“Rotary Charities mission has evolved over the years from funding bricks and mortar, to supporting programs and helping organizations build their capacity. Our focus has largely been on supporting individual nonprofit organizations to become the best they can be. This year, we lifted our focus to consider longer-term community impact and began to more fully utilize our resources beyond just our grant dollars to help strengthen our region.”

-GREGG SMITH, ROTARY CHARITIES BOARD CHAIR

“Rotary Charities mission has evolved over the years from funding bricks and mortar, to supporting programs and helping organizations build their capacity. Our focus has largely been on supporting individual nonprofit organizations to become the best they can be. This year, we lifted our focus to consider longer-term community impact and began to more fully utilize our resources beyond just our grant dollars to help strengthen our region.”

-GREGG SMITH, ROTARY CHARITIES BOARD CHAIR
"This grant has provided the impetus for tremendous program enhancements at ISEA. Not only has it allowed ISEA to expand our program options, but more importantly it is assisting ISEA in strengthening our business practices. A new line of programming combined with a social enterprise business model is helping the organization impact increasing numbers of individuals with our important mission of inspiring Great Lakes curiosity, stewardship and passion."

-FRED Z. SITKINS, EXECUTIVE DIRECTOR, INLAND SEAS EDUCATION ASSOCIATION

$1,529,604 in total grants awarded

SUCCESS STORY: PROGRAM GRANT

GRANTS BY SECTOR:

HEALTH & HUMAN SERVICES $645,413
ARTS & CULTURE $351,000
ENVIRONMENT $235,741
ACCESS TO RECREATION $113,450
EDUCATION $103,000
OTHER $77,000

Visit www.traversecityrotary.org for more information.

TOTAL GRANTS AWARDED 2014-2015
$1,529,604

LEVERAGING OUR GRANTS
A grant from Rotary Charities enables many of the recipients to acquire additional funding from other sources through direct and indirect leveraging.

GRANTEES REPORTED LEVERAGING OVER $2 MILLION DOLLARS WITH THEIR ROTARY CHARITIES GRANTS.

ROTARY CHARITIES: GRANTS
**Rotary Charities: Grants**

**Arts & Culture**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>ArtCenter Traverse City</td>
<td>Program</td>
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<tr>
<td>Botanical Garden Society of Northwest Michigan</td>
<td>Organizational Capacity Building</td>
<td>$20,000</td>
</tr>
<tr>
<td>City Opera House Heritage Association</td>
<td>Capital</td>
<td>$95,000</td>
</tr>
<tr>
<td>Community Foundation (Historic Barns Park)</td>
<td>Capital</td>
<td>$95,000</td>
</tr>
<tr>
<td>Elk Rapids Area Historical Society</td>
<td>Capital</td>
<td>$20,000</td>
</tr>
<tr>
<td>FishTown Preservation Society, Inc.</td>
<td>Planning</td>
<td>$5,000</td>
</tr>
<tr>
<td>National Writers Series of Traverse City</td>
<td>Planning</td>
<td>$8,000</td>
</tr>
<tr>
<td>Parallel 45, Inc.</td>
<td>Planning</td>
<td>$8,000</td>
</tr>
<tr>
<td>Traverse City Film Festival</td>
<td>Capital</td>
<td>$50,000</td>
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<td>Total:</td>
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<td>$351,000</td>
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**Access to Recreation**

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<tr>
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<th>Amount</th>
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<tbody>
<tr>
<td>City of Traverse City</td>
<td>Planning</td>
<td>$5,000</td>
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<tr>
<td>Involved Citizens Enterprise (I.C.E.)</td>
<td>Capital</td>
<td>$68,700</td>
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<td>Northern Michigan Mountain Bike Association</td>
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<td>Northport Youth Sailing School</td>
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<td>Preserve Hickory</td>
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**Environment**

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<tbody>
<tr>
<td>Bay Area Recycling for Charities</td>
<td>Planning</td>
<td>$8,000</td>
</tr>
<tr>
<td>Cerulean Center</td>
<td>Planning</td>
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</tr>
<tr>
<td>Grand Traverse Conservation District</td>
<td>Planning</td>
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<tr>
<td>Grand Traverse Conservation District</td>
<td>Planning</td>
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<tr>
<td>Grand Traverse Regional Land Conservancy</td>
<td>Planning</td>
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</tr>
<tr>
<td>Grass River Natural Area</td>
<td>Organizational Capacity Building</td>
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<tr>
<td>Goodwill Industries of Northern Michigan</td>
<td>Planning</td>
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<tr>
<td>Grow Benzie</td>
<td>Planning</td>
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<tr>
<td>Inland Seas Education Association</td>
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<tr>
<td>Land Information Access Association</td>
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<tr>
<td>Rotary Camps &amp; Services</td>
<td>Program</td>
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<tr>
<td>SEEDS</td>
<td>Organizational Capacity Building</td>
<td>$25,000</td>
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<tr>
<td>The Nature Conservancy</td>
<td>Program</td>
<td>$25,000</td>
</tr>
<tr>
<td>The Watershed Center Grand Traverse Bay</td>
<td>Planning</td>
<td>$9,000</td>
</tr>
<tr>
<td>Traverse City/ Garfield Township Recreation Authority</td>
<td>Program</td>
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<tr>
<td>Village of Kingsley</td>
<td>Planning</td>
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</table>

**Success Story: Capacity Building Grant**

"Organizational capacity is complex and evolving. Just as it takes more than knowledge to change the world it takes more than money to create capacity. To change the world we need to plug in. Rotary Charities is plugging into SEEDS so that we may plug into the lives of the next generation and the next and the next and the next for a beautiful, strong, resilient Michigan."

*Sarna Salzman, Executive Director, SEEDS"
"For our community, Historic Barns Park is a place to dream big, a platform to come together, & a tangible example of what a powerful combination that can be."

-MATT COWALL, EXECUTIVE DIRECTOR, CITY OF TRAVERSE CITY & CHARTER TOWNSHIP OF GARFIELD RECREATIONAL AUTHORITY

**SUCCESS STORY: CAPITAL GRANT**

“Twenty years ago, you could’ve been forgiven for thinking that the old barns at the former state hospital should just be torn down and the land sold off for development. But now, when people step into the renovated Cathedral Barn for the first time and look up at that soaring ceiling, the phrase I hear most often is, “We’re so lucky that this is still here!” And nearly every visitor has a story to share about another special building or place in their lives that wasn’t so fortunate. That this relatively small community cared enough — and dared enough — to try the hard way instead of settling for the easy way is a testament to everyone who lives here and something we can all be proud of.”

-MATT COWALL, EXECUTIVE DIRECTOR, CITY OF TRAVERSE CITY & CHARTER TOWNSHIP OF GARFIELD RECREATIONAL AUTHORITY

### ROTARY CHARITIES: GRANTS

#### HEALTH & HUMAN SERVICES

<table>
<thead>
<tr>
<th>Organization</th>
<th>Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Addiction Treatment Services</td>
<td>Planning</td>
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<tr>
<td>Alzheimer’s Association - Northern Michigan Region</td>
<td>Program</td>
<td>$10,000</td>
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<tr>
<td>Benzie County Council on Aging, Inc.</td>
<td>Planning</td>
<td>$4,500</td>
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<tr>
<td>Benzie Home Health Care</td>
<td>Organizational Capacity Building</td>
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<tr>
<td>Benzie Area Christian Neighbors</td>
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<td>Bethany Christian Services</td>
<td>Program</td>
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<td>Community Services Network of Michigan</td>
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<tr>
<td>Disability Network of Northern Michigan</td>
<td>Organizational Capacity Building</td>
<td>$17,298</td>
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<tr>
<td>Grand Traverse Pavilions Foundation</td>
<td>Capital</td>
<td>$99,000</td>
</tr>
<tr>
<td>Habitat for Humanity Grand Traverse Region</td>
<td>Organizational Capacity Building</td>
<td>$50,000</td>
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<tr>
<td>Northwest Michigan Supportive Housing</td>
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<td>Northwest Michigan Community Action Agency</td>
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<td>Planned Parenthood of West &amp; Northern Michigan</td>
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<td>Rainbow of Hope Farm</td>
<td>Program</td>
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<td>Safe Harbor of Grand Traverse, Inc.</td>
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<td>Stoneshouse, Inc.</td>
<td>Program</td>
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<tr>
<td>The Rotary Foundation (End Polio Now)</td>
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#### EDUCATION

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<tr>
<td>Human Nature School</td>
<td>Planning</td>
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<tr>
<td>Interlochen Public Library</td>
<td>Capital</td>
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#### OTHER

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<tr>
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<tbody>
<tr>
<td>Community Foundation</td>
<td>Other</td>
<td>$17,000</td>
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<tr>
<td>Rotary Charities</td>
<td>Network Learning</td>
<td>$60,000</td>
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<td>Total:</td>
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<td>$77,000</td>
</tr>
</tbody>
</table>
NorthSky has broad expertise and provides services in the areas of strategic planning, board governance, leadership development and team building, succession planning and transitions, program planning and evaluation, financial management and fund development.

**MORE THAN 270 ORGANIZATIONS RECEIVED SERVICES**

**PROFESSIONAL DEVELOPMENT**

- OVER 560 TOTAL WORKSHOP ATTENDEES
- OVER 225 ORGANIZATIONS
- 98% PARTICIPANTS PLAN TO USE WHAT THEY LEARNED TO IMPROVE THEIR WORK
- 17 NONPROFIT LEADERS RECEIVED ONE-ON-ONE LEADERSHIP COACHING

**CONSULTING**

- 77 ORGANIZATIONS
- 2,737 CONSULTING HOURS
- 89% OF ORGANIZATIONS BELIEVE THAT THEIR WORK WITH NORTHSKY WILL HELP THEM MEET THEIR MISSION MORE EFFECTIVELY & INCREASE THEIR ORGANIZATION’S SUSTAINABILITY
- 90% OF CLIENTS WOULD CONSIDER HIRING THE CONSULTANT THEY WORKED WITH AGAIN

**WHAT WE DO**

NorthSky Nonprofit Network is the capacity building program of Rotary Charities and provides the region’s nonprofits with consulting, professional development, coaching services and tools to help build their capacity and support sustainability.

"When the Cherryland Humane Society was faced with the opportunity to hire a new executive director the board knew it needed help. **NorthSky coached us through the process, giving us the tools needed for our search committee to successfully hire our new director.**"

- KAREN KUEHLHORN, BOARD OF DIRECTORS, CHERRYLAND HUMANE SOCIETY

"The leadership coaching services provided through NorthSky have vastly improved our internal organization and communication. We have worked with a top-notch executive coach on both an individual basis and as an entire management team. Our goal was to become a high performing team while enhancing our leadership skills. The results have been extraordinary and we are now poised for even greater success in the future."

- GLEN CHOWN, EXECUTIVE DIRECTOR, GRAND TRAVERSE REGIONAL LAND CONSERVANCY
Rotary Camps & Services: We steward land

Mission
Our mission is to leverage resources and volunteers to preserve and enhance the natural environment of the five-county Grand Traverse region. We provide leadership by encouraging proactive, collaborative partnerships for land conservation/stewardship, recreation, camping and other projects that meet community needs.

Properties:
- Camp Sakakawea: 564 acres
- Discovery Center: Great Lakes: 9 acres
- Camp Greilick: 496 acres
- East Creek Reserve: 556 acres

Spotlight on the Discovery Center
The Discovery Center is a collaborative freshwater campus committed to the promotion of historic preservation, the importance of environmental stewardship, the joy of discovery and the pleasure of water-based recreation. Four partners currently at the site are: the Great Lakes Children’s Museum, the Watershed Center, the Maritime Heritage Alliance and Traverse Area Community Sailing.

Visit www.traversecityrotary.org for more information.

Sharing resources leads to community impact.

Great Lakes Children’s Museum
Watershed Center
Maritime Heritage Alliance
Traverse Area Community Sailing
The embodiment of
SERVICE ABOVE SELF

ROTARIANS IN OUR COMMUNITY
Check out all of the exciting projects that members of the Rotary Club volunteer for:

CHRISTMAS BASKETS
These donations provide holiday gifts and food for more than 40 area families in need.

ONE WAY COAT DAY
Rotarians orchestrate donations of winter coats, mittens, and hats.

MUNSON MANOR DINNER
Rotarians host a monthly dinner for out-of-town families staying at Munson Manor House while their loved ones are hospitalized.

YOUTH EXCHANGE
This popular Rotary program supports inbound and outbound exchange students.

STRIVE PROGRAM
Members volunteer at Career Networking Day and guests speak at area high schools to increase awareness, confidence and resources for post-secondary and employment opportunities for at-risk youth.

STUDENT RECOGNITION
Local high school students are recognized for their academic achievements, leadership, and community involvement.

GOURMET GAME DINNER
This annual dinner raises funds for the protection and preservation of the Boardman River.

NMC BBQ
Every May, Rotarians cook and serve at the BBQ to raise funds for Northwestern Michigan College.

SALVATION ARMY BELL RINGING
Helping those in need during the holiday season.

FREE FISHING DAY
Each year Rotarians volunteer at this old-fashioned family fun event!

GOVERNOR ATTENDS ROTARY CLUB
Governor Rick Snyder met nearly 300 Rotarians and guests for a Tuesday meeting.

MISSION
Provide service to others, promoting integrity and advancing world understanding, goodwill and peace through our fellowship of business, professional and community leaders.
$120,357 raised

**DONATED FUNDS**

**WORLD COMMUNITY SERVICE**

<table>
<thead>
<tr>
<th>Fund</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Wheels of Hope</td>
<td>$14,000</td>
</tr>
<tr>
<td>Safe Passage - Hanley</td>
<td></td>
</tr>
<tr>
<td>Denning Kindergarten</td>
<td></td>
</tr>
<tr>
<td>Sewer Repair Guatemala</td>
<td>$10,000</td>
</tr>
<tr>
<td>Kenya</td>
<td>$7,750</td>
</tr>
<tr>
<td><strong>TOTAL</strong>:</td>
<td><strong>$55,988</strong></td>
</tr>
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</table>

**GOOD WORKS GRANTS**

(ROTARY SHOW PROCEEDS)

$36,540

**GRANTS SUPPORTING**

DISABLED AND HANDICAPPED

(TAG DAY PROCEEDS)

$10,117

**CHRISTMAS BASKETS**

$5,971

**YOUTH PROGRAMS**

$11,741

**ANNUAL ROTARY SHOW** (April 22-25th) Our annual show returned home to the State Theatre and we did “Light Up Rotary” for 4 wonderful nights. Attendance, ad sales and dollars all increased this year. A 73-year tradition, this annual vaudeville-style show raises monies every spring for Rotary Good Works community grants.
CREATING NEW LIFE in a NATURAL GEM

"For many reasons Rotary’s Gourmet Game Dinner came at the perfect time in our effort to restore the beautiful Boardman River. Proceeds from the first dinner allowed the Conservation District to update and digitize the erosion inventory that was originally done in 1991. Since then, this critical funding has allowed us to improve river access sites, restore eroding banks, plant thousands of seedlings along the banks of the river, and install over a 1,000 feet of oak tops to improve instream habitat in the new section of river at Brown Bridge."

-STEVE LARGENT, CONSERVATION TEAM COORDINATOR, GRAND TRAVERSE CONSERVATION DISTRICT
The story: Rotary Charities, Rotary Camps & Services and Rotary Club teamed up to help end polio.

Uniting for common good

Rotary Charities, Rotary Clubs, Camps & Services working together for a greater good

(October 23rd) For World Polio Day, Rotary Club of Traverse City collaborated with the Sunrise and Twilight Rotary Clubs to show “The Shot Felt Round the World” - the Jonas Salk polio story.

$877,878 raised to end polio

All donations went to Rotary International Polio Plus for polio eradication and were matched 2:1 by the Bill and Melinda Gates Foundation, turning every $100 donation into $300 to eliminate polio.

HOW WE DID IT:

> Rotary Club used crowd-sourcing (Coast to Coast Polio Ride) $33,898

> Rotary Charities granted $250,000

> Members contributed to Camps & Services for a total of $5,500

> Cash donations at film event $703

> $2,525 matched by the Rotary Endowment at the Community Foundation

> This totaled $292,626

> Bill & Melinda Gates Foundation matched it 2:1 for a total of $877,878

And then...
Over the last 37 years, Rotary Charities has granted over $54 million to organizations in our five-county region. These grants have spurred economic development, enriched arts, preserved the environment, guaranteed access to recreation and increased our quality of life.

In 1999, Rotary Charities donated $2.5 million to the Community Foundation to establish the Rotary Endowment. Today, the Rotary Endowment provides an opportunity for individual Rotarians and local Rotary Clubs to have their philanthropic support matched by the Community Foundation.

$83,260 IN FUNDS WERE MATCHED BY THE ROTARY ENDOWMENT AT THE COMMUNITY FOUNDATION**

**Between July 1, 2014 and June 30, 2015.

*Includes payments on grants awarded in prior fiscal years, but dispersed this fiscal year. This amount differs from grant award totals in previous pages.
A YEAR IN REVIEW

**SEPT**
Rotary Charities grants $250,000 to Rotary International for the “End Polio” campaign.

**OCT**
Hildy Gottlieb, from Creating the Future is the keynote speaker at the Council of Michigan Foundation’s annual conference, sponsored by Rotary Charities.

**DEC**
Rotary Charities awards over $580,000 in grants to 21 organizations.

**FEB**
5 people earn their Certificate of Fundraising Management through NorthSky’s partnership with Indiana University’s Fundraising School.

**MAR**
Launching of the new website. (www.traversecityrotary.org)

**APR**
The Oleson Foundation supports NorthSky Professional Development Series with a $5k grant.

**MAY**
National network expert, June Holley spends three days with the community and Charities staff on network innovation.

**JUN**
The 73rd Annual Rotary Show raises $36,540 for Good Works grants back to the community.

The Traverse City Rotary Clubs plan and host the Rotary District 6290 Annual Conference, District Governor Al Bonney presiding.

Rotary Charities awards over $460,000 in grants.

9th Annual Kid’s Free Fishing Day.

**STAFF**
Marsha Smith  
*Rotary Charities Executive Director*
Becky Ewing  
*Rotary Charities Associate Director*
Joe Liszewski  
*NorthSky Program Director*
Freya Bradford  
*Rotary Charities Learning Officer*
Stacey Foster  
*Rotary Charities Office Manager*
Kathryn Dugal  
*Rotary Charities Program Associate*
Kathy Bussell  
*Rotary Noon Club Executive Director*

**ROTERY CHARITIES BOARD**
Gregg Smith, Chair
Elaine Wood, Vice-Chair
Mack Beers, Treasurer
Allison Beers
Marlene Bevan
Jeff Hickman
Beth Karczewski
Sid Lammers
Dale Chilcote
John Racine

**CAMPS + SERVICES BOARD**
John Hall, Chair
Dave Millross, Vice-Chair
Al Olson, Secretary/Treasurer
Chuck Downey
Chris Degood
Doug Meteyer
Phil Rosi
Paul Schmuckal
Sharron Zimmerman
Bob Stow

**CLUB BOARD**
George Powell, President
Dale Chilcote, President Elect
Jeff Hickman, Past-President
Bob Stow, Secretary
Al Olson, Treasurer
Chuck Downey, Director
John Hall, Director
Chris Peregrine, Director
Todd Muha, Director
Dan Rickard, Director
Tim Tate, Director

231.941.4010
info@rotarycharities.org

202 E. Grandview Parkway, Traverse City, MI 49684

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NORTHSKYNONPROFITNETWORK.ORG