

LA MIRADA ROTARY CLUB RESPONSES TO DISTRICT GRANTS COMMITTEE QUESTIONS CONCERNING P-217

1. The project needs a budget. Keep in mind that the budget should indicate how the money will be spent. It would be far better if your club purchased gift cards directly from Marshall's Department Store to be used by or for the children (40 x \$75 cards = \$3,000.00) rather than writing a check to another organization (partner group) so that the partner pays for the children's clothing.

The La Mirada Rotary Club sets aside up to \$4,000 for the Holiday Shopping Spree for Needy Children each year. The amount required to do the project varies based upon the amount of community support and contributions received during the year. The shopping part of the event is held at Marshalls Department Store. Each child is assisted individually with his/her shopping by a member of the Rotary Club, a Firefighter, Sheriff's deputy or other community volunteer.

Each child has a shopping list of needs prepared by his/her parent or guardian. Some children are invited to participate, but not all parents respond to the invitation. This means that the number of participating children fluctuates from year to year. Rotarians and other volunteers are advised to stay as close as possible to the \$75 spending limit per child, but some invariably go a bit under or over depending on the child's list. The adults then go through the checkout with the child. One check is written for the entire purchase. In December 2012, the amount paid to Marshalls was \$2,886.42. In addition, \$511.50 was spent on age-appropriate toys for boys and girls attending the intergenerational holiday party at The Palms Retirement Community. New management at The Palms provided refreshments for the party, but did not contribute funds towards the Shopping Spree. Club members paid directly for the cost of City bus transportation for the students and an appearance by Santa Claus.

2. Please provide a little more detail regarding Rotarians' active participation. What will La Mirada Rotarians be doing, and approximately how many will be participating?

Rotarians contact the Superintendent of the Norwalk La Mirada Unified School District to obtain the District's approval for obtaining the names of needy students from individual schools in La Mirada. Contacts are made with individual elementary schools to obtain the names. Parents/guardians are contacted to obtain permission for the students to participate and get lists of clothing needs for each student. Contacts are also made with management at the Marshalls Department Store and The Palms Retirement Community to arrange the date and times for the Shopping Spree and the Intergenerational Holiday Party. Contacts are made with the Los Angeles County Sheriff's Department and the Fire Department to arrange participation by Public Safety personnel. Rotary Club members shop for and wrap age-appropriate toys for each boy and girl

participating in the holiday party. It's "all hands on deck" on the day of the event with 12 to 15 members of the club, along with their family members, co-workers, public safety personnel and friends, turning out to assist the needy children with their shopping.

3. What is the beginning date and completion date of the project? District Grant awards will be announced September 5, 2013. Grant funds cannot be used to reimburse a club for previously completed projects or projects that began prior to the award date. Projects must be completed by June 30, 2014 and reports (final or interim) are due by May 31, 2014.

Rotarians will begin making contact with the School District, Marshalls and The Palms Retirement Community on September 16, 2013 following the start of the school year. The Shopping Spree will be held in the first two weeks of December 2013. Paperwork associated with the project will be completed by the end of January 2014.

4. What is the public image plan for increasing Rotary's awareness (PR in newspapers, newsletters, blogs... photographs, etc.)?

Press releases and photographs sent to the Whittier Daily News, La Mirada Lamplighter and La Mirada Blog before and after the event will enhance the awareness of Rotary in the community. In addition, positive word of mouth will result from Rotary's direct involvement with less fortunate families in La Mirada, as well as with educators, police officers, firefighters and others serving the community.

5. Are there partner organizations with which your club will be working? If so, do you have a letter(s) from the/those organization(s) indicating what their role will be?

In prior years, a combination of verbal and email arrangements have been made with the School District, Marshalls, The Palms Retirement Community and the City of La Mirada. Letters have been sent to the parents of children involved in the Shopping Spree.