

Soundings

July 30, 2009

Song Leader.....Barbara Clark
Pledge of Allegiance.....Hugh O’Kane
Invocation.....Rev. Doug Fletcher
Senior Pastor-First Presbyterian Church

♪ SING ROTARIANS ♪

Sing Rotarians, Sing Rotarians,
Sing with all your might.
Don't let troubles get you down,
Everything's all right.
Open up and send it out
Make those rafters ring.
Hey Rotarians, pitch right in,
And let's all sing

All together, It's fair weather
Always on the dot.
Shout the praises of your club,
Give it all you've got.
Sing Rotarians, Sing Rotarians
Cheer up and be gay.
Sing Rotarians, sing, sing, sing
And smile all day.

TODAY’S PROGRAM DR. THOMAS LEITZEL TCL: CONNECTION THE DOTS

Upcoming Programs

August 6.....Eddie Maple
Secretariat’s Last Ride
August 13.....Alan Walters
District 7770 District Governor
August 20.....Greg Smith
Keeping the May River Wild

Family of Rotary

Birthdays

Frank Clabaugh.....July 30

Bruce Goff.....July 31
 Dave Crespan.....August 1
 Morgan O'Banion.....August 5

Anniversaries

Steve and Linda Hyslop.....August 2
 Larry and Ann Brown.....August 3
 Matt and Cristina Richardson.....August 3

Upcoming Events

August 13.....Rotary After Hours
 Riverside @ Belfair
 October 3.....Heel to Toe for Polio
 Area Clubs' Polio Fund Raiser Walk

MAKE UP A MEETING ON-LINE

Attendance at at least 50% of the meetings is a commitment every member makes when joining Rotary. Except for our own Norman Reeves who has 60+ years of 100% meeting attendance, most of us need to miss from time to time. Attending a meeting wherever you may be is a good option so you not only share the news of what our club is doing, you get to learn how other Clubs operate and can bring back new ideas. But an even easier and convenient way to make up a meeting is to do it on-line. It's easy, informative, and takes as little as 15 minutes. Go to our Club website at www.hiltonheadrotary.org, and click on the link on the Home Page for On-Line Make-ups. Then just follow the instructions to pick a topic of your choice. Bring Linda the "receipt" that shows you participated. Easy as that!!

HEEL TO TOE FOR POLIO

Can you walk on a hard, sand beach with a magnificent view of the ocean to help end a dreadful disease world-wide for good?? Do you have friends, family, and pets who would join you? Of course you do! Or you can contribute to someone who can do it! Join the 5 Club Heel to Toe for Polio Beach walk on Saturday, October 3. Our goal is to get 100 walkers from each Club. Walkers pay \$15 to participate, then get others to donate money for their distance. We'll soon be looking for sponsors as well, so please set that date aside and join the fun.

ECONOMIC IMPACT ON NON-PROFITS

"Lean and Mean".....that's not a description of a local sports team or a new George Foreman Grill....but of our local nonprofit organizations as they respond to the economic downturn. Club members **Kathi Bateson**, President and CEO of the Arts Center of Coastal Carolina; **Jill Briggs**, Executive Vice President of the United Way of the Lowcountry; **Mary Briggs**, President and COO of the Hilton Head Symphony Orchestra; and **Denise Spencer**, President and CEO of the Community Foundation of the Lowcountry, comprised a panel of executives who lead 4 diverse local nonprofit organizations, all of which add significantly to our quality of life. All four depend on donated revenue to carry out their missions, but have seen substantial declines in giving over the last 18 months. We benefited from their insights as they face the maze of organizational decisions, creative fund-raising, and cost cutting measures.



Mary Briggs reported that the Orchestra's subscriptions and ticket sales were down, fund raising events brought in only half the revenues of last year, and funding from both the SC Arts Commission and the Beaufort County and local Accommodations Tax revenue was cut. Costs were cut by eliminating several concerts and reducing the number of musicians and staff positions. Their two endowment funds lost substantial value, and they made the difficult decision to request a distribution from one of their funds to meet expenses. They ended the year with a deficit of only 11%, despite a 20% deficit in income.

Jill Briggs described the United Way as unique in being both a nonprofit and a service organization for its 39 member agencies. Citing specific examples of human services agencies which have seen an increase in need at the same time they've experienced a decrease in revenue, she said that most are making organizational changes, collaborating, utilizing technology and volunteers to maximize efficiency without cutting services. The United Way raised 96% of its annual campaign goal so they had to withdraw \$90,000 from its own Reserve Fund to prevent further reductions in allocations to member agencies, move to smaller office space off island, and reduce staff. Jill invited members to become part of the Community Investment Process by volunteering to be on a panel to interview agencies and make funding decisions.

Kathi Bateson, who facilitated the discussion, noted that nonprofits are like other businesses with facility needs and essential expenses that don't change when revenues are down. The Arts Center is the third largest arts organization in SC with an economic impact of \$28 million. They have resisted raising ticket prices, but have reduced the number of free classes with artists offered to school groups and have been able to do less work with special needs groups and the HH School for the Creative Arts. Their endowment fund has lost 21% in value, so the annual 5% distribution on which they count, will be greatly reduced this year. They have cut several staff positions, including their Development VP and won't hold their bi-annual Wine Auction this year.

Denise Spencer reported that the Community Foundation had conducted a survey of nonprofits in its four-county service area and launched *Charitable Connections*, a portal on its website to allow nonprofits to post needs and seek support. She distributed a summary of responses from the survey, which will be conducted again in the fall. Nonprofit triage shows that the strongest organizations will survive by being transparent and accountable and by making an investment in organizational growth. Donors and grants makers are becoming more focused on results, and collaboration and technology are increasingly important. Giving Circles and corporate partnerships offer opportunities for philanthropy.

The panel received questions and reiterated that collaboration, accountability, and becoming more lean and efficient are essential to the survival of nonprofits.

-Mary-Stuart Alderman-

ROTARY CUSTOMS & TRADITIONS

Standing ovations, at the time of introduction and at the end of any presentation, should be made to salute a District Governor or Assistant Governor when making an official visit, a distinguished civilian or military, and others when a worthwhile effort has been displayed.

Goal Corner

Member Goal...6/30/2010.....151
Current Active Members144

AR&R 2010 Goal\$250,000
Current total.....56.1%.....\$140,161