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# PANAMA'S

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Cover photo by Kasey Jackson



## PRESIDENT'S MESSAGE

GUNTER GASSER | KIWANIS INTERNATIONAL PRESIDENT

### SHARE THE LOVE

I joined Kiwanis because I wanted to make a difference in my hometown of Spittal an der Drau, Austria. There were other possibilities, but I chose Kiwanis because of its philosophy and dedication to improving the lives of children. It's why I still am proud to be a Kiwanian today.

Why did you join Kiwanis? Why are you still a Kiwanian?

These are important questions as we move to increase the impact we make in every community. Think about what could happen if we all shared our Kiwanis stories and inspired others to become a part of our movement to improve the world. Our impact would know no bounds.

Kiwanis clubs already make their communities better through more than 6 million hours of service each year. If there were more hearts and hands joining the effort, more children would have access to bright and limitless futures.

I want to live in a world where children don't have to worry about tomorrow. I want my children to live in a world where parents don't worry

about their child's health. I want my future grandchildren to live in a world that knows the good work of Kiwanis in every community.

To make this dream happen, we have established a multi-year initiative to strengthen Kiwanis membership in existing clubs and expand Kiwanis' reach to communities that do not yet have the benefit of a Kiwanis club. The Formula is your opportunity to shape the future of your club. Share with others what you love about Kiwanis and make it stronger. Make it better.

The Formula is powered by our eagerness to share our experience with others. Ultimately, that's The Formula: the motivation to make Kiwanis a part of peoples' lives. And to keep it strong in our own.

I am willing to do everything possible to make it

happen. I know you will too, because you love your club as much as I love mine.

Share your Kiwanis

story with your friends and neighbors. And, live it out every day.

The future is bright for Kiwanis.



## EXECUTIVE PERSPECTIVE

STAN SODERSTROM | KIWANIS EXECUTIVE DIRECTOR

### GET LOUD AND PROUD

As one definitions for the word *Kiwanis*, the "Grammar and Dictionary of the Otchipwe Language" (yes, we have a copy of this rare book) lists "I make noise." I find that somewhat humorous as today's Kiwanians seem adverse to bragging.

In effect we don't make a lot of noise. We just roll up our sleeves and get the job done.

Another humorous point is that our name comes from a language likely unknown to today's members. Maybe that's why we're so good at inventing our own language of Kiwanis jargon, words and acronyms. I specifically reference the uniquely Kiwanis term SLP.

It stands for Service Leadership Programs. Service leadership combines service-learning and servant leadership. Service-learning is a teaching method that combines classroom instruction with meaningful, hands-on community service. Servant leadership is the philosophy whereby the leader puts the needs of all followers first.

Technically, service leadership is applied service-learning. It's the curriculum that underlies all our Service Leadership Programs.

Service Leadership Programs is the all-encompassing term that covers all of our branded Kiwanis-family programs for children, youth, young adults and adults who live with disabilities.

I recently attended a meeting at which one of our Kiwanis leaders made a great observation about our SLPs. These clubs and members shouldn't be viewed as just Service Leadership Programs. In reality, they deserve to be treated as the fully contributing Kiwanis-family members they are. They're our Service Leadership *Partners*.

I agree; I hope you are looking at your SLPs as your partners in serving your community. They're more than half of our global Kiwanis membership and growing every year.

Best of all, they have fun while they serve. And they're not afraid to make a little

noise. Maybe they're what those early Kiwanians had in mind when they selected our name. Their millions of service

hours every year make us all proud of Kiwanis.

Kiwanis family, go ahead and make some noise. We all deserve it.





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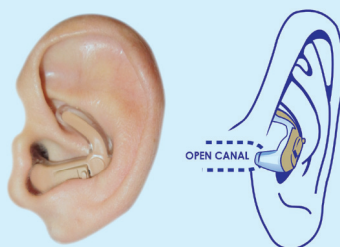
Years of research and development has led our engineers to an Outside the Canal design which allows this product to comfortably rest in the "Bowl" of your ear. Blending into the natural curves of your ear making this product nearly invisible. You can't feel it and others can't see it!

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# NEWS

## WHAT YOU NEED TO KNOW

TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL



## KIWANIS ONE DAY

We'd love to hear and see what your club did for Kiwanis One Day. Please send us a short outline of your club's project and a few of your best photos by Monday, April, 7, to [shareyourstory@kiwanis.org](mailto:shareyourstory@kiwanis.org) for possible inclusion in Kiwanis magazine.

## ON SOCIAL MEDIA

Zochie Wu  
Alvarez  
on **Facebook**

Lucky being the youngest part of  
KIWANIS :)



## FOLLOW ON INSTAGRAM

**Peyton's Promise**  
**@peytonspromise2**

We appreciate the Golden Kiwanis and their continued support and compassion for our community!



## EXPANDING IN AFRICA

Do you have connections to Africa?  
Does your club do service there?  
Do you have a personal or business connection? We want to hear from you. Visit [www.kwn.is/kiafrica](http://www.kwn.is/kiafrica) for more information.



## MAXIMIZING THE EXPERIENCE

"Kiwanis fellowship is more than friendship. It is about maximizing our members' Kiwanis experience through caring and showing it, celebrating success and achievement and mentoring, all the while making Kiwanians out of members."

**John R. Button** *Kiwanis International president-elect*



# MARK YOUR CALENDAR

May is Membership Month. What will your club do? Grab some ideas at [www.kiwanis.org/theformula](http://www.kiwanis.org/theformula).



## WALK TO SAVE LIVES

For the third year in a row, attendees at the 2014 Kiwanis International convention are invited to "Walk to Eliminate MNT."

The walk is scheduled for July 18 at 7 a.m. during the convention in Japan. Registration is US\$30.



## DELEGATES, BE PREPARED

Get the facts first. Learn more about these amendments and others up for discussion and vote at 2014 Kiwanis International's convention by visiting [www.kiwanis.org/convention/business](http://www.kiwanis.org/convention/business).

- To allow Kiwanis International to remove club members for illegal or unacceptable behavior involving youth and to prevent such members from rejoining another Kiwanis club.
- To allow Kiwanis International to provide Directors and Officers Liability Insurance to all clubs in North America.
- To allow subscription funds to be used for a broader range of modern communication vehicles.

### Administrative resolution:

- To allow the Kiwanis International board to investigate online voting for business normally voted on at the convention (i.e., elections, amendments, resolutions).



## NEWS



### CHANOYU:

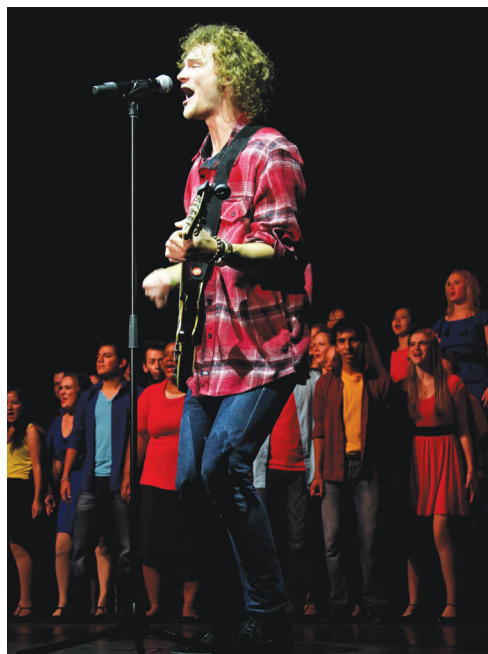
A Japanese tea ceremony. The word literally translates to "tea's hot water." During this cultural activity, *matcha*, or powdered green tea, is prepared and served with an ancient ritual.

Learn more about Japanese culture at Kiwanis International's Tokyo-Chiba convention. Attendees are invited to a culture fair on July 18 to learn about many of Japan's valued traditions.

## ON SOCIAL MEDIA

### Matt Barnthouse on Twitter

It took 9 million years, but my dad finally found out how to sign up for Twitter (for his Kiwanis group.)



### UP WITH PEOPLE

Kiwanis International has a new promotional partner, Up With People. Stay tuned to learn more about this exciting partnership!

[www.upwithpeople.org](http://www.upwithpeople.org)

## WHERE'S THE BEEF?

It's time to pass on a meal and donate to the Kiwanis International Foundation during April's Skip-A-Meal program. Learn how you can take part at [www.kiwanis.org/foundation/skipameal](http://www.kiwanis.org/foundation/skipameal).







## A gift that funds the future

Thanks to Kiwanis programs, people of all ages become the most engaged members of their communities. Your annual gift to the Kiwanis International Foundation helps. Our foundation provides direct financial support for Kiwanis Service Leadership Programs, which range from K-Kids for elementary students to Circle K International for university students. And for adults with disabilities, there's Aktion Club.

Of course, our foundation also extends your impact to the lives of children around the world. These programs, projects and initiatives are all possible because of your support. So give today. Ensure that the mission of Kiwanis is carried out—and carried forward.

Learn more at [www.kiwanis.org/foundation](http://www.kiwanis.org/foundation).



**Kiwanis**  
International Foundation



## NEWS

# Formula\*: <sup>1</sup>for·mu·la

*noun* \ 'fôr-myə-lə \

: a plan or method for doing, making or achieving something

*\*Merriam-Webster*

## THE FORMULA LOVE IT. SHARE IT. LIVE IT.

There are math formulas that solve complex problems. There are science formulas that cure diseases. There are formulas that fuel cars and feed people. And there's a formula that makes life better. It's a formula for Kiwanis.

The Formula is a multi-year initiative that focuses on Kiwanis members, investing in their Kiwanis experience and ultimately strengthening membership. It's an opportunity for Kiwanians to shape the future of their clubs and the service that impacts their communities.

The Formula is based on the simple premise that when people love something—when they have an exceptional experience—they want to share it with others and make it a bigger part of their life.



## SO, WHAT'S THE FORMULA?

- Take something you love.
- Share it with others.
- Make it a part of your life.

## GOALS

1. Develop a leadership structure with 2,700 additional leaders.
2. Expand Kiwanis' impact to 1,650 new communities.
3. Inspire and equip clubs to be stronger by an average of +10 members.



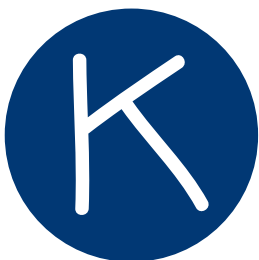
## STRENGTHEN YOUR KIWANIS EXPERIENCE: LOVE IT.

With your passion and The Formula's resources, you can ensure your club remains strong and relevant. To strengthen clubs and empower members, visit [www.kiwanis.org/lovemyclub](http://www.kiwanis.org/lovemyclub).



## MORE FELLOWSHIP, MORE SERVICE: SHARE IT.

By talking about your Kiwanis experience and opening clubs, you're engaging the "Share it" component of The Formula. More Kiwanians can make a greater impact in more communities.



## WHAT WILL YOU DO? LIVE IT!

Whether you flip pancakes for local charities or pack meals for the hungry abroad, you put a smile on someone's face. But don't stop there. Tell others about it so friends and neighbors can contribute their hands and hearts to the cause.



## WHAT DO YOU LOVE ABOUT KIWANIS?

Think about it for a minute. What matters the most to you about Kiwanis? What do you love about Kiwanis? Tell us at [loveit@kiwanis.org](mailto:loveit@kiwanis.org).

“

Many years ago, when I was asked to help establish a new club, I was nervous—of being rejected or bothering people. I quickly learned it was not at all like this, and in fact, it was fun. I got to meet many new people. People love to talk about their community and what's going on. Then, when I heard what the clubs were doing after they were opened. ... Well, there's nothing like the feeling you get when you realize you had something to do with that club helping a preschool or hosting Easter egg hunts, 5K walks, food drives and so forth.

”

— Cathy Szymanski,  
Kiwanis Club of Erie, Pennsylvania

(Find out more about Szymanski's club opening experience!  
Read her blog at <http://kwn.is/kicathy>.)

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# Stronger Kiwanis + Healthier communities

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## Better world



## COVER STORY

# A NURSE'S HEALING TOUCH

**EDA MEDINA DE WONG MENDS STRUGGLING CLUBS WITH DEDICATION, PERSEVERANCE AND SUPPORT.**

STORY BY BRETT A. HALBLEIB

PHOTOS BY JOSE ANTONIO GIL ARIAS/ARCHIVOLATINO

When Eda Medina de Wong discovers a struggling Kiwanis club in Central America, she does what comes naturally: She nurses it back to health.

Medina de Wong is a nurse by training, though today her career involves overseeing research for Panama's federal government. But Medina de Wong's nurturing nature still kicks in when a club is in critical condition.

Medina de Wong is a member of the Metropolitan, Panamá City, Panama, Kiwanis Club and a past gover-

nor of Kiwanis' Andean and Central America District. She mentors clubs that are struggling with leadership, membership or service.

"I'm convinced clubs go through many stages in their growth process, and they need help to achieve the proper level of success," she says. "They need training and support from members with experience."

She's currently working with two clubs—La Chorrera and San Jose—after already helping put three others back on their feet. One of these was down to one member.

When Eda Medina de Wong sees a club struggling with low attendance, few service activities and declining rosters, she offers to help revive the Kiwanis spirit, proclaiming—and demonstrating—a mantra of cooperation, communication and participation.







Rebuilt from a membership of one to 14, the Kiwanis Club of Rana Dorada joined the Penonomé club at a party for Indian children. Medina de Wong (left) was there too, passing out movie snacks.





# “STRONGER CLUBS SHOULD INTERACT WITH STRUGGLING CLUBS, GIVE THEM OPPORTUNITIES, ENCOURAGE THEM, MOTIVATE THEM. ANYTHING TO MAKE THEM FEEL IMPORTANT.”

## KEEPING A CLUB ALIVE

The Rana Dorada Kiwanis Club is named for the *rana dorada* (Panamanian Golden Frog). It's a rare species that inhabits cloud forests of west-central Panama. The frog holds cultural significance, and Panamanians consider it lucky.

Its namesake Kiwanis club, however, was not so lucky. When Medina de Wong intervened, the club had one member, Karyna Keene, keeping it afloat.

“Karyna was doing almost everything,” Medina de Wong says, including training, administrative work and community service, such as reading to hospitalized children.

Keene feels a strong commitment to Kiwanis. She recalls participating in a Kiwanis medical tour about 10 years ago with her mother, VlanKa. She had been assigned to give haircuts to children, and by the end of the day, “my entire body was itching from the hair all over me.” But she remembers something more powerful: “The satisfaction of being able to do something for other people was more intense than the discomfort.”

Such experiences motivated her. “I did not want this club to die with me,” Keene says.

Keene's mother put her in touch

with Medina de Wong, and the two women developed a reorganization plan. They collected dues while inviting new members. Using Facebook, Medina de Wong reconnected with Alexis Peralta, an acquaintance from a Circle K club Medina de Wong had launched.

Peralta helped track down other former Circle K leaders. Soon, they had a handful of potential members. Revitalizing the club became a team effort.

“All of us continued recruiting members, training and organizing the work plan according to Kiwanis guidelines,” Medina de Wong says.

When recruiting, Medina de Wong often finds success by appealing to the potential to change communities and change lives. “If we do not have hands to help those who are in need, we are not going to be able to change our community,” she says.

When people understand that, she explains, they're eager to help.

The Rana Dorada Kiwanis Club climbed to 14 members—including Medina de Wong and one of her sons, Arturo. In short order, they elected directors and officers, established meeting schedules and allocated responsibilities.

More importantly, the club stepped up its service activities, hosting

Christmas parties for children and sharing the joy of literacy with children through Kiwanis' Read Around the World program. Members also participated in activities with other clubs, such as a joint effort with the Kiwanis Club of Penonomé to deliver toys to children.

Such cooperation is critical—and it's one of three areas around which much of Medina de Wong's work centers: cooperation, communication and participation.

## COOPERATION

“Stronger clubs should interact with struggling clubs, give them opportunities, encourage them, motivate them,” Medina de Wong says. “Anything to make them feel important.”

Strong clubs can “make weak clubs realize more hands are necessary to reach more needy people,” she says. “If the clubs having difficulties disappear, what will happen with the children in places where they give their service?”

## COMMUNICATION

Everyone who works and serves with Medina de Wong calls her an effective communicator.

“She is in constant contact with you by emails, phone calls, messages, reminders—any time of day,” notes



Juan Antonio Ortega, who worked with Medina de Wong to stabilize the Kiwanis Club of Santiago. That communication, combined with frequent visits, “greatly helped the club.”

Communication also involves sharing information about Kiwanis. Medina de Wong encourages members to learn about programs such as Bring Up Grades (BUG), Terrific Kids and Young Children: Priority One.

## **PARTICIPATION**

Medina de Wong says new members cannot be left alone. They need to feel like they’re supported—and they need to feel involved.

“Give them responsibilities and make them feel committed,” she says. “Clubs sometimes become stagnant due to a lack of information about what they can do.” Getting involved helps reveal “the potential leadership everyone has.”

With Medina de Wong’s help, the Santiago club rebounded and is ready to focus its efforts in supporting mothers and children. It has plans to provide bedding and pajamas to a children’s hospital, offer medical help and supplies to pregnant women and give sewing machines and lessons to mothers.

## **COUNSELOR AND FRIEND**

Medina de Wong’s dedication stems from her longtime involvement with Kiwanis. She was one of the first female members of the Metropolitan club and active with the wives committee before women were allowed to join the club. Her husband has been with the club for 25 years.

Kiwanis gives Medina de Wong balance between family and work. She’s an empty-nester, but her husband and two sons are active in Kiwanis. She loves to serve, finding inspiration in the “One Can Make a Difference” video.

Medina de Wong is *one* who has made a difference. Mario Him, a member of the Kiwanis Club of Penonomé, says Medina de Wong helped in nearly every area to stabilize his club.

“Eda has been instrumental not only in increasing the membership of the club, but also in all activities of the club. She has been a guest speaker, helped us with induction meetings and she constantly helps club leaders so we can organize activities.”

Medina de Wong helped the club add new members, he says, by arranging special guest days at club meetings, promoting its activities and training leadership.

A stronger club has led to even more service. In addition to providing toys to children at Christmas, the club plans a Civic and Moral Values Award event, conducts a variety of activities related to health services and hosts a youth basketball league. The club also keeps a stretch of roadway clean through a sponsorship program.

“Having Eda’s support has been instrumental in our club,” Him says. “We’ve been able to define activities that help raise the visibility of the club in our town.” He says Medina de Wong has been much more than a district governor—she’s been “a counselor and friend.”

And, don’t forget, a nurse. ☺

**Read <http://kwn.is/kiwong> or download the Kiwanis magazine iPad app for more of Eda Medina de Wong’s advice on reviving Kiwanis clubs.**

**The Kiwanis party is a complete success. Children are given toys. Parents receive new clothes. And the Rana Dorada and Penonomé clubs send everyone home with boxed lunches, which include rice, chicken and cake.**











# SIGNATURE SONG

**HOW FAMOUS IS YOUR CLUB'S SERVICE PERFORMANCE IN YOUR COMMUNITY?  
MAYBE IT'S TIME TO COMPOSE ANOTHER HIT TUNE WITH ONE OF THESE PROJECTS.**

STORY BY EILEEN DENNIE

**T**hink of megastar Stevie Wonder, and songs such as "Superstition" and "Uptight (Everything's Alright)" come to mind.

What service song is your club "famous" for?

A Kiwanis club's signature project establishes its identity. It serves a real need and resonates with the community. And meaningful service attracts fans—potential members.

Is your club stuck in a service rut? Has your one-hit wonder run its course? Maybe it's time to change your service

tune. Your service impact will grow—and so will your club—if you find the right project, one that strikes a chord with your crowd.

So, take a few

requests. Survey your members' interests. Assess your community's needs. Take a serious look at problems affecting children in your area.

To assist you in your search for a new service identity, here are four problems commonly found in almost every community. While making a difference in your community, your new song of service may attract some new voices.

## **BULLYING**

Kids shouldn't be afraid to go to school or eat in the lunchroom. Students shouldn't stand by and watch as other kids are mistreated, threatened or excluded. But it happens every day in communities everywhere. It's likely happening in your community.

Bullying takes many forms. It can be physical or emotional. It could be teasing on the playground, embarrassing a classmate in public, spreading rumors





# IF YOU RECOGNIZE THAT BULLYING IS A PROBLEM IN YOUR COMMUNITY, KIWANIS HAS THE RESOURCES TO HELP YOUR CLUB ADDRESS THIS ISSUE.

online, shoving a teammate or hazing a new initiate. Whatever the form, people are hurt—sometimes irrevocably.

If you recognize that bullying is a problem in your community, Kiwanis has the resources to help your club address this issue. A good way to start is by sponsoring Service Leadership Programs—Key Club in high school, Builders Club in middle school or K-Kids in elementary school. With your guidance, these students can help other kids:

- Develop the self-esteem to stand up to a bully.
- Build leadership skills to stop or report a bullying situation.
- Find a group of friends that is safe from the fear of bullying.

Share the posters, presentations and videos developed by students just like them, available at [www.kiwanis.org/bullyingprevention](http://www.kiwanis.org/bullyingprevention). To open a Service Leadership Program, visit [www.KiwanisOne.org/charter](http://www.KiwanisOne.org/charter).

For support and additional resources—as well as potential new members—look to:

- Family counselors
- School counselors
- Teachers
- Coaches
- Parent volunteers
- School bus drivers
- Boys & Girls Clubs/YMCA staff
- School administrators
- Pediatricians
- School alumni

## FITNESS

In 2010, more than one-third of children and adolescents in the United States were overweight or obese, according to the Centers for Disease Control and Prevention. The trends are similar in Canada, according to Statistics Canada. Youth with weight problems tend to become adults with weight problems, and adults with weight problems tend to also have major health issues, including increased risk of diabetes, heart disease and some cancers. Take a look around. How does your population stack up to these numbers? Your community probably could use a wake-up call on the fitness front.

In many communities, the Kiwanis name is associated with youth sports leagues, summer camps and playgrounds. Over the years, Kiwanis has formed partnerships with many organizations that have fitness-related programs. Here are some you can build on.

- Encourage play with Nickelodeon's Worldwide Day of Play in September, focused on movement that's fun. Learn more at [www.nick.com/thebighelp](http://www.nick.com/thebighelp).
- Volunteer at Hershey's Track & Field Games to help introduce children ages 9 to 14 to track and field events. Learn more at [www.hersheystrackandfield.com](http://www.hersheystrackandfield.com).
- Install a Landscape Structures playground, encouraging kids to be outdoors and active. Get started by visiting [www.playlsi.com](http://www.playlsi.com).

- Sponsor a sports league at your Boys & Girls Club. Visit [www.bgca.org](http://www.bgca.org) or [www.bgccan.com](http://www.bgccan.com).
- Support a fitness-focused event for the Boy Scouts, a program for young people that encourages character, citizenship and personal fitness. Visit [www.scouting.org](http://www.scouting.org).

For support and additional resources—as well as potential new members—look to:

- Physical education/health teachers
- Yoga/Pilates instructors
- Coaches
- Boy Scout leaders
- Boys & Girls Clubs staff
- Personal trainers/fitness facility staff
- Dieticians at hospitals, nursing homes or schools

## EDUCATION

It's a reality today: When schools face budget cuts, administrators are forced to prioritize their expenses. What programs are eliminated when schools' budgets are cut? And what do students miss when those programs are cut?

**Art and music.** Creative kids miss out when band and visual arts classes are cut. What if parents can't afford private lessons? Consider supporting an alternative venue or an after-school program that will expose kids to the arts and enrich the lives of those who have an interest in playing an instrument.

**After-school sports.** Organized sports offer kids opportunities to be part of a team, practice and find

## IN MANY COMMUNITIES, THE KIWANIS NAME IS ASSOCIATED WITH YOUTH SPORTS LEAGUES, SUMMER CAMPS AND PLAYGROUNDS.

a healthful outlet for their energy. If schools no longer support organized sports, consider starting a sports league. Sponsor an indoor sports facility or pool.

**Facility improvements.** Playground and performance center improvements may not survive budget cuts, but that doesn't mean kids should do without. Work with the school to upgrade a playground, using resources from Kiwanis Vision Partner Landscape Structures, available at [playlsi.com](http://playlsi.com). Or organize a donation drive to sponsor a Kiwanis auditorium improvement.

**Curriculum enhancements.** Another casualty of budget cuts: field trips. Your club can rent transportation and plan a visit to the zoo or museum to reinforce what students are learning in their classrooms. Or plan a career day and invite speakers to the school.

**Classroom aides.** Staff cutbacks mean fewer aides assigned to even larger classes, and that means less individual attention for each student. Plan after-school study tables or tutoring programs to offer students an extra chance to learn the material.

For support and additional resources—as well as potential new members—look to:

- Art and music teachers
- Musicians
- School board members
- School administrators
- Coaches
- City parks department staff





## POVERTY

In your community, you probably won't see a child standing on the corner holding a cardboard sign announcing his homelessness or his hunger, but that doesn't mean there aren't plenty of local children living in poverty. So you may need to ask questions to see what poverty looks like in your community:

- Do kids go without eating on the weekends because families and schools can't feed them?
- Do they go without doctor or dentist visits?
- Do they come to school or childcare without proper clothes, shoes or supplies?
- Do kids lack supervision and help with homework after school?

Many families struggle to put a good meal on the table, and generally the most healthful food options—fresh produce and meat—are more expensive than their processed, less nutritional options. So even if they have

food to eat, they may still be suffering malnutrition. Some clubs organize a backpack program for kids in low-income families, filling and distributing backpacks with a weekend's worth of nourishment. Others serve breakfast or lunch at a public place during school breaks. Consider supporting food pantries or an urban garden project.

Families dealing with health issues, unemployment and other financial struggles have to make difficult choices when it comes to educating, feeding, housing and clothing their children. A parent may have to put gas in the car so she can get to work instead of buying school supplies for her children. Working long hours with minimum pay may prevent a parent from helping with homework or realizing his child's struggles in school. Educating yourself about and understanding the issues these families face will go a long way in helping alleviate the problems.

If your club is in the United States,

check out statistics and demographics for your state from the National Center for Children in Poverty at <http://nccp.org/profiles>. In Canada, read more about this issue from the Canadian Children's Rights Council at [www.canadiancrc.com](http://www.canadiancrc.com).

For support and additional resources—as well as potential new members—look to:

- Policemen
- Social workers
- Childcare providers
- Teachers
- School administrators
- School counselors

For more great ideas for service projects—along with resources—check out the Young Children: Priority One service bulletins at [www.KiwanisOne.org/YCPO](http://www.KiwanisOne.org/YCPO). Be inspired by what other clubs are doing! Search “service” on [www.KiwanisOne.org](http://www.KiwanisOne.org) and you'll find articles from previous issues of Kiwanis magazine. (K)



# FOCUS ON YOUTH

Based on the 2012-13 Annual Club Report

Total clubs reporting: 4,657

The proof is in the statistics. Of the 4,657 Kiwanis clubs submitting 2012-13 annual reports, more than 80 percent were involved in youth-oriented programs, staging spelling bees, sewing Kiwanis dolls, fixing teeth, sponsoring sports teams, tutoring, coaching, feeding, immunizing.

The list of activities goes on and on.

This infographic shows how Kiwanis clubs devote their time while serving the children of the world.

For more details on these categories, download the Kiwanis magazine iPad app or visit <http://kwn.is/kiservstats>.

Make sure your club's numbers are reflected in next year's statistics; go to [www.KiwanisOne.org/reporting](http://www.KiwanisOne.org/reporting).

Physical Fitness/  
Sports & Recreation

65.4%

Education  
& Schools

52.5%

Holiday  
46.6%

Health &  
Nutrition

16.9%

Clothing  
& Shelter

16.8%

Safety  
11.0%

Child  
Development  
1.5%





# IF YOU LAUNCH IT, THEY WILL COME

**A SATELLITE FILLS A CLUB'S VOID FOR YOUNGER MEMBERS.**

STORY BY KIMIKO MARTINEZ

When 29-year-old Chelsea Wells joined the Bellingham, Washington, Kiwanis Club five years ago, she was the youngest member by far.

"The next person closest to my age was probably 50," she says.

Though she was eager to give back to her community, she quickly realized that the traditional club model wasn't what she—or many others her age—was looking for. She knew people her age were looking to give back. And with lots of young transplants in the area, she knew many were also looking for a sense of community. But weekly lunch meetings just weren't going to cut it.

So instead of bringing the 20- and 30-somethings to Kiwanis, Kiwanis brought a satellite to them ... in a way that worked for its younger potential members.

"One meeting a month is achievable for our group," says Jennifer Burrall, chairwoman of the club's Young Professionals Group satellite. "If we asked members of the satellite to come every week, that would be a big commitment for them."

So the satellite holds one-hour meetings on the second Thursday of each month at 6:30 p.m.—an after-work slot many of its members can make. And meeting minutes and service opportunities all go onto a

Google calendar so members can stay involved even if they miss a meeting.

"We started with socials and projects on weekends and weeknights to give people more opportunities to be involved," Wells says.

The model has worked. The group has grown from 12 people at the first meeting to 26 Kiwanis members. Key to this success:

- Developing the satellite around a core of two or three members.
- Finding more than one leader for the group.
- Involving spouses and significant others.
- Organizing fun projects that draw in new members.
- Using mini-breakout groups to plan projects.
- Scheduling monthly socials, including some events that involve the parent club.
- Planning short, meaningful meetings with activities.
- Recognizing achievements.
- Inquiring about financial support from members' employers. ☺

Visit [www.kiwanis.org/satellites](http://www.kiwanis.org/satellites) for more information about satellites.















# STAYING TRUE

## IN CHANGING TIMES

**T**imes change. If you've been around long enough, you've seen technology advance, styles shift and society evolve. If you've been around for nearly 100 years, you've developed the knowledge and confidence to master those changes when they come.

Longevity comes from an active engagement with a changing world. For Kiwanis, it also comes from a certain kind of stability. Even in this fast and fluid era, our mission has remained the same: to serve the children of the world.

In 2012–13, the Kiwanis family accomplished that mission in our time-tested way—through individual Kiwanis clubs'

local impact. Thanks to Kiwanians, thousands of children are healthier, happier and safer. They're getting the opportunity to be joyful kids and successful students. Many are even getting the chance to be part of the Kiwanis family themselves.

The past Kiwanis year was an exciting time to join us. We focused on growing membership. We moved closer to our 100th anniversary. And we continued toward our fundraising goal for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.

Meeting our goal. Accomplishing our mission. Even in changing times, we're succeeding by staying true to what matters most.

"More than 600,000 members of our Kiwanis family reaffirmed the time-honored values expressed in the six Objects. Clubs responded heroically to tragedies and inspired communities through their service. As models of great-heartedness, our members saved and protected millions. Rather than resting on their past, they asked, 'what more can we do?' and took action to help the children of the world."

**Tom DeJulio**, 2012-13 president, *Kiwanis International*



# BUILDING FELLOWSHIP

## IMPROVING COMMUNITIES

As always, Kiwanis' success in 2012-13 reflected the work of clubs. Each year, the Kiwanis family's 6 million hours of service accumulates from the dedication of members in their communities. After all, communities are where we carry out our service—and enjoy the fellowship that makes the club experience a source of pride.

That's why it's important to ensure clubs are healthy and that members are inspired and energized. In 2013, Kiwanis kicked off The Formula, a multi-year initiative to enact cultural change among Kiwanians and cultivate an environment of continual self-

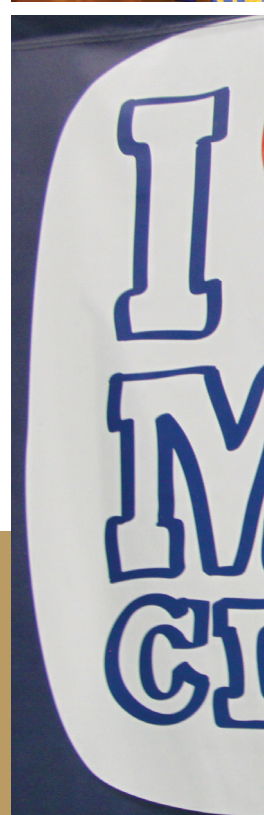
improvement among members and clubs.

Many clubs that experience membership loss do so on a gradual scale that's hardly noticeable at first. But over time, if losses add up, communities and the club experience suffer.

The Formula is based on a simple premise: People who have a wonderful experience share it with others. The Formula encourages members to take what they love about Kiwanis, share it with others and ultimately, benefit their community through the strength of their club. Read more about The Formula on page 10 and throughout this—and future—issues of Kiwanis magazine.

"2012-13 was an important year for Kiwanis. We launched a global initiative to ensure that our organization will meet the future with strong, vibrant clubs. At the same time, Kiwanians kept The Eliminate Project on target—and continued to deliver the community service that makes us so important in so many places."

**Stan D. Soderstrom**, *executive director, Kiwanis International*









## 2012–13 Founders Circle

### **Emerald level**

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### **Sapphire level**

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O. Douglas Schumann

Alice M. Savage

William J. and R. Jean Beard

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Tan Sri Tee Hock Seng

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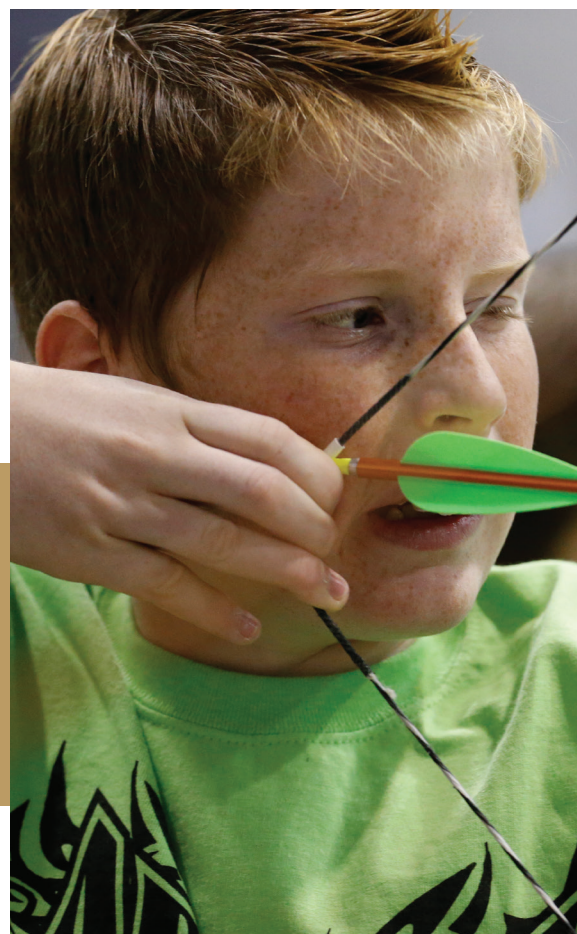
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*For a full list of 2012–13 supporters,  
visit [www.kiwanis.org/foundation](http://www.kiwanis.org/foundation).*





# EXTENDING YOUR IMPACT

**W**hen you make a gift to the Kiwanis International Foundation, we make it work. In fact, every gift brings change to a child's life.

In 2012–13, the foundation extended your impact, providing more than US\$127,000 in disaster relief and awarding grants to 124 Kiwanis-family programs.


We filled a financial gap for the Kiwanis Club of Federal Way, Washington, so it could provide one year of parasite removal treatment to the children of the Cloud Forest in Honduras.

We helped the Kiwanis Club of Lawton, Oklahoma, promote sports programs for young children and provide leadership opportunities to Key Club members.

Kiwanians increased their individual giving to the foundation's programs in 2012–13, and many stepped up and ensured their values with a planned gift to the foundation.

Our Global Campaign for Children, The Eliminate Project, continued to make a huge impact—helping to eliminate maternal and neonatal tetanus from six more countries in 2013.

2012–13 has been a great year. Our foundation changes children's lives in many ways, extending your Kiwanis impact. And the world is taking notice: The Kiwanis International Foundation has dramatically increased its standing with organizations that evaluate charities and their effectiveness.



"During the past year, we met and exceeded our goals for The Eliminate Project, took numerous actions that will serve our foundation well in years to come and made substantial grants for disaster relief around the world. It was my honor to serve as your president, and I look forward to our foundation having a banner year in 2013–14."

**Peter Mancuso**, 2012–13 president, Kiwanis International Foundation



# MOVING TOWARD VICTORY

When The Eliminate Project began in 2010–11, women and children in 39 countries were dying from maternal and neonatal tetanus. By the end of September 2013, the fight against the disease was being waged in just 26 countries.

Thanks to our partnership with UNICEF, our place in history is getting ever closer. In 2013, six countries officially eliminated MNT. As of September 30, 2013, combined Kiwanis and U.S. Fund for UNICEF gifts and pledges to The Eliminate Project totaled more than US\$39 million—more than doubling the campaign's overall results with an in-

crease of US\$21.2 million during the year.

In fact, 10 districts surpassed US\$1 million—with 22 districts more than doubling their fundraising. The Capital and New Jersey districts each reached 100 percent club participation. In the Italy-San-Marino District, Calabria 2 became the first 100 percent Model Club division (i.e., all clubs in the division have pledged to be Model Clubs).

All together, 2012–13 was a crucial year that helped position us for a big celebration in 2015. By meeting our goal of US\$110 million, we'll raise the funds necessary to eliminate MNT—and protect more than 61 million mothers and babies around the world.

"The Eliminate Project is not only changing the world by saving 61 million mothers and their future babies. It's transforming Kiwanis and the Kiwanis International Foundation by creating a culture of giving that will impact generations to come."

**Ann Updegraff Spleth**, *chief operating officer, Kiwanis International Foundation*





**Individual donors who contributed US\$25,000 and higher in cash and pledges to The Eliminate Project during the 2012–13 Kiwanis International year**

**Lead Gifts (\$100,000+)**

Geraldine Hammar\*  
Milford and Lenora Hanna\*  
Angus Slater Lamond Jr.  
O. Douglas Schumann\*  
Tan Sri Vincent Tan  
John G. Tyner II

**Major Gifts (\$25,000+)**

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Ryozo Yagi\*

**\*Legacy gifts**

For a full list of supporters, visit [www.TheEliminateProject.org/recognition](http://www.TheEliminateProject.org/recognition).





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President, Thomas E. "Tom" DeJulio, New York District; President-elect, Gunter Gasser, Austria; Immediate Past President, Alan Penn, Ohio; Vice President, John R. Button, Eastern Canada and the Caribbean; Executive Director, Stan Soderstrom, Indiana. Trustees: Kevin Dean, West Virginia; Jane M. Erickson, Nebraska-Iowa; Clinton Green, New Zealand-South Pacific; Óskar Guðjónsson, Iceland-Faroes; Stephen T. Hill, New England; John M. "Johnny" Johnson, Georgia; Lee Kuan Yong, Malaysia; Warren F. Mitchell, Rocky Mountain; Dennis M. Oliver, Louisiana-Mississippi-West Tennessee; Susan A. "Sue" Petrisin, Michigan; Colin Reichle, Western Canada; James M. Rochford, Illinois-Eastern Iowa; Wen-Pin Su, Taiwan; Elizabeth M. Tezza, Carolinas; Sjoerd R.J. Timmermans, Netherlands.



## KIWANIS INTERNATIONAL FOUNDATION BOARD 2012-13

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## THE FISCAL YEAR IN REVIEW

This is the second year Kiwanis International has reported an operating loss. This year, the loss was US\$826,000, as compared to an operating loss of \$613,000 in fiscal year 2012. The primary reason for the operating deficit was a \$1.050 million reduction in revenue from member-related services and fees. Fortunately, we enjoyed positive investment returns in both years, and as a result, Kiwanis International ended both fiscal years with surpluses.

While the operating results continue to be disappointing, we were able to shave \$1.049 million from operating expenses. This is the second consecutive year Kiwanis has reduced operating expenses by over \$1 million.

"The Kiwanis International Board of Trustees' actions over the past few years to reduce operating cost undoubtedly show the commitment to the fiscal management of the organization," says Susan A. "Sue" Petrisin, 2013–14 Kiwanis International vice president and board audit and finance committee chairwoman. "This is even more evident by the fact that cash and investments increased over \$3 million."

The Kiwanis International Foundation, Key Club International and Circle K International were pleased to announce positive results. And, on a consolidated basis, the Kiwanis family recognized an operating surplus of \$4.308 million and a net change in assets of \$7.9 million.



# FINANCIALS | KIWANIS INTERNATIONAL

KIWANIS INTERNATIONAL		
STATEMENTS OF FINANCIAL POSITION (US\$ 000's)		
	As of September 30	
ASSETS:	2013	2012
Cash and investments	\$ 27,026	\$ 24,015
Receivables	173	279
Advances to affiliates	517	822
Merchandise inventory	586	933
Prepaid expenses and other	616	717
Property and equipment	5,077	5,310
<b>TOTAL ASSETS</b>	<b>\$ 33,995</b>	<b>\$ 32,076</b>
LIABILITIES:		
Accounts payable and accrued expenses	\$ 1,605	\$ 1,827
Accounts payable to affiliates	171	222
Funds invested for Key Club International	1,873	1,310
Liability insurance accrual	871	875
Other liabilities	97	41
<b>TOTAL LIABILITIES</b>	<b>4,617</b>	<b>4,275</b>
NET ASSETS (DEFICIENCY):		
Operating/Service Leadership Programs	12,605	10,445
Magazine	3,205	3,562
Kiwanis International convention	(2,122)	(1,571)
Liability Insurance	10,369	10,044
Property	5,321	5,321
<b>TOTAL NET ASSETS</b>	<b>29,378</b>	<b>27,801</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 33,995</b>	<b>\$ 32,076</b>



KIWANIS INTERNATIONAL		
STATEMENTS OF ACTIVITIES (US\$ 000's)		
	Years Ended September 30	
REVENUES:	2013	2012
Membership dues and fees	\$ 8,872	\$ 9,291
Magazine subscriptions	1,161	1,217
Liability insurance fees	1,831	1,917
Service Leadership Programs fees	88	264
Merchandise sales	1,684	1,700
Convention fees	944	1,241
Advertising	51	80
Investment income, net of fees	89	233
Sponsorship income	302	132
Grants	122	124
Other	32	239
<b>TOTAL REVENUES</b>	<b>15,176</b>	<b>16,438</b>
EXPENSES:		
Membership services, growth and education	2,363	1,997
Communications	911	1,092
Corporate relations	286	279
Service Leadership Programs	862	1,497
Global services	770	995
Merchandise sales and expenses	1,526	1,794
Magazine	1,647	1,328
Kiwanis International convention	1,568	1,605
Liability insurance	1,581	1,349
Operations	2,845	2,765
Governance	1,328	1,689
Kiwanis International Foundation	343	290
The Eliminate Project	-	211
Currency exchange, bad debts and other	(28)	160
<b>TOTAL EXPENSES</b>	<b>16,002</b>	<b>17,051</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>(826)</b>	<b>(613)</b>
Realized and unrealized gains (losses) on investments	2,403	2,405
<b>CHANGE IN NET ASSETS</b>	<b>\$ 1,577</b>	<b>\$ 1,792</b>

## 2012–13 annual report for Kiwanis International

"On behalf of the Kiwanis International and Kiwanis International Foundation boards and staff, I'm pleased to provide the financial summary from our 2012–13 audit report. To receive a complete copy of the audit report, visit [www.KiwanisOne.org/annualreport](http://www.KiwanisOne.org/annualreport), send a written request to Kiwanis International, Attn: Audit Report, 3636 Woodview Trace, Indianapolis, Indiana 46268, USA, or email your request to [finance@kiwanis.org](mailto:finance@kiwanis.org). The audit report is available only to Kiwanis-family members." —Stan D. Soderstrom, *executive director*



# FINANCIALS | KIWANIS INTERNATIONAL FOUNDATION

KIWANIS INTERNATIONAL FOUNDATION		
STATEMENTS OF FINANCIAL POSITION (US\$ 000's)		
	As of September 30	
ASSETS:	2013	2012
Cash and equivalents	\$ 2,339	\$ 2,391
Investments	13,649	11,938
Contributions receivable	11,331	6,682
Cash value of life insurance contracts	222	211
Beneficial interest in assets held by others	228	164
Advances to affiliates	110	110
Other assets	20	13
<b>TOTAL ASSETS</b>	<b>\$ 27,899</b>	<b>\$ 21,509</b>
LIABILITIES:		
Accounts payable and accrued expenses	\$ 28	\$ 18
Payable to affiliates	505	499
Grants payable	181	62
Annuities payable	112	136
<b>TOTAL LIABILITIES</b>	<b>826</b>	<b>715</b>
NET ASSETS (DEFICIENCY):		
Unrestricted	(241)	(438)
Temporarily restricted	15,891	10,086
Permanently restricted	11,423	11,146
<b>TOTAL NET ASSETS</b>	<b>27,073</b>	<b>20,794</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 27,899</b>	<b>\$ 21,509</b>
STATEMENTS OF ACTIVITIES (US\$ 000's)		
	Years ended September 30	
REVENUES:	2013	2012
Contributions and grants	\$ 17,556	\$ 13,659
Investment income (loss), net of fees	315	272
<b>TOTAL REVENUES</b>	<b>17,871</b>	<b>13,931</b>
EXPENSES:		
Grants, programs and education	7,759	3,645
General and administrative	1,141	1,088
Fundraising	3,252	3,253
Currency exchange, bad debt expense and other	464	309
Change in value of annuities	(68)	(61)
<b>TOTAL EXPENSES</b>	<b>12,548</b>	<b>8,234</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>5,323</b>	<b>5,697</b>
Realized and unrealized gains (losses) on investments	956	1,554
<b>CHANGE IN NET ASSETS</b>	<b>\$ 6,279</b>	<b>\$ 7,251</b>

# FINANCIALS | CIRCLE K | KEY CLUB

	CIRCLE K INTERNATIONAL		KEY CLUB INTERNATIONAL	
	As of September 30		As of September 30	
STATEMENTS OF FINANCIAL POSITION (US\$ 000's)	2013	2012	2013	2012
<b>ASSETS:</b>				
Cash and equivalents	\$ 70	\$ 62	\$ 189	\$ 1,001
Investments	-	-	1,873	1,310
Receivables	1	1	23	32
Other assets	12	18	133	141
<b>TOTAL ASSETS</b>	<b>\$ 83</b>	<b>\$ 81</b>	<b>\$ 2,218</b>	<b>\$ 2,484</b>
<b>LIABILITIES &amp; NET ASSETS:</b>				
Due to Kiwanis International	\$ 12	\$ 3	\$ -	\$ 320
Other liabilities	1	1	21	10
Net assets-unrestricted	70	77	2,188	2,121
Net assets-temporarily restricted	-	-	9	33
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 83</b>	<b>\$ 81</b>	<b>\$ 2,218</b>	<b>\$ 2,484</b>
	Years Ended September 30		Years Ended September 30	
STATEMENTS OF ACTIVITIES (US\$ 000's)	2013	2012	2013	2012
<b>REVENUES:</b>				
Membership dues and fees	\$ 279	\$ 279	\$ 2,550	\$ 2,386
Service Leadership Program fees	-	-	367	358
Investment income (loss)	-	-	34	17
Subsidies from Kiwanis International	282	282	224	521
Grants and other	41	41	85	124
<b>TOTAL REVENUES</b>	<b>602</b>	<b>602</b>	<b>3,260</b>	<b>3,406</b>
<b>EXPENSES:</b>				
Membership growth and education	304	279	1,387	1,314
Communications	34	41	236	195
Conventions	88	64	335	375
Magazine	3	5	169	158
Grants, programs and education	21	29	149	128
General and administrative	98	108	468	437
Membership services	61	54	712	677
<b>TOTAL EXPENSES</b>	<b>609</b>	<b>580</b>	<b>3,456</b>	<b>3,284</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>(7)</b>	<b>22</b>	<b>(196)</b>	<b>122</b>
Realized and unrealized gains (losses) on investments	-	-	239	289
<b>CHANGE IN NET ASSETS</b>	<b>\$ (7)</b>	<b>\$ 22</b>	<b>\$ 43</b>	<b>\$ 411</b>

For 2012–13 Circle K and Key Club membership numbers, visit [www.KiwanisOne.org/annualreport](http://www.KiwanisOne.org/annualreport).



# FINANCIALS | CONSOLIDATED STATEMENT

KIWANIS INTERNATIONAL AND AFFILIATES • CONSOLIDATED STATEMENTS		
STATEMENTS OF FINANCIAL POSITION (000's)		
	As of September 30	
ASSETS:	2013	2012
Cash and equivalents	\$ 4,686	\$ 4,975
Investments	38,587	34,432
Receivables	197	313
Contributions receivable	11,331	6,682
Merchandise inventory	586	933
Prepaid expenses and other	781	889
Beneficial interest in assets held by others	228	164
Cash value of life insurance contracts	222	211
Property and equipment	5,077	5,310
<b>TOTAL ASSETS</b>	<b>\$ 61,695</b>	<b>\$ 53,909</b>
LIABILITIES:		
Accounts payable and accrued expenses	\$ 1,633	\$ 1,845
Accounts payable-affiliates	61	112
Grants payable	181	62
Deferred revenue and other liabilities	104	52
Liability insurance accrual	871	875
Annuities payable	112	136
<b>TOTAL LIABILITIES</b>	<b>2,962</b>	<b>3,082</b>
NET ASSETS (DEFICIENCY):		
Unrestricted	31,411	29,561
Temporarily restricted	15,899	10,120
Permanently restricted	11,423	11,146
<b>TOTAL NET ASSETS</b>	<b>58,733</b>	<b>50,827</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 61,695</b>	<b>\$ 53,909</b>



**KIWANIS INTERNATIONAL AND AFFILIATES • CONSOLIDATED STATEMENTS**
**STATEMENTS OF ACTIVITIES (000's)**

	<b>Years ended September 30</b>	
	<b>2013</b>	<b>2012</b>
<b>REVENUES:</b>		
Membership dues, fees and subscriptions	\$ 15,636	\$ 16,329
Contributions	17,098	13,252
Merchandise sales	1,684	1,700
Advertising	51	80
Investment income (loss), net of fees	438	522
Service Leadership Programs	456	622
Grants and other	360	473
<b>TOTAL REVENUES</b>	<b>35,723</b>	<b>32,978</b>
<b>EXPENSES:</b>		
Membership growth and education	3,136	2,891
Communications	1,182	1,328
Corporate relations	286	279
Conventions	1,990	2,045
Service Leadership Programs	356	693
Global services	770	995
Merchandise, including cost of sales	1,526	1,794
Magazine	1,819	1,491
Liability insurance	1,581	1,349
Grants, programs and education	7,578	3,709
General and administrative	4,552	4,397
Membership services	1,691	1,430
Governance	1,328	1,689
Fundraising	3,252	3,252
Currency exchange, bad debt expense and other	436	469
Change in value of annuities	(68)	(61)
<b>TOTAL EXPENSES</b>	<b>31,415</b>	<b>27,750</b>
<b>CHANGE IN NET ASSETS FROM OPERATIONS</b>	<b>4,308</b>	<b>5,228</b>
Realized and unrealized gains (losses) on investments	3,598	4,249
<b>CHANGE IN NET ASSETS</b>	<b>\$ 7,906</b>	<b>\$ 9,477</b>





## Celebrate the Centennial

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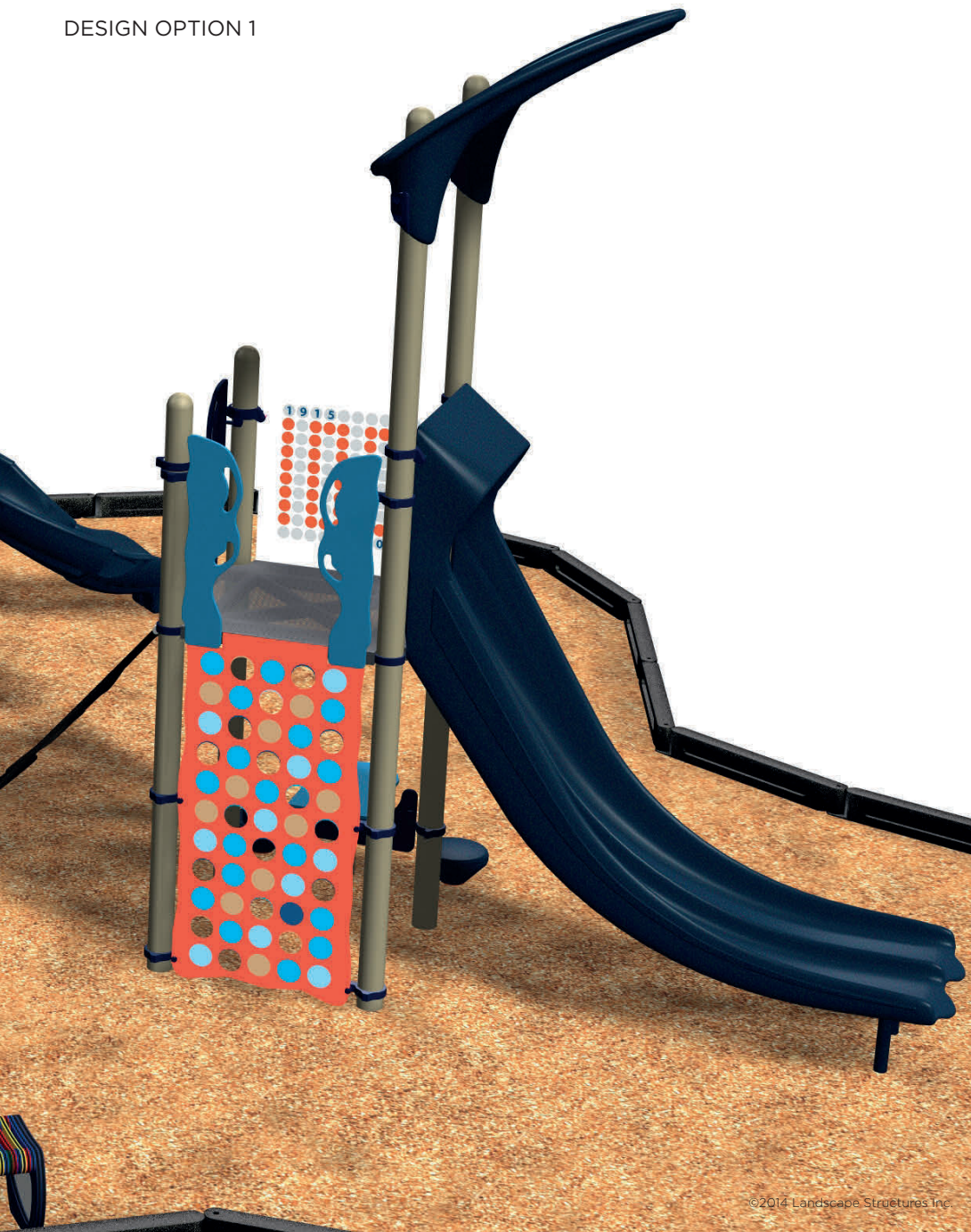
DESIGN OPTION 2



DESIGN OPTION 3



DESIGN OPTION 1





## SHOWCASE

### A LEAP OF FAITH

#### DO YOU DARE VENTURE FROM THE NORM AND TRY SOMETHING DIFFERENT? THIS NEW CLUB DID.

STORY BY MARC ALLAN

The Kiwanis Club of Bald Eagle and Nittany Valleys was chartered, appropriately, on Leap Day—barely more than one year ago on February 29, 2012—and has been straying from the traditional ever since. And showing that membership recruitment doesn't end when a club receives its charter.

BENV, located in the northcentral Pennsylvania community of Mill Hall, "is a club for people with big hearts and hectic schedules," the organizers tell prospective members on Facebook. Or as member/past co-lieutenant governor Matt Wise says: "We

wanted to be focused on service, not on meetings."

"That's why 3-2-1 appealed to us," he says of a club style that allots priorities with three parts service, two parts social and one part meetings. "It's new, it's exciting and it really could be the future of getting younger, busier people."

The club was opened in a quick 29 days and never stopped adding on—from 25 charter members to 42 as of January. But rather than invite potential members to meetings, it decided to hold quarterly, low-key open houses in a member's home to introduce



the club to recruits. (One recent session brought in six new members, four of whom are in their early 20s.)

"We give them a couple of weeks or so," President Rick Noll says, "and then we contact them to see what (club activities) they're interested in."

"We're recruiting to a new kind of member," Wise says. "We don't require attendance. We depend on email and social media to keep members in touch and updated. We find great attendance at meetings, but we find better attendance at projects."

The club also has reached out to local businesses and recruited eight as corporate members. Businesses that join get their name in front of the public and can network with prospective customers.

"We make it clear: 'We understand you run a business,'" says Wise. "'It's not always convenient to attend events or fundraisers—and we don't expect that. We just appreciate your support.' And that's worked out really well. We're so pleased with the growth we're showing."

Adopting a nontraditional ratio of service-to-meeting commitments, BENV Kiwanis club members are three times more likely to be found at a project—such as a food-collection drive—than at a meeting.







## SIGNATURE MOVE

STORY BY SHANNA MOONEY

In 1999, the Kiwanis Club of Port Phillip, Australia, chartered with much fanfare and nearly 30 members.

Fast-forward to 2005. With a membership roster of five hearty souls, the club faced a tough decision about its future. But rather than call it quits, the remaining Kiwanians chose to revive their club by dropping much of their meeting formalities and making the most with what they had: five hearts devoted to service. They adopted a signature project that resonated with their community.

"Kiwanis Curbing Hunger is a simple project where we ask, via a letterbox drop and newspaper ad, for people to leave nonperishable food on the footpath outside their house

and we drive by and collect it," says club President Tony Gunn.

Kiwanians sort the goods, reject unsuitable items and divide it all into packages with a mixture of food types to be sent to help those in need.

"We give it to three or four charities who deal directly with people in need."

Though the recipients are always happy to receive help, Gunn believes the club itself benefits the most. As a result of its decision to focus on a signature, meaningful project, the once small club is now a well-respected, 15-member-strong force for good in Port Phillip.

"The project has helped us by being a focal point and identifier, which gave us a *raison d'être* during the years

of very low membership," he says. "It is important for clubs to have active projects to enable new or potential members to get hands-on involvement early in their Kiwanis life."

At any hint of interest from potential members, the Kiwanians are quick to respond. "We follow up leads quickly and positively with invitations (into membership)," Gunn says. "We try to get people involved in a project before talking about meetings. We're not shy about putting a membership form in front of them.

"Often, it's a case of just asking."

*Read more about the unconventional Kiwanis Club of Port Phillip at <http://kwn.is/kiportphillip>.*



## SHOWCASE



## RISEN FROM ARSON'S ASHES

STORY BY SHANNA MOONEY

It's devastating to think that someone would willfully destroy a community playground. But it happened one year ago in a popular Canadian park, reducing slides and swings to ashes.

The Kiwanis Club of Dartmouth, Nova Scotia, originally built their waterfront playground 13 years ago. The beloved gathering place quickly became known as "Pirate Park," because of the prominent wooden ship at its center. But in February 2013, three teenagers allegedly set it ablaze. It was destroyed.

Naturally, the Kiwanis club stepped up to give children a safe place to play. With co-funding from the Halifax Regional Municipality, a committee formed to plan the construction of a new and improved playground. The pirate ship would sail again.

"Since we live in the Maritimes and the park is adjacent to Halifax Harbour," says club Treasurer Gerry Lethbridge, "the focus of the park is the new play boat, and the theme remains that of a ship."

The new playground—designed by Kiwanis Vision Partner Landscape

Structures—opened this past October.

"We've had a very positive response from the community," Lethbridge says. "Usage was extraordinary in the fall months, and the comments from parents and the children using the facility are most favorable. Although usage in the winter months is limited, we did hear positive comments about the playpark during our Christmas tree sale fundraiser."

Community leaders took notice too.

"It was good before," says HRM Mayor Mike Savage. "It's better now, and it just shows that out of

difficulties come great things. The community comes together, leaders emerge and things happen that are really positive. That's what we see here today.

"Kids are going to be coming here. Families," he says. "It's a gathering place on the waterfront, downtown Dartmouth where there's a lot of things happening. I think it's a really good investment."

Parents agree, including Sam Austin: "It's kind of like a phoenix rising from the ashes. It's bigger and better than it was before."



Plans already were in place to upgrade Dartmouth's nautical-themed playground when vandals burned it to the ground. Less than a year after that tragedy, children were welcomed back the resurrected Pirate Park.

# THE FORMULA



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## BIRTHDAYS

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

### 75TH—1939

**Shasta Dam, California**, May 11  
**Blytheville, Arkansas**, May 24  
**Greater North Houston, Texas**, May 25  
**Shelburne Falls, Massachusetts**, May 25  
**Gilmer, Texas**, May 31  
**Temple City, California**, June 6  
**Bethany, Missouri**, June 8  
**Litchfield, Minnesota**, June 16

### 50TH—1964

**Friendly City (The), Durham, North Carolina**, May 25  
**Edgewood-Milton, Washington**, May 26  
**Azalea City, Wilmington, North Carolina**, May 28  
**Mound City, Missouri**, May 29  
**East Rialto, California**, June 24  
**Fort Smith, Commissary, Arkansas**, June 30

### 25TH—1988

**Rolla Breakfast Club, Missouri**, May 2  
**Lake Region (The)-Keystone Heights-Melrose, Florida**, May 4  
**Carranglan, Philippines**, May 4  
**Zürich-Enge, Switzerland**, May 5  
**Rovigo, Italy**, May 11  
**Zafferana Etnea, Italy**, May 11  
**Skedsmo, Norway**, May 17  
**Arnhem, Netherlands**, May 17  
**Riverdale-Lee County, Florida**, May 19  
**Hsi Tun, Taichung, Taiwan**, May 24  
**Tunghai, Taichung, Taiwan**, May 24  
**Colombia U.S.A.-Miami, Florida**, May 25  
**Apex, North Carolina**, May 25  
**La Roche Sur Yon, France**, May 29  
**Woodlake, California**, May 30  
**Yountville, California**, May 31  
**Hannut Geer-Mehaigne, Belgium**, May 31  
**Niaouli-Noumea, New Caledonia**, June 6  
**Subang, Malaysia**, June 11  
**Central Ridge-Crystal River, Florida**, June 12  
**Topeka Southwest, Kansas**, June 15  
**Van, Texas**, June 16  
**Le Neubourg, France**, June 19  
**Waukesha, Golden, Wisconsin**, June 22  
**Traverse City Area-Golden K, Michigan**, June 22



# TEAMUP

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## RETROSPECTIVE



### Report for duty

*Steam is up, decks are cleared for action and the good ship Kiwanis is sailing into every job on its program. Kiwanis expects every man to do his duty in the line of regular attendance and active service.*



### Roundup

*When it's roundup time in Kiwanis we like to tally everyone present. Saddle up, and lope over to the chuck wagon for the next meeting.*



### Time marches on

*So does our club. With no brass bands, no fan fare of drums, no thunderous applause Kiwanis goes steadily forward, setting the pace of community service. We've missed you in the ranks. Return to the parade. Be a head-up marcher.*



### ...Man Power

*Bulging biceps and a barrel-like chest may be of great value in some situations but in Kiwanis we measure man power by attendance and the ability to serve. The strength of any organization is collective. Kiwanis needs the active participation of every member to carry its load of community service. Attend the next meeting and help us build a vigorous future.*



### Don't forget

*Tie a string around your finger, jot a note on the memo pad, mark the calendar or do whatever you choose but don't forget to attend the next meeting of the Kiwanis club. The latch string is out and the welcome sign still adorns the mat. We'll be seeing you.*

## WE'VE MISSED YOU

**WHEN YESTERYEAR'S KIWANIANS MISSED A MEETING OR TWO, THEY LIKELY RECEIVED A FRIENDLY CARD, CALLING THEM BACK TO KIWANIS FELLOWSHIP.**

Hooray for Portland, Oregon, gold division champion of Kiwanis International's 1934 Achievement Contest.

The competition was an annual administrative ritual in the early decades of Kiwanis' history. The reports encouraged club excellence by measuring service efforts, social activities ... and attendance.

In those early years of our organization, meeting attendance was considered a vital indicator of a member's commitment. "The first symptom of dropping out of a club is failure to be regular at the meetings," warned Editorial Writer Roe Fulkerson in a December 1935 issue of *The Kiwanis Magazine*.

Clubs used several methods to entice members to meetings, including scheduling compelling speakers and awarding perfect-attendance certificates.

To assist clubs, Kiwanis International sold products, such as a "portable zipper case attendance and members ledger record system." Among the most popular tools were attendance reminder postcards. For US\$1, clubs received 120 two-color cards with 12 different designs and messages: "You're dern tootin'. We missed you," declared one of the cards with an illustration of a rosy-cheeked man blowing on a tuba.

Demand depleted Kiwanis International's inventory, and two new sets were quickly produced. Displaying a moustache-pinching, foiled-again villain, one follow-up postcard advised, "Dash to the Kiwanis meeting, and let Non-Attendance Jack Dalton gnash his teeth in frustration."

Enjoy other samples of these 1930-era attendance reminders at <http://kwn.is/kipostcards>.



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