Kiwanis

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FEBRUARY 2012 • WWW.KIWANIS.ORG

THE NEW FACE OF HUNGER

THE GROWING EPIDEMIC AFFECTING SENIORS

COMMUNITY GARDENS | CURING TETANUS | NEW ORLEANS TOURS
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 is joining forces with UNICEF for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. It’s time to do your part. Educate others. Make a gift. Plan club projects and activities.  
Get started at www.TheEliminateProject.org.

Figures are accurate as of August 2011 and are subject to change.  
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Kiwanis

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FUTURE INTERNATIONAL CONVENTIONS

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Urban gardens can be a place where green thumbs meet, or they can be something much bigger

Today’s community gardens still grow veggies, but they also reap goodwill, fellowship, education and more. Page 38.
Whenever we’re around people in our communities, we like to hear the phrase, “Join us.” Those two words validate that we’re wanted, invited and needed. Two very powerful words: Join Us.

As Kiwanis members, we use these words when we ask our members to help with our service projects. We use these words when we ask others to Join Us as members and when we ask community members to help us raise funds for our projects. We say, “Join Us for our sausage sizzle.”

Two powerful words in our vocabulary as Kiwanis members: Join Us.

Join Us in our service. Learn in this Kiwanis magazine what clubs in our Kiwanis world do to improve the lives of children and families. “Join Us,” as my wife, Jeri, and Kiwanis International Board partners say at every board meeting when they perform service projects. This past October, they made 20 no-sew blankets for children. See the results at http://kwn.is/2011Partners.

Join Us in New Orleans. Turn to page 20 and discover the sounds, tastes and smells of our international convention host city. Then register to join thousands of Kiwanis, Circle K and Aktion Club members in the Crescent City in June. Join Us as we elect new leadership, vote on funding issues, attend workshops and visit a community that has rebounded from the tragedy of Hurricane Katrina.

Join Us by supporting The Eliminate Project. Clubs worldwide are stepping up as Model Clubs, giving or pledging US$750 per member. Eight Australia District clubs already have joined the campaign as Model Clubs. Why not Join Us in our campaign by making your club a Model Club.

Join Us by helping your organization grow. The more hands we dedicate to Kiwanis service, the greater impact we’ll have in the world. Help us make that difference in your community by asking others to Join Us in membership.

And finally, Join Us as we continue to build our legacy of service by being the greatest community service organization in the world dedicated to improving the lives of children and families.

Two powerful words. Simple yet to the point.

Join Us.

Alan Penn
Kiwanis International President
We can reconnect alumni. You can help us find them.

Ask Key Club and CKI alumni to raise their hands at your next Kiwanis club meeting. Encourage them to extend their service and fellowship—with Kiwanis International’s alumni associations. Each association helps alumni stay up to date, enrich current youth members’ experience ... and reconnect with other alumni.

Membership is free! Alumni can join today at www.kiwanis.org/reconnect.
WHAT THEY SAY  What can leaders do to get persons who believe in the work of Kiwanis to join clubs?

“Ecuador District Governor Betty Espinosa says we need to involve people in our service, applaud and praise their service efforts and make their time with us enthusiastic and fun, coupled with fellowship and friendship.”

“Emphasize the personal satisfaction, pride and prestige of belonging to a group of like-minded community leaders who share a common bond to make a better future for the world’s children.”

“In such cases, it normally needs only a little kick-off. Leaders should always look for the personal contact in talking or writing to people. Give them the feeling of importance, because one can make a difference.”

YOUNG AND OLD

One of the most memorable projects from my Key Club days was our participation in our city’s Meals on Wheels program. On days when we had a holiday from school, our Key Club gave the regular volunteers (drivers and food deliverers) a day off. For me, it was eye-opening, as I was shocked to learn there were so many senior citizens in our community who otherwise would have gone hungry. It also was gratifying, as every delivery brought an opportunity to make a friend, have a conversation and leave each house knowing I had brightened someone’s day. This experience taught me the importance of linking young and old.

In this magazine, the tragic story of seniors going hungry gets told (Page 16). And similar to my experience of 30 years ago, the Kiwanis family once again comes to the rescue. If you want to feel good about Kiwanis, read this.

Another interesting story (Page 28) is one of a Kiwanis legacy that reaches back to the 1880s. The earliest victories in the battle against the deadly tetanus disease began in European laboratories where research led to the development of a vaccine. Interestingly, the first tetanus antitoxins was developed by a Japanese scientist, Shibasaburo Kitasato. Today, a relative, Koshiro Kitazato, is the Japan District governor-elect and has accepted the role of district coordinator for our Eliminate Project.

There are many Kiwanis-family stories of old and young. As we approach our organization’s 100-year anniversary in 2015, we’ll find lots of these stories to celebrate. Hopefully, we’ll never be “too old” to serve or “too young” to make a difference. Thank you for making a difference.
UNACCEPTABLE USE

I wanted to make a quick comment about the “PayPal Added” article (“Online,” December 2011 Kiwanis magazine). My club tried to collect money for our raffle using PayPal. We were asked to stop, because it violated the PayPal’s acceptable use policy. We immediately stopped, and that evidently satisfied them.

Charlie Pikscher
eKiwanis of Greater Chicago, Illinois

Editor’s Note: You are correct. Using PayPal to sell raffle items violates PayPal policy regardless of being a charitable organization. In addition, nonprofit organizations must seek pre-approval to use PayPal for collecting donations. Send contact information, website URL and brief summary to compliance@paypal.com for permission. Kiwanis and Club Resource apologize for the inconvenience.

READING OF HOME

The article “Bluefield’s Rebirth” (October) was excellent and most relevant for our Edwardsville Kiwanis Club. It means more to me, because I grew up in Tazewell, Virginia, some 20 miles from Bluefield. However, the article is relevant for Kiwanians everywhere.

Our Edwardsville Kiwanis club has about 20 members, but we are active. We have many “outreaches,” such as the mayor’s prayer breakfast, Christmas baskets, dictionaries for schoolchildren and our high school scholarship. A club should be more than a “slurp and burp” experience. This article made it so very clear that without outreach programs, a club will die.

My hometown feeling is still with Bluefield, and I rejoice in their rebirth.

W. Ray Bailey
Kiwanis Club of Edwardsville, Kansas

Send your letters to magazine@kiwanis.org or Kiwanis Magazine, 3636 Woodview Trace, Indianapolis, Indiana 46268, USA.
Kiwanis

Dare to make a difference

CHANGE A CHILD’S LIFE. GRAB YOUR COMMUNITY’S ATTENTION. MAKE THE WORLD A BETTER PLACE.

Whether your club is “small but mighty” or “large and in charge,” April 21 is your chance to make a difference through service. And Kiwanis International wants to hear how.

April 21 is the 2012 date for Kiwanis One Day, when all Kiwanis-family clubs are urged to join in a day of service, impacting communities while inspiring the world. Many clubs will introduce new projects. Or challenge themselves to achieve greater impact by expanding existing programs.

Kiwanis International has tools to help, including a game plan, project ideas and examples from past years’ One Day activities. To learn more and to start planning your One Day activities, visit www.KiwanisOne.org/oneday.

Then enter the Kiwanis One Day contest. Kiwanis International is looking for exciting One Day projects to cover for a future Kiwanis magazine article and to produce a professional video. Just fill out the online entry form at http://kwn.is/OneDayForm before the February 15 deadline.
Disney Institute comes to convention

Kiwanis welcomes Disney Institute to New Orleans for the 2012 international convention.

Disney Institute is one of the most recognized names in professional development with millions of professionals around the world having experienced the time-tested best practices, sound methodologies and real life business lessons that have sustained the global success of Disney. Disney Institute will inspire business professionals to think and act differently.

Kiwanis has scheduled “Disney’s Approach to Leadership Excellence” half-day seminar as a ticketed event on Wednesday, June 27. Discuss this professional development opportunity with your employer to learn of any financial assistance that might be available to you.

Visit www.kiwanisone.org/convention/disneyinstitute to learn more.

Handy app

Smartphones are everywhere! If you have one, chances are it is within arms’ reach right now. With such a powerful tool available to members, Kiwanis announces the launch of its mobile application. The app is free to download. Search for “Kiwanis” to find it in the Apple App Store or the Android Marketplace.

Some of the initial features include:

- Club locator
- Donation tools and fundraising tracker
- Service activity tracker
- Member invitation tool

May’s member month

It’s always time to strengthen your club’s service by building its membership, but Kiwanis devotes extra attention to the matter during the month of May.

Membership Month goes beyond recruiting prospects. It stresses the importance of having fun, creating a meaningful Kiwanis experience, engaging all members and planning a successful membership campaign.

May also is a good time to attract new service-minded members by scheduling an Eliminate Project open house. Get more details at http://kwn.is/kopenhouse.

Learn more about Membership Month by selecting the “Reach Out” button at www.KiwanisOne.org/reveal.
Be in the know

Kiwanis webinars are full of great tips. Here’s a list of future topics:

- Fundraising ideas.
- What is your color style? Learn to bring out the best in everyone.
- Kiwanis 101 (history).
- Change is good. How to keep your club relevant and meaningful.
- Easy ways to get your club younger.
- Become the leader you were born to be.
- The Eliminate Project and club growth.

Get more information and register to attend at www.KiwanisOne.org/webinars.

Survey says: Let’s party

Kiwanis members have spoken, and they’re ready for a big celebration of their organization’s 100th anniversary. Here are a few samples from the results of a survey in which members shared their opinions about Kiwanis’ 2015 birthday:

- Members agree that the 100-year birthday should be celebrated on the anniversary date of January 21, as well as at district and Kiwanis International conventions.
- Members view the 100th anniversary as a marketing tool for Kiwanis International and its clubs, both internally and externally.
- Members are interested in tools to help plan their celebrations.

What are your club’s plans for 2015? Send your thoughts to magazine@kiwanis.org.

Deadline day

February 15 is an important day for Kiwanis clubs. These three deadlines are scheduled on that date.

**Form 990:** All United States Kiwanis clubs are required to file a Form 990 with the Internal Revenue Service. Learn more at www.KiwanisOne.org/Form990.

**Proposed bylaws amendments:** Any club or district may offer proposed amendments to the Kiwanis International bylaws. Learn more at www.KiwanisOne.org/proposebylaws.


**One Day contest:** Read about this annual day of service and the contest entry deadline on Page 6.

Also, April 15 is the deadline to submit grant proposals to the Kiwanis International Foundation for consideration at the June KIF board meeting. If your club knows of a project that serves children, but needs financial assistance, apply for a foundation grant at www.kiwanis.org/foundation/grants. All Kiwanis-family clubs and districts are eligible.

Kiwanis
After moving to the U.S. from Uganda, Brian Turindwamukama met Kiwanian Byron Tabor. A few months later, Byron invited Brian to a Key Leader weekend. Quickly, Brian went from being anxious to being accepted. And he returned the next year as a student facilitator. Key Leader offers teens of all backgrounds that kind of life-changing experience. “And sometimes, in the back of the room,” Byron says, “there’s a 50-year-old man like me thinking about things a certain way for the first time.”

Discover how you can serve and connect. Find dates, locations, registration information and more at www.key-leader.org. And read more about Brian, Byron and others at www.key-leader.org/stories.

“It defies description to see the kids blossom over the weekend.”

—Key Leader volunteer Byron Tabor
Free tools for new clubs

To help new clubs be successful, Kiwanis and Club Resource are offering the Club Management System free for newly-chartered Kiwanis clubs’ first year. The Club Management System has the tools to create an easy-to-manage club website, provides a simple way to communicate and keep members informed, has the ability to coordinate volunteers and events and more. A complimentary full-version subscription to the Club Management System for one year is offered to any new Kiwanis club chartered within the past 12 months.

For features and benefits, go to www.KiwanisOne.org/manageryourclub. If your club qualifies or you are building a new Kiwanis club, contact sales@clubresource.com to get started today. Your club’s system could be up and running within 24 hours. Additionally, any non-English speaking club outside the U.S. and Canada may also have a free extended trial subscription until full translation support is available. Not a brand new Kiwanis club? View pricing at www.clubresource.com. Annual fees are based on club size. Existing subscribers can upgrade at any time at www.KiwanisOne.org/upgradeCMS.

Name your domain

Does your club have a website, or are you thinking about creating one? Need to secure a custom domain? In conjunction with Club Resource, the Kiwanis International Web team has chosen Hover as the domain vendor of choice for Kiwanis-family clubs and districts and negotiated a one-time discount. A typical domain will cost US$13.50 per year using this special offer.

Go to www.hover.com. The process is simple: (1) Select the name you want. (2) Add it to your cart. (3) Create a basic username and password. (4) Enter the promo code “ClubResource,” and click “Apply.” (5) Check out and pay. That’s it. You now own the domain.

The promo code deducts 10 percent off the domain price, whether for club or personal use. You can reserve your domain up to 10 years. Hover offers a clean, simple interface free of pop-up ads and high-pressure add-on services. View the video at http://kwn.is/HoverTutorial for more information.

Kiwanis
Legends

A concert with Aaron Neville and Branford Marsalis

Live, onstage, for Kiwanis only: Aaron Neville and Branford Marsalis.

Two brilliant musicians from distinguished musical families. Both Grammy winners. Both New Orleans natives.

You’ll never get a price this good again to hear these two musicians in one concert.

Get your tickets early for this one-of-a-kind event, exclusive to Kiwanis-family members and guests.

Take a trip around the Kiwanis world. Experience the cultural diversity that distinguishes Kiwanis in our 80 nations, and celebrate the mission that unites more than 600,000 Kiwanis-family members: service.

**Pining for fun**

**NORWAY**

It’s a common lament heard forever among *omas* and *opas*, *nonnas* and *nonnos*, grandpas and grandmas around the world: “We wish there was something fun we could do with our grandkids that would get them out of the house.”

Then, about 10 years ago, grandparents in the Kiwanis Club of Horten decided to do something by staging the Pedersgata Grand Prix, a Norwegian version of the soapbox derby.

Every year, more than a dozen boys and girls, with help from their parents and grandparents, use wood, aluminum plates and whatever other materials they can find to build the cars the children will “drive” in the downhill races. Club members then pick a date and the perfect, safe spot to race.

“The point (of the race) is not coming as quickly as possible to the finish,” notes Peter Ekrem, one of the creators of the competition. “It’s to have fun and meet each other.” —*Dick Isenhour*
Special toys for special kids

NEW ZEALAND

Nick Atkins has a soft spot in his heart for the Special Needs Toy Library in Christchurch, where he volunteers and serves as chairman. The Kiwanis Foundation Trust shares his soft spot. Sponsored by his Kiwanis Club of Christchurch, the foundation donated NZ$3,000 to the library so it has enough toys for children throughout the country.

“This is the only special needs toy library in New Zealand,” Atkins notes. “We run on grants and employ three people part-time. All the ‘donkey work’ is done by volunteers.”

Established more than 30 years ago, the library now has an inventory of about 3,000 educational toys and equipment available for borrowing. Some 40 volunteers donate hundreds of hours of their time each year, issuing toys and inspecting, washing and repairing them after they are returned. —Dick Isenhour

Blankets for babies

TURKEY

Wrapped in the tenderness of a soft blanket, babies leaving the newborn unit at the Dr. Sami Ulus Children’s Hospital in Ankara begin their lives secure in the fact that Kiwanians care. The blankets are courtesy of the Ankara Koru Kiwanis Club, which has given the coverlets—and much more—to ensure children’s health from the group’s very beginning.

“The warmth of a blanket for a newborn is invaluable,” says 2010-11 club President Nesrin Çobanoglu, “and it might make the difference in their lives.”

Kiwanians also have contributed to the hospital an improved breast-milk pump, a dishwasher specifically for baby bottles and equipment to speed up urine analysis for newborns. —Karen Trent

SRI LANKA

A report from UNICEF and the World Food Programme in 2010 stated that a quarter of Sri Lankan children under five years old suffer from anemia and acute malnutrition. Unacceptable, say Kiwanians.

Working alongside the Ministry of Health, Battaramulla and Colombo City Kiwanis clubs joined forces to go to battle against malnutrition, launching the Kiwanis Malnutrition Project. The ministry recommends providing each undernourished child with “Nutri biscuits” for 90 days to bring the child up to required health and weight. The Kiwanians had biscuits made by a local manufacturer following a formula provided by UNICEF. Stage 1 of the program provided 11,250 biscuits to 125 children at a cost to the Kiwanis clubs of Rs332,800, all funded out of private donations. The clubs already are planning to feed hundreds more in Stage 2 and Stage 3. —Tamara Stevens
DONOR PROFILE
A personal perspective on giving

John Peter Curielli became a Kiwanian more than 35 years ago. He has seen a lot of growth in Kiwanis during that time, and Curielli himself has served in several capacities.

But when it comes to the Kiwanis International Foundation, his loyal giving has a lot to do with steadiness and trust. “One reason I like the international foundation is that they’re good shepherds of the money they have,” he says.

That’s a key factor for an organization with so much potential to make a positive impact. “It’s the international aspect,” Curielli says. “Of all the foundations I’ve been involved with, this one touches the most lives all over the world.”

Curielli’s involvement has extended from donations to direct participation. For instance, he’s both a member and a past chairman of the Heritage Society, which includes individuals who have arranged for charitable gifts during their lifetimes or after.

His chairmanship, along with his time as a trustee for the Kiwanis International Foundation, provided “a little more personal view of people who give,” he says. “I met people who weren’t high rollers but who reached inside. I thought, ‘Gee, this is wonderful—that they consider Kiwanis so important.’”

In the past, Curielli himself was moved to give even when his finances were limited. He was inspired by his father, who grew up during the Depression and was even required by circumstance to be “the dad of his family,” Curielli says. That experience only solidified the dedication of Curielli’s father to others. He passed down that dedication to his son.

“Even when I didn’t have the money to give, I gave through service,” Curielli said. “I think of it as an ‘attitude of gratitude.’ When all is said and done, the Lord has watched out for me and my family.”

Read more about John Peter Curielli and how you can make a difference at www.kiwanis.org/foundation.
Funding the future of Kiwanis

A gift to the Kiwanis International Foundation extends your Kiwanis impact—not just geographically but into the future. For instance, gifts provide funds for Kiwanis International’s Service Leadership Programs.

SLPs consist of youth programs for students from kindergarten to universities, along with Aktion Club for adults living with disabilities.

“These programs are growing at record rates,” says John Shertzer, senior director of Kiwanis programs. “We’re developing service and leadership skills in thousands of people who will carry the Kiwanis mission forward. Gifts to the Kiwanis International Foundation are a crucial part of that.”


Skip a meal and serve up a gift

Each April, Kiwanis-family members help serve children in need through the Skip-A-Meal program. By participating, Kiwanis-family members and friends pass up a meal during a club meeting or event, or at work—and then give the cost equivalent of that meal to the Kiwanis International Foundation.

Some clubs collect money from members at a Skip-A-Meal club event—or even attract donations at a storefront booth or neighborhood event. You can also invite family, friends and neighbors to participate and give.

Skipping a meal isn’t mandatory. Some participants bring their lunches or eat smaller meals instead. Here are some ways to spread the word and build enthusiasm:

• Publicize the event at club meetings, on your website or via the club bulletin.
• Send email reminders to members two days before your club meeting. Call those who don’t have email.
• Schedule a speaker for a presentation related to Skip-A-Meal at least one month before the event.
• Inform your lieutenant governor of your club’s plans. Afterward, report your success to the lieutenant governor and/or your foundation district chairman.

Find more tips and program information—including a secure online gift form—at www.kiwanis.org/foundation/skipameal.

Skip ’n’ share

Send Skip-A-Meal photos, ideas and success stories to the Kiwanis International Foundation. We would love to include the best submissions on our website and in social media. Share with us at cberg@kiwanis.org.

Apply by April 15!

Club grants

Is your Kiwanis club thinking of requesting a grant from the Kiwanis International Foundation? If so, the time is now: The next application deadline is April 15.

Twice each year, the Kiwanis International Foundation Board of Trustees reviews applications. And those applications require thorough information about scope, budget, club involvement and more.

So if your club would like funds for a project or activity that helps children, don’t wait to put together a grant application. Get started now!

Here are a few requirements:

• Only Kiwanis-family clubs and districts can submit a grant application.
• Include all required information, as directed on the application form.
• Explain your club’s involvement thoroughly, estimating the financial resources and volunteer time your project will require.
• Include a balanced project budget.
• Be specific about how the project will improve children’s lives. (Remember: priority is given to projects that involve young children.)

All requirements are provided on the grant application form. You can find a link to the form on the Kiwanis International Foundation website—along with a link to a list of grants the board of trustees has awarded over the past four years. Go to www.kiwanis.org/foundation/grants.
Traditionally, the hunger fight focuses on children in developing countries or economically destitute people living in developed nations. While those groups need attention, another vulnerable group is experiencing food insecurity at an alarming rate, even as they live in the world’s richest countries: seniors.

In the United States and Canada, senior citizens are increasingly dependent on food banks and meal delivery services to meet their nutritional needs. According to a survey conducted by the University of Kentucky Center for Poverty Research, the number of U.S. seniors facing hunger risk rose from about 700,000 to 3 million between 2001 to 2007.

Food Banks Canada, which represents the Canadian food bank community, reports that the number of Canadian seniors helped by food banks went from 5.5 percent of adults served in 2009 to 7.2 percent of adults served in 2010—and that number doesn’t account for seniors who receive free or subsidized meals from community meal delivery programs.

Those on the front lines of the fight against senior hunger point to poverty, lack of mobility and prohibitive medical costs as the chief reasons for the growing senior hunger problem. Meanwhile, seniors who depend on retirement funds for living expenses have been hard-hit by the recent recession.

But perhaps the biggest issue facing hungry seniors is a lack of awareness that there’s a problem.

“It’s not a sexy issue,” Enid Borden, president of Meals on Wheels of America, says. “It’s not an issue that celebrities flock to, and it’s not an issue that most people think will ever affect them.”

However, as seniors in the United States and other developed countries outpace the population growth of other age groups, a growing number of people almost certainly will find themselves at risk for hunger at a time in their lives when they are physically and economically vulnerable.

A DISTURBING PICTURE

As the president of Meals on Wheels of America, Borden has seen the face of senior hunger firsthand, and it’s her goal to make sure others see it too.

“When we think of hunger, we tend to think of people in Third World countries,” she says. “My goal is to shed light on the hidden hungry—the ones behind closed doors. To me, it’s one of the biggest travesties there is.”

When asked about the perception that kids are the most vulnerable among the hungry in the United States, Borden doesn’t mince words in her response. “I don’t think...”
Kids are the most vulnerable. I think seniors are. Children generally have someone to care for them, whether it’s a parent, grandparent or other caretaker. A senior citizen may have no one who cares for them. So they are at everyone’s mercy, and therefore they are probably the most vulnerable among us.”

A native New Yorker, Borden is brash, outspoken and seemingly tireless in spreading her message—even though she herself is approaching senior status at age 62. She credits her energy to a passion rooted in personal experiences meeting American seniors who wonder where they’ll find their next meal. One of these encounters occurred roughly 10 years ago, when a trip to Pennsylvania with Meals on Wheels landed Borden in a trailer park in Appalachia.

“I was delivering a meal to a senior man named Al,” she says, “and his home was basically a tin can. Outside it, there was a hand-painted sign that read, ‘God Bless America.’ Al and I spent some time talking, and I noticed a big, black hole in his arm. He looked at me and said, ‘I can’t afford to go to the doctor.’”

“I gave Al a meal, and I watched as he cut it up, ate part of it and then fed the rest of it to a stray dog and cat. That changed my life. And I think it tells the story of senior hunger in America better than statistics ever could.”

A problem without borders

While America may be one of the most visible battlegrounds in the fight against senior hunger, the problem is global. In Canada, statistics show a troubling rise in food insecurity among seniors. Katharine Schmidt, executive director of Food Banks Canada, says unmarried seniors are especially at risk.

Although most Canadian seniors receive income from the Canadian Pension Plan, it only covers housing and a limited amount of living expenses for single seniors, Schmidt says. “If you are living off the Guaranteed Income Supplement in Canada, that’s only about CAD$14,000 a year, which barely covers housing and basic needs.”

Canada has a tradition creating social safety nets for its most vulnerable citizens, but Schmidt is concerned that seniors may be falling through the cracks. “Many people in Canada think that once we get to an advanced age and we get access to the Guaranteed Income Supplement, we can depend on living comfortably, but that’s not exactly the case.”

Bill Hall, executive director of the North Battleford Food Bank in Battleford, Saskatchewan, says seniors comprise about 15 percent of the people his food bank serves. Like Schmidt, he’s most concerned about those who are living alone—especially those who live in the remote rural communities surrounding Battleford.

“Even though in Canada we have really good support for seniors, they suffer when they don’t
have a spouse or partner, because it limits their income,” Hall says. “The people who rent or who live in their own homes have a hard time keeping up as housing prices increase and taxes increase. And those are the seniors we usually see at the food bank.”

Hall also sees a disproportionate number of indigenous Canadian seniors at his food bank, many of whom live on government reserves. “Adding to the problem is a lot of aboriginal seniors are raising grandkids,” Hall says. “In some cases they may have several grandchildren at home, and that puts an added burden on them.”

While the presence of grandchildren in the house puts both American and Canadian seniors at a higher risk for food insecurity, the lack of adult children living nearby is another major risk factor for seniors who live alone.

“The distances we deal with in North America are huge,” Hall says. “For many seniors, their families are far, far away. Their kids may be living in Calgary, Vancouver or Montreal. They come home to visit, but in general, they aren’t around.”

NOT JUST A POOR PROBLEM
In the United States, the states with the highest rates of food insecurity among seniors tend to have higher concentrations of African-Americans or Hispanics, higher concentrations of seniors living in poverty or near poverty, more disabled or unemployed seniors, more seniors with little education and more seniors living with grandchildren.

However, affluent areas aren’t immune to the problem. Sonoma County in California, world-famous for its wineries, was ranked one of the Top 200 Best Places for Business and Careers in 2007 by Forbes magazine. Yet in recent years, the local economy has taken a hit as housing prices have become prohibitive for many residents—especially seniors on fixed or limited incomes.

In a recent survey conducted by the Sonoma-based Council on Aging, which runs the area’s largest Meals on Wheels program, 43 percent of local Meals on Wheels clients reported depending on it for more than 50 percent of their meals. Eighteen percent said they depend on it for 75 percent of their daily consumption.

According to Jane Doroff, the director of Senior Nutrition at the Council on Aging, seniors in Sonoma are increasingly crippled by high housing costs. “The cost of living is so expensive that they have fewer resources at their disposal, so they are basically making choices like whether to purchase medication or purchase food,” she says. “So Meals on Wheels ends up becoming a critical component of their life. It’s very sad.”

With the global economy continuing to struggle and the senior population growing at an even faster rate, Doroff worries the future offers little room for optimism. “Twenty-five percent of Sonoma County is going to be 60 years old or older in the next five years,” she says. “With the sheer mass of Baby Boomers coming of age, we really need to acknowledge the fact that we are aging as a population. And we all need to pitch in to do something about it.”

A member of the Cloverdale, California, Kiwanis Club, Doroff has seen how important volunteers are to helping seniors overcome food insecurity and hunger. “The Kiwanis club I belong to is very willing to work with our local senior center Meals on Wheels program. Several of them drive Meals on Wheels routes in the community, and they also donate during Christmas time and other times throughout the year.”

Still, she hopes even more people will wake up to the senior hunger problem and recognize it as the serious and far-reaching problem that it is.

“Whether you’re a Kiwanian or not, it takes all of us giving back to tackle this problem,” she says. “And the sooner we realize that, the better off we’ll be as human beings.” KM
Massaging the Senses

A VISIT TO NEW ORLEANS IS A FULL-BODY EXPERIENCE—AND ONE YOU’RE NOT SOON TO FORGET | Story and photography by Kasey Jackson

It’s the food. No, it’s the music. Wait. It’s the architecture. Oh, maybe it’s the location.

It’s hard to put a finger on just what makes New Orleans, well, New Orleans. But once you’ve visited the Crescent City—named so for the bend in the Mississippi River—you’ll find yourself humming a new tune, mesmerized by architectural details, craving Cajun food and maybe, just maybe, crafting up a little of your own voodoo magic.

In this corner of the United States, where Spanish, French, Creole, African and Caribbean all fuse for quite the eclectic cultural heritage, it’s sensory overload. Walk through the Garden District and peek down side streets, smash your face up against iron gates and peer into yards tangled in ivy and spotted with colorful flowers. Take a deep breath as you walk through the French Market and you’re sure to smell the sweetness of warm beignets wafting in the heavy air. In mid-step, you’ll suddenly realize you’re practically dancing down Royal Street, surrendered mind, body and soul to the rhythms of the ever-present street musicians.

Every sense is stimulated here. There’s no getting around it. And that freaky voodoo magic and the centuries-old cemeteries? They’ll get ya too. Right where you weren’t expecting to be gotten. Got goose bumps? Don’t say we didn’t warn ya. When we told you your senses would be stimulated here, we meant all of them. Even the sixth sense.

So what do you plan to do in New Orleans? There’re many ways to laissez le bons temp rouler. Take a look at the following list and mark off the ones that sound good and come up with your own as well. But no matter what you do, make plans early and come on down to New Orleans for the 97th Annual Kiwanis International Convention. The locals love a party—and you’re their guest.

There are a lot of fun ways to get around town here in New Orleans. Hop on the St. Charles streetcar line and head out to the Garden District to take in the beauty of the tree-lined streets and old mansions. Or hitch a ride with a horse-drawn carriage and hear all about the architecture of the French Quarter.
Ahh. The tastes and sights of New Orleans. It’s hard to miss the architecture here, with all its lovely detail, such as is found on this home in the French Quarter (right). Pralines are a New Orleans favorite. This gooey, sticky treat made by several different local companies is found at practically every turn. Stretch out your New Orleans experience and take a box home.

TASTES
Let’s face it: New Orleans is all about the food. In fact, it’s been written that this city could very well be considered the culinary capital of the world. We’ll let you decide for yourself—and we’re quite certain you’ll have no problem feeding your fancy. Some favorite ideas:

Warm your belly with some gumbo, a hot stew that combines meats, onions, celery, peppers and okra and is traditionally served over rice. Recipes of course vary, but many include seafood and chicken and andouille sausage. Want a classic New Orleans sandwich? Well, you have a few options. Try a po-boy, made of long submarine-like bread stuffed with fried fish—usually shrimp, catfish or crawfish—or piled high with deli meat and topped with a gravy (think roast beef). Or opt for a muffuletta, usually a considerably large sandwich with an Italian flair—filled with salami, ham and provolone and topped with an olive spread that gives it its unique flavor. And of course, if you’re in a hurry and want a no-nonsense, inexpensive option, grab a Lucky Dog from a street vendor.

When it’s time to satisfy your sweet tooth, try a beignet, a “French doughnut” made from a square piece of deep-fried dough that’s crispy on the outside and soft and doughy on the inside. These little delights are most often smothered in a mountain of powdered sugar to dust your smile as you scarf ’em down. If you’re ready for something sticky sweet, stop in one of the countless shops that sell pralines, another New Orleans favorite. Pralines are a gooey, nutty treat and a popular souvenir to bring home too. (Hint, hint.)
SIGHTS
New Orleans is more than a feast of great foods; it’s also a feast for the eyes. There’s so much to see and do here that it’s really tough to decide. But here are a few places to start.

Take a stroll down Royal Street and then Bourbon Street in the French Quarter. See all the unique boutiques and don’t forget to look up—the architecture in this area is stunning and filled with wrought iron balconies and festive, colored buildings. While you’re out strolling, look for bargains on souvenirs, food—you name it—at the French Market. Feet tired? Hop onto one of the horse-drawn carriages for a slow ride through the streets. You’ll get a little history and a different view of the city. Hop off the carriage near the famous Jackson Square and the St. Louis Cathedral, where local artists sell their wares. Then take a look around—you’ll also surely see a street performer. Look closely. They may be frozen in a pose. (If you enjoy their entertainment or take a photo, it’s kind to leave a tip.)

After you’ve looked all around the popular sites in the French Quarter, hop on a St. Charles streetcar and head to the Garden District, where old mansions and tree-lined streets depict a much quieter life than the hustle and bustle of the city.

SOUNDS
Music literally is in the air here, so it’s definitely not difficult to find entertainment. But you may have too many options. Here are a few thoughts on where to hear real local music. …

Down Bourbon or Royal streets in the French Quarter, you’ll discover great street musicians and countless pubs and restaurants with live music. While in the area, check out the music schedule at the famous Preservation Hall, where musicians play New Orleans-style jazz every night. Then, get yourself over to Frenchman Street where the locals hang out at a smattering of intimate music hot spots.

Like piano music? Pop into Pat O’Brien’s, made famous for serving the first Hurricane drink and for its dueling pianos. And the Irvin Mayfield Jazz Playhouse tucked inside the lobby of the Royal Sonesta Hotel offers live music every night of the week—no cover charge. No kiddin’.

Live music fills the streets. In no time you’ll be tapping your toes, humming a tune and maybe cracking out an old dance move or two. While walking the French Quarter, stop and listen to any of the many performers you’ll see on the street, including The Smoking Time Jazz Club (below and left).
SMELLS
We’d be less than honest if we didn’t tell ya that all the aromas seem to be covered in New Orleans. It’s part of the package. Now, follow your nose. …

You don’t have to go far to breathe in the smell of fresh seafood—crayfish, shrimp—and all the other fixin’s. Butter. Garlic. Hot sauces. (In Cajun country, you’ll be hard-pressed to dine at a restaurant that doesn’t put an ample selection of hot sauces on your table.) Dip and dig in. Let it drip down your hands. You’ll leave smelling like you had the meal of your life. Need to work off all that food? Walk over to the New Orleans Cigar Factory in the French Quarter and take a deep breath as you watch a half-dozen experts roll tobacco. (Don’t worry. We’re not asking you to take a smoke. Just a sniff.)

The options are endless, really. Stop in to any of the kitschy shops and keep an eye out for all things alligator. This is swamp country—so gator toys, boots and figurines are all over. Hold on to a voodoo doll and feel the power in your hands. Wrap your hands around a cold Hurricane drink. Run your fingers along a wrought iron fence outside any of the countless homes you’ll pass.

If you have kids with you, pet a baby shark at the Audubon Aquarium of the Americas or crawl aboard a gigantic centipede at the Audubon Insectarium. (Relax, the sharks are real, but the big bug is not.) And why not have your palm read before you go home? It can’t hurt to know what your future has in store, right?

TOUCH
Of course you can touch most anything, so a few of the other senses overlap with this one. You can feel the cold shell of the shrimp as you peel it. You can feel the grain in the wood on the seats of a streetcar. And you can hold the weight of a truly huge muffuletta sandwich in your hands. But what else can you touch in New Orleans? Or better yet, what else can touch you?

The sixth sense
If you feel the hair on the back of your neck standing up, it just might be your sixth sense sending you signals. You know the sixth sense—it’s ESP, or extrasensory perception. Yeah, that. The one that may, just may, have you thinking you saw something out of the corner of your eye in one of the Cities of the Dead.

To test your paranormal perception, set aside a little time to visit one of the city’s more than 30 above-ground cemeteries.

St. Louis Cemetery No. 1 is near the French Quarter, and Lafayette Cemetery No. 1 in the Garden District is another popular spot. But make sure to go before or around lunch. Many of the cemeteries close early in the day to protect against vandals. (What’d you think we were going to say? Ghosts?)

But if you’re interested in the ghost thing or the voodoo thing, as we’re sure you’ve heard are popular haunts around these parts, those are always an option as well. You’ll most likely see Marie Laveau’s House of Voodoo in the French Quarter. Shop there for some unique gifts to take home—maybe even a voodoo doll of your very own. Then venture over to the St. Louis Cemetery No. 1, where Laveau, known as the “voodoo queen,” is believed to be buried in the Glapion family crypt. As the story goes, you’re supposed to knock three times on the vault and then make a wish.

Or peruse a book on haunted New Orleans and visit any of the “spooky” sites in the French Quarter, such as Pirate’s Alley.

If you’re extra brave, that is. KM

Don’t miss the chance to see the above-ground plots in one of the many New Orleans cemeteries, also known as Cities of the Dead. At left, Lafayette Cemetery No. 1 in the Garden District.
On tour

HEADING TO LOUISIANA FOR CONVENTION? DON’T MISS OUT ON THESE OFFICIAL KIWANIS TOURS

Whether a stroll through the streets learning about the history of the Garden District or speeding through the water on a swampboat looking for alligators, Kiwanis’ official tours offer a lot of options to explore this corner of the American South.

THE TALE OF TWO CITIES
See stunning architecture, learn fascinating history of the French Quarter and then see the devastation left after Hurricane Katrina’s wrath in 2005. Spots of note: St. Louis No. 3 Cemetery, Musicians’ Village, St. Charles Avenue streetcar line.

A GARDEN DISTRICT PROMENADE
Explore the Lower and Upper Garden Districts and homes representing the renaissance of the Greek Revival style. Enjoy tea and sweets during a 30-minute tour of a 19th-century residence and a walking tour of the Upper Garden District.

FOREVER NEW ORLEANS
This tour is similar to the Tale of Two Cities, only this tour is larger and has a few different stops and sites along the way. This tour heads through City Park toward Lake Pontchartrain and also includes a drive through the Garden District.

MYSTERIES OF LOUISIANA
Hop into a swampboat for a journey into the swamps and bayous of southern Louisiana. Learn about the wetlands and the rich Cajun heritage and see exotic plants and wildlife unique to the region.

NOTES OF NEW ORLEANS
Learn all about New Orleans through its musical history, beginning in the French Quarter. With stops at Louis Armstrong Park, Musicians’ Village, Fats Domino’s home and a visit to St. Louis No. 3 Cemetery, where you’ll learn of the jazz funeral traditions.

CREOLE PROMENADE
Stroll the streets of the French Quarter as a guide reconstructs life as it was in the city more than 150 years ago. In this walking tour you’ll visit Jackson Square and the Pontalbas, the oldest apartments in the United States. Tour includes a visit to a Creole mansion.

HISTORIC NEW ORLEANS TRACE
Follow the path of the first settlers of New Orleans in a journey along the historic New Orleans Trace. Enjoy stops along the way at the New Orleans Museum of Art, the Pitot House and Ralph’s on the Park, where you’ll have a three-course lunch.

HAUNTED FRENCH QUARTER
Enjoy spooky stories as you stroll through the historic streets of the French Quarter. See the home of famous Voodoo Queen Marie Laveau, the infamous Madame Lalaurie House, the graceful Beauregard-Keys House and Pirate’s Alley.

THE NATIONAL WWII MUSEUM
The National World War II Museum presents the war in the form of personal stories and dramatic exhibits. It houses two World War II planes, a German staff car, a concrete sentry box, weapons, uniforms and more.

HOUMAS HOUSE PLANTATION
On this tour of Houmas House Plantation and Gardens, you’ll learn about the architecture and see the special features, furnishings and artwork found at the home. You’ll also visit the gardens and enjoy a delightful Southern-style luncheon.

CAJUN AND CREOLE CUISINE
Learn the techniques and secrets that get to the very soul of Cajun and Creole cooking with this demonstration by a local chef. Learn the differences in cooking styles and receive copies of recipes. Meal will consist of dishes prepared in the demonstration.


Kiwanis
THE HISTORY OF THE TETANUS VACCINE

A TRIO OF DEDICATED 19TH CENTURY SCIENTISTS HELPED CREATE A VACCINE TO FIGHT A BRUTAL KILLER | Story by Julie Saetre
For centuries, maternal and neonatal tetanus had no opponent as it tortured and killed newborn babies and mothers in every village, city and nation. But the war against the disease took a dramatic turn in a 19th-century German laboratory, which soon was followed by other successes. Today MNT no longer threatens lives in much of the world. With this issue, Kiwanis magazine begins a series of articles that will revisit the key victories that have pushed MNT to the brink of elimination.

While fighting in the Napoleonic Wars’ Peninsular War, British soldiers in Spain fell to more than battle wounds: During that conflict, which ran from 1808 to 1814, 12.5 of every 1,000 casualties contracted tetanus.

The deadly disease is caused by the bacterium Clostridium tetani, spores of which are widespread in the environment, including in soil, animal feces and the human intestine. Tetanus spores enter the body through an open wound—a battle injury, for example, or in an umbilical cord cut by an unsterile instrument—and develop in environments absent of oxygen. Those facing the devastating disease experience increasingly violent and painful muscle spasms, some capable of ripping muscles and fracturing the spine.

The 19th-century soldiers fell ill to a disease all too common—both then and now—in remote regions of the world. While war wounds made the men vulnerable, women and infants in Southern and East Asia, Africa and other developing nations fell ill to maternal and neonatal tetanus through unhygienic birth practices. Two hundred years later, community mortality surveys—studies of infant deaths and their causes in randomly selected villages/communities—show that tetanus kills nearly 60,000 infants and a significant number of mothers annually.

“The disease is particularly common and serious in newborn babies. Most infants who get the disease die,” says Dr. Abdo Konur of the Institute of Molecular Biology and Tumor Research of Marburg’s Philipps University and a member of the Kiwanis club currently being organized in Marburg. “Neonatal tetanus is particularly common in rural areas where most deliver-
ies are at home without adequate sterile procedures. Tetanus is indeed closely correlated to the development status of a country."

That’s why Kiwanis International and UNICEF have joined forces to create The Eliminate Project, a partnership to eliminate maternal and neonatal tetanus from the globe by 2015 by immunizing more than 100 million women and their future babies at a cost of US$110 million.

The vaccine that makes this possible came about through a series of events that unfolded decades after the Peninsular War’s end. By World War I, the medical landscape for treating tetanus had changed, thanks to the work of two men, Baron Kitasato Shibasaburo and Emil von Behring.

The two brilliant medical minds—the former a native of Kumamoto, Japan, and the latter born in Hansdorf, West Prussia (now part of Poland)—followed separate career paths that eventually brought them to Berlin’s Institute of Hygiene under Robert Koch, a famed German physician considered to be the founder of modern bacteriology.

Kitasato began his work with Koch in 1886; von Behring arrived in 1888. By 1890, von Behring—who had a special interest in diphtheria and tuberculosis—had worked with colleague Erich Wernicke to develop an effective therapeutic serum against diphtheria. At the same time, von Behring and Kitasato developed a similar serum to fight tetanus.

Serum therapy was not a vaccine; rather, it treated people who had existing cases of diphtheria and tetanus.

While working with diphtheria, von Behring was able to inoculate animals—first sheep, later horses—with a relatively pure form of the bacterial toxin that caused it, Konur explains.

“These toxins, which are released by the bacterium, are proteins, and proteins are well-recognized by the immune system, mainly by the so-called B cells. Upon recognition of a foreign protein, these cells start to produce proteins themselves, which bind to the foreign protein (the bacterial toxin) and neutralize them.”

Von Behring called those neutralizing proteins—the active ingredient of the diphtheria serum therapy—“anti-toxins”; we know them today as antibodies. He further showed that these antitoxic qualities were located not within blood cells themselves, but within the cell-free serum. Animals al-

Emil von Behring is the first recipient of the Nobel Prize in Physiology or Medicine for placing “in the hands of the physician a victorious weapon against illness and death.”
In addition to his work with tetanus, Kitasato Shibasaburo (right) discovered the bacterium that causes bubonic plague. Gaston Ramon’s (below, right) research made widespread vaccination programs possible.

ready infected with diphtheria could be cured by receiving a dose of the serum.

Conflicting stories exist as to when the first human diphtheria patient was successfully treated with a blood serum. One widely cited version has von Behring successfully treating an ill little girl in Germany on Christmas Day 1891. The College Physicians of Philadelphia, Pennsylvania, self-described as the “oldest professional society in the United States,” claims that systematic use of the serum to treat diphtheria did not occur until late 1892.

Konur, however, cites an original letter of von Behring’s, kept at Philipps University’s Emil von-Behring Library, which is headed by Dr. Ulrike Enke. In the letter dated December 30, 1891, von Behring wrote to a friend, Richard Muttray, that he had finished the scientific work regarding tetanus and diphtheria therapy and that he planned to begin treating humans in the middle of January 1892.

“I think this is the best source documenting when the first human therapy has taken place,” Konur says.

At the same time, von Behring was working with diphtheria, Kitasato was concentrating on tetanus. Kitasato’s grandson, Dr. Ichiro Kitasato, senior advisor, The Kitasato Institute, believes the drive behind his grandfather’s dedication to the project derived from his work with Koch, who was a mentor to the Japan native.

Koch had developed his famous three postulates for establishing
proof of the cause of disease: the presence of a particular parasite in all lesions, the parasite’s isolation in a pure culture and the parasite’s ability to reproduce the disease in laboratory animals. At the time that Kitasato began concentrating on tetanus, the established theory about the disease was that the tetanus bacillus could not be purely cultivated. “It is Symbiosis,” reported Professor Flügge of Germany’s University of Göttingen in 1885.

Kitasato, however, asserted that if Flügge’s theory was true, Koch’s three postulates would dissolve. To prove the prevailing logic wrong—and thus preserve his mentor’s postulates—Kitasato began working on the pure cultivation of the tetanus bacillus. He developed new equipment that used a special petri dish, began experimenting and, in 1889, became the first person to successfully grow the tetanus bacillus.

“I believe the hidden drive of Kitasato at this time was the conviction that his mentor Koch’s three postulates are right—and the enthusiasm to find a way to save people from deadly tetanus,”Ichiro Kitasato says. “He was devoted to his study in high aspiration to help humankind.”

The following year, Kitasato discovered an antitoxin for the disease, setting up an opportunity to apply von Behring’s blood serum therapy to tetanus. As with diphtheria, animals such as rats, guinea pigs and rabbits could be cured with existing forms of tetanus when injected with the appropriate blood serum.

“This kind of therapy is known today to be a passive immunization,” Konur explains. “That means that the patient doesn’t produce the toxin-specific antibodies by himself; the antitoxin (neutralizing antibody) is administered to him.”

Von Behring and Kitasato’s work also demonstrated that the antibodies were specific to the diseases from which they originated—tetanus antitoxin could not neutralize the diphtheria toxin, and vice versa.

Both men would be honored for their breakthroughs in blood serums and passive immunization. Von Behring received the 1901 Nobel Prize for Physiology and Medicine for his work with serum therapies. Kitasato formed Kitasato Institute (later Kitasato University) in 1914, was the first dean of medicine at Keio University and the first...
president of the Japan Medical Association. And in 1924, he was ennobled with the title of danshaku (baron) in the kazoku peerage system of the Empire of Japan.

The serum and passive immunization discoveries laid the foundation for the development of an actual tetanus vaccine. In 1920, a French biologist and veterinarian, Gaston Ramon, opened a small lab near his house. It was there that he would make a groundbreaking contribution to modern medicine.

In 1923, while working with the diphtheria toxin, he used formalin (a solution containing 40 percent formaldehyde) to weaken it. The result: The toxin would be too weak to produce diphtheria when injected into a subject, but still strong enough to stimulate an immune response. In short, he had discovered an active immunization, one that could be given directly to a human to prevent a disease, rather than first be cultivated in an animal’s serum and then transferred to a human to treat an already established case.

“This is called toxoid, a more advanced method,” Kitasato explains.

Ramon correctly concluded that his work with the diphtheria toxin could be applied in a similar manner to the tetanus toxin and developed a tetanus toxoid as well.

The tetanus vaccine was born—and today, a version of that vaccine is at the heart of The Eliminate Project. It’s a mission that Baron Kitasato Shibasaburo would have embraced, his grandson believes.

It takes more than a vaccine to defeat maternal and neonatal tetanus. In future issues, Kiwanis magazine will show how world health leaders, including UNICEF, combine vaccination efforts with education and improved birthing practices to create a program that’s proven effective even in the most remote regions of the world.

A century after Baron Kitasato’s research with the tetanus bacillus, Japan District Governor-elect Koshiro Kitazato honors his relative’s heritage by serving as his district’s coordinator for The Eliminate Project’s fundraising campaign team.
In 2006, the Hooksett, New Hampshire, Kiwanis Club had about 40 members. Pretty good, especially for a club that, at the time, was just six years old. But good wasn’t good enough.

By following some golden rules for excellence, continually assessing itself and using analysis to understand weaknesses and build on strengths, the club has more than doubled its size to nearly 90 members over the past five years. And that’s pretty great.

Fred Bishop, who is a member of the club and a past Kiwanis International trustee, points to three specific activities that spurred the growth: sponsorship of a Builders Club and Key Club (so far, nine Builders and Key Club parents have joined), developing within the club a commitment and incentives to recruit members’ spouses (spouses receive a significant discount on membership and the club currently includes 18 couples) and conducting a community analysis.

A community analysis, which is available through Kiwanis International, is key to understanding a club’s vitality in the community. It’s also “step two” (www.KiwanisOne.org/communityanalysis) of Kiwanis International’s Achieving Club Excellence program.

By conducting a community analysis, Hooksett Kiwanians learned of a need for more outdoor family activities. With help from their sponsored Builders Club and Key Club, they blazed a walking and biking trail system (left) through a tangled, picturesque forest (right).
Kiwanis International recommends for clubs to periodically complete a community analysis,” Bishop notes. “After polling community leaders in Hooksett, we discovered a real need for trails that would enable children and families to spend more quality time together.”

So, the club built a walking and biking trail system, investing more than US$70,000 to construct a new trail in 2008 and resurface an existing trail in 2010. Simultaneously, the club constructed an identity for itself in the community and resurfaced its reputation for excellence.

“The Hooksett Town Council has since designated the Hooksett Kiwanis as the organization responsible for constructing and maintaining trails,” Bishop says. “This has given us exceptional exposure and directly led to recruiting six members who, in turn, recruited others.” The trails make it easy for the community to understand what the club does and how Kiwanis members impact the community.

Analysis also means taking an internal look at meetings and membership composition to ensure the club is an inviting and interesting experience for everyone. While examining its own meeting practices, the Hooksett club surveyed Key Club and Circle K governors from throughout North America to learn what they would find appealing in a Kiwanis club meeting.

“Some recommendations were to avoid old-fashioned meetings and ethnic jokes, focus more on service than fundraising, have a welcoming atmosphere for young people and keep costs as low as possible,” Bishop says. “We have focused on what young people are looking for. The club meeting experience is very important and sells many prospects on Kiwanis membership.”

As a result, the Hooksett club meetings include a social half-hour, “excellent meals” for $15, business is kept “crisp and focused” and the club seeks prominent and interesting speakers.

“There’s no singing, as many associate this with a ‘dated’ organization,” Bishop notes. Great food, fun and excellent speakers, he says, are Kiwanis sponsorship of their Service Leadership Programs goes beyond financial support. The entire Kiwanis family serves together. The Kiwanians’ participation in the students’ activities have convinced parents to become members too.
what attract members and guests to attend. “Try your best to make your club meeting the best show in town.”

As far as the membership itself, the club works hard to maintain ties with its sponsored Key Club and Builders Club members (who also attend Kiwanis meetings) and to recruit the community’s movers and shakers, examining businesses and prominent organizations for potential prospects.

“Several municipal leaders have joined our club, and this draws other prospective members to us,” Bishop says. “We are in the local paper nearly every week and are considered the go-to organization in the community. New members tend to recruit others in their business and personal circles.”

That’s not by accident.

The club’s public relations committee cultivated and retains a relationship with news media, which means constantly writing and submitting well-written news releases and high-quality digital photos detailing the club’s activities and members. The hard work pays off via regular news coverage—which is free promotion to attract new members.

While internal and community analysis has helped the Hooksett club build on strengths, the practice has also revealed weaknesses on which the club can improve. One such weakness is retention. Though the club grows each year, as with many clubs, it loses about 10 to 15 percent of membership each year.

“We used the Club Excellence Tool early this year and expect to make improvements in weak areas,” Bishop says.

And if the club continues the trend it has set over the past five years, those improvements are sure to reap still more growth and, most important, more service. KM

Growth tips

Hooksett Kiwanis club member and past Trustee Fred Bishop offers these tips to grow a strong and prominent club:

1. Develop an interesting and updated website. (Visit www.KiwanisOne.org/webtools.)

2. Develop a high-quality, printed club newsletter that’s mailed to members’ homes and to leaders of sponsored Key Club and Builders Clubs.

3. At major entrances to the community, install Kiwanis road signs, which provide the club’s website address and advertise, “Visitors Welcome.”

4. Use a first-class new-member recruitment package that includes: (a) a glossy Kiwanis International booklet, (b) club brochure in color, (c) a color, glossy flier summarizing your community projects, (d) a listing of current members and their professions and (e) recent club newsletters.

5. Offer flexibility with dues collection, such as accepting credit cards, providing postage-paid return envelopes and working out deferred payment plans.

6. Award a member of the month and member of the year.
Cultivating community
URBAN GARDENS CAN BE A PLACE WHERE GREEN THUMBS MEET, OR THEY CAN BE SOMETHING MUCH BIGGER—SOMETHING THAT FEEDS AN ENTIRE COMMUNITY
| Stories by Shanna Mooney

It’s amazing what happens when you bring a community closer together.

People meet, talk, laugh, become friends—friends that do things for one another and join hands to help others.

One trend that’s bringing communities closer is the urban garden, a place where residents are invited to garden together and share in the bounty, be it flowers or produce.

It’s likely you’ve heard about the resurgence of community and urban gardens and the local-food movement. To many, the concepts are hardly new; you grew up gardening and eagerly look forward to those first luscious tomatoes each year just as you have since childhood. Community gardens can be urban, suburban or rural. They can be one community plot or many individual plots. They can be at a school, hospital or in a neighborhood.

And, as in the case of The Kiwanis Club of Mustang, Oklahoma, they can be a significant help to others in the community. This club’s garden raises food that is donated to a local food distribution agency.

“One of the most important things is feeding people,” says garden volunteer and Kiwanis member Christie Scott. “We donate a portion to the Kiwanis Food Bank and other local not-for-profits. A portion goes to the volunteers, and the rest is sold at our farmers market. The profits from the market support the garden.”

Because of that, the club varies its crops based on what the community demands.

“We grow a variety of vegetables, including tomatoes, cucumbers, squash, peppers and onions,” Scott says. “We plant several varieties of each vegetable and usually experiment with a new variety or two each year.”

In order to glean the most produce from its acreage, the club also uses a relatively new farming technique called plasticulture. “The Oklahoma Department of Agriculture’s plasticulture program has been a very positive program for our garden,” Scott says.
“Gardening provides an opportunity for kids to see how healthy food is grown.”

VICTORY GARDENS REVISITED
The Sturgis, Michigan, Kiwanis Club, on the other hand, operates a traditional—and in this case, historical—community garden, offering plots so residents can “farm” a piece of land for themselves.

“Our gardens began as part of the World War II victory gardens in 1942,” says club member Newell Franks. “The club does not plant anything. All of our gardeners are members of the community who have space limitations at home and want to garden. The food grown is consumed by the various gardeners and their families.”

With that history, the club and Franks have lots of advice for others wanting to do the same:

- Don’t underestimate the quantity of work involved in establishing and maintaining your garden.
- Water should be provided to each plot.
- Establish an organic zone for gardeners who are concerned about chemical use. This should be a chemical-free area of the garden.
- If there are commercial growers of any kind nearby be sensitive to their concerns and work with them. A potato patch in your garden might be a fungus source that could blight the entire crop of a commercial grower.
- Find a friendly farmer nearby who will cultivate for you.
- Get permission to burn the garden off in the fall or winter to help control pests and weeds.
- Keep garden rules at a minimum to maximize the liberty of the gardening public. Have each gardener sign a copy of the rules at the beginning of each growing season.
- Use cover crops in unused garden plots to control weeds and to enrich the soil.
- Charge a small amount of rent for each plot to help keep the gardeners serious and to fund the garden upkeep and/or water.
- Identify club members or members of the community who might be able to help new gardeners. It’s amazing how many people no longer know how to garden. Many are willing to learn, but they may need help.

GREEN EDUCATION
The Prince Albert, Saskatchewan, Kiwanis Club operates a community garden for youth, to pass gardening knowledge on to new generations. They understand that children learn where food comes from, but gardening also can be quite educational—teaching math, economics and science skills.

“Gardening provides an opportunity for kids to see how healthy food is grown,” says Prince Albert club member Tom Guidinger. “The kids were quite interested in the concept of growing your own food.

“The project’s been a learning experience for our members as well as the kids. Things can always be improved; however, the garden is a good project especially because it directly involves kids helping themselves.”

Through the following pages, you’ll learn more about these three clubs’ community gardens, ending with tips on how to start your own.
Club creates food chain

From seed and soil to market and, finally, the table, the Kiwanis Club of Mustang, Oklahoma, has a hand in all aspects of their community garden and the resulting sale and donations of the produce. They also team with others in the community for this project, making it a community garden in every sense of the word.

“The land is a donated lease of a total of 18 acres,” says Christie Scott, club member and gardener. “The Silver City Tractor Club also grows wheat and corn on some of the donated lease, and they provide tractor services for the garden and mowing services for the unused land.”

Volunteers, both Kiwanis members and others, do the planting and harvesting, and everyone benefits from the crops.

“We donate a portion of our fresh produce to the Kiwanis Food Bank in Mustang,” Scott says. “We also share our gardening knowledge with each other. It’s hard work, but we have formed friendships around the garden and market.

The farmers market (also a Kiwanis project, the proceeds from which support the garden) promotes a sense of community.”

In order to glean the most produce from its acreage, the club also uses a relatively new farming technique called plasticulture. The normally expensive method involves using a machine that lays down perfect rows of plastic-covered soil complete with irrigation lines. The club received a grant to fund its use.

Additional information about plasticulture is available at www.oda.state.ok.us/mktdev-plast.htm.

A grant helped the Mustang Kiwanis Club initiate a new farming technique at its garden, where a cooperative spirit yields community service. In addition to teaching one another, gardeners share crops with the Kiwanis Food Bank.
Teens tend garden project

With the goal of teaching a new generation to garden, the Kiwanis Club of Prince Albert, Saskatchewan, teams with the city of Prince Albert and Westview Community School to create the “Come Grow With Us” youth community garden.

The result is multiple generations working, learning, teaching and sharing gardening skills—together.

To kick off the project, the club contacted a teacher to gauge interest and come up with a plan.

“It began in 2010 as a container garden project whereby the students planted vegetables and flowers in all sizes of containers,” says club member Tom Guidinger. “The students were very receptive, and when the summer holidays came, they took the containers home.

“The 2011 project was an actual garden planted on a vacant lot owned by the city. The city plowed the plot and cleaned up the weeds,” Guidinger says. “The garden was planted by the students on the last day of May, assisted by teachers and Kiwanis members.

“The garden grew well during the early stages, and some vegetables were used by the community. It suffered a bit over the summer, however, as there was a lack of people to properly care for it.”

When school resumed, the students got involved again and salvaged much of the harvest.

In all, Guidinger says the experience was positive.

“As always, things can be improved; however, the project is considered to be a good one, especially because it directly involves kids helping themselves,” he says.

“Westview School has many underprivileged kids, and the garden was an opportunity to see how healthy food is grown. The kids were quite interested in the concept of growing their own food.”
Get your garden growing

So, how does your club’s garden grow? If the answer is, “It doesn’t,” perhaps it’s time to pick up a shovel. Before that, however, consider the following tips from Obadiah Njue, Cooperative Extension Program horticulture specialist at the University of Arkansas at Pine Bluff, on how to start a community garden:

First, form a committee. This committee should determine if a need and desire exists and whom the garden will serve (youth, seniors, low-income residents or anyone who loves to garden). Then organize a meeting of interested parties and choose a coordinator.

Choose a site. Identify the owner, consider the availability of water, have the soil tested and consider past uses of the land.

Prepare and develop the site. This includes cleaning the site and planning your garden. Organize volunteer work crews, gather resources and plan a storage area for tools, equipment and compost.

Organize the garden. This includes determining the conditions for membership (place of residence, dues, etc.), and how plots will be assigned. Also, if dues are charged, how will they be used and how will vandalism be dealt with.

Determine if liability insurance is needed. If your club doesn’t have a safety coordinator, appoint one as your club’s risk-management specialist, not just for gardening but for all your club’s activities. Research the protection you already receive through Kiwanis International’s General Liability Insurance policy (www.KiwanisOne.org/liability). Determine if additional coverage is needed.
Bountiful harvest

According to the American Community Gardening Association, a community garden is simply any piece of land gardened by a group of people. But the simple concept benefits communities in ways far beyond tasty produce:

- Improves the quality of life for people in the garden
- Provides a catalyst for neighborhood and community development
- Stimulates social interaction
- Encourages self-reliance
- Beautifies neighborhoods
- Produces nutritious food
- Reduces family food budgets
- Conserves resources
- Creates opportunity for recreation, exercise, therapy and education
- Reduces crime
- Preserves green space
- Creates income opportunities and economic development
- Reduces city heat from streets and parking lots
- Provides opportunities for intergenerational and cross-cultural connections
Buddy system

John Mayfield loves helping children, and children love John Mayfield. While in Sierra Leone with The Eliminate Project this past November, a young boy who John nicknamed “My Little Buddy” attached himself to John for an entire day, and even followed him into a clinic where John was observing efforts to eliminate maternal and neonatal tetanus. John's little buddy became a reminder of the children Kiwanis is helping to survive their earliest months of life free of MNT. He also represents the 55,000 women and their future children John has helped to protect as a Lead Gift donor to The Eliminate Project.

A Kiwanian for just four years, John already has served as his club’s charter president and is now lieutenant governor of Division 14 in the Kentucky-Tennessee District.

After witnessing the MNT elimination efforts in Sierra Leone, John takes every opportunity he can to travel throughout his division and share the stories of his “little buddy” and the work being done to eliminate MNT in Sierra Leone. He also shares the power of how a personal gift can make a difference in thousands of lives, helping Kiwanis to transform the world—again.

Read more about John Mayfield at www.TheEliminateProject.org/recognition.

Is your club a Model Club?

Have you heard about the Model Club program? It’s a great way for everyone in your club to participate in The Eliminate Project. What does your club have to do? Agree to donate an average of US$750 per club member. Your club has up to five years to fulfill its commitments. By becoming a Model Club, every member of your club will save or protect more than 416 mothers and their future babies. There are so many ways to fulfill your club’s pledge:

- Create new service & fundraising projects
- Solicit individual gifts from club members
- Create a gift from your club treasury
- Provide funds or match funds raised through your club foundation
- Engage local businesses to support The Eliminate Project

Learn more at www.TheEliminateProject.org/recognition. Click on “club level.”

Leadership profile

Name: Lawrence “Larry” Ziska Jr.
Club: Kiwanis Club of North Omaha, Nebraska
Kiwanian for: 38 years
Kiwanis leadership: Past governor, past lieutenant governor, past president of club and club foundation and chairman of club finance and fundraising
Campaign position: Multi-division coordinator; oversees divisions 17, 18, 19 and 20

How did you become involved in The Eliminate Project?
After attending the Las Vegas and Geneva conventions. A fellow Nebraska Kiwanian, Lenora Hannah, told me about the project.

Why is The Eliminate Project important to you?
At Kiwanis, our mission is to change the world one child at a time; with this project we get to change the world for lots of children at one time.

What should the Kiwanis family know about the project?
That we’re up to achieving our goal. Allowing this disease to continue killing is unacceptable.

What’s going on in your district that makes you proud?
Our division coordinators are recruited, trained and ready to generate support for The Eliminate Project.
Honoring the brave

A KIWANIS CLUB HONORS ITS MEMBERS AND WWII VETERANS WITH THE TRIP OF A LIFETIME | Story by David Shivers

The Kiwanis Club of Dougherty County in Albany, Georgia, was chartered in 1952, so it follows that many charter members had served in World War II.

With WWII vets passing at a rate of an estimated 1,100 a day, the Dougherty club honored its members of “the Greatest Generation” via funding and arrangements for Honor Flight, an organization recognizing U.S. veterans with group tours to Washington, D.C.’s WWII and other war memorials.

“These men gave so much and asked for so little,” says Kathleen Moylan, who served as the club’s project coordinator. “These vets continue to give to the children in our community through participation in Kiwanis.”

Charlie Jenkins, Army veteran and Purple Heart recipient, voices sentiments reflective of his Honor Flight comrades.

“The experiences I gained and lessons I learned during that time from fellow soldiers, newfound friends and even enemies, made it the most meaningful and valuable time of my life,” says Jenkins, a retired CPA.

“A memorable part for Jenkins was the throng of adults and children who heartily greeted the vets at the airport upon their late-evening return. Organizers, too, will long remember the scene.

“One of the most endearing moments of the program for me was to see the veterans’ children and grandchildren see their grandparent recognized by their community as a war hero,” says Columbus, Georgia, Kiwanian Royce Ard, who heads West Georgia Honor Flight. “It’s something that they will remember forever.”

Left: Veterans make a rubbing of a name etched into the Vietnam Veterans Memorial Wall in Washington, DC.
Opposite page: Another veteran salutes his comrades from the steps of the World War II Memorial’s Atlantic arch. Below: The Dougherty County Honor Flight participants pose in front of the Rainbow Pool fountain before returning home to Georgia.
Foster family fun

More than 250 foster moms, dads and children gathered this past August for one really big family picnic. Members of the Bloomington, Illinois, Kiwanis Club treated the foster folks to food, games and even continuing education for parents at the 10th Annual Don B. Vinson Foster Family Picnic.

“Years ago, we went on the Kiwanis International website to see what other clubs were doing,” says Tricia Shaw, 2010-11 club president. “That’s where we got the idea. We were looking for something we could do for our community. This was a good fit.”

The Kiwanians sell peanuts, cheese and flowers during the year to fund the Saturday event. The foster children also receive school supplies to give them a good start on the new school year.

“Foster kids don’t always get to go on family picnics,” says Shaw. Now, in Bloomington, Illinois, they can. —Karen Trent

Kiwanis
Add MNT to your Mother’s Day

Mother’s Day is a very busy time of year for Kiwanis clubs as they celebrate the enriching relationship between children and their moms. The Eliminate Project also honors that bond by saving and protecting women and their babies.

So combining Mother’s Day with Eliminate Project activities is a natural fit. Consider these Kiwanis-family Mother’s Day events, and think of ways to adapt them so they raise funds and awareness for Kiwanis’ global campaign to eliminate maternal and neonatal tetanus.

**Australia:** The Kiwanis Club of East Maitland sells Mother’s Day flowers.

**California:** An annual Mother’s Day race raises funds for the Kiwanis Club of Greater Madera.

**Malaysia:** The Kiwanis Club of Taman Tun Dr Ismail organizes a gala affair to pay tribute to mothers of children with special needs.

**Arizona:** For nearly 60 years, the Kiwanis Club of Bisbee has been serving a Mother’s Day Pancake Breakfast.

**Ontario:** For CDN$25, children and spouses can order Mother’s Day roses from the Kiwanis Club of Orléans.

**Trinidad and Tobago:** The Kiwanis Clubs of St. Augustine and Valspring unite to serve a Mother’s Day Tea Party and Fashion Show.

**Missouri:** The Independence Kiwanis Club collects baby wipes, shampoo, diapers, toddler snacks, pacifiers, outlet plugs and other “wish list” items for a Mom’s Day Baby Shower.

**Virginia:** Grundy Kiwanians make arrangements to honor mothers in local churches.

**California:** The San Diego Kiwanis Club’s Mother’s Day Concert in Balboa Park features the 150-voice Aztec Concert Choir from the San Diego State University School of Music and Dance.

**Illinois:** The local newspaper declared the Lincoln Kiwanis Club’s Mother’s Day buffet “the place to be on mom’s special day.”

What does your club do on Mother’s Day? And how do you include an Eliminate Project message or fundraiser in your Mom’s Day activities? Add your comments to the blog at http://kwn.is/kmoms. And learn more by picking up The Eliminate Project’s “Honoring Mothers” toolkit at http://kwn.is/kmothersday.

—Eileen Dennie

Egg-citing event

April is almost here. That means Kiwanians will soon be hosting community Easter egg hunts. Does your club need something fun to do this spring?

Grab your baskets and consider these tips from egg hunt chairmen Kerry Fetherston of the Tempe, Arizona, club and Susan Lankisch of the St. Andrews, New Brunswick, club.

**Widely advertise.** The Tempe Kiwanis Club publicizes its egg hunt through a newsletter distributed with the city water bill so it reaches every household.

**Have a back-up plan.** The Easter season’s weather is unpredictable. Keep extra baskets around. There’s always a basket that loses a handle or gets left at home.

**Be safety-minded.** Hide the eggs within reach so little ones aren’t climbing up. And select a venue away from traffic.

**Hold back some eggstra eggs.** The St. Andrews Kiwanis Club saves 500 eggs for special circumstances. When children are seen clutching empty baskets, helpers quietly drop some new eggs in their vicinity.

Get more help or add your advice at http://kwn.is/k-eggs.

Kiwanis
A dollar doesn’t go as far today as it used to. That’s true also on the island of Antigua, where a slip in the value of the Eastern Caribbean dollar and a jump in the cost of living has prompted the Kiwanis Club of St. John’s Antigua to provide second-hand school uniforms to families in need.

“All schoolchildren in Antigua are required to wear uniforms,” notes Sharon Knight, club president. “Over the past six years or so, the government gave each child—from ages 5 to 18—two uniforms, regardless the financial situation of the parents. The parents welcomed this initiative and banked on it.”

This year, with the economic downturn, the government reduced its commitment to one uniform per child, leaving it to parents to secure additional uniforms. Many parents couldn’t afford a second uniform, Knight explains, so the club thought this would be a great opportunity to assist.

“We collected pants, shirts, jumpers, skirts, ties and shoes,” she says. “Members issued pleas for used uniforms to their email contacts and others. We appeared on a popular morning radio show, and an article about the project appeared in the newspaper. The Methodist church in the middle of town was our distribution center, and several of our members spent an entire Saturday distributing uniforms.”

Knight says the club hopes to continue the program.

“We know there is a need in Antigua,” she explains, “so we will continue to serve.” —Dick Isenhour

Uniform kindness
Get down to business. Then just GET DOWN.

The New Orleans Metropolitan Convention & Visitors Bureau is thrilled to welcome attendees of the 2012 Kiwanis International Convention to our city, a place like no other. Come indulge in our delicious cuisine, visit our attractions, shop in our historic neighborhoods and dance to the music pouring into the streets. For more information, visit www.KiwanisOne.org/convention. Early-bird deadline ends February 15.
Shana Martin does everything full bore. A member of the Downtown Madison, Wisconsin, Kiwanis Club, Martin is a five-time world lumberjack champion, fitness model and competitor, personal trainer and businesswoman. More importantly, she works tirelessly to raise awareness about Huntington’s Disease, a brain disorder that afflicts her mother and could catch up to her someday.

“My mother showed symptoms around the age of 30,” Martin notes. “During my birth, she would show irregular movements and the doctors noticed it. It wasn’t until about five years later, though, that they made the official diagnosis.”

At 16, after working with other young people dealing with sick parents, Martin helped form the (U.S.) National Youth Alliance of the Huntington’s Disease Society. The group now includes thousands of young people all over the world struggling to cope with the awful disease in their families.

“I’m 31 right now,” Martin says. “Because I’ve decided not to be tested but still have a 50 percent chance of having Huntington’s Disease, every day disease-free is a blessing.” —Dick Isenhour
Tank man

In 1977, the Berwick, Australia, Kiwanis club funded the installation of a six-foot tropical fish tank in the children’s ward of a local hospital at the suggestion of then-president Bruce Gower.

“Bruce took on the role of servicing the tank—cleaning, replacing fish and relocating it on occasion—which he continued doing on virtually a monthly basis,” says Norman McLennan, club secretary.

Fast forward 35 years and Gower still maintains the tank. In March 2011, Gower received an award from the Parliament of Victoria for his ongoing community service. —Wendy Gould

Service on a string

When Hugh Higinbotham’s Key Club needs a crowd for its annual talent show fundraiser, he steps up to perform. All he needs is his yo-yo.

Yo-yoing not only helps the Key Club, but it provides Higinbotham access to a close-knit community that shares the hobby. These community connections matter to him, as he gives his time to Key Club and school organizations.

“He genuinely cares about serving his school, local and global community,” says Paul Plank, faculty advisor for the International Community School Key Club in Kirkland, Washington.

A junior, Higinbotham maintains a 4.0 grade-point average and plans on attending college to study the natural sciences. And like his ever-spinning yo-yo, he intends to keep going and serving. “It’s important to be active,” Higinbotham says. —Robin Bortner

Party for a charter member

The Kiwanis Club of St. Louis Park Golden K, Minnesota, celebrated the 100th birthday of charter member Ben Miller this past October.

In 1927, Charles Lindbergh’s solo flight across the Atlantic Ocean sparked Miller’s interest in aviation, which blended with his passion for radio and led to his career in electronics. In 1997, he retired from the company he founded in 1972.

Miller joined his Kiwanis club when it organized in May 1985.
This year, Earl Zook (above) has a special wish for his 90th birthday: to be on top of Mount Katahdin in Maine at the end of the 2,181 miles of the Appalachian Trail. Zook, a member of the Kiwanis Club of Winchester, Virginia, hikes the path to raise money for the American Institute for Cancer Research.

Every year, his club visits Camp Fantastic, where more than 100 young cancer patients sing around campfires, row canoes, ride horses and escape from the seriousness of their disease. It was while serving breakfast to the campers in 2009 that he decided to take action.

“There’s got to be something a person could do to help,” Zook remembers thinking.

He fixed on the idea of hiking the entire trail for charity, walking three or four days each week.

Stretching across the eastern United States, the Appalachian National Scenic Trail crosses 14 states through mostly wilderness areas. The Appalachian Trail Conservancy bestows the title of “2000 Miler” upon all who complete the trail.

When Zook started his trek at age 87, TV3 Winchester reported that he was the oldest person to walk the trail. In the tradition of hikers, he chose the trail name of “Bald Eagle.”

“Each step on the trail,” Bald Eagle says, “is for the kids.” —Robin Bortner
Sponsoring a Service Leadership Program can be a rewarding part of club membership. But to be effective, you have to be efficient. Kiwanis International offers a one-stop online toolkit for SLP advisors. Get tools, tips and information—including an easy 10-step process, with details for each step along the way. It’s all available at www.KiwanisOne.org/advisor.
Using water buckets, shovels, trowels and steady hands, artists gathered at the 25th Annual World Championship of Sand Sculpting in Fort Myers Beach, Florida, to create shoreline scenes that sunbathing tourists can only dream of making.

Meanwhile, they also were making dreams come true in some of the most remote areas of the world.

The championship featured 30 master sand sculptors representing 15 different nations. But working in the background was an army of volunteers, many of whom were from the area’s Kiwanis-family clubs. To show appreciation, the WCSS gave a portion of proceeds to the Kiwanis family’s Eliminate Project for the elimination of maternal and neonatal tetanus.

Volunteer coordinator, Steve LeBlanc, of the Northside Naples Kiwanis Club, was grateful to help with the event because the proceeds raised go to The Eliminate Project.

“It was only the second month of the Kiwanis year and we were able to knock out a big fundraising project, raising US$14,000,” says LeBlanc.

“The kids (Key Club members) were really jumping at raising money for The Eliminate Project.”

Kiwanians and Key Clubbers clocked around 2,000 volunteer hours during the 10-day event, doing everything from sales to security. They even organized a big kid play zone.

**Kiwanis**

**A world of sand for a good cause**

**KIWANIS FAMILY MEMBERS OFFER BEHIND-THE-SCENES SUPPORT AT SAND SCULPTING CHAMPIONSHIP** | Story by Julie Stutzman
Kiwanis vs. Kiwanis

Kiwanis clubs in Minnesota know a little competition makes people work a little harder. The Albert Lea Kiwanis Club and the Day-Breakers, Albert Lea Kiwanis Club employ a friendly rivalry to motivate members to raise money to fight cancer—a rivalry that began more than 10 years ago. The Golden K and Golden K II clubs also join the fun.

“It’s all about raising money for a good cause,” says Kent Erlandson of the Albert Lea noon club.

The 100-mile bike ride around Freeborn County is the American Cancer Society’s longest running fundraiser in southern Minnesota at 40 years. The clubs challenge each other to form a team of riders for the event and raise the most money, according to Day-Breaker Kiwanian Lois Ahern.

A traveling trophy has been traded back and forth every year, going to the club that raises the most money. This past year, the Day-Breakers’ US$3,397 beat out the Albert Lea club’s $2,786. Still, it wasn’t enough. Another Kiwanis-family group—the Freeborn County Aktion Club—took home the trophy, raising $3,434.

“I don’t mind losing the trophy, because they raised more money and Aktion Club’s a good program,” Erlandson says.

—Tamara Stevens

Friendly competition turns into teamwork when Kiwanians and other Albert Lea riders raise funds for cancer research.

Friendship beyond borders

When Shirley Sobey, chairman of the Kiwanis Club of Klang, Malaysia’s Down Syndrome School, picked up Bob Reay, a member of the Kiwanis Club of Mount Roskill, New Zealand, for a tour of Kuala Lumpur, they hit it off right away. Sobey took Bob and his wife, Eleanor, to an area school for special needs children and then some sightseeing before heading to the 2011 Kiwanis Asia-Pacific Convention in Melaka.

They discovered they had more than Kiwanis service in common.

“Shirley mentioned she and her husband, Tony, lived in both Malaysia and Scarborough, Yorkshire, in the UK.” Bob says. “We intended to visit there after the 2011 Kiwanis International Convention in Geneva.”

So they gathered in Geneva and Scarborough this past summer. The Reays next hope to host the Sobeys in New Zealand. They’ve also made plans to meet in New Orleans for this year’s Kiwanis International convention. —Cathy Usher

Kiwanis
Hats off

Here’s a tip of the cap to Jim Garcia for finding a fun way to recognize Kiwanians.

As Division 22 lieutenant governor in the Pacific Northwest District, Garcia launched a “Hats Off” campaign, giving cowboy hats to members who make a difference in their communities.

“It’s vital that we recognize the value, the investment, the contribution and the passion our members give on a daily basis,” Garcia says.

“There are many other things we could do with our free time; however, Kiwanians give their time to give back to their community and make a difference. The hats serve as a reminder to take off our hats to personally deliver a thank-you for a job well done.”

Kiwanis
“New Orleanians You May Know” by Matt Gaffney

ACROSS
1 New Orleans author who wrote “Interview with the Vampire” (with 5-across) 1 3
5 See 1-across 5 1
9 Normal 9 1
14 Princess ___ (“Star Wars” character) 14 1
15 Actor McGregor 15 1
16 Prefix meaning “seven” 16 1
17 Saints season ticket holders ... or what they cool themselves with on a muggy day 17 1
18 Talk show host Carson ___ 18 1
19 Words on a door that swings both ways 19 1
20 New Orleans native who was quarterback and MVP of Super Bowl XLI for the Colts 20 1
23 Soaked 23 1
24 Inflated sense of self-importance 24 1
25 New Orleans jazzman the city’s airport is named for 25 1
33 “___ disturb” (sign on a hotel room door) 33 1
34 “Let’s not get ___ that...” 34 1
35 Civil War general 35 1
36 “Yeah, right!” 36 1
37 Records for later viewing 37 1
39 In the flesh 39 1
40 Astrological sign represented by a lion 40 1
41 Ripped 41 1
42 Bills with Abe Lincoln on them 42 1
43 New Orleans actor who played Boone on “Lost” and Damon on “The Vampire Diaries” 43 1
47 Three, in Italian 47 1
48 “First of all...” 48 1
49 New Orleans TV chef known for shouting “Bam!” 49 1
56 Michael formerly of R.E.M. 56 1
57 “My Name is ___” (sitcom) 57 1
58 “___ Well That Ends Well” 58 1
60 Singer Neville 60 1
61 Shop class holder 61 1
62 Nickname for New Orleans, made from its city and state abbreviations 62 1
63 Garden center purchase 63 1
64 “Beware the ___ of March” 64 1
65 Eyeglasses, cutesy-style 65 1

DOWN
1 TV alien who ate cats 1 1
2 One of the tides 2 1
3 Number of letters in “Louisiana” 3 1
4 The Big ___ (nickname of New Orleans) 4 1
5 Takes another try at 5 1
6 “___ Hippopotamus for Christmas” 6 1
7 Relaxed 7 1
8 Irish singer 8 1
9 Employing for the purpose of 9 1
10 High school student in their last year 10 1
11 “Once ___ a time...” 11 1
12 Give ___ (yank on) 12 1
13 Back muscle, for short 13 1
14 19 1
15 19 1
16 19 1
17 19 1
18 19 1
19 19 1
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22 19 1
23 19 1
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25 19 1
26 19 1
27 19 1
28 19 1
29 19 1
30 19 1
31 “Not in a million years!” 31 1
32 The Bee ___ (pop group) 32 1
33 Surrealist painter Salvador ___ 33 1
34 Actress Mara of “My Cousin Vinny” 34 1
35 Whath 35 1
36 New Orleans TV chef known for shouting a lot 36 1
37 Geometry calculations 37 1
38 Women’s magazine that reads the same backward and forward 38 1
39 Branch Marsalis’ musical instrument, for short 39 1
40 ___ oil (used in Greek cooking) 40 1
41 Women’s magazine that reads the same backward and forward 41 1
42 Women’s magazine that reads the same backward and forward 42 1
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Check your answers at www.kiwanismagazine.org/answers
Take a relaxing trip on your luxurious coach as you travel through the changing desert landscapes of Nevada to the farmlands of central California and visit landmarks in **NINE NATIONAL PARKS**. Witness the giant Redwood trees in **Kings Canyon** and **Sequoia National Park**, then be amazed at the rock formations and waterfalls in **Yosemite National Park**. Visit majestic Lake Tahoe and stop in historic Virginia City, Reno, Winnemucca and Elko, Nevada. In Utah tour the world's largest man-made excavation – the Kennecott Copper Mine plus the Great Salt Lake! Next tour the unique rocks shaped by wind, water, sun and frost at **Arches’ National Park**; and **Canyonlands**, with enchanting vistas carved by the Colorado and Green Rivers. Next visit **Capitol Reef and Bryce Canyon National Parks** and drive through the Dixie National Forest. Then it’s the grandest of all National Parks, **The Grand Canyon**, for both a day and night. Enjoy the sunset that evening and sunrise the following morning! Finally, try your luck in exciting Las Vegas with an included day excursion to **Zion National Park**. *Price per person, based on double occupancy. Airfare is extra.*

**Birthdays**

These clubs celebrate anniversaries in March and April 2012. See a full list online at www.kiwanis.org/birthdays.

**75TH—1937**

- Seneca Falls-Waterloo, New York, March 8
- Port Washington, Wisconsin, March 16
- Alexandria, Louisiana, March 18
- Salyersville, Kentucky, March 22
- Silver Creek, New York, March 25
- South Lyon, Michigan, March 31
- Carlsbad, New Mexico, April 8
- Longview, Texas, April 23

**50TH—1962**

- Everett-Evergreen, Washington, March 22
- Calhoun, Georgia, March 26
- East Orlando, Florida, March 27
- Susanville, California, March 29
- Saint Marys, Georgia, April 6
- Riversdale, Saskatoon, Saskatchewan, April 9
- Ellensburg-Rodeo City, Washington, April 10
- Clover Park, Lakewood Center, Washington, April 30

**25TH—1987**

- Troyes-Chrestien de Troyes, France, March 5
- Affligem Hopland, Belgium, March 5
- Eupen, Belgium, March 9
- Cherbourg et de Cotentin, France, March 10
- Waco Seniors, Texas, March 11
- Hart County Golden K, Georgia, March 12
- Oron, Switzerland, March 16
- Ozark, Missouri, March 24
- Mattighofen, Austria, March 25
- Chantilly-Creil-Senlis, Les Trois Forets, France, March 26
- Chateaudun, France, March 26
- Le Puy-En-Velay, France, March 30
- Albury-Wodonga, Melbourne, Australia, April 1
- Nurnberg, Germany, April 1
- Quimper-Odet, France, April 8
- Fort Worth Golden K, Texas, April 9
- Owatonna Golden K, Minnesota, April 14
- Greeley Golden K, Colorado, April 14
- Jersey Shore Area, Pennsylvania, April 21
- Cambrai, France, April 21
- Denham Springs, West Livingston, Louisiana, April 22
- King, North Carolina, April 29
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Let your Kiwanis flag fly

CLUBS SHOW THEIR PRIDE FOR KIWANIS AND THEIR COMMUNITIES WITH BANNERETTES

Nearly every club has a banner. Many also have a bannerette. These small flags are one way Kiwanians display their pride for their clubs and communities. In addition to the club’s name, the design usually includes an image representative of the community (from left to right):

- An armored bear decorates the Bern-Zähringer, Switzerland Club’s flag. The city’s founder, legend says, shot a bear while looking for a site to build his city.
- The Biscione, the image of a child emerging from a snake’s mouth, appears on logos for automobiles and espresso machines. It’s also on the coat of arms for the city of Milan, Italy. That’s why the Kiwanis Club of Milano-Centro added it to its bannerette.
- Senigallia, Italy, Kiwanians chose their city’s coat of arms for its pennant.
- Geneva Metropole, Switzerland, Kiwanians’ mini-flag has a stylish outline of the towers of St. Pierre Cathedral and Mont Blanc, which dominate their city’s skyline.
- “The banner was made decades ago,” says a spokesman for the Kiwanis Club of Kobe, Japan. “A member used a gull to symbolize the image of Kobe as a port city. The bird, however, does not officially represent the city.”

Post more details about these bannerettes and see others at http://kwn.is/kbannerttes. Or email a photo of your bannerette to magazine@kiwanis.org.
Your local project. A world of ideas. 
Kiwanis Service Source.

Do you have any idea what it takes to create a great service project? Get a few at Kiwanis Service Source. With our service-project database, it’s easier than ever to find ideas ... and to share your own with the worldwide Kiwanis family. Use our searchable online resource to give and receive inspiration—even including key details such as planning notes, budgets and more.

Local projects deserve a world of ideas. Find them at www.KiwanisOne.org/findaproject.
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 a Kiwanis International publication.

Dear Kiwanis Peanut Day,

The Camarillo, CA Kiwanis Club has been doing the most successful peanut day fund-raiser for the past 19 years. The City Council of Camarillo issues a formal proclamation for PEANUT DAY and the people look forward to PEANUT DAY every year. We raised about $4,000 this year, which will go towards supporting under-privileged families with infant car seats and children’s bicycle helmets.

What a great fund-raiser!
—Joe Dilibert, Fund-raising Chairperson
Kiwanis Club of Camarillo California