



CLUB OF THE MONTH PROGRAMME 2018-2019

Submission Template

Club Name: Rotary Central Cayman Islands

of Members: 72

President 2018-19: William Inniss

Date: September 5, 2018

1. **Summary of Accomplishments.** This year to date, our club completed the following activities reflecting this month's theme: **Membership/Partnerships**

Member Inductions

- a. **First New Inductee for the Rotary Year:** On July 3rd (our first meeting) we were extremely pleased to have inducted Ms. Ilene Phipps spouse of our stalwart PP. Dave Phipps (deceased). Rot. Illene's Classification being Retired
- b. **On August 21st** after having a very successful orientation of two prospective members on Aug 20th, we were able to induct Ms. Donna Morris and Joey Kozali with the classification of Business Services and Interior Architect respectively. As per tradition of the Club, our newest Rotarians were each given a pair of work gloves and a pen and on the following understanding: That the gloves symbolized being a worker and the pen that of providing a monetary contribution to the ideals of Rotary. They were also charged with completing 8 task prior to moving from their 'Red Badge' identification as a 'New Member' to a 'Blue Badge' signifying a well versed and active Rotarian.

Media Exposure

- c. **Be the Inspiration Focused Radio Ads and Membership Drive Focused Radio Ads for Rotaract Blue:** 5 ads on 4 stations for 2 months started in July and is sponsored by Rotary Central.
- d. **Membership Focused Cinema Ads:** In the months of July and August, the membership focused ads continued to be aired at Regal Cinema in Camana Bay, a popular business/residential community.
- e. **Rotary on Social Media:** On Facebook, in August, we had Post reach of 5151 people, 749 post engagements and 13 new page likes. This brings our total FB audience up to 1256 page likes as of August 31st. Rotary Central Facebook page posts events and ads such as: membership events and socials, work Projects, meeting activities and new member induction. On the Instagram page, we had 1101 impressions and reached 443 accounts in the last weeks of August.

Fellowship

- f. **Rotary Community Corps Meeting (RCC):** met on July 10th. 5 RCC members and 3 Rotarians attended
- g. **Sunrise Adult Training Centre Lunch:** Rotary Central supports this annual event and this year it was held on July 10th at Margaritaville Restaurant. The Sunrise Training Centre provides training, support and services for the empowerment, employment and independence of Adults with Disabilities.
- h. **District Governor's Visit:** District Governor (DG Patrick Adizua) made his official visit to our club on July 23rd and attended the weekly meeting and Board Meeting, spending time with our members and engaging in a work project which was a unique and enjoyable experience shared by the membership. In addition, he was treated to a Bus Tour of Rotary and Rotaract Projects and a Leadership Reception.
- i. **5th Tuesday Social:** Rotary Central, Rotary Community Corps (RCC) members, spouses, 4 prospective members and guest attended our quarterly social held at Havana Club on July 31st where all enjoyed karaoke, excellent canapes, favorite drinks and great fellowship.
- j. **Culture Night with Rotaract Club** promoting Goodwill and Understanding- Aug 7th. Central partnered with Rotaract Blue to celebrate Jamaican culture as part of our regular club meeting. Jamaican Food and drink were served and educational sessions were held about the flag, the food, and Jamaican Independence. Several Rotarians also dressed in their Jamaican colours.
- k. **Work Parties:** Weekly Bus Shelter's placement, repairs and cleaning; Little Free Libraries (LFL) book drive and Centennial Park Cleaning were conducted in July and August.
- l. **Membership Social:** A Social evening at Prima Restaurant we attended by Rotarians, Rotaractors and Guests, where canapes and drinks were enjoyed.
- m. **Rotary Wine Appreciation Fellowship (RWF):** Last year Rotary Central formed a local fellowship called SIPS (Shall I Pour Some). This fellowship is currently made up of our Assistant Governor and 11 Rotarians from Rotary Central. DG Patrick has asked that the club secretary become a district chair for RWF and we are currently in the process of being chartered. Our first RWF social is currently being planned for the first week of September. This will be a South African Theme featuring South African wine and food.

Membership Educational Resources

- n. **Membership Directory:** The Club Directory for 2018-2019 which list the contact details, classification of all active and honorary Rotarians was distributed on August 8th to all members present. Ongoing distribution continues at our weekly meetings.
- o. **Rotary Central's "Buddy" list** wherein Rotarians are paired to act as support buddies in the well being of each other, was updated and distributed on August 8th
- p. **Membership Education** was conducted in July and August weekly meetings: How to propose a new member pamphlet, prepared and distributed. A brochure listing the activities of the Club has also been prepared and distributed to potential members.
- q. **Bi-Weekly Bulletin** is produced by PP Sandy McFarlane and distributed by weekly at the meetings. These bulletins include updates from our District Governor, District Committee Chairs, or Club President and Directors. Information on RI initiatives is also included.

- r. **Membership Recognition program:** President William presented our new Membership Recognition Program where members can be acknowledged for their time and in-kind donations. During the weekly meeting on July 17th, he demonstrated how to log this information on our Central website.
- s. **Club Member Survey** was distributed electronically to all members on August 29th. The survey is anonymous and is intended to do two things: obtain your valuable feedback on our members experience as a Rotarian in our club, and also to track our progress in addressing and meeting expectations and it is planned to be conducted twice annually. The results collected will be used in our club assembly which is scheduled for September 11th.
- t. **Meeting Highlights for Absent Members:** The Club Secretary sends an update the day following the regular Club meetings recapping all the major highlights. This has been done for all 8 meetings held this year.

Rotarian of the Month

- u. Rotary Central recognizes one Rotarian each month as Rotarian of The Month (ROTM). The members of the club to nominate members for Rotarian of the Month for discussion on the Board meetings each month. This nomination is forwards to the club Secretary or the Club President. The ROTM receives a certificate and ROTM lapel Pin along with recognition in the Club's Bi-weekly bulletin and the Club's Facebook page.

Prospective Members Put to Work

- v. **4 Prospective Rotarians** attended a bus shelter work party on July 22nd. There was also a literacy work project during the July 24th club meeting, in which 4 prospective Rotarians participated.

New Members Special Project:

- w. **Our Board introduced** an exciting and new initiative wherein they have approved a budget of \$1000 for the new Rotarians who join the club the first half of the Rotary Year to create their own group projects.

Classification Talks:

- x. **In addition to new members classification talks,** we will also invite long-serving Rotarians to give re-classification talks to help our new members learn and become acquainted with longer-serving members. This was kicked off in August, for membership month by PI Director Carl.

Partnership

- y. **Partnership with Children and Youth Services (CAYS) Foundation:** Rotary Central supported the Bonaventure Boys Home Back 2 School BBQ on August 26th.
- z. **Partnership with Junior Achievement:** The Junior Achievement (JA) program is a Rotary Central sponsored program. The JA Board met in August and elections were held. Half of the JA Board are currently Rotary Central members.
- aa. **Joint Projects with other Cayman Islands Rotary Clubs:** Rotary Central has partnered with the other 4 clubs in the Cayman Islands on the following: Children's Education Centre at the Botanic Park and to deploy bus shelters in the sister island of Cayman Brac.
- bb. **Little Free Libraries Partnership:** Island Heritage Insurance partnered with Rotary Central in 2015. They renewed their commitment this year to continue their

sponsorship. The Literacy is For Everyone (LIFE) a Rotary Sunrise Literacy program has agreed to sponsor two Little Free Libraries during this Rotary Year. Rotaract Blue will work collaboratively with the club to keep the libraries stocked. They have committed to keeping the libraries that bear their logo fully stocked (5 of them) and they wish to do a National Book Drive in conjunction with Rotary Central.

2. **Relevance to Rotary Theme.** How did each activity tie in with this month's theme?

Theme-related activities which have taken place any time during the current year may be included. Activities completed in the previous Rotary year, or not related to the monthly theme are not eligible for consideration. (Please list in the same order as in Question 1)

Member Inductions

- a. This induction aptly fits into the theme of Membership
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Media Exposure

- c. These ads are an element of our promotion on Membership. Rotaract Blue being our sponsored Rotaract Club enables us to continue to partner with them in promoting their Club as well as increasing the membership
- d. The Cinema ads focus on attracting potential members with emphasis on partnerships with our fellow Rotary Clubs.
- e. The Social Media reach allows our members to be aware and engaged in the various projects the club is undertaking

Fellowship

- f. Rotaract Community Corp is a partnership with persons interested in supporting the works of our Club, but who are unable to meet all the requirements of being a Rotarian.
- g. This is another ongoing partnership with a great institution.
- h. The DG's visit is relevant to the theme as he engaged and encouraged active members participation in Rotary work.
- i. A 5th Tuesday Social always provides the opportunity for engagement with the membership and prospective members as well as partnering with our sponsored Clubs, Rotary Community Corp and Rotaract Blue.
- j. The partnership with Rotaract Blue was very relevant to the theme of Membership and Partnership as it was an opportunity to guide and develop members of Rotaract Blue.
- k. These projects keep our membership actively engaged in hands-on projects of the club.
- l. The membership social was an opportunity for members of Rotary Central, Rotaractors and Guests to enjoy fellowship and provide an opportunity for engagement with prospective members
- m. The Rotary Wine Appreciation Fellowship is a way of bringing together members with a common social interest.

Membership Educational Resources

- n. The membership directories are a means of effortlessly being able to access and stay in touch with all members.
- o. The “Buddy List” is a support system to continuously engage and encourage attendance and ensure the wellbeing of one's Rotary Buddy.
- p. Have material to give to potential members that describe our Club’s activities in the community is important.
- q. The bi-weekly bulletin provides a brief synopsis of the previous week’s activities to members.
- r. This is an opportunity for our newer Rotarians to be recognized for their engagement and support in the Club and promotes greater engagement with the membership.
- s. The club survey enables input and feedback from the membership to determine desired changes and enhancements for the Club.
- t. Through email attachments of bulletin and club service calendar, all members are kept informed and engaged in the many activities and events of the Club.

Rotarian of the Month

- u. Rotarian of the month is relevant to the theme as it recognizes members for their engagement in the Club.

Prospective Members Put to Work

- v. Prospective members were engaged in island-wide maintenance of the Bus Shelters.

New Members Special Project

- w. This encourages new members to get directly involved in identifying a project they are passionate about to coordinate and execute as a team.

Classification Talks

- x. The classification talks is a great way to share information with the membership about their respective vocations.

Partnership

- y. This event enhances the therapeutic services of the Boys home by fostering appropriate parent/child relationships through healthy and fun activities.
- z. The JA program is a partnership between Rotary Central, Chamber of Commerce and other Business Entities who sponsor and provide advisors to the program.
- aa. Joint projects such as these involve partnerships with the other Rotary and Rotaract Clubs
- bb. This is another partnership between our club and a willing corporate partner and our sister club and sponsored Rotaract Club to promote another Rotary Central project.

3. **In the community.** Describe briefly the impact of your activity(ies) in the community.

Member Inductions

- a. Rotarian Ilene has for many years been a stalwart supporter of Rotary as she walked tirelessly with her husband Dave who energetically engaged and supported all things Rotary.
- b. Additional Rotarian widens our scope in identifying and completing projects in the community.

Media Exposure

- c. Through these ads, the Club can reach a greater number of persons in our community and foster a better understanding of the works of the Club and Rotary in general. Rotaract Blue is a small but energetic club and to partner with them increases the awareness and promotion of their involvement in the community
- d. With the potential to reach over 25,000 viewers weekly these ads get the message to a great many persons of what Rotary is all about.
- e. Rotary Community Corp enables greater partnership and engagement by members of society that wish to actively participate in Club's many community projects and initiatives.

Fellowship

- f. Rotary Community Corp enables greater partnership and engagement by members of society that wish to actively participate in Club's many community projects and initiatives.
- g. As an institution that provides Training and Support for adults with disabilities these socials as sponsored by Rotary Central and engages Trainers and families of these special persons.
- h. The DG's engagement with the Club including his participation in a work project and his tour of the many Rotary Projects provided great visibility in the community during his visit.
- i. Socials provide opportunities for additional exposure and engagement with members of the community.
- j. Because of the reach of both clubs, the visibility of Rotary and Rotaract partnerships bodes well with the overall awareness of Rotary.
- k. These projects provide visibility of Rotarians in being actively involved in the community
- l. This is a means of enhancing our visibility in the community and engagement of community-minded individuals to join Rotary.
- m. This type of fellowship allows Rotary members to reach out to other prospective members within a common social interest.

Membership Educational Resources

- n. The directories provide the means of Rotarians assisting others in the community to communicate with other Rotarians.
- o. Such a system cast a positive light on the caring, sharing and engagement of Rotarians
- p. This enhances PI through this medium and will benefit the community. With additional Rotarians, more can be accomplished.

- q. The bi-weekly bulletin is a great source of information on Rotary activities and shared by Rotarians in their respective workplaces.
- r. New members bring skills and expertise that often enhances the many projects and initiatives of Rotary Central.
- s. The surveys allow the club to better identify the needs of the community through input from the membership.
- t. Rotary members will be well informed of upcoming projects of the club, therefore, they can readily share with members of the community

Rotarian of the Month

- u. Rotarians recognized for their contributions enhances and promotes Rotary in the community.

Prospective Members Put to Work

- v. We pride ourselves as being “A Working Club” and with the potential members getting involved with our projects we get to see their level of commitment in engaging in community projects.

New Members Special Project

- w. The benefits will allow these new members to experience the value of work projects and its impact on the community.

Classification Talks

- x. The classification talks allow a member to share with the club their professional vocation and by so doing the Club becomes a cross-section of the Business and Professional life of the community it serves.

Partnership

- y. This event brought together, residents, parents and staff and was also attended by the Director of Youth Services and the Club Secretary.
- z. The Junior Achievement program has been providing Business Leadership skills to high school students. The program was started 27 years ago and has positively impacted the lives of over 12000 local students.
- aa. New Projects such as the Children’s Education Centre at the Botanic Park and the expansion of our Bus Shelter project to Cayman Brac will greatly benefit many in the Cayman Islands community.
- bb. This project is one that since it’s launch in early 2015 has been providing free books to readers of all ages under the theme “Take a book, Leave a book”. There are several “Little Free Libraries” in Grand Cayman and one in Cayman Brac. With additional units planned for this Rotary Year.

4. Participation. How many club members participated? List involvement below:

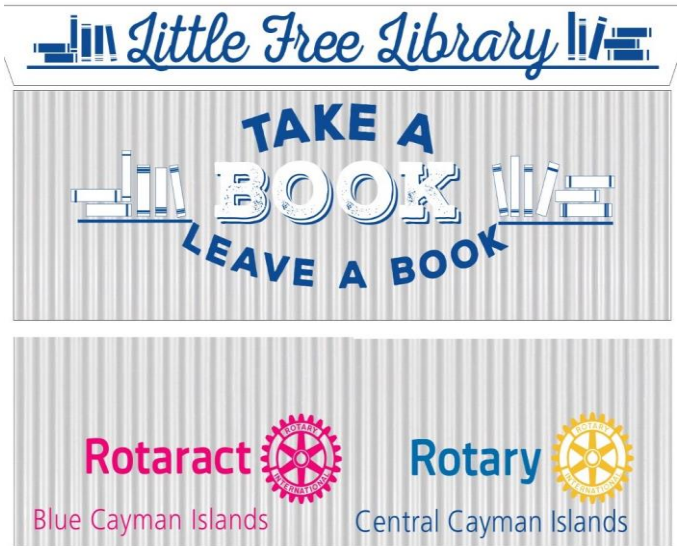
- a. 40 Club Members and 10 guest
- b. 45 Club Members and 5 guest
- c. 4 Club Members
- d. 4 Club Members
- e. 3 Club Members
- f. 3 Club Members and 5 RCC Members
- g. 4 Club Members

- h. 8 Club Members and 3 Rotaractors
- i. 20 Club Members, 3 prospective members
- j. 35 Club Members and 8 Rotaractors
- k. 20 Club Members, 5 Rotaractors
- l. 22 Club Members, 8 Rotaractors and 10 prospective members
- m. 11 Club Members
- n. 2 Club Committee members, Entire Club distribution
- o. 2 Club Committee members, Entire Club distribution
- p. 32 Club Members
- q. 1 Club Member- Distributed to meeting attendees
- r. 1 Club Member, 30 Club members in attendance
- s. Distributed to all Club Members -72
- t. Distributed to all Club Members and Friends of Rotary
- u. 1 Rotarian of the Month- 35 Rotarian attendees
- v. 10 Rotarians- 4 Prospective Rotarians
- w. RCGC Board Members
- x. 1 Member Classification talk- 30 Rotarian attendees
- y. 2 Club Members
- z. 7 Club Members
- aa. 5 Club Committee Members- Will encompass the entire Club membership
- bb. 2 Club Committee Members- Supported by entire club.

5. **New members.** Did you attract new members as a result of the activity(ies)?
 Yes, 3 new members and 1 returning Rotarian have been inducted since July 1st.

6. **Membership Retention.** Did your action enhance membership retention?
 We believe that the extremely engaging and exciting activities of the club have contributed to the 100% retention Jul 1 to Aug 31

7. **Photos.** Attach photos if you wish. Please provide identification of each (max 6)





8. **Final comments.** Our club continues to be a doing club and our membership is one of high energy, ambition and creativity. We strive to keep all members engaged in activities that promote the programs and activities of the club.