



CIRCLE K INTERNATIONAL DISTRICT FUNDRAISING INITIATIVES

2011-2012





WHAT IS A DISTRICT FUNDRAISING INITIATIVE (DFI)?

The District Fundraising Initiatives (DFIs) are charitable focuses that the Cal-Nev-Ha Circle K District adopts each year. Though clubs are free to fundraise for any organization, the CNH District wishes to raise awareness of specific issues in today's society, because only through awareness can we begin to build the purpose behind our fundraising efforts and promote ideas of how we can better the lives of others.



Two of our DFIs remain the same each year. Pediatric Trauma Program (PTP) is sponsored by the Kiwanis Foundation, while we also partner with UNICEF (United Nations Children's Fund). Because UNICEF has reached its fundraising goal for the Six-Cents Initiative, this is the year to introduce their new challenge: The Eliminate Project! Our third DFI, proposed by the Finance & Fundraising committee, will be Not For Sale!

This manual is designed to provide resources to help all Circle K members spread awareness of these three DFIs.

For more information, contact the District Treasurer or any of the FiFun Committee members. To all who read this, thank you for taking the time to learn about how YOU can help change the world!

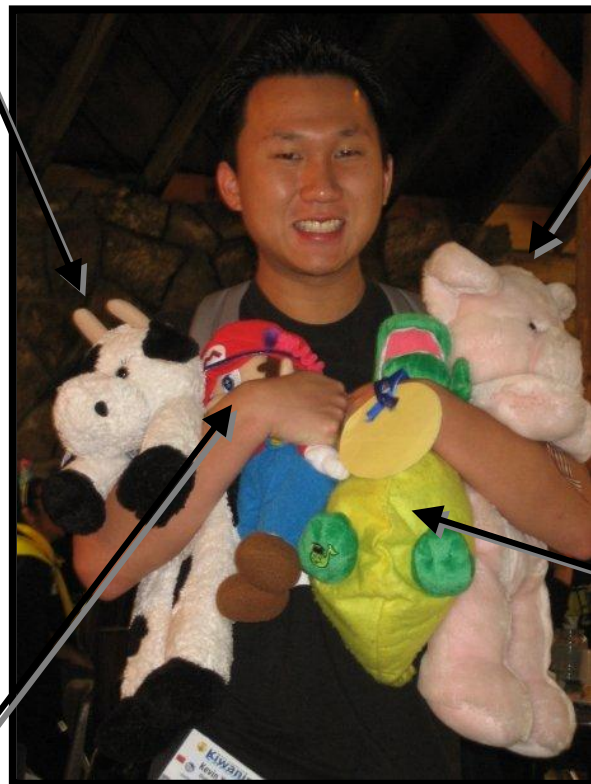


WHAT ARE FUNDRAISING DOLLS?

One incentive of raising money for DFIs is the ability to earn fundraising dolls at the two largest District events—Fall Training Conference and District Convention. There are four dolls, each of which are assigned with a specific challenge to reach in order to earn that fundraising doll. See the descriptions below!

Moolah the Cow is presented to the club that raises the most money overall for the three DFIs.

Petey the Pig is presented to the club that raises the most money (per member) for Pediatric Trauma Program.



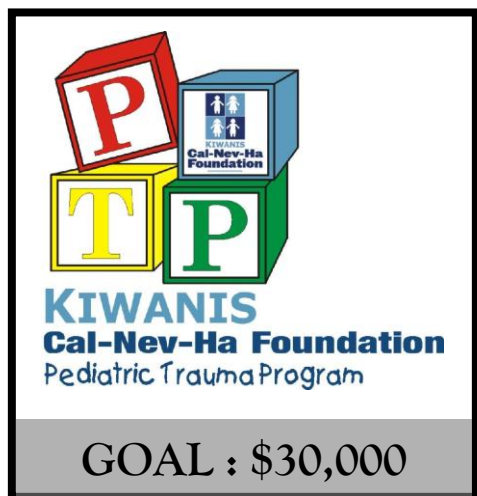
Mario is presented to the division that raises the most at the on-site fundraiser at Fall Training Conference (FTC) or District Convention (DCON).

Diffy the Dino is presented to the club that raises the most money (per member) for The Eliminate Project and Not for Sale.

Thank you to the past District Treasurer Kevin Young for modeling the fundraising dolls!



PEDIATRIC TRAUMA PROGRAM



Pediatric Trauma Program (PTP) seeks to aid in the prevention and treatment of accidental injuries amongst children, as well as educate parents and children about basic safety measurements to avoid accidents. PTP develops projects to reduce the number of children killed or injured by trauma. The Kiwanis Foundation works with partner hospitals to provide funding to train pediatric doctors, nurses, and first responders; to purchase pediatric medical equipment; and to create/expand community outreach programs. This initiative is significant and has been an important part of the Cal-Nev-Ha Kiwanis initiatives since 1994.

★ What Do Funds Go Towards

- Preventing traumatic injury through research and education
- Promoting product safety education through community outreach programs
- Providing specialized training for pediatric emergency caregivers

★ Ideas for Fundraisers or Service Projects

Collaborate with the Service Chair and/or Vice President of Service to plan projects promoting topics such as Bicycle Safety, Fire Prevention, First Aid and CPR, Immunizations, Smoking Awareness, and Water Safety. Another possibility is making PTP dolls and blankets for local hospitals.

PTP provides grants for clubs holding service projects combating pediatric trauma:

<http://cnhfoundation.org/about/grantmaking.html>

★ Story to Share

The helmets are making a difference. Nearly three weeks ago, an ambulance brought Kierstyn Cheladyn to Mott after the 11-year-old Brighton girl landed on her head in a snowboarding accident on Mt. Brighton. The next day, Kierstyn left after being treated for a concussion and fractured vertebrae. But her hospital stay could have been much longer --

DID YOU KNOW?

- Unintentional injury is the #1 killer of children age 14 and under in the U.S.
- Unintentional injury kills more children every year than any other cause - including disease, homicide and suicide!
- 90% of these unintentional injuries can be prevented!



and her prognosis much worse -- had she not worn her helmet. "Her doctor told us it was a good thing she was wearing a helmet because her accident could have been deadly," says her mom, Kelly Cheladyn. "That shocked all of us." Kierstyn is one of three patients admitted to Mott this year with injuries sustained on the slopes. Like Kierstyn, the other two wore helmets and avoided serious injuries, Teddy says.

(Source: <http://www2.med.umich.edu/prmc/media/newsroom/details.cfm?ID=1894>)

★ Useful Websites

<http://cnhfoundation.org/supports/PTP.html>

<http://www.childrenscolorado.org/wellness/safety/kpti/index.aspx>

★ Contact Information

Pete Horton	Executive Director	ete@cnhkiwanis.org
Jennifer Chaves	PTP Coordinator/Exec. Assistant	jennifer@cnhkiwanis.org
Bruce Hennings	Director of SLPs	bruce@cnhkiwanis.org
Ally Bogan	CKI District Service Chair	allybogan91@gmail.com





THE ELIMINATE PROJECT



The goal of The Eliminate Project is to eliminate maternal and neonatal tetanus (or MNT), which kills one baby every 9 minutes and oftentimes mothers. These deaths can be prevented with \$1.80 of immunization, which millions are unable to obtain. The goal of The Eliminate Project is to raise \$110 million by 2015 to immunize and

save more than 100 million mothers and their future babies. Every dollar could save a life.

★ What Do Funds Go Towards

- Immunization of women of reproductive age with just \$1.80 per individual.
- Promotion of clean delivery practices, including vaccines, syringes, safe storage, transportation, and thousands of skilled staff.
- Immunization of pregnant women during prenatal care visits or outreach services.
- Sustainability through education of clean birthing practices.
- Kiwanian education and organizational enhancement across the globe, including Circle K International.

DID YOU KNOW?

- 1 baby dies every 9 minutes from tetanus
- 160 babies die each day from tetanus
- MNT has been eliminated from 20 countries since 2000
- 3 doses of tetanus vaccine = immunity from tetanus

★ Ideas for Fundraisers or Service Projects

- Movie Night (show a short video about the charity during intermission)
- 60 cent life saver (introduce the touching story and say how with just 60 cents you can save a life; suggested that this is done with a group of about 30-40 at a time)
- Work towards achieving recognition (just like MRP!) – banner patches, recognition at Kiwanis International conventions, pins for every member, recognition at Kiwanis International Office and in publications
- \$2 from the registration fee of each FTC/DCON attendee will be donated!

★ Story to Share

- Women + vaccine = protected baby
- US\$180 protects 1 mother and her future children
- The Eliminate Project saves & protects 61 million moms & babies
- Elimination = <1 case of MNT per 1,000 live births

Shalo Demiden is a mother in the Philippines. Within days of her son being born, she found that he had neonatal tetanus. She says in an interview, “I can see how he hurts. I am praying that he will survive.” Because of the funds and access to a hospital, Demiden’s son may not be a part of the statistic that one person dies every 9 minutes from MNT. Every dollar helps improve access to hospitals and immunization.

(Source: http://www.youtube.com/watch?v=2_zHqusw8hY)

★ Organization Website

Main Website Homepage | www.TheEliminateProject.org

About MNT | <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/MNT.aspx>

Donating | <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/Give.aspx>

Resources | <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/newresources.aspx>

History | <http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/MNT/history.aspx>

What have we achieved so far?

http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/MNT/UNICEFMNT_copy1.aspx

★ Point of Contact

marketing@kiwanis.org





NOT FOR SALE



Not For Sale is a California non-profit organization determined to combat all forms of modern-day slavery in all parts of the globe (including but not limited to sex trafficking and exploitation of children). The main idea of this organization is to educate, advocate, and take action to end modern-day slavery. The organization focuses on areas around Southeast Asia.

★ What Do Funds Go Towards?

Funds help Not For Sale construct buildings such as dormitories or medical clinics for child slave survivors. Not For Sale also provides medical supplies, food, shelter, education, and numerous other things in order to take care of the children and attempt to return their lives back to normal. Most importantly, Not For Sale can use the funds to raise awareness and educate people unaware of modern-day slavery.

“Since 2007, Not For Sale and Kru Nam have built three dormitories, a basketball court, a medical clinic, provided \$1.9 million in medical supplies, and placed almost all children in local boarding schools.”

★ Ideas for Fundraisers or Service Projects

- Print or download stickers, “quick facts” sheets, posters, etc. for free use on the website.
- Follow the website’s “Free2-” Challenges amongst registered schools. They are challenges to see who can donate/obtain the most funds! (One school did a month-long challenge and ended up donating ~\$30 K by implementing a Free2Play event, which is an athletic or fun event that needs a \$100 donation for registration).
- The movie [The Dark Side of Chocolate](#) is about the physical and mental abuse that children endure to obtain cacao pods for the chocolate we eat. The video can be shipped for free with a minimal donation of \$5. Hold an info party for the DFI charge an entrance fee. <http://youtu.be/y882AajKo1s>
- Visit the Not For Sale headquarters in California.
- Create a service project to help to build facilities such as dormitories, sports facilities, and medical clinics for children who suffer from exploitation.



★ Story to Share

When Mary was 12 she was tricked and drugged by the son of a neighboring family. Her ID documents were taken and she was forced into prostitution for nearly 5 years on the streets of Romania. When Mary was 17 she was rescued in an operations identifying 29 traffickers forcing 45 minors into prostitution. Not For Sale Romania

has assisted Mary in reconnecting with her family where she now lives. She is now 18, receiving vocational training at a beautician salon and plans to return to school in the fall.

Not For Sale Romania has supported Mary emotionally, financially, and even legally throughout the past two years. Just recently, she testified against her traffickers, a daunting yet heroic endeavor, which could lead to the arrest of syndicate of Roma traffickers in the region.

(Source: <http://www.notforsalecampaign.org/projects/romania/>)

★ Point of Contact

For donations...

Not For Sale c/o Jamee Herbert
270 Capistrano Rd, Suite #2
Half Moon Bay, CA 94019

For registering a school...

students@notforsalecampaign.org

DID YOU KNOW?

More than 30 million slaves in the world today, more than at any other point in history (includes sex trafficking and exploitation of children).

★ Organization Website

Description | <http://www.notforsalecampaign.org/about/>
Take Action | <http://www.notforsalecampaign.org/action/>
International Projects | <http://www.notforsalecampaign.org/projects/>
Donating | <http://www.notforsalecampaign.org/donate/>
Resources | <http://www.notforsalecampaign.org/resources/>
Events | <http://www.notforsalecampaign.org/events/>



GLOSSARY OF ACRONYMS

To a new member, talking about Circle K can seem like alphabet soup, so here are some common acronyms you might encounter:

CKI	Circle K International
DCON	District Convention
DFI	District Fundraising Initiative
FiFun	Finance & Fundraising (Committee)
FTC	Fall Training Conference
MNT	Maternal Neonatal Tetanus
NFS	Not For Sale
PTP	Pediatric Trauma Program
SLP	Service Leadership Program (Circle K, Key Club)
UNICEF	United Nations Children's Fund

SENDING DFI MONEY

So you just had a fundraiser. How do you get the money from your club to any of the District Fundraising Initiatives? Have the treasurer collect all the proceeds and send them in the form of a club check (payable to **CNH CIRCLE K**) to:

CNH Kiwanis District Office
Attn: Bruce Hennings
8360 Red Oak Street, Suite 201
Rancho Cucamonga, CA 91730

Fundraising dolls at FTC and DCON will be presented based on the amount of DFI money that is sent in ON-TIME to Bruce Hennings!



STILL WANT TO LEARN MORE?

The FiFun Committee will be distributing more resources from these charities to all presidents, treasurers, and fundraising chairs throughout the year. Updates on how much is raised for each DFI will be posted on the District website (www.cnhcirclek.org). The goal of the District Treasurer is to have ALL members be able to list the DFIs by Fall Training Conference and be able to describe the mission of each organization by District Convention.

If you have any questions, comments, or suggestions, please contact any of the FiFun Committee members below, and we would be more than happy to help you!

FULL NAME	POSITION TITLE	EMAIL ADDRESS
Stefanie Chow	District Treasurer	schow.circlek@gmail.com
Hans Meimban	CKI South Chair	h.meimban@gmail.com
Kenneth Lee	CKI North Chair	Kenlee236@gmail.com
Edwin Lee	CKI South Assistant	ckiedlee@gmail.com
Don Ta	FiFun Representative	dqta@uci.edu
Garvey Su	FiFun Representative	gsu072191@gmail.com
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Thank you to the FiFun Committee for helping to put this manual together!

serving the
children of
the world



Kiwanis
Service Leadership

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