Our big event.

Your ticket to history.

The 96th Annual Kiwanis International Convention in Geneva is a unique opportunity to explore a place where history lives. And to be there when history is made. During the event, we’ll launch The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. Working with UNICEF, we’ll end a disease that afflicts babies and mothers in 39 countries. Join us in Geneva for this historic occasion.

The registration deadline is May 25.

Sign up today at www.KiwanisOne.org/convention/registration.
Features

38 The power of play
Play’s fun, no doubt about it. But Kiwanians know it’s serious stuff too. So they build playgrounds that keep kids active and healthy. Cover photo by Kasey Jackson

48 When play matters most
Children suffering from traumatic illnesses and injuries gain powerful benefits from medical play.
By Nicholas Drake. Illustrations by Luciana Navarro Powell

52 Doll talk
A One Day symposium proves that health care isn’t all work and no play. Story and photography by Jack Brockley

Kiwanis International Annual Report

2 The 2009-2010 Kiwanis year
At Kiwanis International, 2009–10 was a year of continued resolve and fresh possibility.
$110 million
Amount (in U.S. dollars) Kiwanis is raising for The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus

12% Increase in Aktion Club membership

18 million
Service hours Kiwanis-family members contribute each year

“We’re one Kiwanis rather than several groups of Kiwanis organizations under a different banner.”
—Paul Palazzolo, 2009–10 Kiwanis International president, on uniting Kiwanis International and the Kiwanis International Foundation

80 Countries and geographic areas that are home to Kiwanis clubs

260,000 Key Club’s record-breaking membership
Our youth programs hit record highs. Our growth for new Kiwanis clubs was at its best in seven years. Our financial standing was as strong as ever.

At Kiwanis International, 2009–10 was a year of continued resolve and fresh possibility. The opportunities and challenges we’ve identified—and the steps we’ve taken to meet them—are helping us build the strengths we’ll call upon as we fulfill the organization’s promise.

With the organization embarking on its most challenging global initiative yet, this is an exciting moment to be part of the Kiwanis family. Thanks to dedicated members, generous donors and engaged leaders, Kiwanis is poised to ensure that our work remains relevant in fast-changing times—and in communities around the globe.

contents

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one Kiwanis, many hands
A strong foundation

When an organization aims high, it needs a solid footing to reach its goals. Kiwanis has assembled a healthy balance sheet and built up our financial reserve base. Our organization’s finances are sound.

In addition, we’re addressing the needs of clubs and members—and the service they provide to others. An important part of that work is the growth of Kiwanis clubs and membership. Our ultimate goal is 2 to 5 percent annual membership growth among adults.

That requires fresh thinking and new approaches. The past year brought plenty of both.

Kiwanis has introduced a host of initiatives. Corporate memberships. Company-based clubs. Club satellites to increase flexibility for club operations. We’re multiplying the ways people can be Kiwanians—and meeting modern demands.

We’re also being strategic about new club locations. Worldwide, Kiwanis is helping people come together and serve children in places that are rich with growth potential. Meanwhile, initiatives such as Achieving Club Excellence help existing clubs evaluate themselves and improve the Kiwanis experience for their members.

Of course, fulfilling the potential of the times also means identifying the talents of those who have been overlooked for too long. Aktion Club—our service leadership program for adults living with disabilities—had 9,600 members by the end of 2009–10.

At Kiwanis, we’re moving into an important new chapter in our history. In 2009-10 Kiwanis International and the Kiwanis International Foundation began a new relationship. For the first time, both organizations began reporting to the same executive director. It’s a structural change that will allow Kiwanis International and its foundation to work together more efficiently.

It’s an important time to work as a single entity. Significant initiatives lie ahead, including our new global campaign for children, The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. It’s a great opportunity for our staff and board members to work hand in hand on a project with worldwide impact.
The dedication and enthusiasm of members have always been key factors in the strength of Kiwanis. Nowhere is that truth more apparent than in the energy young people bring to our Service Leadership Programs.

In recent years, they’ve even become a measurable source of encouragement—about the present and the future. In 2009–10 alone:
- Key Club membership (age 14–18) hit a new high with 260,000 members.
- K-Kids (age 6–12) and Builders Club (age 11–14) each had more clubs than ever.
- Circle K International reached 12,700 college and university student members.

Record numbers of young people are finding purpose and inspiration with Kiwanis. That’s a great achievement—for young people and for the Kiwanis clubs and community organizations that made it happen. It’s also a sign of the possibilities that await us in the years to come.

Kiwanis is moving to keep those youthful connections into adulthood. For example, we’ve put new force behind our Key Club and CKI alumni associations—with initiatives that include websites, social media, recruiting materials and more.

We’re creating an opportunity to maintain a continuous relationship with young people, without barriers.

For instance, membership in the alumni associations is free. And it’s available to graduating seniors, recent alumni and former Key Club or CKI members of any age.

In the meantime, we’re working to make the Kiwanis-family experience available to the next generation of children and young adults. As our growth strategy takes shape, we’re examining the possibilities of partnerships. We’re asking what we have in common with other organizations and what we might accomplish together.

And we’re providing Kiwanians with the tools that help them tap into the enthusiasm of youth and the needs of local schools.

We have a platform to build on. Kiwanis International boasts the most—and the best—youth leadership and service programs in the world. We look forward to keeping our mission relevant to their experience and rewarding for the adults who serve them.
new highs for youth programs
global family,  
local impact
A worldwide network

Did you know that approximately one-third of the Kiwanis family resides outside of North America?

It’s an interesting fact, and an impressive statement about our growth. But as we move farther into the 21st century, it also provides a fascinating glimpse of our future.

In an increasingly connected world, international growth is considered a natural part of an organization’s evolution. But that “natural” step requires a lot of work and preparation.

At Kiwanis International, we’re doing that work. In the current year and beyond, we’ll continue transforming Kiwanis into a network of members with the capacity to serve children—locally and globally.

A truly global organization understands the value of standards and guiding principles that allow it to be consistently effective, wherever its members may be.

But it also recognizes the variations among the places those members call home.

That brings us to an important aspect of worldwide success: having the right people.

As Kiwanis International’s presence grows around the globe, the necessary capacities within our headquarters are growing too.

Our knowledge and experience are also making a difference where it matters most—in the local communities where our members live, work and serve.

In Europe, Kiwanis enjoyed another year of membership growth. One key factor: a structure that reflects the cultures of all members of the Kiwanis family. It works for them, and that’s good for us.

International growth is also an example of our ability to succeed globally by learning and listening locally. In fact, that’s how we’ll enhance members’ service in the places we’re growing now.

And it’s how we’ll find new opportunities for growth as we continue to explore our promise throughout the world.
The Eliminate Project

It’s the biggest campaign we’ve ever undertaken. But it’s not the first. And we’re not alone.

Those are just a few of the most important facts about The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. They’re also a few of the reasons we’re so excited.

We hope you’re excited too—because you and your club can play a part.

In 2010 we announced The Eliminate Project, our global campaign for children, at the Kiwanis International Convention in Las Vegas. In partnership with UNICEF, we’ll eliminate a disease that kills one baby every nine minutes. And we’ll do it by helping some of the poorest and most underserved women and children in the world.

We’ll also work to raise US$110 million over the next four years. Our fundraising campaign will officially launch in July 2011 at the Kiwanis International convention in Geneva.

As you can imagine, a project of this size and scope inspires us to welcome the contributions of every district, every club, every member.

You can help—whether you’re a donor whose generosity has always been a crucial asset or a Kiwanian whose efforts help spread the word and engage communities. Or if you’re some of both.

This is our chance to do on a global stage what we’ve always done well in clubs and communities. After all, we’ve done it before.

Kiwanis completed its first worldwide service project to virtually eliminate iodine deficiency disorders. We soared beyond our US$75 million fundraising goal, raising nearly US$100 million, which went to work in more than 103 nations.

In fact, Kiwanis’ initial investment is still at work: The number of households estimated to be consuming iodized salt jumped from 20 percent in 1990 to more than 70 percent today.

More than just our past success will convince people that our new project can be done. It’s also our partnership with UNICEF, which made a key difference in the fight against IDD.

UNICEF will be a valuable partner in The Eliminate Project—with international credibility and a proven capacity for getting “boots on the ground” in remote areas.

At Kiwanis, we’ve spent the past year laying the groundwork for this opportunity. Working with our board members. Directing and dedicating staff. Structuring our communications and fundraising efforts.

Now we’re about to start the most important part of all—engaging the Kiwanis family. It’s a major effort and a great opportunity to serve the children of the world.

We’ve done it before. Thanks to you, we’re ready to do it again on our biggest stage yet.
our chance to change the world
A letter from the president

Dear Kiwanians,

For 95 years, Kiwanis has been an organization focused on improving our communities and the lives of children around the world. The 2009–10 administrative year was an exciting time, as we continued to spread the word about our programs, clubs and our new global campaign for children, The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus.

Strengthening Kiwanis is one of our top goals. Every new member brings additional talents for the work we do around the world. I want to personally thank each of you for reaching out to new members and making time to make a difference in your community and the world.

As we look ahead to the future and our organization’s 100th year, please continue challenging your club to increase its impact—both locally and globally. Starting with your club, Kiwanis will proudly celebrate a century of forming enduring friendships and building better communities.

Yours in service,

Paul Palazzolo
2009–10 Kiwanis International President
Kiwanis International Foundation
Board of trustees 2009-2010

Dear Fellow Kiwanians,

The Kiwanis International Foundation Board joins me in expressing our gratitude for your spirit of philanthropy during the past administrative year.

You, your clubs and your community members opened your hearts during the New Beginning Campaign to contribute nearly US$840,000 and surpass the fundraising goal by approximately US$100,000. You, along with 4,227 Kiwanians and friends, 611 Kiwanis clubs and donors from 15 nations, wanted to help those in need.

Your gifts, when matched by Kiwanis International, infused our foundation with new funding to support our Service Leadership Programs, provide grants to clubs around the globe and help further the important mission of our organization.

A gift of your financial resources helped dynamic young people explore service leadership and meet like-minded peers at Key Leader weekends. Grant funding, made possible through your generosity, enabled the Kiwanis Club of Carthage, Missouri, to fund a vitamin-distribution program and aid more than 350 children who live in unsanitary conditions in an underprivileged neighborhood of Guatemala City.

Does your gift matter? Yes, it does. These stories are just two of the tangible ways individual philanthropy—the funds you contribute—make a difference.

Thank you for your support.

Elmer H. Austermann Jr.
2009–10 Kiwanis International Foundation President
Kiwanis International | financial statements

2009–2010 annual report for Kiwanis International

In accordance with Kiwanis International Bylaws, the organization presents its 2009–2010 financial statements. For a copy of the audit report, send your written request to Kiwanis International, Attn: Audit Report, 3636 Woodview Trace, Indianapolis, Indiana 46268, U.S.A., or e-mail your request to finance@kiwanis.org.

### STATEMENTS OF FINANCIAL POSITION (000’s) Years Ending September 30

<table>
<thead>
<tr>
<th>Assets:</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and investments</td>
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<td>$21,654</td>
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<tr>
<td>Receivables</td>
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<td>331</td>
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<tr>
<td>Advances to affiliates</td>
<td>518</td>
<td>282</td>
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<tr>
<td>Merchandise inventory</td>
<td>779</td>
<td>774</td>
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<tr>
<td>Prepaid expenses and other</td>
<td>638</td>
<td>771</td>
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<tr>
<td>Property and equipment</td>
<td>6,196</td>
<td>6,097</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$31,691</strong></td>
<td><strong>$29,909</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities:</th>
<th>2010</th>
<th>2009</th>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 1,556</td>
<td>$ 1,442</td>
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<tr>
<td>Accounts payable to affiliates</td>
<td>109</td>
<td>160</td>
</tr>
<tr>
<td>Funds invested for Key Club International</td>
<td>1,010</td>
<td>887</td>
</tr>
<tr>
<td>Liability insurance claims</td>
<td>982</td>
<td>629</td>
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<tr>
<td>Other liabilities</td>
<td>255</td>
<td>342</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$ 3,912</strong></td>
<td><strong>$ 3,460</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets (Deficiency):</th>
<th>2010</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Operating/Service Leadership Programs</td>
<td>$10,709</td>
<td>$ 9,557</td>
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<tr>
<td>Magazine</td>
<td>3,302</td>
<td>2,952</td>
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<tr>
<td>International Convention</td>
<td>(417)</td>
<td>(141)</td>
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<tr>
<td>Liability Insurance</td>
<td>9,011</td>
<td>8,760</td>
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<tr>
<td>Property</td>
<td>5,321</td>
<td>5,321</td>
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<tr>
<td>Eliminate Project</td>
<td>(147)</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$27,779</strong></td>
<td><strong>$26,449</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Total Liabilities &amp; Net Assets</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$31,691</strong></td>
<td><strong>$29,909</strong></td>
</tr>
</tbody>
</table>
2009–2010 annual report for Kiwanis International

**STATEMENTS OF ACTIVITIES** (000’s)  
Years Ending September 30

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues and fees</td>
<td>$9,828</td>
<td>$10,397</td>
</tr>
<tr>
<td>Magazine subscriptions</td>
<td>1,292</td>
<td>1,345</td>
</tr>
<tr>
<td>Liability insurance fees</td>
<td>2,022</td>
<td>2,101</td>
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<tr>
<td>Service Leadership Programs fees</td>
<td>1,076</td>
<td>1,010</td>
</tr>
<tr>
<td>Merchandise sales</td>
<td>2,050</td>
<td>2,284</td>
</tr>
<tr>
<td>Convention fees</td>
<td>1,707</td>
<td>1,200</td>
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<tr>
<td>Advertising</td>
<td>119</td>
<td>162</td>
</tr>
<tr>
<td>Investment income, net of fees</td>
<td>285</td>
<td>292</td>
</tr>
<tr>
<td>Grants and other</td>
<td>586</td>
<td>505</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$18,965</strong></td>
<td><strong>$19,296</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPENSES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership and club development</td>
<td>$2,152</td>
<td>$2,343</td>
</tr>
<tr>
<td>Marketing and communications</td>
<td>874</td>
<td>1,013</td>
</tr>
<tr>
<td>Service Leadership Programs</td>
<td>2,499</td>
<td>2,226</td>
</tr>
<tr>
<td>Global services</td>
<td>1,466</td>
<td>1,250</td>
</tr>
<tr>
<td>Merchandise sales and expenses</td>
<td>1,957</td>
<td>1,826</td>
</tr>
<tr>
<td>Magazine</td>
<td>1,062</td>
<td>1,256</td>
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<tr>
<td>International convention</td>
<td>1,983</td>
<td>1,366</td>
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<tr>
<td>Liability insurance</td>
<td>1,772</td>
<td>267</td>
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<tr>
<td>Operations</td>
<td>2,042</td>
<td>1,853</td>
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<tr>
<td>Governance</td>
<td>1,008</td>
<td>818</td>
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<tr>
<td>Kiwanis International Foundation</td>
<td>963</td>
<td>243</td>
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<tr>
<td>Eliminate Project</td>
<td>147</td>
<td>-</td>
</tr>
<tr>
<td>Currency exchange, interest and other</td>
<td>208</td>
<td>85</td>
</tr>
<tr>
<td>Depreciation and loss on disposition</td>
<td>700</td>
<td>540</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$18,833</strong></td>
<td><strong>$15,086</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN NET ASSETS FROM OPERATIONS</strong></td>
<td>$132</td>
<td>$4,210</td>
</tr>
<tr>
<td>Realized gain (loss) on investments</td>
<td>968</td>
<td>(1,494)</td>
</tr>
<tr>
<td>Unrealized gain (loss) on investments</td>
<td>230</td>
<td>1,730</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>$1,330</strong></td>
<td><strong>$4,446</strong></td>
</tr>
</tbody>
</table>
# Kiwanis International Foundation

## 2009–2010 annual report for Kiwanis International Foundation

### STATEMENTS OF FINANCIAL POSITION (000's)  Years Ending September 30

<table>
<thead>
<tr>
<th>ASSETS:</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and equivalents</td>
<td>$ 1,642</td>
<td>$ 1,603</td>
</tr>
<tr>
<td>Investments</td>
<td>9,956</td>
<td>7,718</td>
</tr>
<tr>
<td>Contributions receivable</td>
<td>42</td>
<td>934</td>
</tr>
<tr>
<td>Cash value of life insurance contracts</td>
<td>177</td>
<td>169</td>
</tr>
<tr>
<td>Office equipment, net</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Other assets</td>
<td>157</td>
<td>110</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$11,992</strong></td>
<td><strong>$10,554</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 25</td>
<td>$ 52</td>
</tr>
<tr>
<td>Payable to Kiwanis International</td>
<td>146</td>
<td>15</td>
</tr>
<tr>
<td>Grants payable</td>
<td>82</td>
<td>32</td>
</tr>
<tr>
<td>Annuities payable</td>
<td>173</td>
<td>202</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$ 426</strong></td>
<td><strong>$ 301</strong></td>
</tr>
</tbody>
</table>

**NET ASSETS (DEFICIENCY):**

| Unrestricted       | (558)    | (2,263)   |
| Temporarily restricted | 1,496   | 1,380     |
| Permanently restricted | 10,628  | 11,136    |
| **TOTAL NET ASSETS** | **$11,566** | **$10,253** |

**TOTAL LIABILITIES & NET ASSETS**

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11,992</td>
<td>$10,554</td>
</tr>
</tbody>
</table>

### STATEMENTS OF ACTIVITIES (000's)

<table>
<thead>
<tr>
<th>Year ending September 30, 2010</th>
<th>Year ending September 30, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVENUES:</td>
<td></td>
</tr>
<tr>
<td>Contributions and grants</td>
<td>$2,908</td>
</tr>
<tr>
<td>Registration fees</td>
<td>16</td>
</tr>
<tr>
<td>Investment income (loss), net of fees</td>
<td>643</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>1,318 (1,318)</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$4,885</strong></td>
</tr>
</tbody>
</table>

**EXPENSES:**

| Grants           | $1,045                        | $1,290                        | $1,290                        |
| Program and education | 271                     | 144                            | 144                            |
| Management and general | 555  | 569                            | 569                            |
| Fundraising       | 418                            | 605                            | 605                            |
| Bad debt expense  | 885                            | 813                            | 813                            |
| Change in value of annuities | 6  | (33)                           | (33)                           |
| **TOTAL EXPENSES** | **$3,180**                     | **$3,388**                     | **$3,388**                     |

**CHANGE IN NET ASSETS**

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,705</td>
<td>$ 393</td>
</tr>
</tbody>
</table>
STATEMENTS OF FINANCIAL POSITION

Years Ending September 30

CIRCLE K INTERNATIONAL

ASSETS:

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and equivalents</td>
<td>$83,101</td>
<td>$9,163</td>
<td>$774,973</td>
<td>$280,125</td>
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<tr>
<td>Investments</td>
<td>-</td>
<td>-</td>
<td>1,010,237</td>
<td>887,144</td>
</tr>
<tr>
<td>Other assets</td>
<td>5,155</td>
<td>-</td>
<td>122,886</td>
<td>194,441</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$88,256</strong></td>
<td><strong>$9,163</strong></td>
<td><strong>$1,908,096</strong></td>
<td><strong>$1,361,710</strong></td>
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LIABILITIES & NET ASSETS (DEFICIENCY):

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to Kiwanis International</td>
<td>$107,348</td>
<td>$68,441</td>
<td>$262,881</td>
<td>$199,191</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>68</td>
<td>1,364</td>
<td>4,218</td>
<td>939</td>
</tr>
<tr>
<td>Net Assets (Deficiency)-Unrestricted</td>
<td>(19,160)</td>
<td>(60,642)</td>
<td>1,511,512</td>
<td>1,161,580</td>
</tr>
<tr>
<td>Net Assets-Temporarily Restricted</td>
<td>-</td>
<td>-</td>
<td>129,485</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS (DEFICIENCY)</strong></td>
<td><strong>$88,256</strong></td>
<td><strong>$9,163</strong></td>
<td><strong>$1,908,096</strong></td>
<td><strong>$1,361,710</strong></td>
</tr>
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STATEMENTS OF ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td>$267,628</td>
<td>$266,231</td>
<td>$1,609,390</td>
<td>$1,543,858</td>
</tr>
<tr>
<td>Convention fees</td>
<td>134,128</td>
<td>60,744</td>
<td>270,358</td>
<td>227,949</td>
</tr>
<tr>
<td>Investment income (loss)</td>
<td>314</td>
<td>43</td>
<td>123,130</td>
<td>65,315</td>
</tr>
<tr>
<td>Grant income</td>
<td>39,440</td>
<td>21,865</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Subsidies from Kiwanis International</td>
<td>310,017</td>
<td>210,360</td>
<td>264,411</td>
<td>152,965</td>
</tr>
<tr>
<td>Advertising and other</td>
<td>1,861</td>
<td>2,625</td>
<td>21,605</td>
<td>29,460</td>
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<tr>
<td>Contributions</td>
<td>-</td>
<td>-</td>
<td>798,192</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td><strong>$753,388</strong></td>
<td><strong>$561,868</strong></td>
<td><strong>$3,087,086</strong></td>
<td><strong>$2,019,547</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
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<tbody>
<tr>
<td><strong>EXPENSES:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governance</td>
<td>$37,506</td>
<td>$51,582</td>
<td>$94,436</td>
<td>$95,498</td>
</tr>
<tr>
<td>Convention</td>
<td>167,609</td>
<td>61,331</td>
<td>333,456</td>
<td>245,563</td>
</tr>
<tr>
<td>Leadership, education and development</td>
<td>295,784</td>
<td>111,350</td>
<td>611,238</td>
<td>620,205</td>
</tr>
<tr>
<td>Magazine</td>
<td>4,503</td>
<td>9,812</td>
<td>132,902</td>
<td>245,759</td>
</tr>
<tr>
<td>Membership services</td>
<td>52,961</td>
<td>24,137</td>
<td>405,272</td>
<td>383,739</td>
</tr>
<tr>
<td>Marketing</td>
<td>54,274</td>
<td>25</td>
<td>133,299</td>
<td>92,480</td>
</tr>
<tr>
<td>Grant Expense</td>
<td>-</td>
<td>-</td>
<td>668,707</td>
<td>-</td>
</tr>
<tr>
<td>General and administrative</td>
<td>99,269</td>
<td>291,416</td>
<td>228,359</td>
<td>214,639</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$711,906</strong></td>
<td><strong>$549,653</strong></td>
<td><strong>$2,607,669</strong></td>
<td><strong>$1,897,883</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SURPLUS (DEFICIT)</strong></td>
<td><strong>$41,482</strong></td>
<td><strong>$12,215</strong></td>
<td><strong>$479,417</strong></td>
<td><strong>$121,664</strong></td>
</tr>
</tbody>
</table>
a legacy of giving
At the Kiwanis International Foundation, we provide financial assistance that helps Kiwanis International fulfill its mission.

Every gift to the foundation matters. Regardless of your income or the amount you give. Whether it’s an individual donation, a club gift or a planned gift that makes your kindness a part of your legacy.

On the following pages, you’ll find some of the fellow Kiwanians whose generosity has helped us make a difference. And you’ll see just one of the many ways that their gifts—and yours—help serve children in more and more places all over the globe.

In 2003, the Kiwanis Club of Keila, Estonia, started hosting a camp for young people from neighboring Baltic nations. Officially called The European Kiwanis Summer Youth Meeting: Welcome to Estonia, the program has helped young people forge friendships, learn teamwork and explore Kiwanis International’s mission. Over the years, young people from Estonia, Latvia, Lithuania and Finland—and countries as far away as Iceland and Turkey—have participated. The camp’s success even led to the formation of the Keila Kiwanis Junior Club.

But by 2009, the program needed funding in order to continue. The Kiwanis Club of Keila applied for a grant from the Kiwanis International Foundation. The decision by the foundation’s board of trustees to fund the initiative made perfect sense.

The summit “offers the possibility to take the idea of Kiwanis to youth,” says Tonu Toomsalu, past president of the Kiwanis Club of Keila. “They learn how to communicate together, work together and learn together.”

Keila club members were excited when the grant was approved. “It was a big achievement,” Toomsalu says. “It is always difficult to have enough resources to create and execute a program with a successful result. The young people said it was the best project of the summer.”

The youth camp’s continuing existence also allows more participants to take the Kiwanis values of service and fellowship to heart.

“If young people are involved in a charity project, they will never forget that in their lives,” Toomsalu says. “And they will participate and organize charity by themselves naturally and with more courage.”

Toomsalu thanks donors to the Kiwanis International Foundation, adding that their annual gifts and ongoing philanthropy do make a difference. He’s seen it for himself. “Those contributions allow young people and children to feel the happiness in the world,” he says.
These generous Kiwanians and friends made gifts of more than US$1,000 during the 2009-2010 administrative year. On behalf of the children and communities Kiwanis serves around the globe, thank you.

Ava Adams-Talley
Wahib Aladin
Janice R.M. Alexanian
Bascom L. Allen Sr.
Ellen H. Arnold
Elmer H. Austermann Jr.
Frederick W. Bishop
Wil Blechman, M.D.
Warren R. Bolton
David E. Booker
Lewis R. Bradley
Linda Brimmer
Patricia Buck
Brendon Burchard
C. Edward Callis
Donald R. Canaday
Julia S. Carter
William B. Cater Jr.
William J. Clingenpeel
Theodore W. Coons
Janet E. Cowan
Melvin E. Cowart
J. Trent Cowles
David E. Cox
John Peter Curielli
Donald D. Deatherage*
Thomas E. DeJulio
Dorothy Doerfert
Dee D. Drell
Jane M. Erickson
Ronald Forest
James Galbraith
James B. Gerwe
Dennis H. Gill
Martha Goode*
Valeria Gringeri
Charles R. Gugliuzza
Milford A. Hanna
John J. Harten
George Brian Harvey*
August Hawkins
John T. Howe
Stefan Huber
William E. Hutchinson

*Deceased

Keeping Kiwanis in the family

Mylander and Kiwanis. The names are practically synonymous in Sandusky, Ohio.

After all, the Mylander family’s Kiwanis club memberships extend back nearly a century. Lester Mylander became a charter member of the Kiwanis Club of Sandusky in 1919—while building an osteopathic medicine practice after serving in World War I.

Nearly 50 years later, he watched as his son George received his own Kiwanis membership pin. Now a 45-year member himself, George also continues the Mylanders’ loyal support of the organization through the Kiwanis International Foundation.

George first became aware of community service—and Kiwanis—through his father. “I saw the good that he did as a Kiwanian and a physician,” George recalls.

After serving in the U.S. Army and graduating from Bowling Green State University, George taught in Sandusky schools and later became a principal. As an administrator, George found he had time for a lunch meeting—a Kiwanis club meeting—and joined his father in membership. George would also become Sandusky’s mayor and city commissioner. In fine Mylander fashion, he maintained his membership all the while.

In 1969, his father was recognized with the Kiwanis International Legion of Honor for 50 years of service. George still displays Lester’s plaque on a wall at home. And he’s looking to reach the 50-year mark as well.

His support for the foundation will also continue. “I believe in Kiwanis,” George says. “It does a lot of good work. I just feel that it’s a good organization.”

George Mylander
Youthful passion, lasting legacy

Joe Schroeder’s initial Kiwanis experience came as a member of Key Club in his hometown of Winter Haven, Florida. That first impression led to a passion for the organization that has lasted ever since.

In fact, Joe recently chose to support Kiwanis through a generous planned gift. “It made sense to me because I believe in Kiwanis,” Joe says. He has also included his club and district foundations as beneficiaries of a trust.

Joe served in the U.S. Air Force for 20 years, including 122 combat missions flown over Vietnam. He retired as a lieutenant colonel and moved back to Winter Haven with his wife, Jan, whom he had met in high school.

He reconnected with the Kiwanis family in the late 1980s, when he was invited by a friend to attend a club meeting. He joined the Kiwanis Club of Winter Haven and served as treasurer for 16 years. He even created the club’s website and pens the club bulletin.

Joe’s experience has helped him appreciate what Kiwanians can do at the club level. “Being club treasurer for so many years, I had firsthand knowledge of what the club was doing, and I was impressed,” he says.

With no children of their own, Joe and Jan decided to support the children served by Kiwanis. Joe’s dedication is evident in his enthusiastic involvement with a Stuff the Bus program. Joe and his fellow Winter Haven Kiwanians collect school supplies (including $70,000 in materials last year alone) for 13 elementary schools and five preschools.

Joe is also a George F. Hixson Fellow and a Florida District Ralph Davis Fellow. With his contribution of a planned gift, the youthful impression that so inspired him has led to a lifetime of support—and a lasting legacy.

Individual giving, 2009–2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donors</td>
<td>5,200</td>
</tr>
<tr>
<td>New donors (first-time giving)</td>
<td>1,122</td>
</tr>
<tr>
<td>Average gift, individuals</td>
<td>$184</td>
</tr>
<tr>
<td>Revenue per new donor</td>
<td>$286</td>
</tr>
<tr>
<td>Total dollars secured, individuals</td>
<td>$958,346</td>
</tr>
<tr>
<td>New George F. Hixson Fellows</td>
<td>597</td>
</tr>
</tbody>
</table>

The online option: simple and secure

New online capabilities at the Kiwanis International Foundation website mean new ways Kiwanians can give.

In fact, an online gift takes only a couple of minutes. It’s only a few clicks. And it’s secure.

It has also opened some new possibilities. Need a creative gift for a birthday, anniversary or other occasion? Make an online contribution to honor a special family member or friend. We’ll even send a note to the person you’ve chosen to honor, informing him or her that you’ve made the gift.

It’s simple, it doesn’t require a shopping trip … and you’re recognizing someone important to you—all while helping Kiwanis help children around the world. Go to www.kiwanis.org/foundation. Then click the “give now” button at the top of the screen.

Club gifts, top districts

The annual club gift campaign helps the foundation meet children’s needs through grants and scholarships. These districts had the highest per-member giving average during 2009–10.

<table>
<thead>
<tr>
<th>District</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>US$12.29</td>
</tr>
<tr>
<td>Utah-Idaho</td>
<td>US$ 6.50</td>
</tr>
<tr>
<td>Malaysia</td>
<td>US$ 6.32</td>
</tr>
<tr>
<td>Kansas</td>
<td>US$ 5.53</td>
</tr>
<tr>
<td>Southwest</td>
<td>US$ 5.49</td>
</tr>
<tr>
<td>Illinois-E. Iowa</td>
<td>US$ 4.80</td>
</tr>
<tr>
<td>Capital</td>
<td>US$ 4.60</td>
</tr>
<tr>
<td>Alabama</td>
<td>US$ 4.60</td>
</tr>
<tr>
<td>Florida</td>
<td>US$ 4.60</td>
</tr>
</tbody>
</table>
A message from the executive director

During 2009–10, we celebrated the following achievements:

- We opened 190 new Kiwanis clubs, the greatest number since 2003-04. We also opened 657 Service Leader Programs clubs, setting an all-time record.
- We observed Key Club and Aktion Club membership at all-time highs, while Builders Club and K-Kids reached all-time highs in the number of clubs.
- In Las Vegas, we produced our largest convention in seven years—our second year of increased convention attendance.
- We launched and completed the Kiwanis International Foundation’s New Beginnings Campaign, raising US$1.6 million.
- We announced The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus and its fundraising goal of US$110 million.

The numbers behind these statements are encouraging and reflect areas of strength. Tremendous opportunity awaits the organization. But other numbers reveal areas that need our attention and work.

Membership

Our overall, slow membership decline of the past two decades has not been reversed. In 2009-10, the organization saw increased membership in nations that include Switzerland, Taiwan, Korea, Malaysia, the Philippines, Austria, Belgium, Iceland, France, Italy, the United Kingdom and Japan.

Concurrent efforts to 1) open new clubs, 2) bring weak clubs back to charter strength and 3) help all clubs improve their membership experience (thereby increasing membership retention) are the only proven means to growth. Inviting others to join a Kiwanis club may not come naturally to some, but it is necessary to increase our organization’s impact.

Foundation

During the last two years, the Charity Navigator and the Better Business Bureau—two entities that independently evaluate charities—have given low ratings to the Kiwanis International Foundation. This is primarily due to relative lower program expenses (or higher administrative and fundraising costs) as a part of all foundation expenses. For the last two years, this has been largely due to an abnormally high percentage of uncollected pledges that had to be written off (US$1.7 million over two years).

With The Eliminate Project, our major fundraising effort will increase fundraising costs. Our goal will be to maintain an acceptable cap of these expenses as a percent of total giving (not to exceed 10–12 percent over the life of the campaign). We believe this campaign will restore our foundation to a high rating with both organizations.

We appreciate clubs’ and donors’ confidence. Your support will help us transform our foundation into the funding arm Kiwanis needs. I also appreciate the work of 2009–10 Kiwanis International President Paul Palazzolo and Foundation President Elmer Austermann—and the thousands of leaders who donated time, talent and treasure.

Our work continues as we strive to extend our reach to serve children around the world.
586,000 Kiwanis-family members

2009 The first year Kiwanis club secretaries could update club info using an online dashboard

16,000 Kiwanis adult and youth clubs

“’It’s not just about (maternal/neonatal) tetanus. We’re building inroads to improved health facilities that will impact women’s, mothers’ and children’s lives in so many ways.’”
—Téa Leoni, actress and UNICEF ambassador

200 New Builders Clubs and K-Kids Clubs opened

2 New alumni associations launched
—one for Key Club, one for CKI
Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

**2010–11 OFFICERS, KIWANIS INTERNATIONAL**

**PRESIDENT** Sylvester “Syl” Neal, Auburn, Washington (The Valley, Auburn club)

**PRESIDENT-ELECT** Alan Penn, Medina, Ohio (Medina Breakfast club)

**IMMEDIATE PAST PRESIDENT** Paul G. Palazzolo, Springfield, Illinois (Springfield-Downtown club)

**VICE PRESIDENT** Thomas E. “Tom” DeJulio, Bronxville, New York (Fordham, Bronx club)

**EXECUTIVE DIRECTOR** Stan D. Soderstrom, Indianapolis, Indiana (Pike Township-Indianapolis club)

**TRUSTEES** Bascom L. Allen Sr., Starkville, Mississippi; John R. Botton, Ridgetown, Ontario; Pam Fleming, Sheffield, Alabama; Piero Grasso, Bergamo, Italy (Bergamo Orbico club); Wm. E. “Ed” Hutchinson, Cape May, New Jersey; John M. “Johnny” Johnson, Marietta, Georgia (East Cobb County club); Oscar E. Knight III, La Mesa, California; Tadashi Oda, Senda, Japan; Susan A. “Sue” Petrinis, Lansing, Michigan (East Lansing club); Jerome E. “Jerry” Peuler Jr., La Plata, Maryland (Waldorf club); Stewart L. “Stew” Ross, North Mankato, Minnesota (Mankato club); Wen-Pin Su, Tainan City, Taiwan (Taiwan club); Spierd R.J. Timmermans, Voorburg, the Netherlands (Den Haag club); Robert Vande Rieviere, Nieuwpoort, Belgium (Tiefl club)

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www.KiwanisOne.org (members)

**FUTURE INTERNATIONAL CONVENTIONS**


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**Excitement’s in the air**

Fellow Kiwanians, in a few months we’ll kick off our new global campaign for children—The Eliminate Project. Kiwanis, along with our UNICEF partners, will eliminate maternal and neonatal tetanus from the world. This project will reach the poorest, most underserved women and children on earth. Kiwanis will pave the way for other interventions that will boost maternal health and child survival for generations to come. It will take US$110 million and the dedicated work of each of you.

Next month is Membership Month. I challenge you to identify others who, like you, have a burning passion for service. Those who give unselfishly of themselves and live the principles of Kiwanis. I challenge you to identify them and invite them to join the world’s greatest service organization. Invite them to join us as we change the world—one again.

As many new-member sponsors can attest, introducing Kiwanis to someone else can be fun! There’s nothing I enjoy more than the pleasure of bringing a new friend into Kiwanis membership. Sharing Kiwanis with the world is a worthy endeavor. Consider the number of lifelong friends you’ve made through your Kiwanis experience. And most especially think of the children who’ve been benefited through your Kiwanis club involvement.

Lastly, I am so excited that Jane Goodall and actress/activist Jamie Lee Curtis will join us at our 96th Annual Kiwanis International Convention in Geneva, Switzerland. We’ll have more fellowship and fun than ever before. And there’ll be plenty of time to enjoy the beauty of Geneva with daily tours in and around this fairy-tale city.

Thank you for your commitment to be team players and for playing your Kiwanis part to the fullest.

**SYLVESTER NEAL** with grandson Victor

Kiwanis International President
WHAT THEY SAY  How can our club stay young?

Sylvester Neal  President

“It starts with attitude. ‘As a man thinketh in his heart, so is he. As he continues to think, so will he remain.’ If we change our attitudes about youthfulness, we’ll change.”

Alan Penn  President-elect

“Clubs stay young by being involved with a Service Leadership Program. If you have ever tried to keep up with the energy of a youth club member, you know what it means to be young.”

Tom DeJulio  Vice President

“Clubs stay young when their members are led to laugh often, explore new ideas and become immersed in service to others with their young partners in the Kiwanis family.”

VOICES

“Being a Kiwanian doesn’t only mean taking care of charity-related business. It also means taking care of friends.”

Ralf-Otto Gogolinski  Kiwanis Club of Frankfurt an der Oder, Germany

Facebook

“Amazing time tonight with K-Kids, Key Club and Kiwanis. So many dedicated caring people and kids. Something to keep in mind when having a rough time.”

Jenee Blackert  Advisor, Key Club of Belvidere North High School, Illinois

Facebook

“Going next week with my Kiwanis club to cook dinner for the families at the Ronald McDonald House in central Phoenix. I’m really excited to help these families.”

Bob Portillo  Kiwanis Club of Sun City-Aqua Fria, Arizona

Facebook

“I just registered for #KiwanisInternational Convention in Geneva this coming July!”

Ali Grotkowski  Kiwanis Club of South Edmonton, Alberta

Twitter

“Where would small towns be without service clubs like Kiwanis, Lions and Kinsmen?”

Dan Hayward  Kiwanis Club of Greensburg, Pennsylvania

Twitter

THIS PUBLICATION’S FOR YOU

During the past year, we’ve been working very hard to take our magazine to the next level. We believe producing this magazine must include our commitment to continuous improvement, and we want to keep it fresh and fun.

We believe Kiwanis magazine should first and foremost be about the Kiwanis club and Kiwanians. Consequently, we’ve tried to dedicate more pages to the great things Kiwanis International and our clubs are doing around the world. And we’ve heard from many of you who like it. It’s gratifying to know our readers are noticing and reacting positively.

In this issue, we’re trying something we’ve not done before. We’ve combined the “who we are” with “what we do” for everyone to see.

The “who we are” is in the first 24 pages: our annual report for Kiwanis International and its foundation. It details our finances and our work as an organization during 2009-10. It gives a picture of the financial and membership health of the Kiwanis family. And it helps members see a picture of our future.

Much of the remainder of the magazine is dedicated to children at play. In following our practice from recent years, we dedicated the April issue to highlight children at play, children’s playgrounds and similar topics. Once again, we share some interesting stories about making a difference with and for children.

I found “When Play Matters Most” (page 48) both enlightening and moving as it describes play as therapy for children who are sick, some in their final days of life.

On page 52, the feature article “Doll Talk” takes you to Japan, where you’ll discover how Kiwanis dolls have changed not only the lives of children, but the nation’s medical community and Kiwanis culture.

This issue of Kiwanis magazine will remind you that what Kiwanis clubs do is as different as the personalities of our many members. But our commonality is in the fact that we serve the children of the world, and by engaging youth and young adults, we make a difference in both local and global communities.

We hope this issue makes you proud to be a Kiwanian.
This all came to pass through an amazing program like no other.

—Key Leader participant David Dillman

Every young life needs a good influence. For David Dillman, the Kiwanis Key Leader program provided it. At home and school, David was struggling. Then he attended a Key Leader weekend. "From that weekend on, I changed," he says. "It awakened the real me." Today, David is a successful student and a Key Club district board member. And he’s looking forward to joining Circle K in college.

Not all young people need a drastic transformation. But everyone could use a positive influence. When you think of the teen in your life, think of Key Leader’s impact in the life of a teen.

Registration for 2011 events is available now. For online registration and program details—including additional dates and locations—check in regularly at www.key-leader.org/registration.
When it comes to livening up club meetings, age-old wisdom says to ‘think young.’

Some say that everything you need to know about life you learned in kindergarten. Certainly knowing to play fair, share, clean up your own messes and say you’re sorry are valuable lessons that can help you grow into a more well-rounded adult.

But some of those lessons can also help your club engage its members in deeper, more meaningful ways. Because club members, after all, are really just friends. And if we learned anything in grade school, it was how to build and navigate friendships.

**Find Your Inner Child**

Story by Kimiko Martinez • Illustrations by Ryan Snook

Where **KIWANIS** meets

The Kiwanis Club invites you to their homes, where banners are hung with care. The gong sounds. The meeting is called to order. Welcome, Kiwanians and guests!

The Kiwanis Club operates—and meets at—a mansion complete with hidden passages and towers. But in the Kiwanis world, one club’s fortress just may be a quaint corner café. As the following pictorial essay shows, Kiwanians’ preferences for venues are many and varied, including banks, fire departments, funeral homes, hospitals, pubs, Boys & Girls Clubs, airports, art galleries, curling clubs, members’ homes and even on the Internet.

Most Kiwanians schedule their regular meetings in restaurants, including national and international brands like Golden Corral, Pizza Hut and Ruby Tuesdays. But others opt for local spots like The Spot in Pine Bluff, Arkansas, or mom and pop places, such as Ma Clara’s Restaurant in Panabo, the Philippines, and Pop’s Branding Iron Restaurant in Albany, Oregon.

In Australia and New Zealand, many clubs meet at athletic clubs. Norwegian and Icelandic clubs likely meet at a Kiwanishuset or Kiwanishúsid (Kiwanis house), respectively. The majority of Trinidad and Tobago clubs go to schools. For now, take a few minutes to travel the world with Kiwanis magazine to just a few of the places...

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**Global beginnings**

For some years, we’ve generally accepted the fact that Hamilton, Ontario, became the first club outside of the continental United States, organized on November 1, 1916.

As our club’s assistant Kiwanis education chairman, I have quizzed my fellow members with the question, “Which club created an international organization, and what year did we become Kiwanis International?” a number of times and have never gotten a correct answer. Now, Kiwanis magazine complicates my life by publishing an incorrect year (1918, as cited in the December 2010 Executive Perspective).

**Charles J. Cooper**

Kiwanis Club of Mulberry, Florida

Editor’s note: The first Canadian Kiwanis club was organized in 1916, but according to Larry Hapgood’s book, “The Men Who Wear the K,” 1918 is the year National Kiwanis started being known as Kiwanis International, with the opening of an international office and the hiring of a full-time international secretary.

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**Ideas that work**

I want to take the time to congratulate you and your staff for the excellent Kiwanis magazine, February edition. This was the best edition I have read in many years. I have already encouraged the members of my club to read the magazine filled with new and old ideas to promote club activities (“Find Your Inner Child”). I have seen most of them in my 45 years in Kiwanis. More importantly, they work.

**R.F. “Bob” Andree**

Kiwanis Club of Brecksville, Ohio

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**Staying informed**

I enjoy getting Kiwanis magazine. It has a lot of insight and information on how I, as president, may strengthen my club. Also, I like knowing what other clubs and districts are doing. I just wish it was published every month.

**Charles Knight**

Kiwanis Club of Thomaston, Georgia

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**Handy tool**

I’ve been reading Kiwanis magazine for over 42 years, and it just keeps getting better and better. The December issue may have been the best ever.

Our membership committee always uses Kiwanis magazine together with the great California-Nevada-Hawaii District’s magazine as part of our recruiting and orientation process.

**Allan Stone**

Kiwanis Club of Rocklin, California

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Your Kiwanis Club can now recognize members, young people and community leaders in a new and personal way! Award recipient photographs are transformed by skilled artists into a Norman Rockwell-style work of art – the only such process licensed by the Norman Rockwell Estate Licensing Company and allowed to carry the Rockwell brand. Then, the entire recognition piece is printed on museum quality, acid-free paper, ready for framing, and shipped in a matter of days. Not only will the result be a keepsake work of art and recognition memory that can be presented and displayed with pride, but with each Kiwanis Club Recognition Award ordered, a portion of the proceeds will go to the Kiwanis International Foundation.

Kiwanis Recognition Portraits start at just $109.00. To learn more, just call us at 317-926-9671 (9 am to 4 pm EST), or 1-800-754-2165, during the evenings and weekends or email us at customersupport@rockwellmoments.com. Either way, please contact us and we will help you design your next one-of-a-kind Kiwanis Club Recognition/Award Portrait.

www.normanrockwellmoments.com or 1-800-754-2165
Come to our website and see our entire sample gallery! Order Today.
Inspiring speakers

Kiwanis schedules Jane Goodall and Jamie Lee Curtis for its 2011 international convention in Geneva

British primatologist Jane Goodall and American actress Jamie Lee Curtis will speak to Kiwanians and guests at the 96th Annual Kiwanis International Convention in Geneva, Switzerland.

Goodall is known for her extensive work with chimpanzees in Tanzania’s Gombe Stream National Park. In 1977, she established the Jane Goodall Institute (JGI), which continues her Gombe research and is a global leader in the effort to protect chimpanzees and their habitats. Today, the institute is widely recognized for establishing innovative, community-centered conservation and development programs in Africa, and Roots & Shoots, JGI’s global environmental and humanitarian youth network, which has groups in more than 120 countries.

Goodall will speak to Kiwanians during Opening Session.

American actress and activist Jamie Lee Curtis will serve as keynote speaker for the Closing Session. Known for her roles in such films as “Halloween,” “True Lies,” “A Fish Called Wanda,” “Trading Places” and “Freaky Friday,” Curtis is also a best-selling children’s author, including titles “Tell Me Again About the Night I Was Born,” “Today I Feel Silly and Other Moods That Make My Day” and “Is There Really a Human Race?”

Curtis is married to actor Christopher Guest and has two children.

To learn more or to register for the convention, visit www.KiwanisOne.org/convention.

Actress Jamie Lee Curtis (left) is active in many charities, including the Children Affected by AIDS Foundation and children’s hospitals in Pittsburgh and Los Angeles. In addition to her work with chimpanzees, Jane Goodall (right) is a UN Messenger of Peace.
Our big event.

Your ticket to history.

The 96th Annual Kiwanis International Convention in Geneva is a unique opportunity to explore a place where history lives. And to be there when history is made. During the event, we’ll launch The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. Working with UNICEF, we’ll end a disease that afflicts babies and mothers in 39 countries. Join us in Geneva for this historic occasion.

The registration deadline is May 25.

Sign up today at www.KiwanisOne.org/convention/registration.
Travel assurance

Kiwanis International is partnering with Seven Corners Travel Insurance to offer Kiwanis members and their families travel insurance coverage to Geneva for the International Convention.

The group coverage plan offers affordable coverage for accident and medical issues, with two deductible options, plus coverage for interruption of trip and loss of checked luggage.

The plan also provides 24-hour assistance in multiple languages for any issues while traveling.

Here are examples of coverage costs for the Geneva trip:

- US$100,000 of medical coverage with $250 deductible for ages 60-64 = $3.53/day
- US$100,000 of medical coverage with -$0- deductible for ages 60-64 = $4.66/day

For questions about the travel insurance policy offered, please call Seven Corners toll free in the U.S./Canada at 1-800-335-0611 or worldwide at +1-317-575-2652, or by e-mail at info@sevencorners.com. Make sure to reference the Kiwanis International CHIP plan.

To apply, go to www.KiwanisOne.org/convention/travel.

Geneva’s location in the heart of Western Europe makes it a convenient base for excursions to France, Italy and other popular destinations. Kiwanis International has arranged affordable travel insurance for convention attendees.

The doctor is in

Francois Gasse, a French-born doctor raised in the Congo, will be the featured speaker at Saturday’s Eliminate Project luncheon during the 2011 Kiwanis convention in Geneva.

Widely known as “Dr. Tetanus,” Gasse was one of the primary expert sources for the Kiwanis magazine feature “Clostridium Tetani,” which appeared in the February 2011 issue.

Currently a freelance immunization consultant, he has worked with the World Health Organization and UNICEF and first saw neonatal tetanus in Zambia more than 20 years ago, when a panicked mother brought her newborn child to the hospital where he was working.

Newborn tetanus, he says, “affects silently, and it kills in silence. It affects remote, rural zones with limited access, limited communication. It’s never a scandal. It’s part of life. Malaria and meningitis make the news, not newborn tetanus!”

Read more about Dr. Gasse at www.KiwanisOne.org/convention.
Convention season

The middle of the calendar year is ahead, and that means it’s convention season.

Circle K will kick things off June 22–26 with its 56th annual convention in Virginia Beach, Virginia, followed by Key Club, which is going to Phoenix, Arizona, June 29–July 3, for its 68th annual convention.

Kiwanis clubs can ensure their Key Club and CKI members get the most of their Kiwanis-family experience by supporting their attendance at their respective conventions. Consider using the one-third plan: 1/3 of cost paid by the attendee, 1/3 by the attendees’ Key Club or CKI club’s fundraising and 1/3 by the sponsoring Kiwanis club’s service account.

Learn more about these events at www.circlek.org/convention and www.keyclub.org/convention.

Italy’s hero remembered

“There’s a baby crying. I’m going to save him. Whatever happens, remember that I love you.”

As a flood of mud crushed through Giampilieri, Italy, Simone Neri said good-bye to his fiancée, put away his cell phone and began the treacherous search for the crying child. He already had rescued eight people.

Neri’s body was discovered two days later—one of the 31 victims of the disaster that struck the province of Messina in October 2009.

In recognition of Neri’s selfless act, the Kiwanis International Foundation will award him the Robert P. Connelly Medal of Heroism. The ceremony will be conducted at the 2011 international convention in Geneva, Switzerland, July 7-10.

The medal honors individuals who risk physical harm or death to save the life of another human being. Read more about the history of the medal, qualifications and find the nomination form by clicking the “Recognition” button at www.kiwanis.org/foundation/connelly.

A time to learn

During the 2011 Kiwanis International Convention, there’ll be time to enjoy the host city, Geneva. There are tours for that. There also will be opportunities to be entertained, inspired and to conduct Kiwanis business. There are sessions for such.

And there will be time to learn. There are workshops and forums for that. Here’s a sample of forum topics:

- The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus
- Online reporting
- Clubs with great impact
- Make your meetings sizzle
- Recruit and retain members
- An introduction to Achieving Club Excellence
- Service Leadership Programs
- How to market your club
- Conflict management
- Kiwanis’ 100-year anniversary

To review a complete, up-to-date list of forums, visit www.KiwanisOne.org/convention/workshop.

Convention forums are a great place to collect and share ideas and resources to improve one’s club and oneself.
KIWANIS ONE DAY

This is the day

Kiwanis One Day is here, and Kiwanians everywhere are celebrating. Each year, Kiwanis clubs around the world join in a day of service. This year, Kiwanis One Day is April 2. To show off the global unity of the organization, Kiwanis clubs and members are encouraged to share their Kiwanis One Day achievements. Here’s how:

• Share your story by e-mailing a summary and action photos to shareyourstory@kiwanis.org. For photos, set your camera to its largest size, and take action pictures. Your story and photo may appear in a future issue of Kiwanis magazine or on the interactive map at www.KiwanisOne.org/oneday.

• Post updates on Facebook. Update your status with details about your One Day activities. And post your story and photos at www.facebook.com/kiwanis.

• Tweet about your experience on Twitter. Mention @Kiwanis or add #KIoneday to your tweet so the world can follow your club’s progress.

• Upload a video of your project to YouTube, and e-mail the URL (web address) to shareyourstory@kiwanis.org. Don’t forget to tweet the URL and post a link at www.facebook.com/kiwanis.

• If you’re sharing photos on Flickr, tag the images with “Kiwanis One Day.”

Videos to go

Kiwanis International President Sylvester Neal has an inspiring message he’d like you to hear. Circle K members show off their amazing Large Scale Service Project. Convention attendees have a lot to say about their experiences at the annual global gathering.

These and other messages can be viewed at www.YouTube.com/kiwanisinternational. But now, Kiwanis members also can download these videos for presentations at club meetings or other functions. Simply go to www.KiwanisOne.org/getvideos. There you’ll find links to the newest and archived videos.

Recent videos include:
• President Neal’s April message about Membership Month in May.
• Circle K’s Virginia Beach, Virginia, convention preview.
• Key Club’s Phoenix, Arizona, convention preview.

Campaign team announced

A team of Kiwanis members has been appointed to lead The Eliminate Project’s fundraising campaign, the largest in Kiwanis’ history. Randy DeLay from Houston, Texas, will serve as campaign committee chairman. Dave Curry from Butte, Montana, Sue Petrisin from Lansing, Michigan, and John Button from Ridgetown, Ontario, will serve as vice chairmen.

The appointment of the campaign’s international leaders is the first step in building a worldwide team of more than 9,000. The global team will work with the entire Kiwanis family to raise US$110 million to help eliminate maternal/neonatal tetanus, which affects nearly 129 million mothers and their future babies in 38 countries.

The Eliminate Project’s official kickoff will occur at the 96th Annual Kiwanis International Convention this summer in Geneva, Switzerland. The fundraising campaign will culminate in 2015, when Kiwanis celebrates its 100th anniversary.
CLICK IT

Fast feedback

The KiwanisOne.org member website just made it a little easier to find help and make suggestions. Click the “Get Help/Share Idea” link in the top left corner of www.KiwanisOne.org to reveal a “captcha” code entry box. Input the letters and numbers exactly as shown. The user support form, which appears after the code entry, is short: Only seven fields ask for basic contact information and there’s a large text box for your comments.

SNEAK PEEK

Building blocks for tweens

Builders Club’s about to introduce a fresh website at www.buildersclub.org. The upgraded site aims to help advisors, administrators and parents in building the leaders of tomorrow by making resources easier to find. Kiwanis International’s Service Leadership Program for middle school students will feature a website home page with five main categories. Check back soon to browse this new site built to serve our unique middle school leaders.

TOOLBOX

Go pro with your website

A professional club website is just one of the valuable tools in the Club Management System, but it’s an important one. Here are some of the all-inclusive features provided when a club subscribes to use the system:

• The subscription is 100 percent transferable to a new club leader.
• Nothing to install; it’s fully hosted and web-based.
• Club data feeds into your website directly from the Kiwanis International database.
• Free upgrades automatically roll out to subscribers.
• An easy-to-learn content editor helps you make fast updates.
• A comprehensive video tutorial helps you learn the ropes.
• Help is always near at hand with live support and fast response time.
• The site is Kiwanis-branded and meets all graphic standards.
• Choose from six design templates, including the one chosen by the Kiwanis Club of South Surrey, British Columbia (below).
  • Design changes can be made with two clicks.
• Generate revenue! Promote sponsorships with small banner ad space.
• Use the Google Analytics widget to install traffic tracking.
• Graduated discounts are available for successfully referring new subscribing clubs.
• Easy tie-in with Picasa for photo gallery.
• DIY tutorial: How to Embed YouTube Video.
• DIY tutorial: How to Create and Embed a Google Docs Survey or Fillable Form.
• For tech savvy editors, embed Facebook and Twitter widgets or more advanced options.
ALASKA

Visibly safe

Visibility’s the goal of the Kiwanis Club of Kodiak, Alaska. But the Kiwanians aren’t so much concerned about fame and recognition. Rather, they want schoolchildren to be seen when walking to school.

A shortage of crossing guards and dark winter mornings raised concern among the Kiwanians for the students’ safety, giving them the bright idea of distributing 238 backpack lights among the student body of Main Elementary School.

“It is so dark here in Alaska at certain times of the year,” says past club President Joe D’Elia. “It’s dark when the kids go to school, and sometimes it’s dark when they get out of school. So we thought this would be a good idea.”

The Kiwanis club purchased the red flashing lights, which attach to the kids’ backpacks or coats, from a hardware store at half the cost. But for the Kodiak Kiwanians, you can’t put a price on children’s safety.

COLOMBIA

Profitable pair

When members of the Kiwanis Club of Bogotá, Colombia, paired gaming with music, they ended up with a choreographed “Dancing Bingo” night. The curious combo benefited the Sainville Foundation’s school for disadvantaged children in south Bogotá.

More than 400 people attended the most recent event, where bingo games alternated with periods of dancing. Waiters, prizes and even an orchestra helped make the evening a success. According to club secretary Manuel Camacho, the Kiwanians contributed US$4,500 this year to the Sainville Foundation—US$2,300 to the school and the remainder to a fund for the expansion of the foundation’s facilities.

PHILIPPINES

Book bank

The world is expanding for students in the Philippines, thanks to books provided by Kiwanians in the Philippine South District.
The Kiwanis Club of New Kapis, Roxas City began giving away books to needy students as a one-time project, but the club members soon found themselves immersed in the project all year, involving the entire Philippine South District and the Asia Foundation. More than 200,000 new books have been delivered free of charge to more than 3,000 schools since the effort began in 1995.

Kiwanis clubs identify appropriate schools—many in remote areas—and clubs and corporate sponsors pay for shipping and delivery costs.

Belgium

Saving soldiers

Members of the Kiwanis Club of Stamford Zaventem Airport, Belgium, are reaching out to children in Uganda.

The Kiwanians help provide schools and other services to former child soldiers through the Kids for Uganda program. “We found it a splendid idea to reintegrate child soldiers into their society thanks to the founding of schools and infirmaries,” says Bob van Damme, club secretary. “These infrastructures are used as well by orphans and blind children.”

The Kiwanians have been caring for kids in Uganda since 2001. The club holds two fundraisers each year to build hope in Uganda—a concert with champagne dinner and an art exhibition. The club collects additional funds by participating in the city Christmas market.—Karen Pyle Trent
It’s not every day a donated playground falls into your lap.

For the Kiwanis Club of Hastings, Nebraska, it was a case of being in the right place at the right time. Here’s how it happened and the lesson the club learned about the power of playground partnerships.

Last year, Kool-Aid wanted to donate playground equipment to the city of Hastings, the 1927 birthplace of the soft-drink mix. The company partnered with project organizer KaBOOM, a Washington, D.C.-based nonprofit group that leads more than 200 playground projects each year.

KaBOOM involved the city’s parks and recreation department to choose and prepare the playground site in a park used by the annual Kool-Aid Days festival. It asked the festival to coordinate donations for installation expenses. And it sought out the Kiwanis Club of Hastings to provide the volunteer labor force.

“Your club may not be able to take on a project by itself, but if you partner with others you can get it done,” says Drew Ceperley, a Hastings club member and festival board member. “KaBOOM was great! They took us step by step through the project. We had a dedicated project manager and weekly conference calls to keep us on track.”

The result: In one day, 26 Kiwanis members, four spouses and more than 200 other volunteers recruited by Kiwanis built a castle-themed playground. The design—in red and blue with bright yellow tubes and a spiral ladder—was based on drawings local kids made of their dream playground.

—Jamie Moore

Teamwork works. With each partner assigned to its own specialty, Kiwanis, Kool-Aid and KaBOOM organized an event that united the Hastings community in the cause of raising funds and building a playground for local children.
Sometimes you just have to stand up for what's right. That's how the Kiwanis Club of Lafayette, Louisiana, became involved in a three-year project to give all kids a chance to play.

“One afternoon, my son, Kyle, and I were in Girard Park, and we observed a number of school buses arrive and unload children,” says club President Kemper Bowen. “There were four children in wheelchairs, who were wheeled into a shaded spot and could only watch the other children play. I told Kyle, who has autism, ‘Not on my watch.’” Bowen went straight to the parks and recreation administration, the Lafayette Consolidated Government and her Kiwanis club to set things right.

Three years later, Parc Independence, a playground designed specifically to accommodate children who live with physical and mental disabilities, was dedicated.

“Because of our area’s French/Cajun heritage, you see many establishments in our city with French names,” says club member Kevin Domingue. “The French word for park is parc. In keeping with that theme, we called our project ‘Parc Independence,’ because it gives children with disabilities more independence.

The entire park is designed to be compliant with the Americans with Disabilities Act. A child on a wheelchair can ride all the way up to the park from the parking lot, enter the park and ramp up for a ride on the playground equipment itself. “We even have a swing designed to accommodate a wheelchair, so that even the simple joy of swinging on a swing can be had by a wheelchair-bound child,” Domingue says. “We also have special entrances and exits to the park so it’s easy for parents and guardians to keep watch over their children who might tend to stray from the park. Our intent is to eliminate barriers and create a place where all children can play together—regardless of abilities.”

Such an undertaking isn’t cheap. The club spent more than US$72,000 on the project, and the local government added more than $200,000.

But it’s worth it, says immediate past club president Carey Chopin. “A good friend of mine took her family of seven to the park,” she says. “While playing, she struck up a conversation with a parent of a young child having a joyous time on the wheelchair swing. She said, ‘We read an article about this park and drove an hour away to check it out. It was definitely worth the trip.’

“To hear that, it truly warms the heart!”—Shanna Mooney

**Access granted**

Five things to know when building an all-access playground:

1. **Collaborate with other organizations in the community and seek their advice.** Parc Independence, for example, worked with the Acadiana Autism Society from the beginning, and Affiliated Blind of Acadiana is giving technical advice to the club regarding the addition of Braille signs in the park.

2. **Be patient.** Not all playgrounds would take three years to finish, but costs, government involvement and special equipment requirements can add delays to your schedule.

3. **Establish a foundation.** Kiwanis International already has the paperwork to get your club started. If your project qualifies for tax deductions, prospective donors likely will be more willing to offer financial assistance. (Search for the key words club foundation at www.KiwanisOne.org.)

4. **Use the playground’s PR power.** Create awareness about your Kiwanis club and its other projects. Parc Independence, for example, features two large display cases where Kiwanians can post information about their club and the park.

5. **Work with media.** Make sure everyone knows the park’s not just for children with disabilities; it’s a park for all children to play together.

**Come one, come all; let’s play**

It only took a few minutes to inspire the idea for an all-access playground in Lafayette, Louisiana, but Kiwanians learned it takes patience, planning, public relations and collaboration to make such ambitious dream come true.
Save the BMX; empower the kids

Sometimes, things have to get worse before they can get better.

BMX devotees in Sarnia, Ontario, learned that lesson the hard way. They hit rock bottom in 2008 when, due to liability concerns, the city announced plans to bulldoze the BMX course the enterprising teens had built. It was the only one in town.

Passionate about saving the improvised track, six riders met with the mayor and presented an improvement plan. He heard their ideas and asked city officials to meet them at the track to discuss the suggestions in detail.

The story made local news. Kiwanian Bob Bettridge saw it and asked his club to intervene. The rest is Sarnia BMX history.

Bettridge’s Kiwanis Club of the Seaway, Sarnia, invited the mayor, a longtime supporter of Kiwanis, to a meeting and a partnership began. “We were amazed at these kids and their passion and dedication,” says Cindy Scholten, past president of the Seaway club and mom to two young BMXers. “We wanted to give them something bigger and better and do it in a way the city didn’t have to spend any money.”

In 18 months, the club contracted a professional designer and built a CDN$70,000 BMX park, paid for by TV bingo revenue. During construction, the teens attended weekly on-site meetings.

Kiwanians incorporated the teens’ ideas and took the project up a notch, delivering a specialized course with a pump track where kids maneuver without pedaling, a jump park for “catching air” and a free ride course with elevated wooden ladder bridges.

But that’s not all. The club honored the kids at a lunch meeting and put them in the limelight during opening day ceremonies.

They recognized the kids with handshakes and handed them the first BMX Bike Park T-shirts. Instead of the mayor cutting the ceremonial ribbon, one of the kids rode through the tape. Soon the track swirled with 40 riders in blue shirts.

“The kids say it’s awesome, totally awesome,” says Scholten.

Better than anything they ever imagined.—Jamie Moore

Since Sarnia youth were instrumental in saving and redesigning their town’s only—but unauthorized—BMX course, it was only proper they be invited to its grand, authorized re-opening and perform the ceremonial ribbon-cutting ride-through.
Inclusive playgrounds must meet the needs of all children. Landscape Structures focuses on three components—physical accessibility, age and developmental appropriateness, and sensory-stimulating activity—to bring children together and make them equals through play. Learn more about bringing inclusive play to your community at playlsi.com/ad/inclusive-play-service.

Where the wild things play

Imaginations run wild at Methow Valley Elementary School in Winthrop, Washington. Logs become boats and rocket ships. Boulders are perches for the kings of the world. It’s all part of a natural playground created by the Kiwanis Club of Winthrop.

The Kiwanians heard about natural playgrounds from Ina Clark, an outdoorsy parent whose students attend the school. Their contributions and connections turned an estimated US$15,000 venture into a $3,000 project that transformed an unused corner of the school’s property.

One member, also on the school district’s facilities committee, worked at a salmon recovery foundation and donated logs, which often are used to improve fish habitat. Another Kiwanian and logging company owner hauled and placed the logs. A park ranger member offered wood chips to create a safe landing area. And several members sanded the logs until they were smooth.

The club averted liability concerns by working with the school superintendent to hire a professional designer.

The natural playscape sees more traffic than the school’s standard play structures, the club reports. “The school superintendent tells us it’s the most amazing thing he’s ever seen,” says club Secretary Roy Reiber. “I think everyone is a little surprised at how well it works.”

Let the wild rumpus carry on.

—Jamie Moore

Stepping stones

Before the first child slides down a slide or swings from the monkey bars, a playground takes planning and work. According to Kiwanis International’s “Grounds for Building a Playground” brochure, a club should follow these steps:

1. Evaluate and select a site.
2. Choose a vendor.
3. Choose the equipment and design.
4. Define your budget.
5. Choose peripheral equipment.
6. Establish a time frame.
7. Put the “fun” in fundraising.
8. Organize volunteers.
9. Arrange public relations.
10. Install the playground.
11. Host a grand opening!

For more details on each of these steps, search for the words playground brochure at www.Kiwanis One.org.

Natural playground elements, Winthrop Kiwanians say, inspire imagination. A log may be an Olympic balance beam, a rickety rope bridge over a jungle river or a train on its way to the North Pole.
When it comes to finding the right playground for your next recreational project, Miracle Recreation is your source for the most innovative and highest quality playground equipment available.

Contact your local Miracle representative, who will assist you in creating your unique Miracle. Our representatives will provide:

- Designs Compliant With CPSC Safety Standards
- Age Appropriate Designs
- Highest Quality Materials
- Challenging, FUN Designs
- Up to Nine LEED Points
- Modular & Customizable Designs
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- Free Site Evaluations

“The Miracle Recreation Equipment Company is a leader because of their quality products and professional staff. They stand behind their product and their promise. The company goes above and beyond what is expected to make the customers dream come true.”

Ronald M. Davis
- Oxford Township Parks & Recreation
Playground pitch-in

The Kiwanis family is known for its leadership skills. But there’s something to be said for clubs that also pitch in when others need help to complete a project. Such is the case with the Roxbury Township Imagination Station in New Jersey.

When the Roxbury Township recreation department called on the community to rehab an 18-year-old playground, the Kiwanis Club of Roxbury-Succasunna readily answered the call for volunteers.

“The children of the township were asked for drawings of what they wanted in their playground,” says club Secretary Jean Rowe. “Donations were solicited, fence posts with family names were sold and a playground design was picked out.”

What followed was likened to a well-oiled machine with Home Depot employees, Kiwanis-family members and other volunteers working from 8 a.m. to 8 p.m. over a four-day stretch.

“There was something for everyone to do,” Rowe says.

Older volunteers carried wood, painted, nailed, mulched, assembled, cut and more. Roxbury High School Key Club member Alyssa Weickert designed the official shirt that volunteers wore. Key Clubbers also helped with day care, where they received assistance from Builders Club members supervising crafts and games for the children whose parents were working.

“It was a beautiful thing to see so many people come together for the children!” Rowe says.

— Shanna Mooney

As at any playground project, the Roxbury Imagination Station project had plenty of work for all ages: While Kiwanis adults cut wood, Key Club teens ran a day care, where Builders Club members entertained young children with arts and crafts activities.
Come together

There are four things a club should know when working with SLP members on a playground project, according to the Kiwanis Club of Roxbury-Succasunna, New Jersey:

1. **Work hard to get help.** Send notices out through the schools and clubs asking for volunteers. Don’t ignore the youngest volunteers. K-Kids members might be too young to wield a hammer, but their parents aren’t. Just make sure you have Key Club members on hand to help in a day-care setting.

2. **Welcome young volunteers with age-appropriate jobs.** “They have respect for something that they created,” says Roxbury-Succasunna Kiwanian Jean Rowe. “There’s no (vandalism) damage done at the playground.”

3. **Protect the youngsters.** “Children were signed-in, had permission slips and could not use power tools,” Rowe says. “There was always a watchful eye on them. They were escorted to and from their area.”

4. **Feed your volunteers.** Breakfasts, lunches and dinners were served for the Roxbury volunteers.
When play matters most

Children suffering from traumatic illnesses and injuries gain powerful benefits from medical play.

Poked, prodded and pricked by more medical devices than any young child should have to endure, Christopher was understandably wary of what his doctors, nurses and specialists might do next. Undergoing hospice care at home, the terminally ill 6-year-old was tired of all the medical personnel parading in and out of his house. So were his parents.

Christopher’s mom and dad just wanted him to laugh and enjoy some fun before his brief life ended. They wanted to see their once-exuberant boy experience a bit of joy. They wanted to see him play again.

By Nicholas Drake • Illustrations by Luciana Navarro Powell
When we arrived at his home, Christopher answered the door,” says Lorie Walton, owner of the Family First Play Therapy Centre in West Bradford, Ontario. “His little body looked pale and weak, but his character was strong and stubborn. He yelled, ‘Mom!’ and ran and climbed into his hospital bed set up in the living room. As his mother sat down with us and began talking to my colleague, Christopher watched me from afar.”

Walton visited Christopher’s home at the request of his parents. They wanted to use play therapy to emotionally connect with their son in other ways besides medically caring for him.

As Walton slowly opened up a toy medical bag, Christopher pretended to ignore her. When she took out paper and markers, he looked at her quickly—and just as quickly looked away. Seeing Walton pull out a small hedgehog puppet, the boy swung his feet over the edge of his bed. It was a big Saint Bernard puppet called Marty that finally won his heart.

“Christopher leaped off the bed and grabbed Marty from my hands,” says Walton, a certified child psychotherapist play therapist and past president of the Canadian Association for Child and Play Therapy. “It was best friends at first sight. As I made the hedgehog talk, Christopher responded through Marty. He laughed and teased the hedgehog. He expressed his hatred of needles, doctors and hospitals. The puppet helped Christopher cope with the stresses of his illness and the scary parts of the hospital.

“His parents were soothed knowing their son had something he could use to express his overwhelming emotions. They used the puppet to express themselves, laugh with one another and add some lighter moments to their lives. Play helped this small child with his final days.”

That was clear in the works of Plato, Rousseau and Freud. The way children play has long been seen as a window to their inner beings. In the early 1900s, play gained prominence as a viable way to therapeutically help children in overly stressful situations. The wide acceptance of the field led to the formation of numerous organizations in the 1980s, including the Association for Play Therapy, which has some 5,000 members in more than 25 countries today.

Canada in particular embraced play as an important medical component. The Canadian Child Psychotherapy and Play Therapy Association helped develop certification standards for the field. The Canadian Play Therapy Institute took its cause worldwide with Play Therapy International, which has sister organizations across Europe, the United Kingdom, Asia-Pacific and Africa.

Why does play work for children facing medical challenges? Studies are nearly universal in their conclusions, citing diverse case studies on the emotional and physical merits of play.

“Play normalizes what would otherwise be an abnormal life experience,” says Melissa Smith, executive
work out feelings of fear, anger, frustration and even resentment.”

director of the Kiwanis Orthopedic Clinic of Washington, D.C., and chief executive officer of Play-Based Physical Therapy, an outpatient clinic. “Play can help reduce children’s anxiety, occupy them and even help them advance their own progress. Children learn by playing. Play is their work. We are really just helping them get better at their work in a very natural way.”

Smith uses a variety of toys to draw children toward successful outcomes. A child working on balance, for example, might launch foam rockets into the air by stepping on an air-filled launch pad. A child relearning to crawl after an injury might reach for Mardi Gras beads placed at the end of a tunnel. Depending on their age, the children may cherish the memories of their play therapy activities well into adulthood.

“One of our young adult patients with cerebral palsy told me he has very fond memories of learning how to ride the adapted tricycle in the Kiwanis Orthopedic Clinic,” Smith says. “He has an adapted adult tricycle now. It’s a perfect example of a person with a disability finding an activity that’s fun and good for his whole body. An activity that is play turns into an activity that becomes an essential part of staying healthy.”

Besides its emotional and physical benefits, play can familiarize children with the different environments related to their care. Jane Le Vieux, a psychiatry consult liaison nurse and a registered play therapist at Children’s Medical Center of Dallas, Texas, uses play to address that anxiety.

“Medical play allows children to become familiar with the procedures and equipment they may see and experience while hospitalized,” Le Vieux explains. “It minimizes the traumatic effects of illness and hospitalization. Child life specialists can facilitate coping and adjustment in circumstances that might be overwhelming.”

She once used a sandbox to help a four-year-old boy overcome the anxiety caused when he was mauled by a dog. He would spend most of his session with her in the sandbox recreating the incident that had scarred him physically and emotionally, often providing vivid details.

“The play therapy relationship provided this child a safe and caring environment where he was allowed to regain a sense of control and empowerment that enhanced his self-esteem,” Le Vieux says. “Play offers children an arena where they can work out feelings of fear, anger, frustration and even resentment related to their illness. As the weeks went by, his grandmother reported the he was sleeping better at night and wanting to play outside again.”

Sometimes it’s just a matter of helping children get over small misconceptions that seem gigantic in their minds. At the University of California, Davis, Children’s Hospital, Diana Sundberg recalls a young boy who had been in and out of the hospital since his premature birth. He was always told to look away when given a sedative via a needle.

“He would struggle and scream, so it was very difficult for him,” says Sundberg, manager of the hospital’s Child Life Program. “Through therapeutic play with puppets and medical equipment, he expressed a huge misconception regarding the size of the needle. He thought it was as big as his outstretched arms. Deciding the misconception needed to be broken, I showed him the actual size of the needle.

“The next time he had to go to the operating room, instead of looking away during the injection, I suggested he take a look at the needle. Once he saw it, he pulled up the sleeve on his gown, stuck his shoulder out, looked at the doctor and said, ‘I’m ready.’”

Lorie Walton of Ontario’s Family First Play Therapy Centre believes parents benefit from play therapy as well, which in turn helps their children.

“Once parents understand how their child’s emotional and physiological system has been impacted, then they are open to learning new ways to soothe, regulate and therapeutically parent their child,” Walton says. “It’s often parents who make the most significant changes in this process, which then helps their child’s behavior with positive shifts toward healing.”

Even when a child’s diagnosis is dire, Walton believes play can help the grieving family face the outcome with some sense of closure. In his final days, 6-year-old Christopher used his Saint Bernard puppet to tell his dad that he no longer was afraid of dying now that he had Marty with him.

“Christopher’s mom told me that Marty helped Christopher cope with his last few days on Earth,” Walton says. “He hugged him at night and helped him sleep. Marty was buried with Christopher a few days later. Though this story has a very sad ending, I can’t help but think that Marty the puppet helped this little boy in a way no human might’ve been able to.”

KM
Kyoko Tanaka has a doll collection like no other. None of her dolls have cardboard beach houses or cry “Mama” when they’re wet. Rather, her dolls live at Juntendo University Hospital in Tokyo, Japan. They never talk, yet they’ve calmed a terrified 12-year-old girl who was severely injured in a car crash, and they’ve taught a 3-year-old leukemia patient how to help nurses clean his incision.

The dolls are Kiwanis dolls—simple, faceless cotton dolls that children can cuddle, play with and draw on. As a certified play therapist, Tanaka and her co-workers use them to communicate with frightened and shy patients. But not long ago, the hospital’s professionals weren’t certain about the toys’ usefulness.

“My first impression was surprise to see dolls in a hospital,” says Toshiaki Shimizu, MD, of Juntendo’s Department of Pediatrics. “But when they were introduced to the children, I understood how the dolls could be used to inspire them to help us help them.”

It’s been a common hesitancy-to-advocacy reaction ever since the Japan District introduced the dolls to the nation’s medical community in 2001.

To help explain the dolls, the Tokyo, Yokohama and Saitama Kiwanis Clubs host doll symposiums, where doctors, nurses and other attendees can learn from fellow professionals how the dolls and other playthings are effective tools in pediatric health care. This past year—on Kiwanis One Day—the symposium featured panel discussions, a dramatic performance, a presentation titled “How to Use Kiwanis Dolls” and a live video connection to a concurrent event in Kyoto. In Tokyo, the afternoon program concluded with

One of the youngest symposium attendees stuffs cotton into a doll that will help an ill child. The day’s presentations explain how the toy can open communications between a scared patient and her medical team. The child’s drawing can express a mood or describe her pain. A doctor can illustrate the procedure that will stop the pain. Together, nurses, parents and patient can practice injections or other care they’ll need to continue at home.
the more than 200 doctors, nurses, Kiwanians and other guests stuffing and sewing 230 dolls.

As her chopstick pushed cotton deep into the rounded hands of a doll, Yumiko Chino, a pediatric nurse at Kawasaki Kyodo Hospital, talked about how she’ll use the symposium’s lessons: “My hospital doesn’t have the dolls. Now I realize how important play is, so I’m thinking of introducing the dolls.”

Over the past 10 years, Kiwanis dolls have made a significant impact on Kiwanis in Japan. According to Immediate Past Governor Kazuoko Koike, it’s one of the first hands-on projects for some of the district’s clubs, which currently make and donate about 7,000 dolls annually. And it has encouraged district Kiwanians to branch out into other Young Children: Priority One programs. Lately, for example, many of Japan’s clubs have become their nation’s advocates against child abuse.

Yet, it’s the children whom the dolls helped the most. A 5-year-old girl didn’t want ointment on her skin, until she saw how the balm soothed her doll’s itch. A 2-year-old boy couldn’t color or speak very well, but by playing with a Kiwanis doll, his mother and doctor helped him understand the tumor growing in his stomach.

“At Juntendo University Hospital, we treat several children with chronic diseases,” Shimizu says. “They spend a long time in the hospital, followed by lengthy in-house treatments. It’s a very stressful time in their lives. These Kiwanis dolls have become a very effective part of their treatment.”

Japan Kiwanians have become experts at making dolls (top), but they welcome help, such as student members of a homemaking club (bottom). In Tokyo, Kiwanians’ spouses have formed a group—Sakura Kai (cherry blossoms)—to help sew the dolls.
Play doesn’t just enrich children’s lives, it enriches whole communities.

We know what our customers want in play and recreation. Something different, something that makes their communities stand apart from the rest. Like Play Trails, playful activities that engage families and keep them coming back again and again. Wait till you see what GameTime has in store for you in 2011.
What makes a kid terrific? The Kiwanis Club of San Antonio Army Residence Community Golden K, Texas, spells it out with military precision. “Each letter of the word terrific stands for a character trait,” explains Vicki Rittman, the club’s public relations chairwoman. She then easily names each one: thoughtful, enthusiastic, respectful, responsible, inclusive, friendly, inquisitive and capable.

The traits are exemplified not only by their Terrific Kids at Wilder Intermediate School in Schertz, but in the Kiwanians’ “Terrific Kids with a Twist” program. At the end of each grading period, about 50 students receive a Terrific Kids award. “Each child holds up cards featuring the TERRIFIC trait they’ve shown before they’re recognized and given a certificate,” Rittman explains.

The club added a new component to the program based on teachers’ evaluations. The feedback was clear: “The teachers want the kids to interact more with the ARC club members,” Rittman says. No problem. The Golden K’ers now spend an hour interacting with the kids, analyzing “TERRIFIC” traits.

“This is a military town with military kids who are in and out of schools every few years,” Rittman explains. “Making them comfortable is very important.” —Cathy Usher
**FIX IT**

Can we fix it? Yes, we can! Check out this common challenge and ideas for fixing it.

*What does my club need to do to be sure our membership campaign is successful?*

**REVISED ABCs.** There are four building blocks that form the foundation of a proven membership campaign. Once implemented, this plan will guarantee success.

1. **The fun formula:** Mix fun and business.
2. **The brochure:** Use a club brochure that emphasizes children, your projects, your club and Kiwanis International. (Find a customizable brochure at www.KiwanisOne.org/clubbrochure.)
3. **The invitation:** Perhaps the single most change in “soft” recruiting since the invention of the telephone is the use of new technology. It’s called e-mail. Use it. It works.
4. **Adjusted ABC:** The ABC recruitment system (www.KiwanisOne.org/abc) helps you develop a prospect list, create a growth plan and “close the sale.” We recommend a twist: Rather than following the program’s suggestion of turning your list over to a recruiting team, we put the member in control of the recruiting process from start to finish. (Get help building a prospect list at www.KiwanisOne.org/prospects.)

Our club has been using these building blocks over the past 14 months and has chalked up 30 percent growth in new-member adds. We just finished chartering an Aktion Club and are building a Circle K club.

*Bob Fleming, Bob Morrison and Russ Snyder, Kiwanis Club of Northmount, Calgary, Alberta*


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**BEACH IN A BOX**

For many parents, it’s hard to decide what to do with the kids all summer. For Wendy Morrison, the answer was obvious, thanks to members of the Kiwanis Club of Bozeman, Montana, who gave her a very special gift: a sandbox.

“They showed up and set it all up, and even provided the shovels and pails,” Morrison says. “It was so nice when the kids would come over and we didn’t have to battle with them over wanting to sit inside and watch TV. Instead, they ran outside to the sandbox. What a healthy way to spend the summer!”

Club President Tracey Jones says the club offered a free sandbox to any child who wanted one. The club received and filled about 100 requests. Local businesses donated supplies.

“There’s nothing better than going to bed at night with a smile on our faces, knowing that we touched 100 families directly,” Jones says, “and just think how many kids we touched.”—Kasey Jackson

Children from Wendy Morrison’s neighborhood flock to the sandbox for hours of play. “It was a huge gift to our family and neighborhood,” she says. The Bozeman Kiwanis Club donated about 100 sandboxes as part of Operation Sandbox.
SHOWCASE

Return to Malvern

Memories weren’t good enough for the citizens of Malvern, Arkansas, some of whom couldn’t even recall the last time their community had a Kiwanis club. That changed when the Kiwanis Club of Malvern Area was chartered this past September, bringing the tradition of Kiwanis service back to this central Arkansas town.

Old-fashioned legwork by nearby Kiwanians was central to getting the new club up and running. A site survey showed that 90 percent of local respondents were in favor of Kiwanis’ return. By first recruiting influential residents, such as a well-respected funeral home owner and the active director of an agency that helps low-income families, it wasn’t difficult to assemble potential members from community leaders, businesspeople and others interested in serving Malvern.

“We knocked on that first door, and away it went,” says AC Paxton, a member of the Golden K, Benton Kiwanis Club.

Kiwanians in Malvern aren’t the only ones excited about the Kiwanis homecoming. Seven Arkansas clubs donated $200 each as seed money for the fledgling group.

“We didn’t do it for ourselves,” says Paxton. “We did it for the kids in Malvern.”—Karen Trent

Charter Malvern Kiwanians meet guests from the nearby Hot Springs Village Kiwanis Club.

“An animal’s eyes have the power to speak a great language.” ~ Martin Buber

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SHOWCASE

When Abbotsford teens find themselves in hairy situations, the SafeRide Home program answers their call for help—morning, noon or night.

It’s a time-old dilemma among teens: being stranded without a ride home.

That’s why the Abbotsford, British Columbia Kiwanis Club co-sponsors SafeRide Home. The program provides kids age 10 to 19 with a hotline number to call when they’re in dicey situations or simply without a ride home.

“Say they get to a party and something doesn’t feel right or they have someone drop them off at a theater and nobody is there to pick them up when the movie is over,” says Graham Taylor, president of the Abbotsford Kiwanis Club. “This gives them a safe out so they don’t have to make that wrong decision.”

The SafeRide Home program also comes in handy when alcohol is involved.

Since the program was founded in 2002 by Youth Unlimited of Abbotsford, more than 18,000 teens have utilized the driving service.

Kiwanians got involved with the SafeRide Home program about six years ago. Since then, Abbotsford Kiwanians annually donate funds to help with fuel expenses and the cost of the vehicles. Club members also assist in driving teens home.—Wendy Rose Gould
Pass it on!

Pass on ideas and excitement of Kiwanis to someone you like. Someone you’d like to join your club. Someone in your barbershop. Someone in your dentist’s office. Pass on Kiwanis magazine.

You’ve got a lot to share!
Winner of Aktion Club’s 2009–10 speech contest, 24-year-old Bridget Brown sees her involvement with the Aktion Club of South East Association for Special Parks and Recreation in Downers Grove, Illinois, as an opportunity to speak of the needs of people who live with disabilities.

“I love everything about Aktion Club,” says Brown. “I like the new friends I met at Aktion Club. But most of all, I like helping people in the community. I like the fact that people with disabilities can be in a club that helps others.”

In her two years with the SEASPAR Aktion Club, Brown’s service activities already include collecting items for Samaritan’s Purse, bell-ringing for the Salvation Army and stepping up with a Winter Wonderland fundraising dance. She has competed in Special Olympics, works in her father’s dental office and appeared in a few scenes for an upcoming movie starring Miley Cyrus. Brown also is putting together a training program for others living with disabilities, which will help them find their voice, just as she has.

As an adult with Down Syndrome, Brown is grateful for the assistance she has received from others. But she’s ready to pay it forward and make a difference in the life of someone else.

“Bridget’s an amazing young lady,” says Susan Friend, SEASPAR executive director. “She has confidence, poise and a sense of purpose, and she lives her life according to these things.” —Karen Pyle Trent

For Bridget Brown, membership in Aktion Club means finding her voice—and using it

Are your Kiwanis club meetings fun?

Kiwanis is renewing its commitment to light a fire in members around the world. That inspiration begins with the club experience. Kiwanis International can help. With our online resources, you have access to tips and ideas that keep your meetings light—and keep the fire lit.

For guidance and good ideas, go to www.KiwanisOne.org/fun.
Captain Book

Argh! You be excited about reading?

Greater Encinitas, California, Kiwanian Morris Pike takes kids on literacy adventures that ensure they’ll treasure books. At the helm of the Good Ship Literacy, Morris travels to libraries, Head Start facilities and preschools more than 70 times a year decked out and in character as his alter-ego, Captain Book.

Captain Book came to life in 2004 after Pike asked his schoolteacher daughter how she motivates students to read. She showed him a dilapidated treasure chest and explained that she tells them, “The greatest treasure on Earth is in there.” Inside were books.

Morris built six chests, and his Kiwanis club filled them with books to give to YMCA after-school programs, creating the club’s Treasure Chest Literacy project. But something was missing.

“We needed a pirate,” Pike says. As a retired theater professor, he was a natural choice. He paired some old army boots with black pants, found a vest, borrowed a wig, bought a pirate’s hat and became Captain Book.

During his “disembarkings,” Captain Book dazzles and delights by spinning sea-story yarns riddled with audience participation, jokes, juggling, magic, music and occasional interruptions from his “shell phone.”

“By now, I have a reputation,” he says. And he should: The club has given out more than 293 book-packed treasure chests. That’s more than 40,000 books in all.

“This turned out to be a calling, and I hope children will latch onto the metaphor that books are the greatest treasure of all.”

Meet Mr. C

E-mail Knoxville, Tennessee, Kiwanian Bill Larson, and you’ll get a reply from Santa. Because Bill is Santa.

Larson donned the famed red suit six years ago. Of course, he loves the heartwarming reaction he gets from kids and especially when his grandkids call him “Grandpa Santa.” But, he stresses, there’s much more to being Santa than just buying a suit.

“You live it all year round,” he says. Plus, there’s the practical business of being St. Nick. Larson attended the International University of Santa Claus, where he learned never to promise anything, have liability insurance and get a background check.

While Larson is for hire for a fee, some of his greatest Santa pleasure is spreading cheer and real ho-ho-ho’s pro bono for the Autism Society, a children’s hospital and several events for low-income families.

“Kiwanis serves the children of the world,” he says. “This is a way to reach children in a very special way.”—Amy Wiser

Still serving

Henry A. “Harry” Donaldson, who turned 100 this past February, still arrives early to his Islington, Ontario, Kiwanis Club meetings to make coffee for fellow members.

Last year, he celebrated his 99th birthday with his club by making breakfast for children in an impoverished area of Toronto.
Play’s for ma, pa, grandma too

When you think of playgrounds, it’s common to think of only children at play. But a growing body of options are proving the adage “The family that plays together stays together.” Today’s playgrounds are stretching the boundaries of child’s play and encompassing family togetherness, environmental awareness and inclusive fun.

Play enriches life, regardless of a person’s age or ability. When we play, we simply feel better as we experience self discovery, adventure and healthy development.

One trend that maximizes family play is the linear “play trail” adventure. A relatively new concept in play, these trails take playful, nature-inspired exhibits and space them in “play pockets” along a walking path, creating a walking adventure between pockets and an element of discovery to be enjoyed by the entire family. They also feature informative signage at each exhibit, engaging the family in the subject, teaching about its role in the environment, offering fun facts and creating opportunities for games and role play.

“This marks another jewel in the crown of our River Walk,” says Jeannine Alday, chief of staff for Hamilton County, Tennessee, about the Play Trail recently installed along Chattanooga’s Riverwalk. “It’s geared toward the entire family and provides them with another unique opportunity for recreation.”

Parent Marzi Wiley agrees. “What a gift that we can get our children out of the house, engaged with nature, being physically active and enjoying family time,” she says.

Another family-friendly design movement is the fully accessible play space. Typically constructed with ramps and mobility device-friendly surfacing, this type of recreation space also engages adults and grandparents, who don’t feel inclined to use climbers, but willingly join young family members if ramps are the designated path to reach the highest heights of a play structure. Facilitating family members at all levels of fitness and ability is a great way to ensure that all remain engaged with the play environment and, most importantly, one another.

Family play is very attractive to urban areas. Projections by the United Nations predict that by 2050, 90 percent of Americans will live in an urban center. With limited land space available and the desire to join meaningful destinations with nature-inspired pathways, cities are excited about providing opportunities for family play.

Whatever type of playground you create, think about everyone who will be there and what you can do to engage them. There are many options for families to encourage fitness, fun, nature appreciation and togetherness.

Anne-Marie Spencer, vice president of corporate marketing and communications, PlayCore, www.playcore.com

Let’s get together.

Kiwanis International and Boys & Girls Clubs of America are joining forces to do more for children. We’d like your club to join us, too. If you don’t already have a relationship with a Boys & Girls Club, now’s the perfect time to explore opportunities to work together. Learn more about the partnership—and how you can get involved—at www.kiwanis.org/bgca.
Hey, batter, batter, swing! With his hit, a boy heads to first base—in this case, a sign on a wall. The girl at second base—a chair—takes off for third base—a knob on a door. And the umpire, a smiling nurse, says, “Enough horseplay; back in your rooms, kids!”

Such shenanigans happen when patients at Children’s Hospital and Medical Center in Omaha, Nebraska, get a visit from members of the NCAA College World Series baseball team hosted by the Omaha Kiwanis Club. Each year, the final eight teams in the tourney travel to Omaha, and the Kiwanians give “their” teams home run treatment.

“When we host a team, we are their Omaha connection,” says Kiwanian Jim Costello, who oversees the project. “We do it all, from coordinating with security at the airport to handling their bus service to running their errands.”

Upon arrival, the Kiwanis squad treats the players, their parents and team personnel to a steak fry. And prior to each game, Jim helps stock the team dugout, which this past year called for bagels, watermelon and grapes, as well as the traditional sunflower seeds.

Lately, the Kiwanis club has fared quite well: Its teams have won the championship four of the last five years. Play ball!—Julie Carson

The University of South Carolina arrived at the 2010 NCAA College World Series with a slight advantage over their opponents: Their Kiwanis hosts had “backed” three of the past four champions. The Gamecocks added to that “lucky charm” reputation.
Key to college

College application essays require the applicant to “describe themselves,” “define who they are.” A difficult task for most people.

But one teenager from Saegertown High School Key Club in northwestern Pennsylvania did it so eloquently that people—especially Kiwanians—are talking about it. That’s because she used this important assignment to describe the influence Key Club—and Kiwanis—has had on her life.

“As a club that excludes no one, (Key Club) has taught me that although we all have different backgrounds, they seem to fade away when we work together,” wrote Saegertown High School senior Gabby Bradshaw. “We are a team.”

Bradshaw has been a Key Club member for four years and will graduate in June 2011. She hopes her essay will help get her accepted at the University of Pennsylvania, where she wants to study secondary education and English.

“I get a feeling of satisfaction from helping other people,” Bradshaw says. “I tried to show that in my essay.”

“The most sublime act is to set another before yourself,” her essay reads.

“And that is, well, Key Club.”

—Tamara Stevens

In one of the most important assignments of her high school career—her college application essay—Gabby Bradshaw chose to write about her Key Club experience. Read her essay at www.kiwanismagazine.org.

TOP THIS

Home, sweet home

After reading “Where Kiwanis Meets” (February), Charles Rudibaugh reported that his Youngstown, Ohio, Kiwanis Club has been meeting at the downtown YMCA for nearly 95 years. If your club can top this record, e-mail magazine@kiwanis.org.

Tab tabulation

In September 2004, the Kiwanis Club of Manitowoc Golden K, Wisconsin, began collecting and redeeming can tabs to raise money for Habitat for Humanity. Project Chairman Dick Weber reports the club recently passed the 6 million mark. E-mail magazine@kiwanis.org if your club can top this tab count?
This fundraiser’s a strikeout

Every visitor’s strikeout added a ‘K’ into baseball’s Orem Owlz’s scorecard and a donation into the Orem Kiwanis Club’s service account.

You can take them out to minor league baseball games, but please forgive the rowdiness of Orem, Utah, Kiwanians when an Owlz pitcher is about to strike out an opposing batter. In one recent year, the club scored a sponsor-generated $10 for each “K” recorded by Owlz pitchers, tallying more than $6,100 on the season to serve local kids’ organizations.

“‘I thought it would be a good fit (at games) to hang up the Kiwanis ‘K’ for each strikeout,” says Kiwanian Brian Gurney. “I thought it would be an even better idea to tie a fundraiser to it.”

Root, root, root for the home team!—Julie Carson

A perennial front-runner in Minor League Baseball’s Pioneer League, the Orem Owlz fell short of their 2010 goal of winning another title, but the pitching staff gave Orem Kiwanians plenty to cheer about with more than 600 strikeouts.
New club leaders need Club Leadership Education. Our classroom sessions now feature an all-new curriculum—presented by folks who have been in your shoes. After all, club leadership is one thing. Knowing what to do with it is another.

Go to a Club Leadership Education session in your area. Check your district website for times and locations.
“What Kiwanis Means”

To help fill this puzzle’s grid, Kiwanis’ Facebook “friends” (www.facebook.com/kiwanis) provided one-word definitions of “What Kiwanis means.” The response was so great, it’ll take two games to use them all. Have fun, and watch for the follow-up crossword in the June issue of Kiwanis. Find the answers at www.kiwanismagazine.org/answers.—by Matt Gaffney

**ACROSS**
1 Smoked or cured foods
5 Holds up over time
10 Declare to be true
14 “Now I understand!”
15 Devour quickly
16 “___ the Explorer”
17 What Kiwanis means
19 Gusto
20 Peeper
21 Beloved celebrities
22 And, in Germany
23 Fail to be
24 What Kiwanis means
27 Participant on eBay
30 Supporter
31 Black-and-white cookie
32 Raised type for the blind
34 Marry
35 What Kiwanis means
37 Asner and Begley Jr.
40 Where cut flowers may go
42 Horse’s gait
43 Made hard to read, as a secret message
45 Ostentatious
47 Book lover
48 See things the same way
50 Washington baseball player, for short
51 Gas in refrigerators
52 School org.
55 One of the Great Lakes
57 What Kiwanis means
59 Not speedy
60 ___ common denominator

**DOWN**
1 Garden squirter
2 “Hello!” at sea
3 Burrowing animal
4 Enjoy the slopes
5 Servant ___ (what Kiwanis means)
6 Composer Copland
7 Clown’s pole
8 Sounds of reproach
9 Counterintelligence worker
10 Ending for lemon or Gator
11 What Kiwanis means
12 “___ you glad I didn’t say ‘banana’?”
13 Travel far and wide
18 ___ straits (bad circumstances)
23 “Much ___ About Nothing”
24 Winding shape
25 Sacred
26 Communication for the deaf: abbr.
27 Shoelace feature
28 Wrath
29 What Kiwanis means
30 Said, as farewell
32 Country singer Paisley
33 “Treasure Island” author’s initials
35 Walk through water
36 Completed
38 Shout from Homer Simpson
39 Pig’s home
41 ___ off (fall asleep)
42 ___ kwon do
43 “A Farewell to Arms” author Hemingway
44 Close
45 Weather systems
46 Give temporarily to
48 Opera songs
49 V formation birds
51 For nothing
52 Golfer Mickelson
53 Scrabble piece
54 High point
56 She’s a sheep
57 Soar
58 Mud treatment locale
Birthdays

These clubs celebrate anniversaries in May and June 2011:

**75TH—1936**
- Paris, Illinois, May 5
- Brazil, Indiana, May 15
- Marquette, Michigan, June 8
- Sheridan, Wyoming, June 12
- Mifflinburg, Pennsylvania, June 19

**50TH—1961**
- Lake Murray, La Mesa, California, May 1
- Ashland, Ohio, May 2
- Dublin, Ohio, May 4
- Omro, Wisconsin, May 9
- Henrietta, New York, May 9
- New Haven, Indiana, May 9
- Norwood, Knoxville, Tennessee, May 12
- Austin-Northeast, Texas, May 16
- Murray, Kentucky, May 16
- Edmonton-Oil Capital, Alberta, May 24
- Scottsburg, Indiana, May 24
- Coquille, Oregon, June 6
- Surf City, Santa Cruz, California, June 8
- Westchester, Bakersfield, California, June 12
- Ormond Beach, Florida, June 15
- Oak Hills, Cincinnati, Ohio, June 20
- Spring Valley, California, June 21
- Stayton, Oregon, June 22
- Nunda, New York, June 27
- O’Fallon, Missouri, June 27
- Thorntown, Indiana, June 29

**25TH—1986**
- Farmington-Victor, New York, May 1
- Bedford Stuyvesant, Brooklyn, New York, May 6
- Huntsville-Golden K, Alabama, May 7
- Huntsville West, Alabama, May 8
- Weert, Netherlands, May 12
- Ratzeburg, Germany, May 12
- Carmel Golden K, Indiana, May 15
- Greater Mount Pleasant, Wisconsin, May 16
- Sainte-Foy La Grande, France, May 21
- East St Mary Parish, Louisiana, May 22
- Sulphur Springs Golden K, Texas, May 27
- North Lakeland, Florida, May 28
- Scarborough, Maine, May 29
- Wenatchee, Washington, May 29
- Zottegem, Belgium, June 5
- Assen, Netherlands, June 5
- Pays d’Auray, France, June 9
- Golden Ears, Maple Ridge, British Columbia, June 10
- Harvester, Missouri, June 11
- Ottawa Golden K, Illinois, June 12
- Chung Ho, Taipei, Taiwan, June 19
If you build it, they will play

Tips for successful playground builds

Richard Dolesh and Doug Kupper know what it takes for a playground project to succeed. Dolesh is chief of public policy for the (US) National Recreation and Park Association, and Kupper is director of the Wichita, Kansas, Park and Recreation Department. Three big keys to understand, says Dolesh: permits, politics and budget. Then, he adds: “All doors are openable.”

A few other tips from Dolesh and Kupper include:

1. **Timeline.** Playgrounds take time. Call on experienced Kiwanis clubs or meet with city officials to understand the details of what you’ll need to do.

2. **Budgeting.** There are some not-so-obvious costs that can add up. Remember, for example, to budget for site preparation and safety surfaces.

3. **Bidding.** Kupper says it’s helpful to deposit the funds with the municipality and let the city/town do the bidding with vendors.

4. **Site preparation.** When you find a piece of land, be prepared for issues such as sediment control, underground utilities and impact analysis.

5. **Maintenance.** Kupper recommends getting equipment that’s nearly maintenance-free in the first five years. Some organizations establish endowments to pay for maintenance over the playground’s life.

6. **Design and quality.** Good quality doesn’t have to mean “expensive.” Do your homework with vendors, and check references.

7. **Safety.** In its brochure “The Dirty Dozen,” the (US) National Playground Safety Institute identifies the 12 leading causes of playground injury.

8. **Community needs.** When looking for a location, Kupper suggests, “Work with park department to find out where there are gaps to service delivery.”

9. **Volunteers.** Recruit volunteers who have diverse skills.

10. **Partnerships.** Develop partnerships with many different organizations.


“We may pay so much attention to the development of the child’s physical and mental qualities that we overlook the development of the spirit.”

— William Jennings Bryant, speaking to the Kiwanis Club of Miami Beach, Florida, 1923
WHAT IF YOU COULD SAVE A BABY’S LIFE?

With The Eliminate Project, you can. Maternal and neonatal tetanus (MNT) kills one baby every nine minutes. But three doses of a 60-cent vaccine can protect mothers and babies. Kiwanis and UNICEF have joined forces to bring this vaccine to 38 countries, eliminating MNT from the face of the Earth. What can you do now? Grow your club, because you’ll need strength to take on the challenges of the campaign. Learn about MNT, and advocate for the cause. Over the next few years, the work you do to will change the world. Find resources at www.TheEliminateProject.org.
Your opinion counts
Kiwanis magazine would like your opinion about this issue. Please take a couple minutes to complete the survey at www.kiwanismagazine.org/survey. Your participation will help us plan future editions.

Grow your club’s profits this spring. We have all the products and experience to make your club’s fundraiser as profitable and delicious possible.

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*A non-profit, Kiwanis sponsored fund raising program exclusively for Kiwanis Clubs.