Kiwanis

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Kiwanis clubs around the globe step up to assist communities in need

WHEN DISASTER STRIKES

Kiwanis clubs around the globe step up to assist communities in need

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We have the minds, materials and magic to turn your playground inspirations into reality. The most imaginative visions can be brought to life by our playground designers in our specialized, state-of-the-art manufacturing facility. We invite you to take a tour and share your inspirations. **Learn more at playlsi.com/ad/nature-inspired-service.**

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When disasters strike, the Kiwanis family responds with immediate and long-term assistance. Page 16.

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Kiwanis
KIWANIS HOSPITALITY

Congratulations, Kiwanis, on a great convention in New Orleans. Those attending enjoyed the sights, sounds and tastes of this great city. If you missed New Orleans, you can find a summary of events in this magazine.

Well done, Kiwanis, for donating and pledging more than US$14 million for The Eliminate Project. An amazing total when you consider that just one year ago we kicked off this fundraising campaign.

Congratulations to the newly elected leaders of our organization. We’ll be in good hands with 2012-13 President Tom DeJulio, First Lady Rosemary and their team.

This is the last column I’ll write, and Jeri and I want to thank all of you for your commitment and service to Kiwanis this year.

What a wonderful organization we have. We are the best of all of the community-service organizations dedicated to improving the lives of children and families in our home communities and around the world.

Jeri and I thank each of you for your hospitality. As we visited clubs and districts, we participated in a large number of outstanding projects. Kiwanis is making a difference through your service.

In earlier columns Jeri and I asked you to “Join Us” in our service to others. Now we leave you with a new phrase as a reminder to make sure our current and future members experience “Kiwanis Hospitality.”

We exhibit Kiwanis Hospitality through our welcoming smile and encouragement, our work with children, our gifts of funds and our servant heart of service. We need to show Kiwanis Hospitality to our members so they’ll continue their commitment as members. So they’ll continue to have the fun, fellowship and networking experiences that set Kiwanis apart.

Jeri and I have felt Kiwanis Hospitality as we’ve traveled the world of Kiwanis. We hope you do too.

Alan and Jeri Penn
Kiwanis International President and First Lady
HERSHEY’S TRACK & FIELD GAMES

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For more than 30 years HERSHEY’S Track & Field Games has inspired confidence, teamwork and achievement.

Share in the Happiness of HERSHEY’S Track & Field Games by working with a Key Club to organize a 2013 event in your community.

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A proud co-sponsor of Key Club International
WHAT THEY SAY  Why should Kiwanis members attend district conventions?

“See our Kiwanis friends as we vote, have a good time, share new ideas, brag about our club activities and learn new things about our organization.”

Alan Penn
President

“District conventions are catalysts for education, motivation and fellowship. When properly planned and executed, they have the power to transform a member from a name on a roster to a fully engaged Kiwanian.”

Tom DeJulio
President-elect

“Enjoy being part of a district network of charitable activities, fellowship, friendship and fun. Take part in decision-making, feel the group dynamics and motivation… and take this motivation home to your club.”

Gunter Gasser
Vice president

WHERE ARE YOU?

Today, there are more than 275,000 Key Club and CKI members. About a quarter of those graduate each year. Over a 10-year period, that’s more than a half million servant leaders who leave our family.

The good news is that most take their Kiwanis-family lessons to their next stops in life—career, family, community involvement, Kiwanis clubs, other service clubs—and continue to make a contribution to their local and global communities.

The bad news is that not enough stay in the Kiwanis family.

Last year, we launched an effort to locate and track former Key Club and Circle K members. To date, we’ve engaged about 5,000 of them through our online alumni group. Next, we asked them to tell us how they could re-engage with the Kiwanis family.

They told us they cared about Key Club or Circle K. About a quarter said they’d be willing to donate to Kiwanis-family projects or causes. They were interested in engaging locally, especially if it means “giving back” to help Key Club or CKI.

Two-thirds told us they weren’t Kiwanis members and would enjoy connecting with other Key Club or Circle K alumni. Lastly, they told us they weren’t interested in seeing us organize an alumni association. They’d rather see a network to support Key Club and/or Circle K with their time, talents and treasures.

Learning from all of this, I see a golden opportunity for Kiwanis. We should invite alumni to engage with other alumni to become Kiwanis members. Work through existing relationships and connections. Provide value to them for their careers, social interaction and community engagement. Invite them into your Kiwanis community, and make them feel welcome.

There are a few words of warning. Don’t rely on a letter campaign, an email invite or a membership round-up to attract alumni. Don’t invite a 25-year-old into a club of 60 year-olds. Don’t recruit them as Key Club or CKI advisor at the first meeting. Don’t play the guilt card. And don’t overwhelm them.

Last, here’s my open invitation to all Key Club and CKI alumni: Let us hear from you. Begin by signing up at www.circlek.org/alumni or www.keyclub.org/alumni.
WORLDWIDE DAY OF PLAY: JOIN THE MOVEMENT

NICKELODEON’S WORLDWIDE DAY OF PLAY
is an entire day dedicated to healthy and active play!
To celebrate, Nickelodeon goes off the air
to inspire kids to get out and play!

YOU can participate by hosting a local play day
event in your community on or around October 6th!

For more information and Worldwide Day of Play
registration visit NICK.COM/THEBIGHELP

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DeJulio to lead in 2012–13

THREE NATIONS—UNITED STATES, AUSTRIA AND CANADA—WILL BE REPRESENTED WHEN OUR NEW EXECUTIVE TEAM TAKES OFFICE ON OCTOBER 1

Tom DeJulio, a 46-year member of the Kiwanis family, will lead the organization through the 2012-13 year. Convened at the 97th Annual Kiwanis International Convention in New Orleans, Louisiana, this past June, the House of Delegates elected the Fordham, Bronx, New York, Kiwanian as the next Kiwanis International President.

DeJulio joined the Kiwanis family as a teen when he became a member of New York’s Mt. Vernon High School Key Club in 1966. Moving on to Fordham University, he helped found the Circle K club there in 1970. He has been a Kiwanis member since 1973 and has served as a distinguished club president, lieutenant governor and New York District governor, before joining the Kiwanis International Board in 2005. He is employed as general counsel of Fordham University.

Also elected at the New Orleans convention were:

- **President-elect:** Gunter Gasser, Kiwanis Club of Spittal an der Drau, Austria.
- **Vice president:** John R. Button, Ridgetown, Ontario.
- **Trustees for U.S. and Pacific Canada:** Dennis M. Oliver, Gulfport, Mississippi; James M. Rochford, Peoria, Illinois; and Elizabeth M. Tezza, East Cooper, Mt. Pleasant, South Carolina, were elected to three-year terms.
- **Trustee for the Canada and Caribbean Region:** Colin Reichle, South Edmonton, Alberta, was elected for a three-year term during the 2011 Western Canada District convention.
- **Trustee for the Europe Region:** Óskar Guðjónnssón, Kopavogur-Eldey, Iceland, was elected to a three-year term during the 2012 Kiwanis International-European Federation Convention.
Delegates approve 14 amendments

Kiwanis club representatives approved 14 amendments to the Kiwanis International Bylaws, including provisions for clubs to investigate members’ misconduct. Here is a summary of results from the House of Delegates:

**APPROVED**
- Clarify provisions about the role and purpose of districts.
- Set minimum standards for districts regarding government and financial reporting.
- Set minimum standards for federations regarding government and financial reporting.
- Align reporting duties for Kiwanis International finances.
- Include the vice president on the Kiwanis International Board Executive Committee.
- Provide that clubs will investigate and discipline for conduct unbecoming a member of the Kiwanis family.
- Clarify discipline of Kiwanis International officers.
- Determine the minimum number of members to charter a new club.
- Extend the freeze on tiered dues rates.
- Separate provisions about regular vs. special meetings of the Kiwanis International Board.

Four of the approved amendments complement changes in the Standard Form for Club Bylaws and appear in the article “Club Bylaws Updated” on Page 8.

**DEFEATED**
- Add a new Kiwanis Object.
- Establish a new Kiwanis International standing committee of past Kiwanis International trustees.

**REFERRED TO COMMITTEE**
- Increase Kiwanis International dues.

In addition, this past January, the Kiwanis International Council approved 12 Bylaws amendments. The House of Delegates took no action to rescind these actions. (See “Council Adopts Bylaws Amendments, April 2012 Kiwanis magazine.)

Review the amendment results in full detail at www.KiwanisOne.org/amendments.
Kiwanis clubs will soon have new bylaws. A revised Standard Form for Club Bylaws, which will become effective during the 2012–13 Kiwanis year, will allow clubs more flexibility in their operations. The changes also simplified the standard form, with increased global application. This past June, the House of Delegates approved four Kiwanis International Bylaws amendments that allow the new club bylaws to be implemented:

- Redefine the age requirement for membership from 18 to “adult.”
- Provide that a member must maintain good standing status with his/her club to receive the rights and privileges of club membership.
- Allow clubs to schedule regular meetings once per month.
- Expand the membership classes clubs may use, letting each club determine and define membership types that best meet the needs of potential members in its community.

Six other amendments, approved by the Kiwanis International Council this past January, also helped effect these club bylaws changes. (See “Council Adopts Bylaws Amendments,” April 2012 Kiwanis magazine.)

A downloadable version of the new bylaws is available at www.KiwanisOne.org/proposedclubbylaws, where you’ll also find answers to frequently asked questions.

In accordance with the Kiwanis International Bylaws, which states that all clubs must conform to the accepted standards for clubs, all clubs are urged to adopt the new club bylaws sometime during the 2012–13 year. A fillable online version of the new club bylaws will be available approximately October 1.

Nickelodeon will turn off its TV broadcasts for three hours Saturday, October 6, and Kiwanis is joining the fun.

The cable channel, which features programs for children of ages 6-17 years, is organizing its annual Worldwide Day of Play, encouraging its young viewers to turn off their televisions, computers, phones or any other electronic entertainment devices and go outside and play. Kiwanis clubs can participate in the day of fun by organizing outdoor play activities.

Because Kiwanis’ family of Service Leadership Programs falls within Nickelodeon’s audience, the Day of Play is an opportunity to play with a club’s K-Kids, Builders and Key Club—either as co-sponsors of the event or as participants.

Clubs may register their plans at www.nick.com/play. Registrants’ names will scroll on Nick’s broadcast during the TV blackout. The channel plans to feature some of the best Day of Play projects when it returns to the airwaves.

For more details and tips on what you can do on Worldwide Day of Play, visit www.nick.com/play.
Herald the heroes and children’s champions

This past June, in the midst of the celebration and business of its 2012 convention, Kiwanis also took the time to honor heroes and service champions from around the world. The honorees included an Australian blimp pilot, an organization devoted to ending world hunger, a fitness celebrity and a physician known as “Dr. Tetanus.”

Robert P. Connelly Medal for Heroism (top left): Lyndy Nerandzic accepted the Kiwanis International Foundation award on behalf of her husband, Michael. The Australian blimp pilot died after maneuvering his burning ship toward the ground so passengers could jump to safety.

World Service Medal (top right): Heifer International President and CEO Pierre Ferrari accepted the medal on behalf of his organization, saying, “Here we have two great organizations with great legacies—Kiwanis nearly 100 years and Heifer nearly 70 years—of helping people help themselves.”

Hometown Hero (bottom left): Fitness guru Richard Simmons participated in convention service projects, mingled with Kiwanis-family members and was awarded the Hometown Hero award for assisting the convention host city, New Orleans, in the aftermath of Hurricane Katrina.

Humanitarian Award (bottom right): For decades, French-born physician François Gasse has fought to eliminate maternal and neonatal tetanus—often as the campaign’s lone champion. Kiwanis showed its support of “Dr. Tetanus” and his cause by presenting him with its Humanitarian Award.
Kiwanis revises policies

At its April 2012 meeting, the Kiwanis International Board added three new policies, as shown:

B. INTERNATIONAL ADMINISTRATION

14. Criminal History Background Checks
b. Background Checks by Districts and Clubs

Kiwanis International strongly recommends that districts and clubs conduct criminal history background checks for all adults (Kiwanis members and non-members) registered for, participating in, or staying overnight at any event organized by a Kiwanis district or club that involves interaction between adults and youth under age 18.

A clear criminal history background check may be required by a district, at the discretion of its board, for specific offices or positions, or may be required by a club, at the discretion of its board, for specific offices or positions or for all club members and prospective members. To assure high standards and consistent results throughout the organization, districts and clubs are encouraged to use the same criteria and same service provider used by Kiwanis International. If a background check is later required by Kiwanis International, Kiwanis International recognizes only its own background check process.

Districts or clubs requiring background checks shall first clearly define and publicize the criteria, process, and ramifications in policy and/or procedure. Consult Kiwanis International for recommended guidelines.

B. INTERNATIONAL ADMINISTRATION

3. International Board
f. Code of Ethics and Conduct

To ensure the confidence of clubs and members and the reputation of Kiwanis International among the public and to fulfill the Board’s role of stewardship and leadership to the organization, Kiwanis International expects all members of the International Board to conduct themselves according to the highest ethical, professional, and moral principles. Each Board member and candidate for any Board office shall annually acknowledge, by signature, that he/she has read, understands, and accepts personal responsibility to adhere to the standards of conduct stated in this policy.

Each Board member shall, to his/her utmost ability:

- Personally comply with all applicable laws and regulations, as well as Kiwanis International Bylaws, Policies, and Procedures;
- Never knowingly allow Kiwanis International to violate any applicable laws and regulations;
- Act with integrity, honesty, and trustworthiness and not engage in unethical practices, deceive others, or misrepresent Kiwanis in any business dealings;
- Treat others equitably, fairly, and with respect and not engage in any form of discrimination or harassment;
- Be loyal to Kiwanis International and its mission, above any loyalty to a particular individual or group of individuals;
- Demonstrate care for clubs and club members and the communities they serve, including the highest regard for the safety, health, and welfare of the public;
- Make responsible decisions for the future of the organization, ensuring Kiwanis resources are prudently managed and expended;
- Practice transparency and accountability to clubs, members, and the public;
- Not use the name of Kiwanis or their Board position for personal benefit or advantage;
- Help create a cooperative and productive working environment at Board meetings and other Kiwanis functions;
- Respect and protect any privileged or confidential information, including the private information of members and donors, and support the final decisions of the Board;
- Fulfill the duties of office to which they are elected and not attempt to exercise individual authority outside the purview of his/her office;
- Interact with Staff in a professional and respectful manner, following agreed channels of communication and authority;
- Not engage in any conduct that would tarnish the good reputation of Kiwanis or undermine the public’s trust. Alleged violations of these standards of conduct shall be reported to the Executive Director, who shall inform the Executive Board Committee. If the Executive Director and Executive Board Committee determine that further investigation is warranted, the process shall be conducted in the same manner as violations of conduct unbecoming, including the right to defend him/herself, as defined in the International Bylaws. After the process is completed, any Board member found to have violated these standards of conduct shall be subject to disciplinary action as determined by the Board, up to and including suspension of duties or removal from office.

D. DISTRICTS AND CLUBS

2. Federations

A federation is an administrative unit that may be utilized by the International Board to administer a group of districts and/or nations.

a. Kiwanis International-European Federation (KIEF)

1. The mission of the Kiwanis International-European Federation shall be to promote the best interests of districts and clubs within the Europe Region of Kiwanis International.
2. KIEF shall be governed by its own bylaws subject to approval by the Kiwanis International Board.
3. The KIEF Board annually shall enter into an agreement with Kiwanis International to cover growth, education and training, branding, communications, marketing, public relations, service programs, and logistic support needed to support the Europe Region.

3. Council of Districts and/or Nations

With the consent and subject to the supervision and control of the International Board, a Council of Districts and/or Nations within a region may be formed. Such Council is an administrative unit that may be utilized by the International Board to administer a group of districts and/or nations.

a. Kiwanis Asia-Pacific (ASPAC)

i. The Council of Districts and Nations within the Asia-Pacific Region shall be known as Kiwanis Asia-Pacific (ASPAC).
ii. The mission of ASPAC shall be to promote the best interests of districts and clubs within the Asia-Pacific Region of Kiwanis International.
iii. ASPAC shall be governed by its own bylaws which shall be reviewed and approved by the Kiwanis International Board.
iv. ASPAC shall comply with all governmental reporting requirements for finances, taxation, employment and any other areas of operation, and shall report regularly on its financial status to the Kiwanis International Board, at such times and including such information as requested by the Board.
CLUB MANAGEMENT

Clubs capture the spotlight

More and more Kiwanis clubs, like the Peninsula, Gig Harbor Kiwanis Club in Washington (right), are getting their online first impression in top shape.

They’re creating and maintaining a great club website using the Club Management System. Some of the best examples are now showcased on Flickr at www.KiwanisOne.org/clubgallery.

See what other clubs are doing!
Is your club ready for the spotlight too? Get help at www.KiwanisOne.org/idealsite. This live example is updated regularly just like your site should be. See what an ideal home page should look like. Get layout and content ideas. Feel free to mimic and borrow from this site.

Need fresh news, ads or photos to post?
Go to www.KiwanisOne.org/readytorun.

SNEAK PEEK

Introducing Portalbuzz

There are now more than 800 clubs using the Club Management System in KiwanisOne. As the system continues to grow and evolve with club needs, Club Resource decided on a brand refresh of its own. Club Resource is now Portalbuzz.

You can view the inside scoop on the name change via the milestone timeline at www.facebook.com/portalbuzz.

The name change is just the tip of the iceberg. Subscribing clubs soon will see a streamlined icon-driven dashboard, a messaging hub and seven new club website template designs.

Find out more: Read and subscribe to the user newsletter at www.KiwanisOne.org/CMSnews.

TOOLBOX

Don’t be invisible

Have you Googled your club name lately? If you search and find your club’s website link is not as high in the search results as you think it should be (or worse, missing!), there are steps you can take to improve your search standings.

Aim for a spot at the top—read the search engine optimization (SEO) tutorial in the new KiwanisOne Knowledgebase at www.KiwanisOne.org/websiteSEO.
Araucaria rulei is making a comeback. The tree, which is found only in New Caledonia, is threatened by a loss of habitat, but the Kiwanis Club of Ralia-Koumac is doing its part to save the conifer. Appropriately enough, members chose to restore Araucaria rulei at an old mine site.

“Shovels, pickaxes and crowbars resonated along the slopes of the dome at Tiébaghi,” reports club Secretary Véronique Girard. Working with an area historic preservation association, the Kiwanians planted 120 Araucaria rulei and laid irrigation lines. Once part of the world’s largest chromium mining operations, the area is being transformed into a nature trail.

In addition to planting trees, New Caledonia Kiwanians have provided fertilizer, mulch and other materials to help blaze a nature trail at a former chromium mine.
Diaper duty

PANAMA

From newborn to potty-training success, a baby’s bottom depends on hundreds—if not thousands—of diapers to stay dry and comfortable. When Canal de Panama Kiwanian Mark Sheinbaum, a long-term visitor to the Kiwanis Club of Woodlands/South Montgomery, Texas, mentioned his home club’s ongoing diaper collection project, the Texans were reservedly enthused. Gathering diapers would be easy enough, but getting them to Panama could be tricky.

“Then, one of our members said he has a friend from Crane Shipping,” explains Woodlands Secretary Fronica Gonzalez. “They donated a cargo container and all shipping expenses.” The Texas Kiwanians have been gathering bundles of diapers and cash donations since February 2011. Their Panamanian partners met the ship at the dock, saw that it was unloaded safely and securely. Now babies’ bottoms will be dry. —Cathy Usher

Panama Kiwanians worked in heavy rains to unload diapers shipped to them by Texas Kiwanians. TV news crews were on hand to tape the event.
You insure your valuables. Why not ensure your values? After all, you’ve made your commitment to children a part of your life.

Now make it a part of your legacy—with a planned gift to the Kiwanis International Foundation.

Your estate doesn’t have to be large to make a difference. We can help you determine a gift that makes sense for your circumstances. We can even help you explore tax benefits.*

Most of all, we’ll help you make a positive impact on children’s lives—in a way that lasts beyond your own. That’s the beauty of a planned gift to our foundation: You’ll ensure that your values make a positive impact on children ... forever.

For more information about planned giving options, contact Matt Morris at 1-800-549-2647, ext. 234. Or email mmorris@kiwanis.org. You can also go to www.kiwanis.org/foundation/plannedgiving.

*A planned gift, a lasting legacy

*We do not provide legal or tax advice. Contact your legal and tax advisors.
Southern’s generosity lives on

Harold Southern knew the importance of savings—and the impact of giving. A long-time member of the Kiwanis Club of Twin City, Winston-Salem, North Carolina, he also gave to the Kiwanis International Foundation.

When Harold passed away last September at 94, his bequest to our foundation helped make his concern for children a part of his legacy. It’s also an example of his influence as a father, says his daughter, Debbie Southern. She and her brother, Hal, were advised to save money—and to set some aside for charitable gifts.

“We always called it the Christmas talk,” she recalls, laughing fondly. “We knew it was coming every year. The generosity of helping other people and organizations was ingrained in us.”

Harold’s influence continued in other ways. For instance, he was a terrific athlete, playing football, basketball and tennis at Furman University—where Debbie is now head tennis coach. Hal also attended Furman. (His wife, Mildred, pictured below with Harold, was a city tennis champion in Winston-Salem, as was Harold.)

Family was an influence on Harold Sr. too. For example, his parents raised him and seven siblings during the Great Depression. “He saw his dad lose everything,” Debbie says. “He remembered his dad’s face and how he paced the floor at night. That’s one reason Dad did such a good job of saving. And if he could help others, he wanted to.”

With his bequest, he’ll continue to do so—forever. “He saw the good his Kiwanis club did, and it obviously touched his heart,” Debbie says. “Every organization in his trust meant something to him. He wanted to help them keep doing what they do.”

Read more about Harold’s life and gifts at www.kiwanis.org/foundation.

What’s in a word?

At the Kiwanis International Foundation, three words sum up the impact your gift can make: today, tomorrow and forever.

**Today.** With an annual gift, you help Kiwanians reach children near and far—with grants for projects and initiatives that Kiwanis clubs and districts couldn’t afford on their own.

**Tomorrow.** By giving to The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus, you help ensure millions of mothers will be immunized—and will pass on that protection to their future babies.

**Forever.** With a planned gift, you even extend your Kiwanis impact forever.

You can help children in many places—and many ways. With the Kiwanis International Foundation, every gift matters.

**Recognition**

**Stirring loyalty**

In the upcoming Kiwanis year, our foundation will implement a new giving structure. All donors will be recognized—in ways that reflect their investment in our mission.

The annual gifts program will provide various membership levels, with recognition and benefits designed for each. We’re also introducing a new recognition category: Kiwanis Loyalists. Those who give for at least five consecutive years will be honored, with progressive benefits and recognition up to 25 years.

Of course, we’ll continue to honor cumulative impact. Founders Circle members will be donors whose total gifts reach US$25,000. Progressive recognition—including traditional Founders Circle pins, along with new benefits—will be available for total gifts of up to US$1 million.

Our time-tested honors will also continue for planned gifts. New members of the Heritage Society will be those who make a documented gift of US$10,000 or more. (This will not affect the membership of those whose gifts were made before October 1, 2012.) And individuals or couples who make a gift of US$50,000 or more will be welcomed into the Mary and Bo Shafer Legacy Society.

Ultimately, every gift is an expression of hope. Recognition from our foundation honors those gifts—and the people who make them.
When disaster strikes

They arrive with little or no warning. Tornadoes. Earthquakes. Hurricanes. Floods. Wildfires. Even volcanic eruptions. Natural disasters leave a path of destruction in their wake, and countless families left to pick up the pieces. Thankfully, Kiwanis relief—sometimes from thousands of miles away—isn’t too far behind.

| Story by Michael L. Jackson |
In the mid-afternoon of March 2, 2012, a powerful tornado was barreling its way across the southern Indiana countryside. Henryville Kiwanis Club member Teresa Tanner and employees at the convenience store she owns were tracking the storm through local news reports. It was headed their way.

With the tornado fewer than 15 minutes out of town, Tanner’s daughter, who was at the store, ran home to get her brother. When she returned, the three huddled together in the store’s basement with employees and their families.

“It was there, just like that,” Tanner says of the tornado, fighting back tears. “You could hear a big roar, like a big train coming. We didn’t know what to expect when we came up out of the basement. We thought the whole building would be gone.”

They emerged from the basement and, though her store suffered “very minimal damage” compared to the rest of town, Tanner was speechless.

“We just could not believe what we were looking at,” she says. “It was very emotional. The kids were very scared.”

For 49 minutes the tornado trekked 49 miles across the state, leveling everything in its path. Eleven people were killed.

For leaders in the Indiana District, the decision to help was an easy one.

“We organized quickly,” says Indiana Governor-Elect Ted Sullivan. “It’s been a well thought out plan by all involved.”

Using US$5,000 from the Indiana District Foundation, they started a tornado disaster relief fund that would serve as a clearinghouse for aid to the southern part of the state. Clubs across the state were asked to “pass the hat” at monthly meetings and then to match that amount from the club’s general service fund.

And money and support started pouring in from across the country.

The district foundation handled the money, and with the help of Kiwanians on the ground in Henryville, distributed funds to where they were needed most. The Oolitic Kiwanis Club used funds for food and supplies to feed volunteers and residents immediately after the tornado. The foundation also sent US$1,500 so Henryville High School Key Club members could attend the Key Club Indiana District convention in Bloomington in March.

“That really lifted their spirits,” Tanner says.

To date, more than US$53,000 has been deposited into the foundation’s disaster fund, including $15,000 from out of state.

“I was just amazed that people from other parts of the country or world would step up like that,” says Jerry Miller, Indiana District Foundation president. “That’s a real example of Kiwanians stepping up. The Henryville club wants to spend this money on things that are going to be long lasting.”

Devastation in Henryville, Indiana, was still widespread several weeks after the storms hit. The Indiana District Foundation set up a disaster relief fund to manage the donations that were coming in from all over the state and country. “We organized quickly,” says Indiana Governor-Elect Ted Sullivan.
For Tanner, the love, support and generosity of Kiwanians has been overwhelming.

“The outpouring of Kiwanians’ kind words, gifts and concern has been an experience I will hold in my heart forever,” she says. “Kiwanis is a mere word, but I am proud to say that I am a Kiwanian, and being part of this organization is far greater than what you can read about.

“I’ve experienced a difficult time of need, and a disaster that I care to never experience again in my lifetime. But I now know what having a Kiwanis family means.”

ALABAMA
When Colean Black became governor of Kiwanis’ Alabama District in October 2010, she wanted to create a legacy for Kiwanis in the state, something for which Alabama Kiwanians would forever be known.

As her governor’s project, Black and others decided to collect and fill backpacks for kids whose families had lost everything during a disaster.

“My original thought was house fires and things like that,” she says. “The Alabama Red Cross was an important partner because they know more about these individual disasters.”

The district started collecting backpacks and supplies and assembled them during division meetings and mid-year conferences. With the Red Cross infrastructure already in place, they were able to begin helping families who had experienced personal tragedies.

But what started as a legacy project became something much more in April 2011 after Alabama was hit by the most destructive wave of tornadoes in the state’s history. On April 27, 59 tornadoes touched down throughout the state in a 24-hour period. More than 200 people were killed. Property damage went well into the millions. Families and communities were left with nothing.

And for Black and her fellow Kiwanians, it accelerated their School Supplies for Alabama Disaster Relief project.

“It really got ramped up,” Black says. “It became a much larger project than we had ever imagined.”

Money and supplies began to pour in from throughout the state and beyond. Among the largest contributors were the Texas-Oklahoma District, which raised nearly US$15,000, and the Florida District, which sent a trailer full of teddy bears.

In Huntsville, Kiwanians assembled and distributed 500 backpacks. The entire student body at Hackleburg Elementary School in northwestern Alabama was supported through the project. And Black and her husband, Shane, rented a trailer and spent a weekend driving across the northern part of the state delivering backpacks and supplies to affected communities.

“After dispersing them locally, we realized we had so many more sites that don’t have Kiwanis clubs supporting these communities at all,” she says. “We drove 700 miles in one weekend. We would drive to a Red Cross center, drop off backpacks and continue. We went to every site affected in the state.”

The Kiwanis K and Henryville sign still stand unscathed along the tornado’s path into town. Henryville Kiwanis member Teresa Tanner (in Kiwanis shirt) recalls the terror she and her family and friends felt as the tornado ripped through her town, and she says the outpouring of help from Kiwanians around Indiana and the entire country opened her eyes. “I now know what having a Kiwanis family means,” she says.
When a deadly tornado slammed into Joplin, Missouri, Kiwanians from all over the country took action. “They got hit badly, and we needed to do something about it,” says Ann Torcivia, a member of the Levittown, New York, Kiwanis Club. Members of that New York club stood outside grocery stores for four days to collect food and then rented a trailer to deliver the food to Joplin. When they were finished, the district had distributed more than 2,000 backpacks to the state’s tornado victims.

“This is the first time I can remember that the entire state got behind one particular cause,” Black says. “I’m very proud of them. It was very humbling to be the governor at that time, because it really showed what Kiwanians’ hearts are all about.”

JOPLIN, MISSOURI

Less than a month later, while Alabamans and others across the southeastern United States were still trying to recover from April’s tornado outbreak, the residents of Joplin, Missouri, faced a similar nightmare. Late in the afternoon on May 22, 2011, the small city located in the southwestern part of the state was hit with its own deadly tornado. With winds peaking at more than 200 miles per hour, the tornado tracked for 22 miles and at one point was nearly a mile wide.

When it lifted just 38 minutes later, much of Joplin was demolished. Estimates to rebuild approached US$3 billion, the costliest single tornado in U.S. history, and 160 people were killed.

Within a week, the Kiwanis Club of Joplin began receiving money—an incredible outpouring of support from more than 120 clubs and individuals. Donations, which ranged from US$10 to $2,000, totaled more than $36,000.

More than 1,300 miles away, Ann Torcivia and others in the Levittown, New York, Kiwanis Club decided to get involved and do what they could to help Joplin recover.

“They got hit badly, and we needed to do something about it,” Torcivia says. “I contacted the president of the Kiwanis club in Joplin and spoke to the governor and lieutenant governor in that area. At that
time, their biggest need was food.”

Over the course of four days, Levittown Kiwanis Club members stood in front of two area grocery stores taking nonperishable food and cash donations. In July, Torcivia and four others rented an SUV and a 12-foot trailer and made the four-day trip to Joplin to deliver the food to a Salvation Army. In addition to the food, the team also donated a pediatric trauma kit and US$1,100.

“It was the most amazing trip of my life,” Torcivia says. “It was so rewarding to be able to help these people.”

Kiwanians in Texas stepped in as well. The Denton, Texas, Kiwanis Club got involved with relief efforts after hearing about a local family’s desire to help the Joplin community.

Jennifer and Tim Shoopman and their twin sons, Brock and Baron, started a Backpacks and Bikes project for Joplin relief effort after hearing about the devastation in Missouri. The Denton Kiwanis Club adopted the project and helped coordinate the effort with Kiwanis members in Joplin. In June, they delivered 70 bicycles and scooters, 335 pairs of shoes and 240 backpacks to the town.

In addition to paying for the rental charges on the trailer to haul supplies to Joplin, Denton Kiwanians also filled the donated backpacks with toothbrushes, toothpaste and dental floss and contributed US$700 worth of shoes. They also secured a donation of 1,750 books from an area bookstore.

It wasn’t just food, water and other supplies that flooded the district in the months after the tornado hit. The Joplin Kiwanis Club also received more than US$35,000 to aid the recovery process.

“I was very overwhelmed by the generosity,” says Scott Pennington, who was Joplin club president at the time. “We as Kiwanians are used to giving, and we love that, so to be on the other end of the giving was a little difficult to get around.”

Haiti

Not since the earthquake and subsequent tsunami that rocked Indonesia and neighboring countries in 2004 has a region been ravaged by natural disaster like Haiti was in 2010.

On January 12, a magnitude 7 earthquake rocked the tiny Caribbean nation. In the following two weeks, 52 aftershocks measuring 4.5 or greater were recorded. Local government estimates put the number killed at more than 300,000. Hundreds of thousands more were injured. Up to a million people were left homeless.

The response for help in Haiti was immediate and overwhelming. Among the hundreds of organizations that answered the call for aid was the Kiwanis family. European clubs and members, for example, have donated and contributed more than 163,000 euros on their way toward a 230,000-euro goal.

In collaboration with the Kiwanis Club of Jérémie, Haiti, and the governor of the Eastern Canada and the Caribbean District, the European Kiwanians decided to build a village of 40 homes for families with children in the city of Jérémie.

The project got under way with the purchase of the land on which to build the homes and the drilling of a 70-meter deep well. Not only was the well necessary during the construction process, it also provided clean, drinkable water for area residents.

“The families of the area are coming to the well for water and that is a wonderful thing,” says 2008-09
Kiwanis International-European Federation President Daniel Vigneron. “Our concern with this water well was essentially to provide fresh water to the families without having to walk for long distances. “If you don’t have fresh water at your disposal, you don’t have good hygiene.”

Construction of the homes and fundraising is ongoing. Vigneron says the European delegation has raised 163,000 euros for the project, but another 70,000 euros will be needed to complete the venture.

With an estimated 500,000 people still living in tent cities, it would be easy to overlook the importance of a mere 40 homes in one Haitian city. Easy, but shortsighted as well, says Vigneron.

“We wanted a project that would sustain the families of the country,” he says. “We needed to react in the middle and long term, not the short term.”

JAPAN/NEW ZEALAND

Chris Cole won’t soon forget the afternoon of February 22, 2011.

The former New Zealand-South Pacific District governor was settling in for an early afternoon lunch at his home when “suddenly there was an almighty boom. The whole house felt like it was virtually picked up, twisted, rocked and rolled. A very vicious shaking for what seemed like ages.”

A 6.3 magnitude earthquake had jolted the Christchurch area of the country, causing widespread damage and killing nearly 200 people.

In the aftermath of the earthquake, New Zealand Kiwanians established the Christchurch Relief Fund and started fundraising throughout the country. In Japan, Governor Hiroshi Kawasaki also reached out to clubs in his district, raising 1.3 million yen for relief efforts in Christchurch.

Less than three weeks after the Christchurch earthquake, the Japan District was hit with its own disaster when a 9.0 magnitude earthquake triggered a tsunami that devastated the country, leaving nearly 19,000 people dead or missing.

And as the Japanese Kiwanians had done for them, many New Zealanders stepped up to help despite still reeling from their own disaster. “Bonds become stronger between Kiwanians who help and Kiwanians who are helped,” Kawasaki says. “Kiwanians who were helped become more happy to help Kiwanians who request help. That really happened between Kiwanians in New Zealand and Japan.”

The Japan District continued to receive donations from all over the world, including a gift from the European federation that’s involved in the Haiti project. With a 37.9 million yen deposit in December, a Joint Fund was established to assist the Kiwanis clubs in Sendai and Fukushima, two areas hardest hit by the tsunami.

The fund helps the children of those communities by observing the priorities of the Kiwanis “Young Children: Priority One” service program. The clubs have funded two dozen projects so far, helping to purchase everything from backpacks for students to emergency generators for schools.

“They’ve tried very hard to help and support children to get back to normal life,” Kawasaki says. “I would like to add how appreciative we are to Kiwanis clubs and Kiwanians both inside and outside Japan who made invaluable donations to the sacrificed people of the disaster.”
Developing an action plan

While there is no blueprint to follow when a disaster strikes, the model in place in Indiana and Japan may be as good of a place as any to start for areas that currently do not have action plans in place.

With a centralized location handling communication and donations, the goal of Kiwanians in Indiana and Japan has been to maximize the help being offered to their communities.

“There are only so many tennis shoes and coats you can wear,” says Ted Sullivan, Indiana District governor-elect. “They’re all well-intended items, of course, but we want to make sure we’re filling the actual needs of the community.”

By controlling all the money that comes in as well as what goes out, leaders in the Indiana District also predict they’ll be able to help long after other relief agencies have left the area. And since the Henryville club will be reporting back to the district how that money is spent, those who donated will be able to see firsthand how their contributions were used.

Same in Japan: Financial transparency and service projects are tracked on the Joint Fund’s website (http://kiwanisjointfund.jp/eng).

“We feel transparency is very important,” Sullivan says. “If you gave US$200, you’d like to know where that money went and how it was used. So in the future when we have to go back to people and ask for help, they’ll have an accounting of how we used their money before.

For 2010–11 Alabama District Governor Colean Black, having a plan in place and a prior working relationship with the Red Cross was key in their efforts to have a broad impact.

“We were very fortunate to be in place and sort of prepared,” she says. “Every district needs to have a district-wide emergency preparedness plan in place. And everyone needs to know what their role is. If Kiwanians want to be part of a major disaster relief effort, they really need to have a plan in place before it happens.”

Joplin Kiwanian David Evans (left, standing) accepts delivery of a pediatric trauma kit from New York District Circle K and Kiwanis members. In a reversal of roles, Evans was on the other side of disaster relief efforts in 2001, when he was sent to New York City to help coordinate the Salvation Army’s response to the September 11 attacks on the World Trade Center towers.
Good times roll

NEW ORLEANS LAID OUT A FABULOUS FEAST FOR OUR FAMILY’S CONVENTIONS, AND KIWANIS, CKI AND AKTION CLUB SAVORED EVERY SIGHT, SOUND AND FLAVOR WHILE DISHING OUT A BANQUET OF OUR OWN SPECIALTY: SERVICE.

Listen, and you’ll hear the sweet sound of Aaron Neville singing “Ave Maria.” Look, and you’ll see the sun rise over the Mississippi River as you walk a mile to eliminate maternal and neonatal tetanus. Feel the grasp of a handshake from a new Kiwanis friend.

With its distinctive sensory sensations as a backdrop, New Orleans, Louisiana, hosted the 97th Annual Kiwanis International Convention, along with concurrent gatherings for Circle K and Aktion Club.

In response to the Crescent City’s hospitality, the Kiwanis family gave back with service: repairing area homes; decorating ceiling tiles for a local children’s hospital, making blankets for New Orleans babies. ...

As you read the following pages, take time to enjoy the New Orleans experience.

Let the good times roll.

New Orleans greeted Kiwanis in true Mardi Gras style (right). Wearing krewe colors, Louisiana-Mississippi-West Tennessee District Governor Greg Beard and host committee Chairman Joe Pratt (bottom, left), and New Orleans Mayor Mitch Landrieu (bottom, right) officially welcome more than 5,000 Kiwanis, Circle K and Aktion Club members and guests.

Photography by Kathy Anderson, Jack Brockley and Chris Hayworth

Kiwanis
Straight from Royal Street in New Orleans’ famous French Quarter, Smoking Time Jazz Club (bottom) cranked up the heat with killer tunes and dance steps. After registration, Kiwanians packed the Kiwanis Store (top middle), where many items quickly sold out. A special display of “Women in Kiwanis” gear was especially popular, featuring T-shirts (top, right), handbags and other accessories.

Throughout the convention, Kiwanis celebrated the 25th anniversary of its decision to open membership to women. Forty-five women received their 25-year Legion of Honor pins. Women and men shared their memories of that historic decision at the Women in Kiwanis booth. And in spotlight moments during general sessions, female members described how Kiwanis has impacted their lives.

“A few rays of sunshine, big and genuine smiles, open arms and open hands, this is how we, Kiwanians, were able to put a smile on ... children’s faces,” said Hina Mercier of the Vahine Papeete-Tahiti Kiwanis Club.
Kiwanis International President Alan Penn (above)—accompanied by his wife, Jeri—led his convention audience on a world tour of Kiwanis projects, such as attending an Aktion Club meeting in Australia and reading to Arkansas schoolchildren. “It took three years to raise our first US$1 million for our campaign to eliminate iodine deficiency disorders,” announced Eliminate Project campaign Chairman Randy DeLay (bottom, left). “In our first year of raising funds to eliminate maternal and neonatal tetanus, we’ve already surpassed $14 million.” Daily workshops (below, right) offered opportunities to learn and share ideas on topics ranging from communications to leadership to membership to Service Leadership Programs.
Aaron Neville (top, left) treated Kiwanians to two encores, and Branford Marsalis (above) asked his quartet to perform New Orleans tunes for the convention’s “Legends” concert. (Clockwise, from bottom right): Audiences were inspired too by the words of wife and husband and political opponents Mary Matalin and James Carville; “Glee” star Lauren Potter; Leigh Anne and Sean Tuohy, whose life was portrayed in the movie “The Blind Side”; and U.S. Army Col. (P) Peggy Combs.
An early morning Kiwanis-family walk helped raise more than US$72,000 during the convention. The money will save or protect more than 40,000 lives from maternal and neonatal tetanus. Delegates honored two leaders who died this past year: Past International President Wes Bartlett and Trustee Oscar Knight III, whose daughter and wife, Tuesdae and Gladys (above, middle), were present for the reading of the memorial resolution. Preceded by a children’s choir performance, President Tom DeJulio and his wife, Rosemary (below), urged the closing session audience to focus on three words: connect, inspire and advocate. “Our mission next year,” Tom said, “is to make more children healthier and happier.”
Before kicking off the fun of their 57th annual convention, CKI members went to work with Habitat for Humanity in New Orleans to rehab homes as part of their traditional Large Scale Service Project. With chants, high-fives and bunny ears (below, left), CKI members cheered Kiwanians to “walk a while for a baby’s smile” at an early morning Eliminate Project fundraiser. Wednesday afternoon's service fair (below, middle and right) displayed some of their most successful projects.
Family reunion

WITH THEIR CONVENTION JUST A MILE DOWNRIVER FROM KIWANIS AND AKTION CLUB, CKI TURNED THE NEW ORLEANS RIVERFRONT INTO ONE BIG PARTY ON THE BAYOU.

President Alan Penn (from top left) was addressing Kiwanis’ opening session audience. Suddenly, music interrupted his remarks, and a crowd of young adults rushed toward—and onto—the stage. And they were dancing!

It was a “flash mob” invasion, organized by CKI members who were celebrating their own convention at the same time in the same city. Since they were so close, they also joined Kiwanis and Aktion Club members at The Eliminate Project walk and the Leadership Luncheon, where CKI President Steven Spriggs inducted ‘Glee’ actress Lauren Potter as an honorary CKI member.

At their own convention, CKI members heard from speakers, such as Christian Blue of Better World Books.


Visit www.circlek.org/convention for more details about the CKI convention.
Aktion in action

BRING TOGETHER AKTION CLUB MEMBERS IN NEW ORLEANS, AND WHAT DO YOU GET? EXACTLY WHAT YOU GET WHEREVER THESE KIWANIS-FAMILY MEMBERS GATHER: SERVICE AND FUN.

Aktion Club’s second annual training and leadership conference began with an ice cream social, treating attendees to cold, sweet treats while they mingled with their Kiwanis-family friends (opposite page).

But it wasn’t long before the Aktion went into action (counterclockwise from below):

- Handing out water and snacks to walkers at Thursday’s early morning Eliminate Project fundraiser.
- Making buttons that were given away to Kiwanis members who contributed donations to the fight against maternal and neonatal tetanus.
- Painting images of bugs and animals on ceiling tiles so children have something pleasant to see while they’re being pushed on gurneys through hospital halls.

When their service work was finished, Aktion Club members donned Mardi Gras masks and beads to party New Orleans-style.

Learn more about the conference at www.aktionclub.org/tlc.
School lunch 101

AN INTRODUCTION TO THE PROBLEMS PLAGUING SCHOOL MEALS—
AND WHAT GOVERNMENTS, ACTIVISTS AND ORDINARY CITIZENS ARE
DOING TO SOLVE THEM. | Story by Matthew Gonzales

For tens of millions of students worldwide, the school cafeteria is a source of daily sustenance. As global childhood obesity rates rise at an alarming rate, an uncomfortable question is raised: Are schools partly to blame? The answer is a complicated one, but this much we know: In many places, inexpensive school meals have contributed more to the problem than to the solution.

The good news? School meals are improving as various initiatives are underway to address their shortcomings on both national and local levels. Furthermore, the key ingredient to healthier children is not necessarily a matter of food, but rather, a matter of education—something schools know a thing or two about.

DIAGNOSING THE PROBLEM
In the U.S., where more than one-third of children and adolescents are overweight, school meals have come under increased scrutiny. A 2011 study by the University of Michigan Cardiovascular Center involving 1,003 Michigan sixth-graders found that students who ate school lunches were more likely to be obese than peers who brought lunch from home.

“Improving the nutritional value of school lunches offers great promise to begin a reversal of current childhood obesity trends,” study author Kim Eagle, M.D., says.

Over the past two years, the U.S. government has addressed the nutritional quality of school meals. The Health, Hunger-Free Kids Act of 2010 authorizes funding for federal school meal and child nutrition programs, while increasing access to healthy food for low-income kids.

Then, earlier this year, the National School Lunch Program raised the nutrition standards for school lunches for the first time in 15 years. The new standards

Kiwanis
require schools to serve more whole grains, fruits and vegetables. Meals will come in smaller portions, and only low-fat or skim milk will be served. Schools will receive an extra six cents per meal to help fund the changes, but some school districts will still need to increase prices to afford serving the healthier food.

Families who qualify for free or reduced-cost meals may not feel the pain of the cost increases. But children in some of those families face a more serious threat. According to the nonprofit organization Feeding America, one in six American children live in a household at risk for food insecurity. Many of these children depend on school meals to meet their basic nutritional needs. Sandy Ford, director of food and nutrition at Manatee County Schools near Sarasota, Florida, says roughly 80 percent of the children at half of the schools in her district receive free or reduced-cost lunch.

“When they get to school on Monday, they come hungry,” she says. “If you haven’t been in school for 20 years or more, the school lunch you remember is not what kids are receiving now.”

Still, many children are tempted to spend their lunch money on calorie-rich “competitive foods” located in most school cafeterias—snack foods that are not required to meet federal nutritional standards.

“We’re still awaiting the ‘competitive food’ regulations required under Health, Hunger-Free Kids Act,” says Diane Pratt-Heavner, director of media relations for the School Nutrition Association. “The USDA is expected to release these proposed regulations soon, which will set standards for foods sold in school vending machines, a la carte lines and snack bars.”

No one can force a picky child to choose an apple over a candy bar. That’s why, Ford says, parental involvement is critical to getting kids to eat better. “I’d encourage all parents to come to school and have lunch with their kids, to see what they’re really eating and what their choices are.”

NO EASY SOLUTION

In addition to running the school food and nutrition program in Manatee County, Ford is the president-elect of the School Nutrition Association, a national nonprofit representing more than 53,000 school lunch programs across the United States. Ford acknowledges the historical shortcomings of school meal programs, but she’s quick to point out how much progress has been made in recent years.

“If you haven’t been in school for 20 years or more, the school lunch you remember is not what kids are receiving now,” she says. “There’s a much bigger focus on fruits and vegetables.”

A BOLD INITIATIVE

In Canada, which does not have a national school meal program, obesity rates in children have tripled over the past 25 years. “Many school board staff know that (a national lunch program) is a good idea,” says Debbie Field, director of the Toronto-based nonprofit FoodShare. “But the system is not yet supportive.”

In the 1990s, FoodShare developed the first student-nutrition program for Toronto schools. Since then, its cost-share model—in which parents, the government and community fundraising all help fund the programs—has been implemented in school districts throughout Ontario. “Since 1991, we’ve let city and provincial politicians know why the funds were needed,” Field says. “Even in tough financial times, we’ve been successful in growing their commitment over the years.”

FoodShare doesn’t just focus on feeding kids. It also educates them on where their food comes from and what it takes to get it on the table. “It’s our belief that with food literacy firmly embedded in the curriculum, children and youth become more engaged in and conscious about making healthy choices in their adult life,” Field says.

In 2010, FoodShare started Canada’s first school-based market garden at Bendale Business and Technical Institute in Scarborough, Ontario. “Picture a large expanse of unused field within the boundaries of the school property,” says Ulla Knowles, student-nutrition community development manager at FoodShare. “We worked with school staff, students and community members to transform that empty green space, building raised garden beds to grow a variety of vegetables to be harvested and used in the

Kiwanis

"If you haven’t been in school for 20 years or more, the school lunch you remember is not what kids are receiving now."

"If you haven’t been in school for 20 years or more, the school lunch you remember is not what kids are receiving now."
school’s culinary arts program and student-nutrition program."

Not easy work, but for Knowles, the reward is worth the effort. “I’ve seen a whole classroom of children learning to enjoy eating broccoli in a classroom setting. Later at a school-related event, one particular child came to me with his mother shyly behind him to find out more about the ‘little green tree’ that he’d consumed and enjoyed very much. What a healthy lesson given to the family through the child.”

FRUITS OF THEIR LABOR
While government and nonprofit organizations are making progress in the effort to improve school meal quality, volunteers are doing their part to help the cause in their communities. One example is a Kiwanis club-backed initiative to introduce students to fresh fruit in the aptly named town of Sandwich, Illinois.

It started when Kathy Martin, a member of the area’s Tri-County Kiwanis Club, participated in a healthy living program at Valley West Community Hospital. There, she met Earl Shaffer and Shirley Decorte, a principal at the W.W. Woodbury Elementary School. Shaffer offered to fund a pilot program introducing kids to fresh fruit, while Decorte volunteered her school as the guinea pig.

They called the program “Fruit of the Room,” focusing on the impressionable taste buds of kindergartners through third-graders. And though fruit is the focus, the program includes vegetables too.

“A lot of the things we’ve brought in, the kids have never tried,” Martin says. “We’ve given them celery, jicama, carrots. It really is exposing them to new tastes and textures.”

The program was such a smashing success that it’s been expanded to include two other schools, serving 838 students in all. “If we can help these children eat healthier and instill good habits in them that may even travel home to their families, it’ll be a success,” Martin says.

PACKING IT UP
Meanwhile, in other parts of the U.S., the problem isn’t just a lack of food literacy, but a lack of food, period. It’s why country singer Wynonna Judd started Backpack Mission Ministries in the Appalachian Mountains. Every Friday, children are sent home with the food they desperately need for the weekends.

Inspired by Judd’s initiative, the Oakland Park, Florida, Kiwanis Club launched a backpack initiative at Oakland Park Elementary School.

Kiwanian Bill Tobias said Oakland Park has been hit hard by the recession, and many families are struggling to make ends meet. “On Monday, the line of kids waiting to get free breakfast at the school is just unimaginable,” he says.

The club started the backpack program with just three backpacks, which were delivered to one school every week. “We really view it as not only feeding a student, but a family,” Tobias says. “We know there are usually brothers and sisters at home, so we try to put more food in than just for one child.”

Two years after launching, the club is now delivering 30 backpacks to four different schools in the area. “I get goose bumps just thinking about it,” Tobias says. “Every week, my pickup is full of food, a lot of it contributed by Kiwanis members bringing in jars of peanut butter, cereal and other items.

“It just feels good to know that maybe in a small way, we’re making a difference in the lives of 30 families,” Tobias says. “And to see the generosity of the Kiwanis members, with their money and their time—it’s an inspiration.”

Kiwanis
Is it possible to have too many members in your club? Not if you belong to the Kiwanis Club of Tuscola, Illinois. Over the past few years, the Tuscola club’s membership has swelled from 25 to 80, more than half of whom attend club meetings regularly. That’s huge for a town with a population of only about 4,500.

So, what’s the Tuscola club’s secret to finding and keeping new members? “We work hard and play hard,” says Janet Butler, immediate past lieutenant governor for the Illinois-Eastern Iowa District’s Division 27 and the Tuscola club’s current secretary.

Butler and 2011-12 club President Jaci Manzella attended a Kiwanis International convention workshop, which provided a plan for developing a vibrant Kiwanis club that’s attractive to new members. The Kiwanians took home tips for making clubs stronger and increasing service and membership.

“It’s helpful for the formal training and also for the sharing of ideas between attendees,” says Butler. “Getting involved with Kiwanis also involves taking the time to participate in training that Kiwanis offers. It provides a good foundation as well as encouragement from other Kiwanians. It’s contagious!”

Sharing that enthusiasm via good communication is an important factor in the Tuscola club’s ability to attract—and keep—new Kiwanians in the fold. The
Tuscola Kiwanians are, in fact, excellent educators of both current club members and nonmembers alike. The club’s newsletter, emails, and website are kept up to date so members who miss a meeting won’t miss a beat and prospective members can find out more about club meetings, service projects and Kiwanis news.

The Tuscola Kiwanians also have found success with connecting what they’re good at to potential candidates for membership. Already known in the community for their work with schools, for example, they have made a special effort to woo retired teachers to Kiwanis membership. The club’s sponsorship of a K-Kids club and a Key Club, as well as its participation in school reading programs, track meets and providing scholarships, has guaranteed that teachers already know and appreciate Kiwanis’ commitment to helping children.

But much of the Tuscola club’s membership recruitment success can be attributed to its annual recruitment dinner. It’s an idea that works, and one the Tuscola Kiwanians recommend to other clubs as well. Each Tuscola club member is asked to submit the names, addresses and phone numbers of two prospective members to receive dinner invitations. Usually held in August, the event gives guests a taste of membership in the Tuscola Kiwanis club and includes an invitation to join Kiwanis.

What prospective members will find in the Tuscola Kiwanis Club is a well-rounded experience that features fun, fellowship, quality programming and a variety of volunteer and service opportunities. In short, “something for everybody.”

But it’s not simply numbers that make the Tuscola club so dynamic. The Kiwanians have dis-
covered the connection between membership growth and service growth. More members who are more involved and more satisfied result in more service.

“More hands provide the opportunity for more service,” says Butler. “New members also have new ideas and opportunities for service that we might not be aware of.”

With such success already, the Tuscola Kiwanians are not looking to make any significant changes to a process that continues to work for them. “But we are always looking to ‘tweak,’” adds Butler. 

“More hands provide the opportunity for more service. New members also have new ideas and opportunities for service that we might not be aware of.”
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When young children run squealing toward their favorite playground, you can bet they’re not wondering whether it’s safe to play there. Children looking at a jungle gym or swing set see only fun.

And that’s how it should be. Youngsters don’t need to worry about the surface under a jungle gym—or how well that surface will absorb a fall. That’s what they have adults for, to make sure their playtime stays as carefree as it’s meant to be. While parental supervision is a huge part of this, the role of other grown-ups behind the scenes—such as Kiwanians responsible for the initial playground setup—is also critical.

In the United States alone, some 148,000 children wind up in hospital emergency rooms every year with injuries sustained on public playground equipment, according to the U.S. Consumer Product Safety Commission (CPSC). Tragically, about 15 children die each year in playground equipment-related incidents. Most of the fatalities are due to falls, entanglement or “impact from equipment tip over or structural failure,” says CPSC’s Patty Davis.

In Canada, between 20 and 30 thousand children are injured on playgrounds every year, according to Kristen Gane of Safe Kids Canada.
Canada, an organization dedicated to raising parental awareness about the issue. Aside from fatalities, “the biggest (risk) is serious head injuries,” Gane notes. “Head injury can have lifelong repercussions for children.”

It all adds up to a compelling need for due diligence—both during design and installation. That’s why Kiwanis clubs working to create an inviting playground for children should keep a close eye on CPSC guidelines.

“CPSC’s Public Playground Safety Handbook is an excellent place to start, especially in the early stages of a playground build—when you are looking at issues like location, layout, etc.,” says Davis. This publication, available from the agency’s website, is based on CPSC recommendations and voluntary standards from ASTM International (formerly the American Society for Testing and Materials). The standards on playground equipment and surfaces are also available directly from the ASTM International web page.

In Canada, Gane refers playground build inquiries to the ASTM International standards, as well as the Canadian Standards Association.

The first step for building a playground—or conducting any Kiwanis project—is to assign a safety coordinator to understand Kiwanis’ general liability insurance coverage and to consult with project committees on potential hazards. To assist clubs with this responsibility, districts appoint risk managers, such as New York’s Steve Bernheim, a member of the Massapequa Kiwanis Club.

Bernheim cites University of Iowa statistics showing that a playground lawsuit is filed every two and a half minutes. As president of Sports & Recreation Consultants Inc., he sees about two such cases a week. “The bulk of them will deal with the surface in and around and under the playground equipment,” he says. Whether wood chips, shredded rubber mulch, sand or pea gravel, the material must be shock-absorbent enough to prevent serious injury during a fall.

There are specific guidelines for minimum surface material depth based on the height of any climbing equipment. There are also countless small but crucial details: Is that S-hook connecting the swing’s chain fully closed, to keep the swing from falling apart? Are the connecting nuts covered with plastic caps, to prevent scrapes? Building to each specification ensures a playground with minimal hazards.

Keeping children safe once the playground is open is trickier business and mainly comes down to proper maintenance, signage and supervision. Of these, only signage is fully within the service club’s control, so it’s worth a careful look. Davis notes, “There is language in the voluntary standard that says you should have signage on several issues: age appropriateness, supervision, drawstrings/helmets/accessories, hot play surfaces and hard surfaces.”

However, there is only so much a club can do once the playground has been built. As Bernheim points out, given the factors beyond a club’s control, the most impeccable playground in the world—built to specs and displaying clear signage—can still spawn a nightmare scenario. In the thrill of providing children with a fun place to play, he fears that Kiwanians will overlook a final critical detail: ensuring that the responsible municipality, school or day care center signs off on a hold-harmless agreement or waiver of liability.

“It’s a serious matter. I applaud Kiwanis for saying (playground building) is an activity that should be done,” says Bernheim, an active Kiwanian since 1964. “School districts have shrinking budgets these days. They’re not paying much attention to building, let alone maintaining them.” That factor in particular—and the potential for maintenance issues down the road—makes him adamant about dotting the i’s and crossing the t’s. Regardless of whether the club is building, renovating or simply funding a playground, liability is a question not to be taken lightly.

If the unthinkable happens and a child is injured on a Kiwanis-built playground, Bernheim recommends obtaining a copy of the accident report to keep on file with the club. “These things can take five years to come to fruition.”

Risk-management resources, such as a sample hold-harmless agreement, are available on the Kiwanis International website (www.KiwanisOne.org/liability). Additionally, all club secretaries have access to a club insurance resource guide with further details.

Of course, every club wants to mitigate the chances of such a worst-case scenario, and that’s where the official guidelines come into play. The CPSC recommendations were specifically developed to address the hazards that have resulted in playground-related injuries and deaths, according to Davis.

Clearly, building playgrounds is anything but child’s play. But hearing happy squeals from a Kiwanis-built playground—and knowing the youngsters are climbing and sliding and swinging on the safest equipment possible, with a soft surface beneath them—makes it all worthwhile. KM
Why play is paramount
for developing healthy and happy kids

Since the late 1970s, kids across the United States have lost 12 hours of free time per week and experienced a 25 percent decrease in play. Government curriculum standards have reduced recess time at school. The encroachment of electronic media and video games hasn’t helped; children between the ages of 8 and 18 average more than 7.5 hours per day playing on entertainment media. The result is a whopping 50 percent decrease in unstructured outdoor activities.

THE IMPORTANCE OF PLAY
“There’s a play deficit in the United States,” says Danielle Marshall, a play advocate who works for KaBOOM!, a nonprofit that has built more than 2,000 playgrounds, partnering with Kiwanis on many playground projects. “Some of it is adult-imposed. Some is society-imposed. The sad reality is play is being taken away from kids.”

As children become more sedentary, the loss of play has serious consequences for health, education and community development.

- Children are more overweight than ever, and they are actually gaining weight over summer break.
- Diagnoses of depression and anxiety disorders in children are on the rise, with a corresponding increase in the use of psychoactive drugs to treat them.
- Violence, emotional outbursts and lack of social skills for dealing with peers and authority figures are growing issues for schools.

Decreased playtime leads to decreases in creativity and imagination, problem-solving skills, the ability to assess risk and resiliency. These are important tools not only to help children learn more effectively in school but for successful adulthood as well.

Children playing outside connote a vibrant, healthy community. But increased traffic, less open space, run-down play areas and caregivers’ fears about safety are some of the reason outdoor play has declined. According to a recent Harris poll, the top three barriers to outdoor play are the lack of nearby play spaces, overly busy schedules and lack of adult supervision at the play facilities that are available. Urban parents were the most likely to name the need for adult supervision. Three out of four parents said that citizens and government officials should take action to increase opportunities to play for children in their communities.

Many Kiwanis clubs have responded to that call, initiating and helping to fund playground projects with positive community impact. We hope the information on the following pages will help in their commitment to that cause.
All-access play

Play possibilities for all abilities

For nearly 40 years, Section 504 of the U.S. Rehabilitation Act of 1973 has required that all community parks and playgrounds provide outdoor play equipment that is accessible to all. Generally, it states that all playgrounds must provide an accessible pathway through play areas so children with disabilities and their caregivers can easily reach every play component.

In the past, it seemed sufficient simply to add wheelchair ramps to existing play facilities. But today, accessibility means so much more, beginning with purposeful planning. According to the Individuals with Disabilities Education Act Data Accountability Center, only 2 percent of children with disabilities use a mobility device, and certainly not all children with disabilities want to access high structures. People of all ages, backgrounds and abilities benefit from play. That’s why it’s essential to provide opportunities for children of all abilities to play alongside one another. The purpose of play is to give kids a chance to exercise their bodies and their imaginations and enjoy social interaction.

Each year, many Kiwanis clubs take part in imaginatively designed and well-executed playground projects that provide fun and engaging sensory experiences for children of all abilities. Here are a few examples of clubs that have made all-access play an awesome experience for kids, fulfilling our mission to serve the children of the world.

The Lake Wales Kiwanis Club estimates there are 30,000 children in Polk County, Florida, who have a disability that makes it hard or impossible to enjoy a non-accessible playground. Lakes Wales Kiwanians decided to change that when they renovated Kiwanis Park, originally developed in 1939. The project was named Barney’s Dream, after Barney Moore, a 28-year member and past club president who knows firsthand the importance of being included in play. Moore was born with cerebral palsy quad-atonic, a disease that affected his arms and legs. As a child, while other kids played, “All I could do is sit there,” he says. “I grew up wheelchair-bound.”

Thanks to a US$100,000 Polk County Commission grant that matched funds raised by the Kiwanis club, children of all abilities enjoy Barney’s Dream, which features specially-designed swings and slides. Although the project was completed in 2009, local Kiwanians continue to assist with park cleanup and maintenance, most recently supported
by the club’s annual pancake breakfast in February.

In Pearl, Mississippi, the city park had become rundown, and much of the outdated equipment did not meet accessibility standards.

“The Kiwanis club is a very active club,” says Mayor Brad Rogers. “As usual, Kiwanis stepped up to make things better for the kids in our community. We now have a park that kids of all abilities can enjoy.”

According to club President Cindy Williams, the renovation was a city-wide effort.

“Pearl Kiwanis worked side-by-side with other service clubs in the city to make this happen. It wasn’t just us,” she says.

Williams was on the board that helped review playground proposals, approve funding and plan the project.

“We looked at a lot of products to make sure they were safe and durable so kids in Pearl could enjoy the park for many years,” she says.

The Kiwanis Club of Pearl funded the purchase of two major pieces of equipment for the park. And it continues to make a difference in keeping the park clean and green.

“Kiwanis is a great partner,” says Darlene Slater of Keep Pearl Beautiful. “Anytime we need something—as long as it has to do with children—we know we can count on Kiwanis. They’re a major part of our Great American Clean Up, which this year focused on the park. This year they helped us package and distribute seedlings.”

While the results of the club’s efforts can be seen throughout the city, the Kiwanis of Pearl prefers to focus on the work, not the spotlight.

“They’re not there for the recognition,” says Mayor Rogers. “They’re just there to make the community a better place and serve our kids.”
Planning with full-access play in mind

Let Kids Play is a consulting agency dedicated to creating and improving play spaces for children of all abilities. They suggest four areas of consideration for building an inclusive and accessible playground:

**Provide sensory feedback.** Tactile, visual and audio stimulation helps the hearing and visually impaired. Consider placing chimes or bells throughout the playground to help those with visual impairments know where they are. Be sure Braille lettering accompanies the words on all signs and incorporate sensory items such as netting and textures throughout the playground. Use fencing to help children who may have trouble understanding boundaries.

**Provide opportunities to exercise the larger muscle groups.** Place horizontal climbing bars at a level at which children in wheelchairs can pull themselves up. Include swings with extra arm, back and head support. Use surfaces other than mulch or gravel to make access easier for children using wheelchairs or walkers.

**Improve fine motor skills.** Activity panels that encourage basic hand movements. Games such as tick-tack-toe nurture fine motor skills and promote cognitive development.

**Address children’s social and emotional needs.** Activities such as double slides and talk tubes encourage interaction between children. Provide themed play items that promote imaginary play or social interaction.

Mara Kaplan, founder of Let Kids Play, also urges park and playground planners to carefully consider access to the play area itself. “Often the route from the nearest parking space to the play space is the greatest barrier to inclusion,” Kaplan says.
Funding the fun

A major challenge facing any playground project is fundraising. And while Kiwanis clubs are known for fabulous pancake breakfasts and golf tournaments, grants are an often overlooked source of funds.

Grants are available from a number of sources. Some can be competitive and time-consuming, so make sure you understand exactly how the application process works before investing too much time.

KaBOOM! is a non-profit dedicated to saving play for children. It offers two types of grant programs:

A Spruce Grant is an award of up to US$750 to make playgrounds cleaner, safer and more inviting. “These grants can include painting, placing mulch, incorporating games on the asphalt or general clean up,” says Stephanie Bowen, KaBOOM! director of communications. Projects must be funded and finished first, then filed for reimbursement. “These grants are available and plentiful and can be used to reimburse Kiwanis clubs for many types of projects they already do. Clubs can then use the money to fund other projects,” Bowen says.

Let’s Play Community Construction Grants range from $15,000-$30,000 and can be used to purchase equipment from a KaBOOM! preferred vendor utilizing their community-build model. Applicants must register their project on KaBOOM!’s Our Dream Playground planning platform and secure the land for their project. They must also submit an online application consisting of 10 essay questions and community demographic information.

Bowen recommends that Kiwanis clubs considering a playground project utilize the Our Dream Playground project planning tool which helps clubs raise funds, recruit volunteers and plan projects. Oftentimes utilizing this tool ultimately leads to grant awards, because it’s tailored to KaBOOM!’s grant award specifications and requirements.

“Kiwanis and KaBOOM! share a passion for helping to make kids happier and healthier,” Bowen says. “Our grants are real. We love to give them, and we encourage Kiwanis members to apply for them.”

Learn more about KaBOOM!’s grants and the application process at www.kaboom.org.

For more information, go to: www.HelpingHeroesProgram.com/Kiwanis or call 309.807.1555

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RENOVATING A BOYS & GIRLS CLUB IS A CONSTRUCTIVE WAY TO BUILD RELATIONSHIPS WITH YOUTH | Story by Dick Isenhour

It’s amazing what a fresh coat of paint can do to a room—and a relationship. On Kiwanis One Day in 2011, for example, the Kiwanis Club of Stamford, Connecticut, took on major renovation projects at the local Boys & Girls Club, improving the facilities and solidifying its relationship with youth.

“Each year we pick a project that serves a different need for young people in our community,” notes Stamford Kiwanian Christopher Tasik. “There’s an abundance of good projects that need undertaking and funding, and a shortage of organizations willing and able to rise to the challenge.”

Two years ago, for instance, the club renovated the BGCA library.

“We stripped the room to bare walls and its concrete floor,” Tasik says. “We installed new carpeting, a fresh coat of paint, bought some new furniture and all new bookcases. We also helped them sort their book collection, culling out books that were not core to their needs and replacing many of them with new books.”

This past year, the club directed its attention to the facility’s kitchen, giving the room a fresh coat of Benjamin Moore’s “Nacho Cheese” paint, accented with “Carrot Stick” paint and a lime-colored strip painted around the bottom of the wall. The Builders Club at Scofield Magnet School conducted a successful bake sale to purchase new cabinets for the kitchen, and the Kiwanis club chipped in additional cash to buy a new stove.

“The kitchen,” Tasik says, “provides a venue to cook for these kids daily, teach them lessons for life and open the Boys & Girls Club to program opportunities around healthy eating.”
Enriching lives with scouting

Kiwanis Objects and the Boy Scout Oath and Law have similar tenets: spirituality, the Golden Rule, high standards, good citizenship, altruistic service, patriotism and goodwill. This mutual dedication to promoting the inner strengths of individuals and their communities ensures that a partnership between the groups is a natural fit. For more than 20 years, the Kiwanis Club of North Dallas-Park Cities, Texas, has enriched the lives of Boy Scout Troop 145 and Venturing Crew 145.

The North Dallas-Park Cities Kiwanis Club—as one of almost 900 Kiwanis clubs serving 22,000 Boy Scouts worldwide—has several members who are Eagle Scouts who strive to share their love of the Scouting program. Each member brings his or her own expertise, whether it’s leading a financial seminar to help Scouts earn a Personal Management merit badge or teaching the Scouts to cook a complete meal over a campfire for the Cooking or Camping merit badges.

“When you’re camping, you learn how to make do,” says club President Barbara Powers, who’s been a Boy Scout leader since her Eagle Scout son was just a Tiger Cub Scout 19 years ago. “You work with the resources you have. … You learn to work together and to solve your problems.”

The Kiwanians have made an active commitment to the area Scouts by attending the weekly meetings, assisting the Scouts on the yard crew at the church where they meet and providing career day advice.

“While camping is a large part of our program, Scouts is much more than just camping,” Powers says. “Scouting also teaches our youth self-reliance, teamwork and leadership. It’s really a whole-person program.”—Cathy Usher

North Dallas-Park Cities Kiwanians go beyond financial support of their Scouts, working side-by-side to spruce up church grounds where the troop and Venturing Crew meet, coaching the youth on their merit badge assignments and modeling leadership.

Working together for children

Kiwanis International and its family of clubs partner with organizations and agencies that meet our highest standards of service. The standards for “preferred charities” include:

- Like-minded mission
- Impact to community—both locally and globally
- Commitment to serving youth
- Provide leadership opportunities for members
- Enhance the club experience
- Attract current and new members

In this August 2012 issue, Kiwanis magazine devotes the “Showcase” section to examples of clubs serving with Kiwanis International’s preferred charities. For more details about these organizations and agencies, visit www.KiwanisOne.org/partners.
Kiwanians

Every year, more than 134,000 patients are touched by Kiwanis service, because Oklahoma clubs support the Children's Miracle Network with pancake breakfasts, duck races and other fundraisers.

**Miracle team battles diabetes**

The Oklahoma state motto, “Labor conquers all things,” helps explain how Oklahoma City Kiwanians are combating the state’s childhood diabetes epidemic. Through their time, talents and treasures, area clubs have committed to raising US$500,000 to enhance the new Children’s Physicians Building connected to the Children’s Hospital at the OU Medical Center.

This facility’s fourth floor houses diabetes specialists, labs, clinics, family and play areas and the Kiwanis Clubs of Oklahoma Research Program. More than 134,000 patient visits occur at the hospital each year, where 18 physicians—three of whom specialize in diabetes care—are supported by the Children’s Miracle Network hospitals.

In addition to popular fundraisers like the Miracle Mile of Quarters and pancake breakfasts, area Kiwanians created new fundraising events, such as the Wings to Fly (a 5- and 15-K run); the Sonny Bright Duck Race and Aiming for Miracles Clay Shoot, organized by Al Warren and his Edmond Kiwanis Club. The ideas gain momentum through the Oklahoma Kiwanis advisory board, which links area clubs.

“You get enthusiastic members from various clubs who share ideas, and an individual club will take ownership of a concept,” Warren says. “They enlist the help of other clubs in selling tickets, recruiting volunteers and participants, and they’re supported by all the clubs in making that a success for Children’s Miracle Network.”

As of 2011, Children’s Miracle Network Hospitals has raised more than US$4.3 billion—most of which is donated a dollar or two at a time. In the U.S., Kiwanis clubs have raised $47.5 million for children’s hospitals since 1982. —Adrienne Murrill
Celebrate 25 years of women in Kiwanis with the Women in Kiwanis collection. Order unique tee shirts, accessories and gear at the Kiwanis store. Quantities are limited! Go to www.Kiwanis.org/store and look for “Women in Kiwanis” on the home page.

www.kiwanis.org/store
According to March of Dimes, each week in Georgia 2,819 babies are born. Among them, 375 are born pre-term, 269 are born at low birth weight, and 23 will die before they can celebrate their first birthday. That adds up to more than 600 reasons why, for the past 15 years, the Kiwanis Club of Peachtree City has supported March of Dime’s March for Babies Walk—an annual event that raises money to support programs and research to increase healthy, full-term pregnancies and decrease birth defects, premature birth and infant mortality.

Each year, Peachtree City Kiwanis members take on tasks essential to the event’s success, including working with the city to obtain permits and police assistance, set-up, parking control, golf cart shuttles, transportation for Ham radio operators, route marshaling, grilling hotdogs, staffing checkpoints and water stations.

“The most difficult challenge in orchestrating the walk is making sure there are enough volunteers to cover areas,” says Mary Ann Beckham, Peachtree City Kiwanian and logistics chairwoman for the walk. “The club enlists the help of our sponsored Key Clubs and Builders Clubs. They assist our members in all areas. This gives students an opportunity for community service and makes the walk a Kiwanis-family event.”

Beckham says last year’s March for Babies Walk raised US$71,000.

“The 96 members of our club consider it an honor and privilege to stand beside and work with the March of Dimes to support the March for Babies.” —Amy Wiser

Walking for babies
It’s more than a line item.

It’s your club’s voice.

Make sure your club has a voice in Vancouver—by making a place in your club’s budget. Include funds for club representatives to attend the 2013 Kiwanis International convention. The delegates you send will vote on issues shaping the future of Kiwanis. And they’ll return better equipped to help your club serve your community.

For more information, go to www.KiwanisOne.org/convention/budgeting.
When it comes to tackling environmental causes, some Kiwanis-family members follow in the footsteps of landlubbers Johnny Appleseed and Daniel Boone, planting trees in city parks or blazing new forest trails. Not many, however, can claim kinship with Jules Verne’s underwater adventurer, Captain Nemo.

Members of the St. Cyprian’s Boys’ School K-Kids and Pride of Barbados Kiwanis Clubs can.

The Kiwanis-family crew recently boarded an Atlantis submarine and dove upon the wreck of the “SS Stavronikita.” Scuttled in 1978 off the island’s west coast, the coral-encrusted freighter treated the students to up-close views of colorful fish, wiggly eels, swift stingrays and even an octopus.

“The kids learned about the devastating impact that indiscriminate dumping of garbage has on the coral reefs and other sea creatures,” says Asha Allen, the K-Kids club’s faculty advisor. “Following their adventure, they shared their knowledge with the entire school.”

K-Kids members keep busy observing deep-sea life and taking notes so they will be prepared to tell classmates about the need to protect their island’s offshore environment.
Filipinos are highly mobile. That’s one reason only 74 percent of Filipino newborns are protected from neonatal tetanus. Rough terrain—especially during the rainy season—and armed conflict add to the challenge of reaching women of childbearing age who need tetanus vaccinations. But the UNICEF team, in partnership with local officials and health officers, is up to that challenge. An aggressive door-to-door campaign aims to serve about 1 million women in nine priority areas. The campaign is scheduled to wrap up this year. Your funding will help purchase the vaccines, equipment, transportation, health facilities and education that could soon make MNT part of Filipino history.

Learn more about The Eliminate Project in the Philippines at www.TheEliminateProject.org/progress.

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Leadership spotlight

“It’s incredible to think that the number of lives we’ve saved or protected through our Lead Gift is double the size of the town I grew up in. If you look at your gift in terms of lives saved, the choice is simple.”

—Lenora Hanna, Lead Gift Donor

Rock all night

Take a tip from the Falconer High School Key Club in Falconer, New York. Raise funds at an all-night Rock-a-Thon. Students in the club solicited pledges to stay up all night. But they didn’t twist till dawn. Instead, they took turns rocking in old-fashioned rocking chairs. With two other local clubs, they raised more than US$1,000 in one night. Is it time for your club to start rockin’?

Leadership spotlight

“I’ve got a burning passion to do this work. Last year, I downloaded brochures and made a presentation to my club. People wanted to learn more. Then they wanted to be part of it. Now we give presentations to anybody and everybody. I encourage people to use their own words—to speak from the heart. When we can get out and talk to people, they really step up to the plate.”

—James Jones, club coordinator, Kiwanis Club of Oceanside Pacific, Oceanside, California

Get more ideas from James at www.TheEliminateProject.org/jamesjones.

As of press time, The Eliminate Project has raised US$12,847,186 million in cash and pledges. Get the very latest stats at www.TheEliminateProject.org/progress.

© Kiwanis/2012/Morris

$1.80

Average cost of protecting one woman and her future babies, in U.S. dollars.

3 hot districts

Model Clubs pledge to raise a US$750 per-member average over five years. Any club can take part—no matter how large or small. As of June 19, 2012, these districts are leading the charge in creating Model Clubs.

1. Ohio 14
2. Carolinas 12
3. Australia 12

Total for all districts: 154

See the numbers for every district at www.TheEliminateProject.org/progress.
Birthdays

These clubs celebrate 25th, 50th and 75th anniversaries in September and October 2012. Find more birthdays listed online at www.kiwanis.org/birthdays.

**75TH—1937**
- Logan, Utah, September 3
- Holdrege, Nebraska, September 20
- New Madison, Ohio, September 27
- Hollywood-Los Feliz, California, October 13
- Redmond, Oregon, October 27

**50TH—1962**
- El Dorado, Stockton, California, September 12
- Fox Lake, Wisconsin, September 12
- Penfield-Perinton Townships, New York, September 13
- Mountaintop, Pennsylvania, September 19
- Oliver, British Columbia, September 27
- Midtown Tampa, Florida, October 1
- Mercury 64, Hampton, Virginia, October 3

**25TH—1987**
- Allentown-Salisbury, Pennsylvania, October 10
- Greater Wausau, Wisconsin, October 11
- Wood River Township, Illinois, October 11
- Mid-County, Nederland, Texas, October 15
- Rankin County, Jackson, Mississippi, October 23
- Mountain Home, Arkansas, October 30

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**Where’s the bear?**

You never know where a Kiwanis bear will turn up next. The traveling bear has been seen accompanying Kiwanis members to tetanus-vaccination clinics in Africa, basking in the Florida sun and touring churches in South America. Can you guess where these Kiwanis bears have been?

1. A Kiwanis bear rides Nenette the giraffe on a carousel that is famous for its depiction of scenes related to the works of Jules Verne, Gustav Eiffel and other creative minds.
2. Kiwanis International President Alan Penn’s bear chats with a cousin outside a candy store in a former gold rush boomtown.
3. This Kiwanis bear volunteers at a Reading Is Fundamental activity with 2007–08 Missouri-Arkansas District Governor Jerry Martin at Elmdale Elementary School in a community that’s been dubbed the “Chicken Capital of the World.”

Throughout the 2011–12 administrative year, Kiwanis magazine has been collecting and publishing photos of traveling Kiwanis bears. This August issue is the last of the series, but you can still enjoy more than 100 submissions at http://kwn.is/kbears, where you can also verify the locations of these three world travelers.
Quick and easy club websites

- Fast and affordable
- Simple setup
- No technical skills needed
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A public website is part of the full version Club Management System.

See how Club Management System can boost your club efforts and save time.

October 23, 1943: World War II raged, and Scott Nixon wanted his enlisted friends to know their Augusta, Georgia, Kiwanis Club was thinking of them. As club secretary, Nixon composed a newsletter, announcing that a first lieutenant from the U.S. Army Nurse Corps would be the speaker at the club’s next meeting. He added a quick joke and an update on the club’s need for donations to support a boys camp.

Nixon typed his newsletter on a special Kiwanis International newspaper, titled “Contact.” The four-page publication was designed to inform and raise morale among Kiwanians serving in the armed forces.

The first page was blank so club secretaries—like Augusta’s Nixon—could write information about the member’s club.

Pages 2 and 3 contained pre-printed short stories of general Kiwanis news. The October 1943 issue, for example, carried a “Salute to Our Members in Military Service” from Paul R. Brecken, Kiwanis International’s vice president for Canada. There also was a report about Kansas Kiwanians shipping two carloads of wheat to “devastated Russia.”

The last page was reserved for Kiwanians to pen personal messages.

Little else is known about the Kiwanis war-time newspaper, except that the October 1943 edition was the fourth issue in the series. If you have information about the publication or own one of the other issues, let us know about it by emailing magazine@kiwanis.org. And read Nixon’s “Contact” at www.kiwanismagazine.org.
The bond we all deserve.
The connection we need to protect.

Every nine minutes, a newborn baby dies from tetanus. And a mother can only watch. The baby’s sensitivity to light, sound and contact prevents even the comfort of her touch. You can help protect that connection. The worldwide Kiwanis family has joined forces with UNICEF for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. Do your part. Educate others. Make a gift. Plan club projects and activities. Get started at www.TheEliminateProject.org.

Figures are accurate as of June 2012 and are subject to change.
WHAT’S YOUR STORY
If your club has a success story, simply email a summary and a few photos to shareyourstory@kiwanis.org to be considered for possible future use in Kiwanis International publications.