



Annual Report 2016—2017

Grants Help Clubs Serve Their Communities

Your Ohio District Kiwanis Foundation distributed \$25,875 in grants to Kiwanis clubs and their communities from October 2016 through August 2017. Since 1988, over \$550,000 has been used to start or expand Kiwanis service projects.

The main emphasis for receiving a grant is the participation of the local Kiwanis Club in an activity that supports Kiwanis Safe and Healthy Kids projects. Here are some of the grants given for this past year.

General Community Grants

- Cleveland Kiwanis Club#2 - Upstage players-Tradition Tree Project
- West Geauga Kiwanis Club -Gauga Park K-9 Fund-support Program
For Children, Dog Safety, and Dog Education and Awareness
- Westlake Kiwanis Club-Purchase 3 Dogs for drug program.
- North Olmsted Kiwanis Club-Playground construction
- East Toledo-Oregon Kiwanis Club –Support of YMCA sponsored
“Safe Routes to School Program”
- Medina Breakfast Kiwanis Club - Tree House Play Area at life Skills Training House



Safe And Healthy Kids Grants

- Dayton Kiwanis Club-Dayton Children's Hospital – Provide & Distribute 833 bicycle helmets
- Mt. Gilead Kiwanis Club- Playground construction
- Kiwanis Club of Lisbon - Playground project for Christina House
- Kiwanis Club of Lucasville -Bike Rodeo and Bike Safety Helmets

Firespring Ignites Foundation Webpage with Grant

We are pleased to let our membership know that the Ohio District Kiwanis Foundation received a \$10,000 grant from Firespring.org and the Ohio Association of Nonprofit Organizations. We were one of two nonprofit organizations in Ohio to receive a grant of this level.

The grant was awarded to your Foundation to help our organization refresh, update, modify, and improve our website and other messaging.

The areas we addressed to improve our website were content management, member management, email marketing, event registration, social media marketing, search engine optimization, donation processing, and funding tools.

Check out the new webpage today at www.odkf.org and make a donation to see how easy we can accommodate your donation.

Foundation President Dave Kuhn received the grant at a statewide conference in Columbus on November 16.

A Tribute to Christopher McCarty

The Ohio District of Kiwanis lost a dynamic leader at the local and national level. Chris passed earlier this year at a much too young an age. Chris was a member of the Ohio District Kiwanis Foundation Board. In the short time he served our Board he was instrumental in providing leadership in our planned giving program and executive committee. He chaired the fundraising committee and implemented many new ideas to increase our Foundation visibility and fundraising capabilities.



His involvement with Ohio Kiwanis included his time as President and Chief Executive Officer for the Hugh O'Brian Youth Leadership Organization. A program supported for many years through donations to the Ohio District Kiwanis Foundation. He served on the national Board for 10 years. He was named "Volunteer of the Year" for his service to Ohio HOBY. Chris received both local and national recognition for his excellence in community involvement, management, leadership and ethics.

Chris was a valued member of the Youngstown Kiwanis club, serving as President for an unexpired term and his own presidency. He also served as Lt. Governor of Division 21. He stood out as an outstanding Kiwanian providing inspiration and guidance to all with whom he came in contact. He was always at the forefront of the Youngstown club's community efforts and a willing participant in community work activities. He was tireless in his efforts to make his local community a better place to work and live.

His career was even more impressive, serving as the founder and president of the Continental Communications Services – a full service industrial advertising and marketing agency serving national customers. Presenter and writer on hundreds of marketing and advertising campaigns and programs.

Chris also served as the Regional Director of Communications for Humility of Mary Health Partners and while employed received the President's Award. He represented Mercy Health in the community serving as Campaign Chair for the United Way, Youngstown Board of Education Business Advisory Committee, Junior Achievement Board of Directors, Goodwill Industries Business Advisory Council, Mahoning Community Action Partnership Board of Directors, Eastern Ohio Education Partnership Board of Directors, Mahoning County Career and Technical Center Advisory Committee, and the Youngstown Economic Development Action group member. He served as President and Chief Marketing Officer for the Albert Schweitzer's Leadership for Life program. He was the co-author of Integrated Quality Control: A Process Model – How to Communicate Process Standards, published by McGraw-Hill, and was also the founder of the McKinley Institute for Social Change.

The measure of a man is not just his accomplishment, but those he influenced in a positive way, Chris touched us all, making us all the better for his openness, winning smile, his patient and humble manner. He will be sadly missed by his family and our Kiwanis family and also the broader community which he served so well.

Club Advised Funds Provide Fundraising Opportunities

Clubs may invest their funds in the investment pool of the Foundation as a Club Advised Fund or sub fund.

This allows the Club Advised Fund to receive tax deductible donations under the 501(c)(3) IRS provisions of the Foundation.

Many individuals and businesses have made donations to support Kiwanis service through this method.

Funds are invested in compliance with an Investment Policy established by the Foundation Board and managed by an adviser at Raymond James and Associates.

The total of funds now invested through the Foundation is \$464,320 from 24 clubs.

The Foundation makes all required state and federal reports for the Club Advised Funds.

Grants from these funds are made with advice from the clubs to charitable organizations or scholarships.

Foundation board members are available to talk to your club or board about this possibility to enhance service to your community.

For information about how your club can benefit from this program, contact Alan Penn, Executive Director at director@odkf.org.

Current Club Advised Funds

Barberton	Medina Breakfast
Belden Village	Middleburg Heights
Bellevue	Norwalk
Berwick	Ravenna
Bloom Carroll	Rocky River
Canton	SE Cleveland
Dayton Breakfast	Warren
Delphos	West Geauga
Eastlake	West Park
Elyria	Westerville
Kent	Wooster
Medina	Delaware County
Fremont	

Enhancing the Foundation's Visibility and Image

In an effort to build off the launch of the Ohio District Kiwanis Foundation's revamped website at Mid-Year Education Day, an ad promotion was initiated in early May 2017. The ad was launched in Facebook for one week and was targeted to people who liked the Ohio District Kiwanis Foundation Facebook page and to the friends of people who are connected to the Ohio District Kiwanis Foundation.

The ad promoted key features of the Foundation, including the Ambassador's Program, Annual Golf Outing, and Kiwanis Safe and Healthy Kids Campaign. The promotion of the ad also gave insight as to how many people engaged with the ad (clicks to access the website, likes and other reactions, sharing the ad with others, etc).

The results from the ad campaign were:

- 978 people reached (people who saw the ad) - Of the 978 reached, 636 (65%) were over 55 years of age—Of the 978 reached, 537 (55%) were female and 433 (45%) were male
- 1,773 impressions (number of times a post from a page is displayed)
- 71 engagements (including 28 link clicks and 5 shares)
- 231 people received the ad through a desktop number
- 826 people received the ad on a mobile phone
- Note: some individuals received the ad through both desktop and mobile phone



ODKF is also in the process of investigating how the Foundation's image can be best presented to our constituents. In particular, the Foundation is researching our logos. There are numerous logos that Kiwanis District Foundations are using to project their image; these logos can show anything from a standard Kiwanis logo to an outline of a state to an imprint of a child or children.

Our current logo is that of a structure with the Kiwanis logo with four pillars and the words "Ohio District Kiwanis Foundation" at the bottom and the State of Ohio in the background. If you have any feedback regarding a new logo for the Foundation, please feel free to email PR/Marketing Chair Hasani Wheat at sophasani@yahoo.com.

FOUNDATION FINANCIAL REPORT NINE MONTHS ENDING JUNE 30, 2017

What funds does your Foundation have as of 6/30/17

Foundation Endowment - \$929,560
Club Advised Funds - \$464,320
Restricted Funds - \$31,965
Total Assets - \$1,425,845

How your funds were raised through 6/30/17

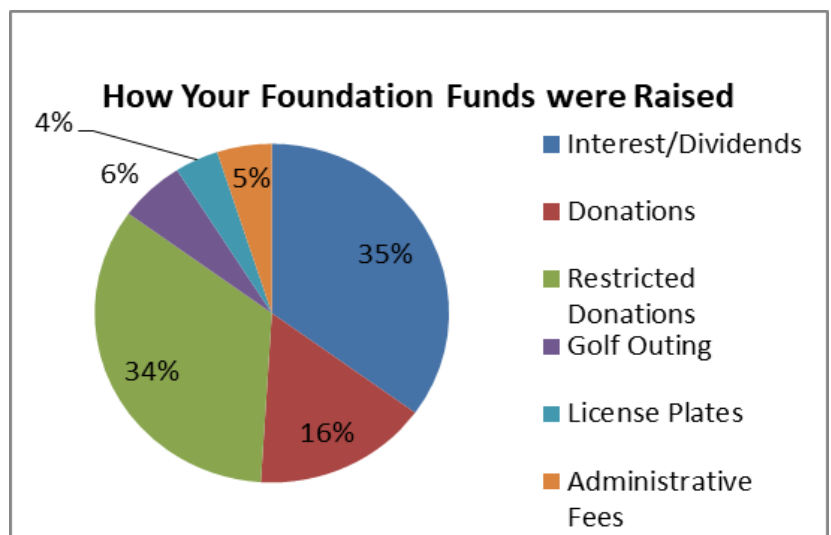
Interest/Dividends - \$23,605
Donations - \$10,544
Restricted Donations - \$22,422
Golf Outing - \$ 4256
License Plates - \$2905
Administrative Fees - \$3257

How your funds were spent through 6/30/17

Operating - \$15,897
Grants - \$25,875
Total - \$41,772

Investment Performance:

Since 10/4/2010 – 6/30/2017 – 6.1%
Last three years 6/30/14 – 6/30/17 – 3.94%
Last twelve months 6/30/16 – 6/30/17 – 9.49%
Year to Date 12/31/16 – 6/30/17 – 7.09%



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Email: director@odkf.org
Email: secretary@odkf.org
Email: treasurer@odkf.org

We are on the Web
www.odkf.org

Foundation Board 2016-2017

Members

Dave Kuhn, President
Vee Reifsnnyder, Immediate Past President
Tim Cornelius, Vice-President
Rosalie Beers
Brandi Bowen
Terry Swauger
Gary Stumpf
Hasani Wheat
Brad Kunze
Dick Brulotte
Jerry Duerk
Chris McCarty
Kevin Whitlach
Lynn Stoychef, - Lt. Gov rep
Ellen Martin—Lt. Gov rep
Allyson Beechy, OCKI Rep
Prestin Minter, OKCI Rep
Mike Fischbach, Past Treasurer

Ex-Officio Members

Bill Flinta, Governor
Dan Litzinger, Governor Elect
Amy Zimmerman, Immediate Past Governor
Dave Whiteman, Secretary
Faith Levine, KCF Rep

Staff

Alan Penn, Executive Director
director@odkf.org
Brandi Bowen, Secretary
secretary@odkf.org
Travis Humphrey, Treasurer
treasurer@odkf.org

President's Report

The 2016-2017 Foundation year saw some changing in staffing. Foundation Secretary Karen Hagerman resigned because of personal family matters. The Board approved the appointment of Brandi Bowen to be the new Foundation secretary effective July 1, 2017.

The Foundation applied for a grant from Fire Spring and was awarded \$10,000. The funds from this grant were used to develop a new website. In addition the funds will be used to pay for hosting and website support fees through 2020.

I am pleased to report that the Foundation is in a solid financial position to continue its mission to raise, manage and distribute funds to support programs of the Ohio District Kiwanis family organizations. Your Foundation is committed to improving the lives and wellbeing of children through our Kiwanis Safe and Healthy Kids focus.

This year I have seen many positive changes in your Foundation which have strengthened and improved the organization. Thanks to the Board for their commitment to serve and to Ohio Kiwanis members for your continued financial support. I have enjoyed being your president this year.

Thank You to Our Donors to Specialized Programs

Send donations to P.O. Box 668, Circleville, OH 43113 or use our Donate Button at www.odkf.org

Kroger Community Rewards

The Ohio District Kiwanis Foundation is enrolled in the Kroger Community Rewards Program for all areas of Ohio. Kiwanians, family members and friends can go to krogercommunityrewards.com to enroll. Remember to renew your enrollment in May of each year so the Foundation receives donations based on your purchases.

Annual Club Birthday Gifts

Kiwanis Clubs support the future of Kiwanis service through Annual Club Birthday Gifts. Each Kiwanis Club is asked to make a donation of \$3 per member to the Ohio District Kiwanis Foundation at the time when they celebrate the charter date of their club. Banner patches are awarded each year to clubs who make this donation.

Legion of Honor Recognition Program

The Legion of Honor Society of the Ohio Kiwanis District Foundation recognizes over 1,400 Kiwanis members in Ohio who have achieved 25 or more years of service. Legion of Honor recognition is given at 25 years of membership and every five years after that. Those who have served through their Kiwanis membership are invited to join one of our Legion of Honor Society Circles.

First Family Project—Governor Bill Flinta

Each year the Foundation supports the First Family Project promoted by the Ohio District Governor. This year Governor Bill and First Lady Peggy have chosen Literacy as a focus with the theme "Today's Readers, Tomorrow's Leaders".

Kiwanis Clubs have raised \$9063 to be given to support literacy in our local Kiwanis communities.

Ambassador Program

Foundation Ambassadors make continuing gifts to support the work of the Ohio District Kiwanis Foundation.

Donations from \$50 to \$1,000 receive recognition. Join over 300 Kiwanis members who have become Ambassadors in support of the Ohio Kiwanis Foundation.

You can learn how to become an Ambassador by visiting our website at www.odkf.org.

Amazon Smile

Click on **AmazonSmile.com** to shop for all Amazon products and designate Ohio District Kiwanis Foundation to receive a percentage of your purchase price. These funds provide future grants for Kiwanis service projects.