

SUNRISE NEWS

FEBRUARY 2019

Kiwanis Breakfast Club of Oconomowoc
P.O. Box 462 Oconomowoc, WI 53066
Meetings - 1st 2nd & 3rd Wednesday at 7:15 AM
Café Labelle at the Life Enrichment Center-Shorehaven
1306 West Wisconsin Avenue

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.



President's Corner – Jerry Schneider



January has come and gone and what a month of weather like we haven't seen for quite a while.

I can't remember canceling a regular meeting and a board meeting back to back. Maybe we are getting softer but I think the truth is we are getting smarter. Hope everyone had some time to catch up on some of the to do lists. If not February should give you some more chances.

This is Kiwanis slow time of the year so try to bring a prospective member to a meeting. We have some great speakers coming up.

We will be contacting businesses again for corporate memberships.

I have folders with all of the information . Let me know if you want some to contact a business or individual.

I also have folders for selling ads for our Radio Day. Please see the article in the newsletter

Jerry





LETS HOPE NOT !!!

WHAT'S HAPPENING

- Feb. 2 Groundhog Day
- Feb. 3 Super Bowl
- Feb. 6 Breakfast meeting
- Feb. 11 Shorehaven Bingo
- Feb. 13 Breakfast meeting
- Feb.14 Chamber Breakfast
- Feb. 14 Happy Valentines Day
- Feb. 8 Presidents Day
- Feb. 20 Breakfast Meeting
- Feb. 27 Board Meeting
- March 26-- Blood Drive
- March 31-- Radio Day



GREETER & INVOCATION

- Feb. 6 Brigid Heydt
- Feb. 13 John Koehn
- Feb. 20 Tom Massnick



JANE'S JUMPERS

Jane Fredrich, Captain

**Carolyn Crom
Jack Grothaus
Chet Seffrood
Andy Wagner
Len Zacharias**



NONE



NONE



SPEAKERS FOR FEBRUARY

Feb. 6 AFS student Ye Yao Schmitz from Germany
Feb. 13 FFA
Feb. 20 ROBOTICS
Feb. 27 BOARD MEETING

RADIO DAY ON WTKM



After skipping 2017 Radio Day, our 2018 event was very successful. We netted \$1607.00 and received a credit of \$413.60 which we used to advertise our tree sale and shrimp dinner. Whereas these are good numbers I know we can do better than this. In the past ,some years we have netted over \$3,000.00 . With every ones help there is no reason we can't return to that level and beyond. Please help by contacting some businesses to sell them an ad. I have folders prepared with all the info so what you need to do is go out and ask. Remember you are not just asking for a donation but

giving them an opportunity to advertise their business while helping our Kiwanis Club support all the good we do in the community. It is not that hard but you do need to make the calls in order to make a SALE. We have the opportunity to increase our profit without back breaking work. **WE NEED YOUR HELP !!**

Our Radio day is March 31st but the ads need to be in by March 13th so you need to get out there now. February should be a good month for this as we don't have a lot going on. I have a chamber list so we can target some businesses together. I am keeping a list of contacts so we don't double up.

For the newer members, for this project we sell ads on WTKM-FM 104.9 in Hartford and we make a 40% commission of the ad price plus they have been giving us an additional 10% in advertising credits for the shrimp dinner, tree sale etc. This gives something of value to the business rather than just asking for a donation. In many cases the business will renew what they did the previous year. If a new ad is needed WTKM contacts the customer to put the ad together. Again keep in mind we need these fund raisers to keep supporting all the good we do in the community.



Jerry

KETTLE MORAINE KEY CLUB BLOOD DRIVE



Another very successful project by the KEY CLUB

The blood drive was held on Friday, January 25th at the High School. This was a closed drive just for the students, teachers and other employees at the school. This eliminates the security issues of outsiders entering the school. They had 98 Potential donors with 68 pints being collected by the Red Cross. This qualifies the Key Club for a \$500.00 scholarship which their Board will decide who gets it. Usually someone with a lot of service hours.



Our blood drive on January 22 was a success.

Again thanks to Debbie Mauel and Fred Steinlein for coordinating these drives.

Dominos has agreed to again donate the pizzas for 2019. Please thank them if you are at their store.

Following is an email we received from the Blood Center –

I have your results! You had 24 donors through the door and you collected 22 successful donations which will help to save up to 66 Lives! Your goal for the day was 20 successful donations so you came in at 120% of goal.

Absolutely amazing job everyone!! Thanks so much for all of your help with your drive I truly appreciate everything that you do for the patients in need!

Thank You!

Jen

OUR NEXT DRIVE IS MARCH 26TH



THIS ARTICLE BY REBECCA SEYMOUR WAS IN THE JANUARY 17TH ENTERPRISE. ANOTHER GREAT “KIWANIS MOMENT”

The little bell that could

Waukesha Salvation Army Red Kettle Campaign rings true for people in need year-round

By Rebecca Seymour
Special to the Enterprise
OCONOMOWOC — It’s the start of a brand-new year and as holiday decorations get packed up until next season, so do the Salvation Army’s iconic red kettles. Founded in 1891 by a Salvation Army captain to provide free Christmas dinners to people in need in San Francisco, the Red Kettle campaign has grown into one of the most recognizable charitable outreach efforts between Thanksgiving and Christmas Eve.

According to its website, the charitable organization reaches out to more than 23 million Americans in need

each year through a range of social services, including food pantries and community meals, clothing and shelter for the homeless, and more.

The Salvation Army of Waukesha County says funds raised through Red Kettles and the charitable organization’s overall Christmas campaign make up about one-half of its annual budget.

“We are dependent on our volunteers for the success of our Red Kettle Campaign. We fell about \$100,000 short of our campaign goals the last couple of years. The Salvation Army provides food, shelter and clothing, but we also offer compassion, love and understanding. In 2019 we’re focused on getting the word out about everything that we do for our neighbors in need,” said Andy Smith of the Salvation Army of Waukesha County.

Even though there are about 60 red kettles throughout the communities that make up Waukesha County, because of a shortage of volunteers, many of the locations do not have the advantage of the iconic sound of a bell ringing.

“If there is a person ringing a bell, the kettle usually raises \$400 to \$1,000 each day. If a kettle is sitting with no ringer, it brings in about \$10-20,” Smith said. A decrease in donations has also been attributed to fewer people carrying cash

and an increase in online shopping.

“Society is changing and we need to adapt. We’re working really hard to rebuild enthusiasm and loyalty through more powerful storytelling, the use of social media and getting in front of groups to educate about everything that we do,” Smith said.

Serving the community
The Oconomowoc Kiwanis Breakfast Club has been ringing for the Waukesha Salvation Army’s Red Kettle Campaign for about 25 years.

“This last season we had 19 members and two honorary members ring a total of 72 hours and we collected \$5,360.94. Since 1995, our records show our club has raised at least \$50,000,” said Jerry Schneider, Oconomowoc Kiwanis Club president.

Schneider said the Oconomowoc club came in third place in a friendly Waukesha County service club Red Kettle Campaign competition, with the Waukesha Noon Kiwanis earning first, raising \$17,375.44, and the Elm Grove Golden K in second with \$7,407.51.

“The Salvation Army helps so many people in Waukesha County. As members of a service club, it’s important for us to also do what we can, when we can for our community. It’s not overwhelming to ring the bell for an hour or so and

it’s fun when we can get a whole group to ring together. Just think of all the smiling faces we’ve made,” he added.

With everyone’s busy schedules, recruiting community volunteers to commit to ringing the bell on behalf of the Salvation Army, especially during the hectic holiday season, has become a growing challenge.

“When we found out that the Salvation Army was having a tough time finding volunteers, we signed up for an extra 20 hours. We’re hoping other groups will step up next year,” Schneider said. “We’re so grateful for the Pick ’n Save at Pabst Farms and the other businesses in Oconomowoc for allowing bell ringing at their store fronts. Without them the fundraising campaign would be in trouble.”

About 45 volunteers rang the Salvation Army bell for 279 hours at the six Red Kettle locations in Oconomowoc, including the two Pick ’n Saves, Piggly Wiggly, Fleet Farm, Kmart and Walgreens.

“We say that our heroes don’t wear capes — they wear aprons,” Smith said.

“The little tinkling bell isn’t loud, but it makes all the difference in the world.