Mt. Ali, Chia Yi Hsien, Taiwan, August 20  
Chu Pei, Taiwan, August 20  
Potsdam, New York, August 22

## CENTENARIANS

Ellis Smith, who continues to lead songs at his Greenwood, Mississippi, Kiwanis Club meetings, celebrated his 104th birthday, this past February 4.

Lena Heath, one of the first women to join the Wenatchee, Washington, Kiwanis Club, turned 100 years old on February 10.



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**Kiwaniis**  
International Foundation

# IMPACT



## Our foundation, our impact



### Reaching children in the Cloud Forest

The Kiwanis International Foundation extends members' impact to the lives of children near and far. For example, a grant from our foundation to the Kiwanis Club of Federal Way, Washington, helped children in Honduras who lacked access to clean water.

The grant helped the club fill a financial gap—and provided treatment for the removal of parasites and worms to children who live in the Cloud Forest of Honduras.

All children deserve a childhood. Our foundation is here to support Kiwanians who help make that happen. Together, Kiwanians and the Kiwanis International Foundation can achieve something greater than any of us can do alone. That's the mission of the Kiwanis International Foundation. What's your mission?

#### "You know what stuns me?"

Francine Pease says. "I can't believe everyone isn't standing in line to give to our foundation for all the wonderful things it does, including The Eliminate Project." Read our interview with Francine at [www.kiwanis.org/foundation](http://www.kiwanis.org/foundation).

# 30

#### Grants awarded by our foundation's board in February.

All together, US\$589,463 was granted to Kiwanis causes to reach children in need.

**Have you signed up for our monthly newsletter?** If not, you're missing out on the latest news from our foundation—including updates on grants and projects, planned giving tips, The Eliminate Project and more. It's easy to sign up at [www.kiwanis.org/subscribe](http://www.kiwanis.org/subscribe).

## Planned giving myths and facts

**Myth:** Planned gifts are complicated and confusing!

**Fact:** There are many planned giving options to fulfill any donor's goals. Some of these are very easy to understand—especially bequests.

**Myth:** I'm too young to worry about making a will.

**Fact:** At any stage of life, meeting with a certified estate planner or financial advisor helps ensure your intentions are carried out—and that you receive the best tax benefits.

Read more myths and facts at [www.kiwanis.org/foundation/news](http://www.kiwanis.org/foundation/news).







## THE HOST WITH THE MOST VOTES

**ONCE UPON A TIME, KIWANIANS AND THEIR CITIES WOODED DELEGATES' VOTES TO STAGE OUR ANNUAL CONVENTIONS WITH ENTERTAINMENT, PARADE FLOATS AND ONE COLD, COLD FISH.**

"Memphis wants you, Kiwanians."

"The Kiwanis Club of Montréal invites you."

Tennessee or Québec? Which would you choose?

In the 1920s, any club could propose to host a Kiwanis International convention. And clubs, through the House of Delegates, recommended their preferred city. So every year, hopeful communities campaigned to win delegates' votes. At the 1924 convention, Washington members displayed an ice-encased salmon on a Denver, Colorado, sidewalk and invited passersby to guess the frigid fish's weight. Their ulterior motive, however, was to gain votes for Seattle to host the 1925 convention. (Seattle

would have to wait until 1928 to host its first Kiwanis International convention.)

Competition for the 1926 convention was particularly tight with a four-city race. Boston, Massachusetts, and Indianapolis, Indiana, both submitted bids, but the front-runners came from Québec and Tennessee. A half-page ad in the March 1925 Kiwanis magazine promised, "Memphis can take care of you in great style." The Québécois countered with a full-page invitation in the next issue, touting Montréal's "old world tradition," "Canadian hospitality" and "modern hotels."

More ads followed, but the showdown came at the 1925 convention in St. Paul, Minnesota. Montréal brought

a drum corps to march in the traditional Kiwanis parade. A Memphis float (above) featured fiddle players, a stogie-smoking Mark Twain double and a "Down in Dixie" sign.

All their campaigning concluded at the convention's closing session, when Elections Committee Chairman J.F. Cornelius announced the final tally of votes: Boston, 62; Indianapolis, 105; Memphis, 427 and the winner, Montréal with 775 ballots. Undaunted, the Memphis promoters returned the following year to win the right to host the 1927 Kiwanis International convention.

Find this and other historical Kiwanis photos on Kiwanis' 100th Anniversary timeline at [www.kiwanis.org/100](http://www.kiwanis.org/100).



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## WHAT'S YOUR STORY

If your club has a success story, simply email a summary and a few photos to [shareyourstory@kiwanis.org](mailto:shareyourstory@kiwanis.org) to be considered for possible future use in Kiwanis International publications.



**NEW** for 2014 are 1.5 oz. bags of gummi bears. The bags are a tasty alternative to peanut products. Also, new is a redesigned label for our delectable 12 oz. tins of honey roasted peanuts. Included with each case are adhesive labels that say Kiwanis Thanks You Every donation counts. We have all the products and experience to make your club's fundraiser as successful and delicious as possible. If you never tried Kiwanis Peanut Day before, this is a perfect time to try us out! See why we are the #1 fundraiser in Kiwanis! **Kiwanis Peanut Day has helped Kiwanis Clubs raise over \$73 million for their community projects.**

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