



Board Meeting

Tomorrow Wednesday, this week, January 20th 2009 at 6 p.m. at President David's office, INLLEN, 29 Sydney Road, Coburg

This Week's Meeting

Thursday 21st January 2009. 12.45 pm for 1 pm

Grateful thanks to Kevin Dale for making his premises available and providing lunch for our next meeting at his Factory, Andale Engineering, 55 King St., Airport West this coming Thursday. Karin reports that 26 have indicated their attendance so far.

Fair Dinkum! As the meeting is within the Australia Day week, President David is offering a prize for the person wearing the best, most striking/ stylish Australiana outfit or piece of clothing.

Rural Recovery Initiative

We are invited to join a Heritage Cluster contingent visiting Rochester next month (February) to see if we can help the Rochester club and community.

District Assembly

Richmond and Carlton clubs are conducting the District 9800 Assembly in May at Melbourne University and will be seeking assistance from other clubs in the Heritage Cluster.

The Next Bulletins

The next bulletins will be issued as follows:

No. 26 on 02.02.2009;

No. 27 on 23.02.2009

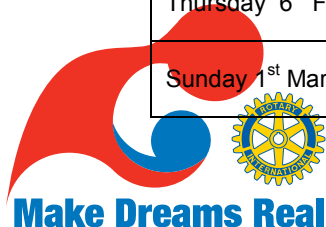
and weekly thereafter.

Attachment:

1. The Sydney Road Street Party to be held on Sunday 1st March 2009
2. Fund Raising Report

Programme

Wednesday 21 st January	Board Meeting 6 pm	President David's Office INLLEN, 29 Sydney Road, Coburg
Thursday 22 nd January	Lunchtime Meeting 12.45 for 1 pm	Andale Engineering 55 King St., Airport West
Thursday 29 th January	Lunchtime meeting 12.45 for 1 pm	At the Lomond Hotel Fellowship
Thursday 6 th February	Evening Meeting 6 for 6.30 pm	At Bridie O'Reilly's Fellowship
Sunday 1 st March	Sydney Road Street Party 10.30 am to 7.45 pm	Sydney Road Brunswick



Fund Raising Report

Dear Fellow Rotarians, I table this report as part of the September 2008 Board Meeting for discussion. I would like to thank the “wise” members of the Brunswick Rotary Club, who attended the inaugural “fund raising brain storming” committee breakfast.

Date

Friday 05 September 2008

Venue

“Poached” Lygon Street, Brunswick

Attendees

Kevin Dale, Greg Sewell, Peter Johnstone, Mal Dubock & David Earley

Purpose

The purpose of this meeting was to get an understanding of what has happened in the first fifty five (55) years of the club, the successful fund raising & the not so successful.

Below is just a “snapshot” of the events undertaken;

Spectator Sports, Lindrum Billiards	\$8,000
Golf Days and Auction Dinner	\$10,000
Fun Run	\$3,000
Calcutta and Dinner	\$8,000
Brunswick Book	- (\$20,000)
Raffles – TV	\$ 8,000
- Cash	\$10,000
Dances / Ball	\$ 8,000
Dinner Auction	\$10,000
Theatre Nights	\$10 per head
Fellowship Dinners / Progressive dinner	\$25 per head
No Lunch/ Glass water	\$25 per head
Weight loss competition - Winner takes / donates all	\$?
Donations appeal for special projects e.g. Tractors for Timor	\$10,000
Youngsters to Theme Parks / Michael Lawson / Tsunami etc	\$?
Roast of Individual – Greg Sewell	\$12,000
Important Club Occasion e.g. Will Moulding’s 100 th	\$3,000
Wine Auction	\$25 per bottle min
Sydney / Melbourne Walk	\$60,000
Stage Production - Rolf Harris	\$20,000
Cleaning Commonwealth Games Village	\$8,000
Inspirational sponsored youth breakfast e.g. Peter Hilary	\$3,000

Observation

It appears from my discussions with the “wise” council and from the events run to date, that the Brunswick Rotary Club performs at its best on a “project specific” case! But when it comes to “general” fund raising, we are struggling to grow our account.

For example, Brunswick Rotary has approximately \$146,000 invested, earning approximately 7½ %. However, to the best of my knowledge, we have not made any contributions to further grow this account for several years.

Concerns

Firstly, this year the board has voted to amend the “Greg Sewell” raffle for obvious reasons. Greg’s raffle has contributed approximately \$8,000 - \$10,000 per year for the past three (3) to four (4) years. We now need to replace the lost revenue with other fund raising activities.

Secondly, we need to ensure that we grow the investment account annually to ensure that we can fund projects in the future. I recommend that the Brunswick Rotary club makes a commitment to growing this account to a nominated figure of \$250,000 & develop a strategy to reach this target within ten (10) years. This equates to raising \$10,000 per year “specifically” for the investment account.

Thirdly, we currently have thirty two members of which approximately twenty two (22) members can be considered as “active” members! We must actively seek new members to ensure not only the longevity of Brunswick Rotary, but to ensure that majority of the work is not left to a core group, hence causing “burn out” and ultimately the loss of a vital member. The club must make a commitment to introduce six (6) to (10) new members per year for the next five (5) years to ensure the club’s viability.

Fourthly, many of the partners of our Rotarians believe that we as a club have “lost” the “social” aspect of the club. We need to reinvigorate ourselves by ensuring that we have regular social events including partners and families. Recommend that we look at a bi-monthly social event on a small scale with two (2) major events per year.

Solution

Fund raising is not easy, however, with a cohesive effort, Brunswick Rotary has always achieved. I believe we now need to put in place a structure of what projects we wish to run for the next three (3) years & develop our fund raising efforts to match those requirements. Is it a matter of running numerous events each month or have one to two major fund raisers per year? I believe we should have a combination. For example you may run a minor event each month to coincide with “what’s happening in that month” e.g. September = Footy Pool; October = Caulfield Cup Sweep; November = Melbourne Cup Sweep etc. On average you could earn between \$500 to \$1,000 per event. These “minor” fund raising could raise approximately \$10,000 per year & could be used specifically to top up the investment account. We then need to develop one (1) to two (2) major fund raisers are year, where we can raise approximately \$25,000 + on annual basis. Personally, I like the idea of an “annual” event which can grow in stature e.g. “Camberwell Arts Show” run by Balwyn RC or “Camberwell Market” run by the Camberwell RC. These events raise in excess of \$50,000 each year. Of course it took several years to grow to the “stature” they are today!

We have discussed the possibility of a significant breakfast or luncheon with notable guest speakers targeting an audience of 250+. This idea has now been taken a step further where President, David Kennedy, has raised the idea at the recent “cluster” meeting, where we believe with the united effort of the five (5) clubs will see a much better return.

One of the best ideas from the wise council in my opinion was the idea of an “annual ball” where we can “give” something back to the community and at the same time draw on the community spirit, in possibly participating in sponsoring our projects.

The above is just an overview of our initial meeting and what came of it. There are numerous ideas that have not been mentioned due to keeping this report to a minimum!

I believe, as a board, we need to make the decisions of what we want to do NOW & formulate a working committee to put in place each of the fund raising ideas we wish to proceed with now!

David J Earley
Vocational Director

2009 Sydney Road Street Party

Sunday, 01 March 2009

12 Noon to 7.00pm

Set Up – 09.00am to 11.00am
Shift 1 - 11.00am to 03.00pm
Shift 2 - 01.00pm to 05.00pm
Shift 3 - 03.00pm to 07.00pm
Clean Up – 06.00pm to 08.00pm



Purpose

To have an effective display by the Rotary Club of Brunswick Inc. showcasing the importance of Rotary in both the local community & internationally.

There will likely be no raffle, as the sole purpose is to promote Brunswick Rotary & try to get new members.

There will be plenty of balloons & Mike Landry will be giving us lessons on the fancy balloons.

Peter Johnstone & David Earley are heading up the Sydney Road Committee. If you have any ideas, comments etc., please email Peter or David.

There is a possibility that we might be placed next door to the Pascoe Vale Rotary Club, who runs the sausage sizzle. If that is the case, we may try to organise a joint venture of sorts.

Watch out for further information in coming weeks...