

Rotary



**Rotary Club of Merced Sunrise &
Merced Sunrise Rotary Club Charity
Zone 26, District 5220, Area 8, Club 22798
PO Box 3262 Merced, California 95344
www.mercedsunriserotary.org**

Pursuant to RI by-laws, the Secretary herein makes this annual report to the Club. The Rotary Club of Merced Sunrise chartered May 22, 1985. The related Charity incorporated in 2009. The Club routinely ranks among the top clubs across the District for awards and giving. The Club ended the year with 55 total members; 45 Active and 10 Honorary. The Club and Charity had a distinguished year under President Mike Cuchna's leadership.

2018-2019 Club & Charity Board Officers, Directors & Chairpersons

President	Mike Cuchna
Immediate Past President	Mike Altomare
President Elect/Shrimp Feed Chair	Pope Lawrence
Vice President(s)	Tanya Price/Douglas Forte
Treasurer	Robert McGhee
Secretary	Eric Moore
Club Service Director(s)	Regina Cherf/Sam Traina
Community Service Director	Ruth Alejo
International Service Director(s)	Douglas Forte/Regina Cherf
Vocational Service Director	Steve Hobbs
Youth Service Director	Francis Hughes
Membership Chair	Alan Arnold
Foundation Chair	Donald Barclay
Merced Field of Honor Chair(s)	Nancy Edmiston/Dewayne Young

Membership

The Club began the year with 43 active members ending with 45. The Club lost three active members, but gained seven new active new members; Marty Christman, Sara Fleszar, Robert Garcia, Dr Holley Moyes, Michael Pavlovic and Ron & Lorelei Stapp. The Club converted Theresa Cesar and Frank Reed from Active to Honorary members. The Club added Theresa Londono and Russell Vara as Honorary members in recognition to their Merced Field of Honor volunteerism. The Club continues success in adding women and people under 40. UC Merced continues to be an important recruitment source.

Vitality

The Club's Viability and Growth is measured across three years with a 67% existing membership retention average and nearly 89% for new members added over those same three years. This weighted average nearly matches weekly attendance rates with the Club routinely meeting four times each month. The Club enjoyed a net 5% growth in Active members. The Club has no plans to exceed 50 active members based upon meeting space, however the Club sponsored the creation of a Rotary Community Corps (first in the District) in an effort to stabilize volunteer needs, but also create an county-wide Rotary recruiting mechanism. Family Membership offer a promising method to increase membership.

Giving & Fundraising

- Total Annual Fund Giving was \$13,417 at an Annual Fund per member rate of \$321 – 1.84x the District average of \$174.

- Polio and other Giving constituted another \$7,975 for \$21,392 Total Giving.
- The Club continues its 100% Paul Harris Fellow Club status.
- The Club and Charity had success with its Bob Hobbs Memorial Shrimp Feed, raising over \$41,000 after expenses.
- The Merced Field of Honor raised over \$35,000 after expenses.

Service Projects & Sponsorships

- The Club initiated four Service Projects; Merced Field of Honor, Merced County Fair Polio Awareness Booth, Merced High School Peace Pole and Clothes for Kids.
- The Club supported the annual Bob Green North/South Rotary Football Classic.
- The Club sponsored the creation of the Rotary Community Corps of Merced County.
- The Club continues its sponsorship of UC Merced Rotaract Club – which struggled this year.
- The Club continues its sponsorship of the Merced High School Interact Club.
- The Club achieved all goals needed to secure the Rotary Citation.
- The Club supported; 13 Community Service projects, four International Service projects, two Vocational Service scholarships/awards, 12 Youth Service projects and events and three Field of Honor projects. Grant and scholarship making and other expenses across all Avenues of Service exceeded \$115,000 in FY18-19.

The following groups/programs received Club and Charity support this year;

Community Service

Merced County CASA
 Love, INC
 Merced Rescue Mission
 Merced Symphony
 Merced Theatre Foundation
 Merced County NAACP
 Merced HS Peace Pole
 Peace Symposium
 Playhouse Merced
 Rose Bowl Parade
 Shakespeare in Yosemite
 Special Olympics
 UC Merced Faculty &
 Students of Color
 Association

Field of Honor

Blue Star Moms
 Run for the Heroes
 Castle Air Museum

International Service

Hearts Afire
 KIVA Microfinancing
 Philippians - Cultural Project
 Baja Mexico - Beach Recycling

Vocational Service

Vocational Scholarships
 Ideal of Service Awards

Youth Service

All-Star Jr. High Baseball Tourn.
 N/S All Star Football Classic
 Boys & Girls Club
 Clothes for Kids
 Merced County Arts Council
 Merced College Football
 Merced HS Hall of Fame
 Merced HS – Quarterback Club
 New Generations
 RYLA
 Speech Contest
 UC Merced Rotaract

The Club looks to recruitment opportunities and the expansion of the Rotary Community Corps of Merced County in the coming year while steadily increasing meaningful projects and grant making. RI is also re-visioning its annual Rotary Citation giving all clubs better direction to remain vibrant, including making an effort to record annual volunteer hours per member.

Respectfully Submitted,

/Eric Moore
 (Acting) Secretary
 August 1, 2019