

District 7570 District Conference Awards 2019-2020

Club Service Awards: 2019-2020

*****Youth Activities:** 5 Entries. Recognizes the Club that best promotes activities which encourage Youth to be productive and involved citizens in their communities.

Second Place: The Rotary Club of Blacksburg

The club sponsored two students from Blacksburg High School to attend RYLA. They sponsor the Interact Club at Blacksburg High School. These Interact students in return participate in their club's signature fundraiser, the Chocolate Festival and support the Blacksburg Interfaith Food Pantry through participation in food drives. Micah's Caring Initiative packs backpacks with food to provide weekend meals for children in need. They award \$12,000 in scholarships to local high school senior students who plan to attend a four year college program, four (4) fine arts scholarships, four (4) career and technical education and four (4) scholarships for STEM math and science.

They hosted an exchange student for the 2019-2020 school year. They continue to sponsor Environmental projects through Montgomery County Schools, such as the ongoing 1st and 2nd grade Gardens at their elementary schools. This club participates with their time, energy and money.

First Place: The Rotary Club of Rockingham County

I would seem that Youth is their business...Their many projects embrace the youth in their community. Their annual Soap Box Derby has enabled winners in three divisions to move on to the Derby Championship race in Akron, OH. The Club financed trip expenses for the winner's families. Their involvement in the Derby has allowed them to develop a partnership with Rockingham County Public Schools to make Soapbox Derby a part of the

curriculum for STEM Initiatives (Science, Technologies, Engineering, and Math). Add, A Car raffle that raised funds that were given to an intergenerational day care center and a family domestic violence response shelter. They continue to be involved with the Interact Club of Eastern Mennonite School, The Ronald McDonald House Golf Tournament, Christmas gifts for local children and families, and they sponsor 4 RYLA students.

*****Vocational Service:** Recognizes the club that best promotes the Object of Rotary through the work of its Members showing (1) high ethical standards at work and (2) best use of their occupation to make an impact in the community.

****First Place: The Rotary Club of Blacksburg**

Recognition of others is their hallmark. Their club grants 2 Vocational Service awards to Non-Rotarian members of their community who best exhibit the 4-Way Test through their everyday lives. Their Citizen of the Year Award recognizes non-Rotarian persons of varied careers and vocations for their ethical business behavior; A \$500 contribution to the award winners' choice of charity organization is made in their honor. The First Responder of the Year Award recognizes members of the community that are first to arrive on the scene of an emergency, they can be paid or volunteers, of a Montgomery County fire, Law enforcement, or rescue department, A \$500 financial contribution is donated in the recipients honor to their department. And they use their Weekly Club Bulletin to spotlight one of their members by sharing some of their personal and professional background information so that they become better acquainted.

*****Community Service:** 9 entries: Recognizes the Club that best demonstrates “Service Above Self” based on all activities/projects to its Community.

Second Place: The Rotary Club of Rocky Mount

This club is involved in their community in so many ways providing Wood for Warmth, and the Rotary Christmas Parade and the Independence Celebration, community traditions that they plan to be involved with for years to come. They ring the bell for the Salvation Army and participate in a large school supply drive and Teachers Foundation grant all to assist those at risk. They started their Rotary Elf project for their local hospital. Pediatric patients hospitalized on a holiday, birthday, or who are getting extensive therapies, shots, or chemo are given toys. They also fund and staff the snowflake station from December 21-24 helping parents to “shop” for gifts. They wrap these gifts (for patients and siblings) then nurses deliver them Christmas morning. To be certain their community appreciates their Club!

First Place: The Rotary Club of Stuart

The Stuart Rotary Club’s work in their community is exceptional! Their membership participation is extensive. Their projects are broad based. It’s hard to imagine what Patrick County would be like without their Rotary Club! I will highlight a few of their efforts; they provided loans & Scholarships to 24 graduating students to continue their education, including a first-generation college attendee scholarship. Patrick County Greenteam / “Love it, don’t trash it”- Anti litter campaign created by their Rotary Club in collaboration with other organizations has a Goal to clean up local trails, roads, & streams while creating public awareness on this social & environmental issue. They also have a 3 day Beach Music festival for 2000+ attendees and they plan and execute a 6 day Patrick County Agricultural Fair with 10,000+ visitors to enjoy rides, food, agricultural and craft exhibits, business and organizations exhibits, youth animal shows, demolition derby, rodeo, and local music. Wow!

***** Club Partnership Service:** 4 entries. Recognizes the Club that best facilitates a large project working together with another Rotary Club, Rotaract Club, or Organization such as government, business, nonprofit, or service organization. The project can have a local or international focus while meeting the goals of Rotary.

We have two phenomenal winners!

Second Place: Rocky Mount

For the 2019-20 Rotary year they were blessed to have 100 percent district participation in their collaborative grant for Healing Strides of Virginia, a therapeutic riding center. Healing Strides serves veterans, children and adults across Virginia and into North Carolina. Their patient focus is on providing equine assisted activities and therapeutic riding at the facility located in Boones Mill, VA. Rotary was asked to expand the outdoor arena to increase class capacity. This work included grading, adding new fencing, painting, additional jumps, signage and creating a padded rink for horse comfort. Each club was invited for workdays at the arena and to participate in \$100 ticket sales to help fundraise for the work. Prizes were awarded at Rocky Mount Rotary's Independence Festival. While 3 cash prizes were awarded to the community, and they enjoyed free fireworks show, Healing Strides felt like the true winner as they were granted their new arena to expand capacity of this already award winning nonprofit facility.

First Place: Christiansburg-Blacksburg

The Rotary Club of Christiansburg-Blacksburg and the Rotary Club of Blacksburg joined in a collaboration, as International Sponsors, to develop a Global Rotary Foundation Grant to support the Hope to Walk Foundation's work in Tegucigalpa, Honduras. The Rotary Club of Tegucigalpa, was the Host Sponsor. In 2019 the three clubs received a Rotary Foundation Global Grant Award for \$50,000 to develop and implement a "Hope Center" designed to enhance and support the work of the Hope to Walk Foundation, founded by Phil Johnson, a Blacksburg prosthetist, and Mike Mabry, a student, at the Edward Via College of Osteopathic in Blacksburg. Phil developed a prosthetic leg for below the knee amputees that can be manufactured in Honduras for \$100, and an

above the knee device that costs about \$200. More than 300 people in Tegucigalpa have been fitted with new legs at no cost to the patients. There are other cooperating organizations involved. The grant objective is to help the clinic in Tegucigalpa become a "Hope Center" enabling independent and certified local personnel to construct, fit, and maintain prosthetic legs. Hope to Walk wants to expand. The "Hope Center" model is designed to become the template for expansion into other countries. Several local workers in Honduras have been trained to manufacture the prostheses and health professionals have been certified to fit them to patients. The grant has also paid for the materials to construct 150 artificial legs. There is an enormous need for prosthetic limbs in third world countries where people cannot possibly afford \$5000 for a prosthesis. The World Health Organization estimates that there are 36 million people needing artificial limbs worldwide who have little hope of ever receiving one. Their project in support of Hope to Walk is the start of what they expect to be a much larger effort in many countries to meet this need. Rotary has a vital part to play in this expansion. Congratulations to both our winners!

***** Club Service:** 6 entries. This award recognizes the club that best develops fellowship among members, utilizes club activities to advance the Objects of Rotary and fosters the Family of Rotary.

Second Place: The Rotary Club of Front Royal

Club Service is achieved through recruitment meetings, new member education programs and mentoring, highlighting members on social media, recognizing Club members weekly as a "Rotary Superhero", and their contributions to the community/club are detailed. This initiative thanks members and highlights opportunities for service. Information shared on social media informs the community of their members and their active participation in club and community. By engaging their members in projects, they give them the opportunity to know each other more personally. These projects include, Dueling Pianos, A Gala, Dictionary Project, Dinner for Child cancer patients, food baskets for 128 families, and winter coats for 114 people in need, to name a few. By helping others their

members become better acquainted and better Rotarians.

First Place: The Rotary Club of Stuart

The Stuart Club loves its Socials, it's fundraisers, it's service opportunities, all considered fun, I'm sure or why would they have so many? And they use them all as a means to engage their membership. There's a lot of eating; Valentines' Day Dinner, Father's and Mother's Day dinners, Fair Volunteer Appreciation Dinner, a Bowling night, and the Christmas Social. They pack week-end food back packs, distribute dictionaries and atlases, sponsor a Boy Scout troop, collect Christmas wrapping paper, their Day of Community Sharing provides school supplies, basic necessities, and haircuts to 300+ students. They do all of this in the name of Club Service...with a goal of engaging their membership by helping others.

*****International Service:** 3 entries: Recognizes the Club that best exemplifies International Service, especially in the promotion of understanding, goodwill and peace, in a manner that will inspire other District 7570 Rotarians.

Second Place: The Rotary Club of Front Royal

This year their club focused on two areas of international service. They partnered with Rotary Clubs in Holland to import 1,000 boxes of End Polio Now tulips. Then worked with other district clubs as well as clubs in Pennsylvania and Mississippi to sell those boxes. The net result was over \$10,000 donated to PolioPlus from the tulip sales.

They also hosted a Rotary Youth Exchange student from Sicily. She has brought her Italian culture to Front Royal sharing it with Rotarians, her host family and the students at Warren County High School. She has also visited a number of local clubs to share her Italian culture.

First Place: The Rotary Club of Blacksburg

- This club participated in the \$50,000 Global Grant for the Hope to Walk organization which provides low cost prosthetic legs to give the "gift of mobility' to amputees. They donated \$8000 to the Hope to Walk program. One of Their members has traveled with the team to Honduras twice to be part of the mission trips to assess need, measure, create and fit these prosthetic legs. They are also hosting a student from Chile as she participates in a Youth Exchange to Blacksburg High School. They presented her with a Paul Harris Fellow award. And they hosted the GSE team from Taiwan in March 2019. Both clubs have grown from these experiences!

Public Image Awards: 2019-2020

Club Bulletin: 11 entries. Recognizes the Club that best engages its Members with its Club Bulletin, by promoting Club Activities, Programs, Events, and its Members.

Second Place: The Rotary Club of Staunton-Augusta County

STAUNTON-AUGUSTA ROTARY CLUB'S NEWSLETTER: Their newsletter is sent out electronically. It is always at least 6 or 8 pages and is often much longer. The current newsletter is colorful and is filled with many photographs and other graphic images that are eye-catching. The newsletter delivers vital information for club activities as well as team building information to create a club cohesiveness. Distribution includes current members, District 7570 governance, past club members and, on occasion, to organizations and individuals who are recipients of club grants. The newsletter is also posted on their website so that members of the public and potential members can read it.

First Place: The Rotary Club of Woodstock

Communication for the Rotary Club of Woodstock consists of two bulletins; The Monthly Newsletter and This Week in Rotary.

The Newsletter is distributed each month, for the following month, by pmail to club members, District Governor, and their Area Governor and is uploaded to the Woodstock Club Bulletin file in DACdb. It is provided in print form for members and available at the sign-in table at every club meeting. "This Week in Rotary" is provided to members via pmail prior to the weekly meetings. Both contain information about Rotary in general and specific to the month and weekly meetings such as:

The Rotary 4 Way test, the Rotary song (their club loves to sing), officers names, members birthdays, club news, reminders of upcoming events, a member care section. In essence, all the news that's worth reading and Definitely worth a read!

*****Club Social Media:** 9 entries: Recognizes the club with the best social media presence including content and audience.

Second Place: The Rotary Club of Roanoke

Because the eClub is online based, social media is a must! The club reaches its audience with the following:

Email - all current members, potential members, and those looking to make up a meeting receive an updated email/bulletin from the club president.

Facebook - the Facebook page is used to remind those who "like" the page of the next meeting date, who speakers are, what is happening in the District, and service opportunities.

YouTube - the club's YouTube channel is also where they put recorded club meetings and special messages. The YouTube channel gives eClub members and other Rotarians an opportunity to hear speakers they missed and to have a make-up.

First Place: The Rotary Club of Rocky Mount

The Rocky Mount Facebook page has some noteworthy stats to share. In a 28 day cycle they receive over 2,500 post engagements with an annual like share of 956.

Yearly estimated total is 30K post engagements. Their Facebook page has a post 365 days of the year not breaking for any holiday. They see holidays as a chance to engage a future Rotarian. Facebook posts contain links to newspapers, online television media, photos with tagged pictures, daily quotes, messages from monthly Rotary themes and continuously promote Rotary and their missions. Polio Plus, international service, Rotaract, Interact, Rotary Informer, Object of Rotary, Rotary Motto, and individual club events/members are just a few postings that appear monthly.

*****Club Web site:** 4 entries: Recognizes the Club with the best web site presence. The web site(s) must include fresh, constantly changing content.

Second Place: The Rotary Club of Warren County

This Club's website provides information for members and an inviting exposure of Rotary and their club to the public.

Their meeting time and location, with a link to a map with interactive directions, is at the top of every page.

Videos are added of the most recent Programs to their Home Page and past recordings for members and the public to browse are also housed.

The website is updated throughout the day and week with a feed from their Facebook page, online publication of their club bulletin and the most recent recorded Program. Also included are interesting articles from other sites.

It's designed to display appropriately on smartphones and tablets as well as traditional computers and employs SSL security.

First Place: The Rotary Club of Chatham

This club has a new website! Out with the old and in with the new...Check it out...We needed a new contemporary "public image" to address the scope and achievements of our club to the general public, as well as supporting the needs of our members and potential members. Our new website has two distinct sections. A PUBLIC-FACING WEBSITE: to let the general public know what our Rotary Club is all about and a MEMBER-FACING WEBSITE: which provides our Members a "one-stop shop" of information, training materials and club maintenance, i.e. make-up meetings, committee meeting attendance, etc. New members need to understand how the club operates (New Member Orientation) and find out about the club structure, finances, expectations as well as other questions they may have such as "how can I play a role? where are the handbooks? what projects can I participate in?"

Our objective was a site that would meet the needs of the public, new members as well as veteran members. Our club is excited to be able to present what we feel is a "state of the art" site that can be updated easily to keep information current!

*****Douglas A. Newton Excellence in Communications:** This award was created by the Rotary Club of Downtown Kingsport in honor of former member and radio and TV broadcasting personality Past District Governor Doug Newton. This award is presented to the person or group that has exhibited excellence in communications.

Our winner this year supports the ideals of this award in his personal and professional life. He creates press releases, maintains relationships with local media, and coordinates press and photo opportunities with club members, partner projects, and/or awardees. He manages our New Member Breakfast Information Session and he coordinates and presents the Fireside Chat for members prior to their induction, communicating the value of Rotary to all participants. He serves as club historian and assists in maintaining the Club Roles and Responsibilities Manual. He has served Rotary in many capacities, at the club level and district level. As a past

president he has been involved in every element of the club. He has served as a Senior Director, and currently chairs the Public Image Committee, New Member Information Committee, and Social Outing Committee. He participates in all the club's projects. He has also served on several District Planning Committees in a variety of capacities. This individual is as deeply involved in his community as he is in Rotary. This year's winner is **Douglas Stanley from the Rotary club of Front Royal.**

*****Public Image:** 5 Entries: Recognizes the Club that best uses media platforms to promote awareness of Rotary and the work of Rotarians in the community and the world.

Second Place: The Rotary Club of Forest

The Forest Rotary Club used all media platforms available to showcase their Field of Honor Event. The Field of Honor displayed 1200 U.S. Flags bearing the names of honored Veterans, Military Personnel, Law Enforcement, Firefighters, EMT's and First Responders by both corporate and individual sponsors. In addition to Social Media advertisements, radio and television ads, posters and brochures, the club held live broadcasts and TV interviews to promote the activities of the Forest Club and their involvement in the local community. Members participated in radio programs on six local radio stations providing club information and activities. Newspaper and television ads promoted the event as well as the Club's dedication to other local charitable organizations. The Club used Social Media to showcase the club's associations with the local police and fire departments and posted daily photos of visitors to the field and the playing of TAPS that closed the Field each evening. Additional Face Book posts invited the general public to visit Club Members at the Field each day and to share stories of their heroes

First place: The Rotary Club of Front Royal

This club provides information on upcoming Rotary events, sends out press releases of Club/Member news, and is prepared with statements to the Press if needed. There are several media outlets that cover their area including FM radio, local newspapers, TV4 WHAG, and local public access channel 15. Press releases about their projects were instrumental in their efforts to raise funds. The Club increased its annual giving to a new Club record. And they credit it to their Public Image efforts. The Club now advertises its events and activities through its website and its Facebook page where they feature various meetings/activities, members' participation in local and international charity events and projects, fundraisers, Rotary, and their social gatherings. They are now doing Facebook Live segments of their weekly speakers. Gaining them a wider audience.