



**2015-16
District 5130 Awards - Application Cover Sheet**

Submittal deadline: District Assembly, April 9, 2016

Rotary Club of: PETALUMA

Club President: GARY BRODIE Phone: 707-778-7808

Awards Contact Person: JANE SALDANA-TALLEY Phone: 707-477-7806

Contact Person email: dzlcwg@hotmail.com

Number of members: 85

Club Awards for 2015-16:

- *Community Service – WALNUT PARK RENOVATION (3 Club Submittal)**
- *Community Service – SUPPORTING OUR YOUTH**
- *Mentoring – Youth – MCKINLEY SCHOOL AVIATION CLUB**
- *International Service**

Submittals: This packet is being sent to you in two forms: PDF and .docx forms to assist you in applying for awards.

Submit your on-line award application packet together with the completed copy of this cover page:

- 1) Email Stan Elcock, stanelcock@gmail.com, by April 9.
- Or, 2) Mail a memory stick, or bring a memory stick with your application packet on it to the District Assembly and look for the District Awards table in the main hall.
- Or, 3) Submit a paper copy of your application by mail, or turn them in at the District Assembly.

Questions? Please direct your questions to our District Awards Chair Stan Elcock, stanelcock@gmail.com



Community Service Award 2015-16 District 5130 Awards Submission

Club Name: Petaluma Valley, Petaluma, and Petaluma Sunrise

Contact Name: Jo Thornton, Gary Brodie, Dave Hansen

Email: josthornton@comcast.net, pappygb@comcast.net, psrdavehansen@sonic.net

Phone: 779-2485 (Jo Thornton), 707-664-8485 (Gary Brodie), 707-953-4060 (Dave Hansen)

Project: **WALNUT PARK RENOVATION**

District Awards Applied for in the Past: None

Awarded to recognize a club's excellence in Community Service

Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

*Describe how your club's Community Service project(s) (please fill out a separate submission for each project). Describe the results, accomplishments, and club involvement of any new or ongoing Community Service programs.

Tell us why your Community Service program is special and why it is successful.

Have you submitted an award application in the past for this Community Project? No.

WALNUT PARK, PETALUMA, RENOVATION PROJECT

The Walnut Park Renovation project has proved to be a very successful model for:

- Collaboration among not only the three local Rotary clubs, but also other service organizations, and ultimately the broader community;
- As a result, achieving a major impact on downtown Petaluma and the lives of many of our residents.

Walnut Park is a downtown tree covered-sanctuary and playground with a long history. Since its creation in 1873 as a safe place for local children to play, the park has also served as a location for community gatherings, celebrations, festivals and farmer’s markets. Because of its community value, it has in the past been the subject of improvements by notable organizations and individuals: famed architect Brainerd Jones designed a children’s playroom there, the Petaluma Host Lions built the bandstand, and the current children’s playground was donated by the Petaluma Rotary Club.

However, three years ago it became apparent to our community that Walnut Park had fallen into disrepair: the landscaping was in a sad state and the walkways were broken and rutted, making it hazardous for children to run and play, for seniors to stroll and for disabled veterans in wheel chairs to enjoy the location at all. As a result, the park again became the focal point of a major community renovation project.

The entity that embarked on the renovation is a coalition of service and fraternal organizations anchored by the three local Rotary clubs (Petaluma, Petaluma Valley and Petaluma Sunrise), the local Kiwanis, Host Lions, 7-11 Lions, and Elks Lodge. Called the Petaluma Service Alliance, this collaborative was the brainchild of Maureen Frances, a Petaluma Valley Rotarian, and was formed to tackle community projects that may be beyond the reach of individual clubs. In the past, the

Alliance has worked together on renovations of Old Adobe Developmental Services (OADS) and Petaluma Bounty Farms, remodel of the COTS Homeless Shelter, furnished a two story apartment

for three homeless veterans, as well as provision of food and supplies through COTS. The entire Walnut Park project encompassed several phases, including numerous sessions of hands on work on the landscaping, refurbishing and replacing park benches, installation of new sturdy concrete in the extensive network of walkways to make them safe for all residents, and the creation of an International Peace monument, an obelisk with the



word, "PEACE," inscribed in different languages. The bulk of the renovation was recently completed and marked by a community-wide celebration in July; however, work continues on efforts to enhance landscaping, refurbish structures, improve lighting and/or enhance police presence to ensure the park can be enjoyed safely at all times.

To accomplish this expensive undertaking required a major fund-raising effort. Spearheaded by Maureen Frances, the three Rotary clubs all contributed both labor and financial support, as did all the Alliance partner clubs, and all embarked on a community-wide fund-raising effort. Part of this was accomplished by selling commemorative bricks to the public starting at \$100 apiece. Community members rallied to the support of this popular project, including many professionals who donated their services. The total raised including both cash and in kind donations was approximately \$150,000 (financials available on request).

Now children can freely run, seniors can stroll, the disabled can meet and everyone can gain respite in our community's historic treasure and safe children's park under the towering Walnut Trees, all the result of the handiwork and leadership of the three Rotary clubs and their Alliance Partners, along with their extensive efforts to reach out to the whole community.





Community Service Award 2015-16 District 5130 Awards Submission

Club Name: ROTARY CLUB OF PETALUMA

Contact Name: GARY BRODIE, PRESIDENT

Email: pappygb@comcast.net

Phone: (707) 664-8485

Project: **SUPPORTING OUR YOUTH**

Awarded to recognize a club's excellence in Community Service

Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

Describe how your club's Community Service project(s) (please fill out a separate submission for each project). Describe the results, accomplishments, and club involvement of any new or ongoing Community Service programs.

Tell us why your Community Service program is special and why it is successful.

Have you submitted an award application in the past for this Community Project?

The Rotary Club of Petaluma is proud of its decades long history of contributions to schools, non-profits, individuals, and public projects in our town. Community service is a robust tenet of our club and year-round activities highlight our diverse and high impact community service.

Each spring our club coordinates a **Dictionary Project** that incorporates all three Petaluma Rotary clubs in the purchase and **distribution of dictionaries to each and every third grade student of both private and public schools in Petaluma**. The inaugural year of this project was 1999 when our club planned a major expansion of its literacy program. The other Rotary clubs in Petaluma soon joined us

and the program spread throughout District 5130 and beyond to many other states in our nation. It has been noted that the dictionary, an important component of literacy, is at times the only book in the homes of some of the children.

The dictionary program was a great success again this year. We delivered dictionaries to a twenty-seven schools totaling over 1,000 dictionaries. This was accomplished with the teamwork of all three Petaluma clubs and over fifty volunteers. The dictionaries are beautiful, age-appropriate hardcover versions that include many illustrations both in the text and the appendix. The schools excitedly welcome us every year and the students are thrilled to receive the books. The Rotarian volunteers give short talks to the classes about Rotary and community service which demonstrates to the students the value of giving back to their communities. Students then meet one to one with a member of Rotary and their name is entered in a bookplate featuring the Rotary logo and the Club's name. The program is equally exciting to the Rotary volunteers as to the students and teachers. There's nothing like seeing the eagerness of eight year-old children as they delve into the book and begin to share with their classmates the exciting things that they are learning.

Of particular pride is our Rotary Club of **Petaluma Foundation Grants Program**. This philanthropic organization was formally incorporated in June of 1983 and distributes annual grants to deserving local schools, organizations or individuals.

In late spring an invitation is sent to all area schools and local organizations calling for submissions of grant applications to the foundation. The grant writer is asked to write a description of how the funds will impact the students or community and hopeful outcomes. Grants are generally in the \$100 to \$500 range, however greater amounts can be funded as available.

This year **sixty-eight grants were awarded totaling \$24,735**, with individual awards ranging from \$200.00 to \$1,000.00. The majority of these grants went to local schools, both public and private.

The purpose of the school grants is to fund programs related to particular academic needs. Individual teachers submitted proposals describing the specific program, project, or unit of instruction they planned on incorporating into their curriculum with Rotary funding. Programs for preschool children through junior college students as well as diverse curricular areas of focus (drama, science, literature, geography, English language development, math, writing, and physics) were funded.

Additionally, eight local non-profit organizations received funding for programs that serve the Petaluma community. These included organizations that serve a wide spectrum of Petaluma citizens including seniors and people with special needs. Music books and garden materials were funded for senior citizens. A program for counseling services for low-income families received funding and supplies and learning materials for an after-school peer-tutoring program were provided for through a Foundation grant.

This year the Petaluma Regional Library received funding for their second annual LumaCOM comic event for youth. This collaborative project involved the regional library as well as the high school libraries of both Petaluma and Casa Grande. Many well-know artists, illustrators, and graphic and comic book writers gathered at the event, which allowed local youth artists the chance to display and sell their artwork alongside professionals.



Mentoring -- YOUTH -- Award 2015-16 District 5130 Awards Submission

Club Name: ROTARY CLUB OF PETALUMA

Contact Name: GARY BRODIE, PRESIDENT

Email: pappygb@comcast.net

Phone: (707) 664-8485

Project: **MCKINLEY SCHOOL AVIATION CLUB**

Awarded to recognize a club's excellence in the mentoring of YOUTH

*Describe how your club has mentored youth in your community and beyond.

*Tell us why your Youth Mentoring program is special and why it is successful.

The McKinley School Aviation Club took flight in 2014, a vision of Rotarian, Past District Governor and retired airline captain, Ed Fullerton, to share his passion flying and 50 years of aviation experience with upper-elementary school students, who choose to dedicate their free time to learning about flight.



for



McKinley School was chosen for this collaborative program because in Petaluma it had the highest percentage of upper-elementary students from economically disadvantaged families. Though there are ample opportunities for students to be enrolled in after-school programs at many schools in town, the majority of these programs are fee-based and therefore were not feasible at McKinley. This excellent

program gives students the opportunity to be engaged in a challenging academic club at no cost.



The Aviation Club meets after school, every Tuesday at McKinley School and serves approximately thirty students each year. The mission of the Club is to teach students real-world skills, such as collaborating as a flight team, presenting to a group, and building leadership capacity among students. Throughout this after-school process, students learn the science behind flight and build a

group identity.

The Aviation Club is a collaborative effort between the Rotary Club of Petaluma, McKinley School, and The Pacific Coast Air Museum (PCAM). One of the goals of the program is to incorporate STEM (Science, Technology, Engineering and Math) curriculum into an after-school program so that interested students learn in a hands-on fashion from experts. Rotarian and PCAM volunteers offer a wide range of aviation topics from science to survival (and the occasional paper airplane contest) during the meetings.



can

The culminating Club activity at the end of each year is a field trip to the Pacific Coast Air Museum in Santa Rosa. Students and their families are treated to a briefing and tour of military aircraft on display. Students then have an opportunity to experience the adventure of flight in aircraft piloted by PCAM volunteers. While the thought of this experience is thrilling for some students, others overcome their fear and uncertainty as they bravely take the leap from earth to sky. They then experience for the first time the thrill of flight and sensations of speed and gravity; things they could only dream about before.

The current Aviation Club volunteers are Ed Fullerton, Rotarian; Michael Nistler, Rotarian; Clark Rosen, Rotarian; Charley Taylor, PCAM; Mark Mortensen, McKinley School Teacher/Liaison.



"It is the moral duty of every aviator to fulfill the longing of our countless ancestors who could only gaze skyward and dream."

Toward the end of the calendar year **the Rotary Club of Petaluma coordinates a Children's Holiday Program with the collaboration of the Petaluma Council of Realtors.** This program began during the 1981-1982 year. Currently our club contributes \$6,000 to the project, with an additional \$2,000 contributed by the Council of Realtors. The local K-Mart store adds an additional ten percent (\$800) and pays the sales tax on the purchased items.

In 2015 we served sixty-four families for a total of one hundred forty-nine children. The children are selected through their elementary schools with each elementary school principal determining the families with greatest needs at their school. Applications are mailed to the families in their home language and parents fill in the needs of their children. Most of the requests are for warm jackets, shoes, and other clothing. Additionally, each child receives one toy.

On two mornings in December an army of Rotarians and Realtors met at K-Mart at 7:00 AM with applications in hand to shop for the children. This year approximately \$60 was spent on each child resulting in at least four presents. The following Saturday six Rotarians and twenty-four local students in need of community service hours met to wrap more than six hundred gifts! On Thursday, December 17, 2015, twenty-two Rotarians delivered the presents to the very grateful families. Thank-you and gracias (with hugs) was heard over and over.

This project, spear-headed by our club, involves over one hundred members of the Petaluma community; school personnel, realtors, student volunteers and Rotarians (shoppers, wrappers, and drivers).

The Rotary Club of Petaluma excels in community service in a multitude of ways. Collaboration with other Rotary clubs and civic groups is an area of strength. This allows our projects to reach greater numbers of people, both in giving and receiving. On-going projects provide a depth of service year-round to various organizations and individuals. For instance schools are benefitted through the dictionary project as well as Foundation grants. By funding grants, which are then awarded to community groups, we are able to leverage our contributions to affect a more diverse population in our community and to meet the needs of community members from pre-school age through senior citizens.



International Service Award 2015-16 District 5130 Awards Submission

Club Name: ROTARY CLUB OF PETALUMA

Contact Name: GARY BRODIE, PRESIDENT

Email: pappygb@comcast.net

Phone: (707) 664-8485

Awarded to recognize a club's excellence in International Service

International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.

**Describe your club's participation in International Service. Describe the results and accomplishments of any new and ongoing International Service programs.*

Tell us why your International Service program is special and why it is successful.

Petaluma Rotary Club has a long history of involvement with International Projects in many countries, including Mexico, Central American countries, Ecuador, Chile, Thailand and Nepal. Currently our club's International Committee (dubbed the "World Community Service Committee," or WCSC) has 17 members and meetings are held on a quarterly basis with ongoing email communication. Many of our club members have enjoyed traveling to other countries as we engage with the local Rotarians and learn about new cultures and foster new relationships.

The WCSC is keenly aware of the requirements to obtain matching grant money at both the District level and at the RI level. In our travels, we look for projects that meet the District and Global Grant eligibility for matching funds in order to maximize our impact and effectiveness. We also have been collaborating and partnering with other local Rotary Clubs (Sebastopol Sunrise, Cotati-RP, Petaluma Sunrise and Petaluma Valley) as well as a few other clubs from throughout District 5130 (Marin Evening, Novato) in these endeavors.

Below are some of the more recent projects in which we have been involved:

- Delivery of Medical Supplies to Chile
- Funding and delivery of technical equipment to Nepal to provide Telemedicine Services connecting Nepalese physicians with US Doctors to provide much-needed healthcare to the people of Nepal. While there, Rotarian Jim Becker identified an urgent need for blankets prior to the impending frigid winter weather. We were able to mobilize our committee and resources to quickly authorize funding for Jim to purchase blankets, which he promptly delivered to the people in need.
- Aid for the Blind Project in Thailand
- Rotary Club of Petaluma has been involved (provided funding, visited the site and met the local Rotarians and citizens) with several projects in Ecuador. These projects include:
 - Two different Microcredit Projects (Esmeraldas and Pedro Moncayo County). Microcredit loans were granted to the local people to better their businesses. In addition, vocational and administrative training was built into these projects resulting in an elevation of the living standards of the communities.
 - An Agro-Ecological organic farm project has been developed (LaEsperanza). A demonstration farm is being cultivated to provide training and resources (seeds and equipment loan) to enable the people to grow their own healthy foods.
 - Self-Sustaining Rural Community (Villa Flora)
- Supporting ShelterBox and all the good work that they do in areas devastated by disasters

The WCSC of the Petaluma Rotary Club is unique in that we have significant interest in International projects as evidenced by the relatively large size (17 members) of our Committee. Many of these Rotarians have worked on or visited project sites over the years. We also have newer members on the Committee who bring a renewed interest for the projects. Two members, Jim Becker and Jim Symons, plan to attend the RI Convention in Seoul and also visit a Rotary Club in Shanghai. Our Club presidents have historically been very supportive of our International efforts, allocating funds each year to international causes. We expect and hope that this support continues so that we may continue our involvement and participation with Rotary on a global level.

Our club's involvement in these global activities has been a source of pride not only to our club, but to the community of Petaluma as well. In fact our local paper, *The Argus Courier*, dedicated an article in the December 24, 2015 issue on the recent trip to Ecuador of Rotarian Shari Ranney (see link below).

<http://www.petaluma360.com/entertainment/4962784-181/petaluma-rotarian-spreads-goodwill-overseas?artslide=0>

