



District Grant Report

Rotary Club: La Mirada

Project Title: Needy Children Shopping Spree P-686

Progress Report Final Report

1. Briefly describe the project. What was done, when and where did project activities take place, and who were the beneficiaries?

The Rotary Club of La Mirada worked with local schools in the Norwalk-La Mirada Unified School District during the Fall of 2014 to identify 42 students in need of new, warm clothing. On December 10, 2014, approximately 60 Rotarians, spouses, family members, friends, public safety personnel and other community volunteers hosted the needy students during a Holiday Shopping Spree at Marshalls Department Store, which opened its doors early for the special event. Each of the 42 students received approximately \$125 in shoes, jackets, pants, shirts and other personal items they needed. The new, warm clothing was expected to enhance the children's attitude in the classroom through a greater sense of self-confidence and personal comfort. Students were also taken by bus to the La Mirada Activity Center where they received individual presents and took part in an intergenerational holiday party with a number of senior citizens using the facility.

2. How many Rotarians participated in the project?

Nearly all of the 21 members of the La Mirada Rotary Club were able to participate in the event, which honored the memory of longtime Rotarian Eileen Wade who had championed the event for decades. Numerous spouses, family members, co-workers and friends came along to assist at the event. In addition, several prospective members, Sheriff's deputies, firefighters, City personnel and other community volunteers were on hand. Members of the girls softball team at La Mirada High School also volunteered to assist. In advance of the event, a number of Rotarians participated in event planning and arranging logistics.

3. What did they do? Please give at least two examples.

Rotary volunteers at the Needy Children Shopping event helped young children select clothing items from lists of needed items supplied by their parents. Rotarians and other volunteers went through the store's checkout process with each child. The store kept a running tally on the purchases, and the Rotary Club paid for the purchases at the end of the event with a single check. Members also purchased and wrapped in advance the gifts distributed to the children at the holiday party. Rotarians contacted local schools involved in the project, arranged for City bus transportation and an appearance by Santa Claus, and coordinate refreshments for the holiday party. Rotarians also worked at the club's Fireworks Booth during July to raise funds used on club projects throughout the year.

4. How many non-Rotarians benefited from this project?

Approximately 42 needy children and their families benefitted from the Holiday Shopping event at Marshalls. In addition, a number of senior citizens attending programs at the La Mirada Activity Center enjoyed the holiday party held at the facility following the Shopping Spree.

5. What are the expected long-term community impacts of the project?

This project provides badly needed financial and emotional support to approximately 42 needy children and their families in La Mirada. The program also benefits dozens of senior citizens attending programs at the La Mirada Activity Center. In past years, some of the children involved in the project have received their only holiday presents during the Rotary event. The positive attention and support provided to the students is believed to benefit the students' classroom performance.

Rotary Club of La Mirada's support for this project was well publicized in local newspapers, blogs, newsletters, etc. This publicity serves to enhance the profile of Rotary in the local community, and contributes to a greater sense of momentum for the club. Each year, several individuals living and working in the community have a first encounter with Rotary during this project, and they frequently seek to learn more about Rotary after participating in or reading about the project.

6. If a cooperating organization was involved, what was its role?

The Needy Children's Shopping Spree involved the cooperation of the Norwalk-La Mirada Unified School District and its local elementary schools to identify needy students and their families. The Marshalls Department store opens an hour early exclusively for the Rotary event. The store also donates a breakfast of donuts, milk and coffee for participants in the event. The City of La Mirada's Activity Center is used for an intergenerational holiday party for the needy students and senior citizens using the facility. Staff from the local Chick-fil-A restaurant again assisted at the event, including having the company's cow mascot figure attend the holiday party with Santa Claus. The company donated chicken meals, drinks and desserts following the holiday party at the La Mirada Activity Center. The City of La Mirada provided assistance in the form of the appearance by Santa Claus and bus transportation.

Financial Report – Be sure that Income equals Expenditures!

7. Income	Amount
1. District Grant funds approved by the District	\$3,000
2. Club contribution to match District Grant	\$3,000
3. Additional Club contribution to cover project costs	92.45
Total Project Income	\$6,092.95

8. Expenditures - please be specific and add lines as needed - receipts must be attached

1. Marshalls Shopping Spree for Needy Children	\$5,419.61
2. Toys for Students—Target	\$133.83
3. Toys for Students -- Walmart	\$121.03
4. Gifts for Students -- Michaels	\$82.45
5. Gifts for Students -- Walgreens	\$93.18
6. Wrapping Paper, etc. – Rite Aide	\$21.10
7. Gifts for Students – Rite Aide	\$111.09
8. Holiday Bells – Dollar Tree Store	8.68
9. Holiday Bells & Candy – Dollar Tree Store	\$9.43
10. Batteries – Dollar Tree Store	3.26
11. Batteries & Holiday Bells	4.34
12. Tablecloth & Juice for Santa event	\$14.95
13. Visit by Santa	\$70.00
Total Project Expenditures	\$6,092.95

9. By signing this report, I confirm that to the best of my knowledge these District Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. Receipts for all grant-funded expenditures have been provided to the district. I also understand that all photographs submitted in connection with this report will become the property of RI and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant RI and TRF a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary in RI's sole discretion. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of RI and TRF.

Certifying Signature

Hal Malkin

Date: April 19, 2015

Print name, Rotary title, and club

Hal Malkin, Secretary Rotary Club of La Mirada