

PRESERVING PLANET EARTH

Rotary of Traverse City Report of the Fiscal Year 1990/91



Rotary Club of Traverse City · Rotary Charities of Traverse City · Rotary Camps and Services of Traverse City

February 1991

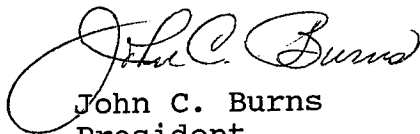
Dear Friend:

We are pleased to present a combined Annual Report from the Rotary Club of Traverse City and its two supporting charitable foundations, Rotary Charities and Rotary Camps and Services, for the fiscal year ending June 30, 1991.

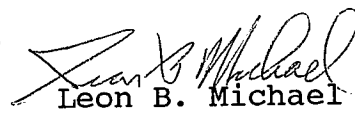
This report highlights the environmental grantmaking of all three organizations in support of our region's efforts to be about the the business of preserving planet earth. It also celebrates the reopening of the historic Park Place Hotel on July 1 by our affiliate, Rotary Center, and notes the Hotel's important educational mission.

Your support of the activities of Rotary is appreciated. Please contact Executive Director Rob Collier at the Rotary office, 941-4010, if you have any questions.

Sincerely,



John C. Burns
President,
Rotary Club



Leon B. Michael
President,
Rotary Charities



Don A. Good
President,
Rotary Camps
& Services

February 1991

Dear Rotarian:

We are pleased to present a combined Annual Report from the Rotary Club of Traverse City and its two supporting charitable foundations, Rotary Charities and Rotary Camps and Services, for the fiscal year ending June 30, 1991.

This report highlights the environmental grantmaking of all three organizations as we all engaged in the business of preserving planet earth. It also celebrates the reopening of the historic Park Place Hotel on July 1 by our affiliate, Rotary Center, and notes the Hotel's important educational mission.

We have also enclosed a reprint of the special report done this fall by the Traverse City Record-Eagle on the Grand Traverse Bay Watershed. It discusses the activities of a number of the environmental projects supported by Rotary, and we encourage you to share it with family and friends.

In addition, you are being provided with an audited copy of the financial statements for Rotary Charities. Your support of the charitable activities of Rotary is appreciated. Please contact us or Rob Collier with your questions or comments.

Sincerely,



John C. Burns
President,
Rotary Club



Leon B. Michael
President,
Rotary Charities



Don A. Good
President,
Rotary Camps
& Services



THE PARK PLACE HOTEL

The historic 140 room Park Place Hotel in downtown Traverse City reopened July 1, 1991 after a \$10 million renovation. Through an Educational Partnership Agreement between Northwestern Michigan College (NMC), and Rotary Center, the Hotel will be utilized as the center for a unique, entrepreneurial hospitality/resort management program. Students from NMC and other universities will use the Hotel to enhance career opportunities through vocational, management, advanced and continuing educational activities.



Annual Message to the Community

Preserving Planet Earth



Preserve Planet Earth

was the major theme for Rotary International in 1990-91. Its announcement coincided with the initial grants by Rotary Charities devoted to the grantmaking priority of environment and managing growth. As discussed throughout this report, the environment was a focus of the charitable activities of both foundations and the Club's Good Works Fund. From supporting land preservation to the water quality of Grand Traverse Bay and projects involving youth and the environment, Rotarians and hundreds of area residents are busily engaged in the business of preserving Planet Earth.

This Annual Report summarizes the activities of the Rotary Club of Traverse City and its affiliate organizations, Rotary Charities, Rotary Camps and Services, and Rotary Center, for the fiscal year ending June 30, 1991.

June 30, 1991 was especially significant for Rotarians this year because it marked the much anticipated completion of the \$10 million renovation of our historic 140 room Park Place Hotel. On the morning of July 1, Rotarians joined with the community to officially reopen the Park Place for business as a full service hotel.

Later in the week, over 1,000 costumed guests celebrated the reopening at a Gala Charity Ball that raised over \$39,000 for the Hospitality Training Programs of Northwestern Michigan College, Rotary Center's educational partner. We are grateful for the fine workmanship demonstrated in the final product and are pleased that the community is once again proud to have this fine hotel as a landmark for its downtown.

In a time of economic uncertainty, it is important to note that the renovation of the Park Place provided over 180 construction and related jobs during the 10 months it was under construction. Over \$6.5 million in construction contracts were awarded to area businesses.

We want to thank the Trustees of Rotary Center, led by President Art Elliott, who had 46 Board meetings and hundreds of committee meetings to keep this complex renovation project on schedule. Art, and Trustees Frank Sisson, John Goense, Paul Brown, Ted McLogan, Ken Lindsay, Bruce Rogers and Roberta Teahen from NMC, even cooked two lunches for the construction workers on the site.

During the year, 33 community organizations received grants in excess of \$650,000 from Rotary Charities. Another ten projects received over \$20,000 from the Club's Good Works Fund and Rotary Camps and Services.

Nearly 50% of Club members took advantage of their \$250 match from Charities to increase their charitable giving in the five county area. As a result 49 programs of 39 local agencies received \$17,685 in support from the first year of Rotary Charities' Matching Gift Program for Club members. The Program has been renewed for another year, and our goal is to have a 75% participation rate by Club members in 1991-92.

Our thanks to the following Rotarians for their Board service:

To Fred Nelson, Jay Hooper, and Wally Plosky for their service as Directors of the Club; Gene Keilitz and Roger Schafer for their service as Trustees of Rotary Camps & Services; and Senator George McManus for his service as a Trustee of Rotary Charities.

We welcome Gil Bogley, Don Piché, and John Williams as new Club Directors, Mack Beers as a new Trustee of Rotary Camps and Services and Jack Bay as a new Trustee for Rotary Charities. We wish Club President Jack Burns well in his service to all four Rotary Boards.

We will continue to share information with the community during the year through our newsletter *Grantmaking News*, and inquiries about Rotary activities are always welcome at our Rotary office.

A handwritten signature in cursive script, reading "Gary L. Columbus".

Gary L. Columbus
President Rotary Club

A handwritten signature in cursive script, reading "Don A. Good".

Don A. Good
President Rotary Camps & Services

A handwritten signature in cursive script, reading "Leon B. Michael".

Leon B. Michael
President Rotary Charities

Rotary Charities Grants

A Focus on the Environment



Grants and Loans

Rotary Charities made 32 grants and one loan guaranty totaling \$716,295 to twenty-eight organizations in the fiscal year ending June 30, 1991. It is estimated that these grants have helped match and leverage over \$925,000 in funds from other sources.

Eight grants addressed the following five goals established by our Rotary Issues and Opportunities Committee for the number one grantmaking priority - environment and managing growth:

1 Support public education on growth and environmental issues affecting the Grand Traverse Area.

Grass River Natural Area, \$7,500 to publish an educational trail guide on the 1,040 acre preserve and match \$5,000 in revenues from educational programs.

Nadine Sturdy, Administrator, 533-8314

GTP Industries, \$13,882 to help match State funds to buy five portable plastic granulators and a stationary bulk feed plastic shredder for recycling up to 500 tons of plastic a year.

Steve Purdue, Executive Director, 922-4888

Northwest Michigan Council of Governments, \$13,000 to produce, in partnership with the Traverse City Board of Realtors, an environmental guidebook for real estate transactions.

Mark Breederland, Director of Environmental Programs, 929-5061

2 Provide technical assistance to local units of government in planning efforts which include both citizen involvement and a vision for the future of their communities.

Northwest Michigan Resource, Conservation & Development Council, \$10,000 to buy computer equipment to pilot an interactive, user friendly land information system in Acme and Elk Rapids townships.

Jim Haveman, Executive Director, 946-6817

3 Support intergovernmental collaboration on issues relating to growth and the environment.

Grand Traverse County, \$50,000 to help produce the Bay Area Development Guidebook, with \$10,000 earmarked for matching grants to assist local townships in putting the Guidebook into practice.

Roger Williams, Director of Planning, 922-4676

4 Support efforts that will lead to the preservation of important land resources for present and future public benefit.

Peninsula Township, \$12,270 to complement state and local township funding for a plan on preserving valuable agricultural land.

Rob Manigold, Township Supervisor, 223-7322

Rotary Camps & Services/Grand Traverse Regional Land Conservancy, \$50,000 to start the new Conservancy focusing on land preservation in Antrim, Benzie, Grand Traverse and Kalkaska Counties.

Glen Chown, Executive Director, 929-7911

5 Protect water quality and promote wise use of water resources in the watersheds of the Grand Traverse Region.

Northwest Michigan Council of Governments, \$15,000 to support the Grand Traverse Bay Watershed Initiative providing technical assistance on water quality issues to communities on the Bay.

Mark Breederland, Director of Environmental Programs, 929-5061

Rotary Charities Grants

Additional Grants for the Year



Future Goals

Goals are now being developed to focus grant-making in the other priority areas of education, child care, affordable housing and substance abuse.

Education

Educational Foundation of Mancelona, \$12,250 to help buy three welding machines for the Industrial Arts Department.

Jim Thomas, Metals Instructor, 587-9203

Leelanau Historical Society, \$2,866 to buy a computer and software for the Leelanau Historical Museum's data collection program.

Laura Quackenbush, Director, 266-7475

Maritime Heritage Alliance, \$2,700 to help buy an inflatable boat and motor for use on the schooner Madeline's educational programs.

Rich Brauer, Vice President, 941-0850

Traverse Bay Area Intermediate School District: \$40,000 to expand the **Adaptive Teaching Program** featuring a coaching relationship between staff and elementary teachers.

Auleen Lutes, Staff Development Consultant, 922-6200

\$3,000 to support **Kids on the Block**, a handicap-awareness education program for fourth and fifth graders.

Rhonda Estes, Kids on the Block Coordinator, 929-0827

\$9,375 to match up to twenty five mini-grants to fund **Innovative Teacher Projects**.

Jim Catton, General Education Supervisor, 922-6214

Traverse Symphony Orchestra, \$6,016 to fund a concert for fourth and fifth graders in the Traverse City Area Public Schools and film the concert for use in educational videotapes.

Tim Gunsolley, Executive Director, 947-7120

Human Services

Asgard/Goodwill Industries, \$10,000 to create additional counseling offices for serving developmentally disabled clients at its Aero Park facility in Traverse City.

Bill McCarriston, Executive Director, 922-4805

City of Traverse City, \$4,536 to buy a computer for the City's Senior Center to develop a Telegrandparenting Program with the Traverse City Area Public Schools.

Lori Wells, Center Director, 922-4911

Community Health Clinic, \$15,000 to buy office and medical equipment for better service to low-income families.

Pat Nestor, Director, 929-4448

Council of Michigan Foundations, Michigan AIDS Fund, \$20,000 to support the funding of HIV/AIDS education and prevention programs in the Grand Traverse Region.

Linda Patterson, Coordinator, 842-7080

Northwestern Michigan College, \$10,000 to assist the Retired Senior Volunteer Program in obtaining new sources of operating funds.

Ann White, Executive Director, 922-1136

Suttons Bay - Bingham Senior Citizens Center, \$16,000 to assist with renovation of the Friendship Center in Suttons Bay.

Dee Selkirk, Director, 271-4630

The Maples, \$12,500 to help renovate the patient dining room at the Benzie County Medical Care facility in Frankfort.

Carol Anderson, Enhancement Committee, 275-6126

Child Care

The Care Area, \$5,000 to help equip a new child care facility in Frankfort.

Pinky Fairchild, Director, 352-4353

Recreation

North American VASA, \$16,000 to help match State funds for continued development of the cross country trail system and staging area for the annual VASA race.

Chuck Lombardo, Board Member, 929-2206

Rotary Camps & Services/Crooked Tree Girl Scout Council, \$100,000 to continue improvements to Camps Sakakwea on Bass Lake.

Marsha Clark, Council Director, 947-7354

Rotary Camps & Services/Scenic Trails Boy Scouts Council, \$60,000 to complete facility improvements and develop a marketing program for Camp Greilick.

Paul Ryan, Scout Executive, 938-2200

Other Needs

City of Traverse City, \$35,000 to help repair the roof of the former All Faiths Chapel as the first phase of conversion for use by non-profit agencies.

Suzanne Antosh, City Commissioner, 922-4440

Friends of Con Foster Museum, \$5,000 to film the Samels brothers and their centennial farm in Williamsburg.

Warren Studley, Project Volunteer, 947-8252

Grand Traverse County, \$10,000 to assist with installation of a sculpture from the Republic of Georgia at the Grand Traverse County Courthouse.

Ross Childs, County Coordinator, 922-4780

Rotary Camps & Services, \$49,000 two grants to support the costs associated with obtaining a 501(c)(3) tax-exempt status for Rotary Center and to hire a consultant to serve as asset manager for Rotary Center on the Park Place Hotel project.

Traverse Area District Library, \$100,000 loan guarantee to assist with the purchase of adjacent property for expansion needs.

Michael McGuire, Executive Director, 922-4820

Rotary Camps and Services

A Catalyst for Action



Rotary Camps and Services continued its catalytic role by serving as the incubator for the new four-county Grand Traverse Regional Land Conservancy.

Working with the Little Traverse Conservancy, in Harbor Springs, Camps and Services accepted conservation easements on three properties until the new Conservancy received its own tax-exempt status from the Internal Revenue Service. A conservation easement allows a landowner to retain ownership of their property while placing a perpetual restriction on future development of the land.

The three properties included 20 acres with Lake Michigan dune frontage in Watervale, 30 acres of cedar swamp with frontage on Elk Lake and 10 acres serving as a buffer for an Antrim County park in Eastport. In addition, Rotary Camps accepted the 72 acre former Trapp onion and celery farm in Beulah as a wildlife preserve. All four land transactions have since been transferred to the Grand Traverse Regional Land Conservancy.

In June, the Dr. James Whitney Hall Fund Memorial Committee dedicated a pedestrian plaza and walkway on the Boardman River, at the foot of Wellington Street in Traverse City, in honor of the late physician and environmentalist. Camps and Services continued to administer the Fund and paid out \$20,000 raised by the Committee for this Project.

The Camps and Services Scout Liaison Committee continued to work with both the Scenic Trails Council of the Boy Scouts and the Crooked Tree Girl Scout Council on improvements to the facilities at Camp Greilick and Camp Sakakawea. With the five year improvement campaign coming to an end at Camp Greilick, attention has focused on how the Boy Scouts can best market the winterized cabins to other Scout Councils and nonprofit agencies.

The Girl Scouts started the second phase of their four year improvement program to Camp Sakakawea. A land management program for the 520 acre camp site was adopted by the Girl Scouts, and selective cutting to strengthen forest growth is expected to begin in 1992.

In keeping with its goal to help establish a regional community foundation in 1992, the Trustees of Camps and Services were pleased to accept a gift of stock in Brown Lumber Company. When sold, the proceeds from the stock will be evenly divided with three other local non-profit organizations.

The Trustees made an \$800 grant to Northwestern Michigan College for establishment of a reference collection of materials on corporate, private and community foundations at the Osterlin Library. The reference collection will be similar to the other 13 cooperating collections of the New York-based Foundation Center located throughout Michigan. It is hoped that area nonprofit organizations and local units of government will find these materials to be helpful with fund-raising efforts.

Rotary Club

Grants for the Year



For the year ending June 30, 1991 the five major Rotary Club programs contributed more than \$41,000 to programs benefiting youth, handicapped citizens, college students and needy families.

Proceeds from the **49th Annual Minstrel Show** allowed the Club's Good Works Fund Committee to support nine community projects. In honor of Rotary International's theme Preserve Planet Earth, two projects supporting youth and the environment were funded.

\$5,200 to the Inland Seas Education Association for support of the Watershed on Wheels Program, a program on water quality and the Grand Traverse Bay, for fourth and fifth graders.

\$4,800 to the Traverse City Area Public Schools' Lockman Outdoor/Environmental Education Center for an Adopt-A-Stream Program that will allow elementary school students to sample the water quality of streams near their schools.

\$3,500 to Community, Family and Children Services to complete local matching requirements for the third year of the Children At Risk/Substance Abuse Program.

\$1,400 to the Career Tech Center of the TBA Intermediate School District to buy the software for the program "Attributes for Successful Employability" which strengthens the Employability Skills Program, that serves more than 600 youth a year.

\$1,300 to the Traverse City Area Junior High School to buy an LCD Projection Panel System for enhancing computer use in the classrooms.

\$1,200 to the Grand Traverse Area Catholic Schools to buy three overhead projectors for use by the 300 plus students at St. Francis Elementary School.

\$1,093 to the Traverse City Area Public Schools Library for 50 "Raise A Good Reader" packets for use by the Doula Teen Parent Expectant Mothers Program.

\$600 to the Grand Traverse Leelanau Community Mental Health Services to buy supplies for the Support Older Adult Program serving developmentally disabled senior citizens.

\$500 to the Traverse City Arts Council to assist youth and adults in wheelchairs in creating works of art through Project Mobility.

On June 1, more than 100 Rotarians participated in the annual Tag Day, soliciting support for the activities of the **Committee for the Handicapped**. The funds from Tag Day have enabled the Committee to provide more than \$8,000 in aid to 12 individuals and their families with critical needs such as transportation to medical facilities in Ann Arbor and wheelchair lifts. The Committee focuses its resources on families unable to qualify for support from social service agencies in the community.

The Rotary Club welcomed students from Denmark, Turkey, Australia, Brazil and the Republic of Georgia, who have been hosted by area families through **Rotary's International Foreign Exchange Program** this year. Local Traverse area students have spent the year in Austria, Brazil, India and South Africa. In addition, nine Austrian college students were hosted for ten days in an annual summer program.

Two second year students at Northwestern Michigan College received scholarship support from the Club's **Birthday Fund**. Eighteen needy families were assisted during the Holiday Season through the **Christmas Tables Program**. In all of these programs, Rotarians often contribute their own services in order to stretch limited resources.

Financial Summaries

Net Income for the Fiscal Year ending June 30, 1991

Rotary Camps & Services	Rotary Club	Rotary Charities
Total Assets \$ 3,869,078	Total Assets \$ 68,140	Total Assets \$ 27,767,397
Total Liabilities 3,784,316	Total Liabilities 500	Total Liabilities 1,472,254
Net Assets \$ 84,762	Net Assets \$ 67,640	Net Assets \$ 26,295,143
<i>Receipts:</i>	<i>Receipts:</i>	<i>Receipts:</i>
Bequests & Contributions \$ 100,000	Meetings \$ 81,123	Oil and Gas Royalties \$ 2,148,138
Trust Investments 29,322	Minstrel Show 46,934	Trust Investments 1,750,691
Grants 36,000	Dues 32,560	Other 67,008
Other 1,046	Handicap Committee 6,891	
	Other 12,727	
Total Receipts \$ 166,368	Total Receipts \$ 180,235	Total Receipts \$ 3,965,837
<i>Expenses:</i>	<i>Expenses:</i>	<i>Expenses:</i>
Consultants \$ 18,516	Meetings \$ 68,601	Grants \$ 1,390,434
Administrative 12,768	Good Works Fund Grants 22,484	Administrative 274,605
	Minstrel Show 18,611	Severance Tax 135,982
	Rotary International 9,813	Other 173,141
	Committee for the Handicapped Grants 8,236	
	Student Exchange 9,050	
	Other 35,349	
Total Expenses \$ 31,284	Total Expenses \$ 172,144	Total Expenses \$ 1,974,162
Net Income \$ 135,084	Net Income \$ 8,091	Net Income \$ 1,991,675

Grantmaking

Policies and Applications



For further information and an application form, contact:

Robert S. Collier,
Executive Director, or
Stacey K. Foster,
Administrative Assistant

Rotary Charities of Traverse City

12935 W. Bay Shore Drive,
Suite 290
Traverse City, MI 49684
616 941-4010

As a supporting organization carrying out the charitable purposes of the Rotary Club of Traverse City, Rotary Charities is interested in fresh and innovative approaches to solving community problems in the five-county Grand Traverse area of Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau Counties. Applications with challenge features, which create a multiplier effect with other funding partners, are encouraged.

Applicants and their programs should be established in or for the benefit of this area. An applicant must be a unit of government or have received a 501 (c) (3) tax-exempt ruling from the Internal Revenue Service.

While the Foundation endeavors to maintain a high degree of flexibility in its support of community priorities, it observes the following limitations in its grantmaking:

Grants or loans are not made to individuals.

Organizations or programs located outside the five-county area will not be considered unless the purpose of the program has relevance for area residents.

Ongoing program support is not provided, particularly for programs that taxpayers or commercial interests normally support or should be expected to support.

Endowment funds are not supported, unless such support is considered necessary to carry out other Foundation objectives.

Support for research will be considered if it is instrumental for planning, implementing or evaluating grantmaking activities in a program area or for strengthening relevant public policy.

The Foundation does not support religious activities or programs that serve, or appear to serve, specific religious groups or denominations.

How to Apply for a Grant from Rotary Charities

A one-page application form can be obtained by contacting the Rotary office. A brief proposal is required with the application form, including information such as: the need for the grant, what it will accomplish, the population to be served, a line item budget and the tax-exempt status of the applicant.

Proposals received by March 1 will be considered for June grant awards. Proposals received by September 1 will be considered for the December grant awards. As part of the application review process, a committee of volunteer Rotarians will meet with the applicant.

Applicants should not route proposals through Trustees or solicit their assistance. Questions and visits are welcomed by staff.

How to Apply for a Grant from Rotary Club's Good Works Fund

The Rotary Club's Good Works Fund supports primarily youth-serving nonprofit organizations in Grand Traverse County.

Those organizations seeking a grant from the Good Works Fund should submit a letter describing the project and the use of the requested funds, to the attention of the Club President at the Rotary Office.



Rob Collier,
Executive Director



Stacey Foster,
Administrative Assistant

The Rotary Organizations

Traverse City, Michigan, USA



Rotary Club Board of Directors

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Rotary Club of Traverse City

256 men and women representing over 150 different professions and businesses in the Traverse City area make up the Rotary Club of Traverse City. Chartered in 1920, the Club shares the motto of *Service Above Self* with more than 23,000 Rotary Clubs around the world.

Members meet weekly to share community information and participate in annual charitable programs to help address the needs of the area. For example, since 1935 the Club has been involved in helping handicapped residents and their families. Since 1942 the Club's Good Works Fund has been supporting a diversity of community projects.

Rotary Camps and Services of Traverse City

In 1955 the Club incorporated Rotary Camps and Services of Traverse City, a supporting charitable foundation. This organization holds in trust the two parcels of 1,100 acres used by the Scenic Trails Boy Scout Council for Camp Greilick and by the Crooked Tree Girl Scout Council for Camp Sakakawea.

Rotary Camps and Services has the structure to own and operate other non-profit programs. It is able to receive and administer donor-designated funds from any interested party. Rotary Camps and Services created Rotary Center of Traverse City in 1989 to own and operate the historic Park Place Hotel in downtown Traverse City.

Rotary Charities of Traverse City

In 1976 oil was discovered on the Camp Greilick property and a second supporting foundation, Rotary Charities of Traverse City, was created to receive the royalties from the oil and gas reserves. The mission of Rotary Charities is to improve the well-being of the five counties (Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau) in the Grand Traverse Region.

Since 1978, 101 nonprofit organizations and units of government have received more than \$10 million in grants from Rotary Charities to benefit community priorities that have in turn leveraged over \$16 million in funds from other sources for these projects.

Photography: Ken Scott, front cover, Lake Michigan shoreline near Empire, Michigan
Balthazar Korab Ltd., inside cover
John Williams Photography, page 7

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