

Reading Comprehension Project - Application Addendum

- Club/Rotarian Involvement
 - 12 Members of the Rotary Club of Laguna Beach will be involved as follows:
 - Dictionary and iPad Purchase subcommittee - 2 Rotarian
 - New Generations Chair and President for coordinating Interact participation - 2 Rotarians
 - Distribution Sub Committee - 6 Rotarians
PR Chair and Club Photographer - 2 Rotarians
 - Interact Involvement
 - The Entire Interact Club will place stickers in all dictionaries and on all iPads (Estimated Club Size 15 to 20 based on last year's Interact Club Size)
 - Interact Officers to join Distribution Sub Committee if able to join during school hours (last year all officers joined at different times bases on class schedule and distribution schedule)
 - Total Participation Estimate = 20 to 25 Rotarians and Interact Club Members
- **Project Start Date = 2-1-14**
- **Project End Date = 2-28-14**
- Funding - Proforma
 - Income
 - \$2500 Rotary Club of Laguna Beach
 - \$2500 Rotary District 5320 District Grants

 - \$5000 Total Income
 - Expenses
 - \$500 Dictionary (based on quote for 280 hard copy dictionaries)
 - \$4500 iPads (estimated cost for each = \$500 x 9 classrooms)

 - \$5000 Total Expenses
- Public Image Plan
 - Event will be photographed by club photographer

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- PR chair will submit press release to all local newspapers, including:
 - Coastline Pilot
 - Laguna Independent
 - OC Register local edition
 - Stu News (online Laguna Beach paper)
 - All Dictionaries and iPads will have Rotary Sticker on them that have been donated by Super Dave's Print and Mail