

BEAVERTON ROTARY CLUB



GUIDE TO COMMUNITY SERVICE ACTION

Introduction.

Community Service is one of the five Avenues of Service of all Rotary Clubs within Rotary International. This and the other Avenues of Service define the heart and character of every Rotary Club. Community service is a particular strength of Beaverton Rotary Club.

According to the Statement on Community Service adopted by R.I. in 1992, *“Community service is an opportunity for every Rotarian to exemplify ‘Service Above Self.’ It is the commitment and social responsibility of every Rotarian and Rotary club to improve the quality of life for those who live in the community and to serve the public interest.”*

In that spirit, R.I. included a list of 10 particular actions that clubs are encouraged to undertake. The list appears at the end of this Guide.

In addition, R.I. has undertaken an initiative that it calls the Future Vision Plan. The Plan recognizes that the scope and direction of the mission of R.I. and all Rotary Clubs can be shaped by the way its grant funds are used. It seeks to shift funding priorities so that fewer grants are given for services that have a relatively short-term impact on lives of the beneficiaries, and more that have a longer-term, life-improving impact. R.I. encourages the Districts and individual clubs to gradually move in the same direction.

The Club’s History In Community Service Activities.

Our Club has a long history of activities that truly exemplify the ideals of community service. A current List of Service And Fundraising Activities, including chairperson, is available on the home page of the Club’s Web site under “How We Serve.” To facilitate these activities, the Club established the Community Service Committee, which assists the Club’s Board of Directors and the Board of Directors of the Beaverton Rotary Foundation (the Foundation) to prioritize community service projects to be approved and supported with the Club’s resources.

In 2008, the Community Service Committee conducted a Community Needs Assessment For Possible Service Projects, and drafted new Guidelines for the Committee, called “Guidelines To Determine Use Of Community Service Funds,” and “Allocation Guidelines.” Also included were Special Rules for operation of the Committee.

There have been several changes since 2008. Among other things, less attention has been given to some of the specific criteria for selecting projects to approve. Also, while the Guidelines referred to a Community Grants Committee as well as the Community Service Committee, after a period of time only one was appointed and it served the functions of both.

The Foundation recognized that some community service projects were so continuous and popular in the Club that they should be designated and accounted for as “programs,” which would not require formal re-application on an annual basis.

In 2014, the Club’s president, Charlie Dobson, adopted for his year in office a theme and goal of encouraging the Club to “Make Your Presence Felt In The Community.” In that year, and continuing into 2015, a group of members came together to consider what that should mean in terms of community service projects and programs that the Club approves and supports with grants.

Taking its lead from the name of R.I.’s initiative, the group called itself the BRC Future Vision Team. The Team started with a review of the community service values that are reflected in projects and programs previously adopted by the Club, and how they might be assessed not only in terms of the Club’s 2008 Guidelines but also in the light of some of the ideals expressed in R.I.’s Future Vision Plan. Recognizing, as R.I. had done before, that the direction and quality of a club’s community service efforts will be influenced by the way it approves applications for grants, the Team undertook a thorough review and revision of the 2008 Guidelines, Instructions and Application Form to both update and improve them.

The Team took pride in what the Club had been able to accomplish in the community through its grants and member participation. The revisions that it recommended to the Boards of the Club and the Foundation encouraged evolution toward more projects that may lead to longer-term, life-changing benefits for the beneficiaries, while recognizing the value of continuing to include some projects that have significant but shorter-term benefits.

The importance of projects having measurable goals and accountability for meeting them was reflected in the 2008 documents, and also was considered by the Team. It recognized that in some cases where the Club’s transfer of grant funds was in effect the Club’s only measureable goal, with meeting the substantive goals being left to the cooperating organization with which the Club and the project’s sponsors are working. In other cases, it was feasible and desirable for the sponsors to articulate and be responsible for meeting the goals directly through the members’ activities. The revised application form asks the

applicants for future projects to think about this distinction and present the related details, leaving it up to the Committee and the Boards to make appropriate decisions.

The Team believed that the revised forms will truly help to make the Club's presence felt and appreciated by improving lives in the Beaverton area.

Guidelines To Be Followed By The Community Service Committee.

A. Mission. The Community Service Committee will solicit, develop, evaluate and oversee community service projects and programs of the Club.

B. Objectives. The objectives of the Committee are to:

1. Meet in the Spring to review community service grant applications and make recommendations to the Club and to the Foundation for final approval. The recommended timetable is:
 - Fourth week in March Request for applications and submission deadline to be announced to the members
 - First week in April Repeat request for applications
 - Second week in April Repeat request for applications
 - Third week in April Applications due
 - Fourth week in April Committee meets to review applications
 - First week in May Committee interviews the project sponsors
 - Second week in May Committee Chair presents applications and recommendations to the Club Board
 - Third week in May Committee Chair presents applications and recommendations to the Foundation Board, which has final approval
2. Follow the process and rules contained in the latest Instructions and Application Form, and provide them to all members who are interested in being sponsors of a project and all others who are interested in the process.
3. Hold additional meetings during the year as needed.
4. Consider mid-year applications as requested. Such requests should be limited to projects in which major interest on the part of the Club members and a significant opportunity for the Club are demonstrated. If funds remaining in the annual budget for community service grants as established by the Foundation for the year will not be sufficient to fund the new project, this factor will be taken into account by the requesting Board and the Committee. The review process for mid-year applications will be the same as for the last five weeks of the regular timetable, to the extent that the Committee deems appropriate.

5. Make recommendations to the Club and Foundation Boards about which Community Grant or Grants should apply for District funds. Recommend which Grant or Grants should apply for the first \$1000 and then prioritize additional Grant or Grants up to a total of an additional \$1500. These recommendations will go to the respective Boards at the same time as the presentation of Grant applications, usually the May Board meetings. The Club Board will make the final determination after considering the recommendations of the Foundation and the Community Service and International Service Committees.
6. Provide expertise and assistance to project sponsors to qualify their projects for Rotary District Matching Grant money, as may be requested by the sponsors.
7. Send a letter to each of the applicants notifying them of the outcome of their requests. The letter should include a reminder of their reporting requirements and provide the address where reports are to be sent.
8. Review the policies and procedures for the Community Service Committee annually, including the application form and instructions, and forward any recommended changes to the Club Board and the Foundation Board.
9. Review and evaluate all active community service projects and programs annually, and report the Committee's conclusions to the Club Board and the Foundation Board.

C. Criteria. Based on information included in the Application and the Committee's interviews of the sponsors, the Committee will evaluate each project by considering such factors as those listed below, in no particular order of importance:

1. The project will have an impact on the lives and futures of the beneficiaries.
2. The project has specific and measurable goals, and proposes a method of measuring the results against the goals and reporting results to the Committee.
3. Club members have knowledge, interest and/or personal involvement in the project.
4. The sponsors are committed to providing regular communications to the Committee on the progress of the project, including meeting its stated goals. This should be annually or sooner, on a case-by-case basis.
5. The Foundation's resources will be leveraged to maximize the project's impact by, for example, obtaining matching grants from District 5100 or global grants from R.I., or partnering with other public, private or non-profit organizations (including Rotary clubs) that will be involved in implementing and/or funding the project.

6. Rotarians will be involved in the project with hands-on participation and/or leadership.
7. Estimates are provided for the number of people directly benefiting from the project, cost per beneficiary, and value derived.
8. The Committee's priority rating of the project.

D. Other Communications. The Committee will:

1. Report the Foundation's decisions to the Club's members, including the nature of the projects, the amounts of the grants awarded and any requirements or restrictions involved.
2. Report to the Club's Board, the Foundation's Board and the members any significant developments in ongoing projects and the substance of project reporting by the sponsors.
3. Report to the members any significant changes in the policies, procedures and documents involved in the Committee's work.

R.I. Community Service Ideals.

All Rotary Clubs Are Encouraged To:

1. Review regularly service opportunities within their communities and involve each club member in an assessment of community needs.
2. Capitalize on the unique vocational and avocational talents of members in implementing their community service projects.
3. Initiate projects in accordance with the needs of the community and commensurate with the club's standing and potential in the community, recognizing that every community service activity, however small, is important.
4. Work closely with the Interact clubs, Rotaract clubs, and Rotary Community Corps and other groups that they sponsor, in order to coordinate community service efforts.
5. Identify opportunities to enhance community service projects through Rotary programs and activities at the international level.
6. Involve the community, when desirable and feasible, in implementing community service projects, including the provision of required resources.
7. Cooperate with other organizations in accordance with RI policy to achieve community service objectives.
8. Achieve proper public recognition for their community service projects.
9. Act as catalysts to encourage other organizations to work together in community service efforts.
10. Transfer responsibility for continuing projects, when appropriate, to community, service, or other organizations, so that the Rotary club can become involved in new projects.

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