



DOING THE MOST GOOD

The Salvation Army
Advisory Board Meeting
Herberger Headquarters, 2707 E. Van Buren
January 14, 2014, 11:30 – 1:00 PM
Lunch: 11:00, Call to Order: 11:30 AM

BOARD MEMBERS

- Roger Marce.....Vice Chair
Linda Dickerman...Past Chair
Mike Karlson.....Secretary
Bill Brewer
Calvin Brice
JoAnn Callaway
Joseph Callaway
Dick Eisenach
Ken Fauth
George Flores
Hope Harris
John King
Carol Ann Klagge
Marlene Klotz Collins
Wally Larson
Tom Leyda
Mike Miles
Pat Moeschler
Nicholus Odem
Barry Shemer
Gayle Starr
Jeff Taylor
Susan Von Stein
Corey Woods
Tom Fannin

OFFICERS

- Maj. John Brackenbury
Maj. Raewyn Aspeitia
Maj. Rafael Aspeitia
Capt. Derek Strickland

STAFF

- Suzanne Bright
Mark Sorensen
Deb Oberhamer
Melany Stroupe

- I. Call to Order/Roll Call Roger Marce
II. Opening Prayer Maj. John Brackenbury
III. Approval of Consent Agenda Roger Marce
a. Mike Karlson- made motion
b. Linda Dickerman - seconded
c. Approved by all
IV. Divisional Commander Report Lt. Colonel Joe Posillico
a. Tucson - \$7M project – groundbreaking last week
b. Audit Committee – January 29, 10am
i. Outside auditors, focus: write-offs / debts
c. Christmas season concerns
i. Didn't reach budget
d. United Way
i. Willing to work with us – government contracts
ii. \$145K contract for the shelter will be losing due to permanent housing

Discussion:

Wally: Can we petition VSUW to reconsider?

Mark: We are petitioning to reallocate those funds to another area.

Carol: Will the Gold Tournament make up the difference in the loss if grant?

Col. J. Posillico: Went over the funds from Rubberband, other grants and other funds that they are looking into.

- V. Valley Report Maj. John Brackenbury
a. Kettles
i. Down in the Valley – up in the net over all, totals are not in yet, but will be coming soon
b. Valley Stats
i. Meals served Y-T-D through Dec 2013 68,209
ii. Food Boxes Y-T-D 4,822

- iii. Delivered meals/People served delivered meals 37,656
- iv. Total persons severed through November 2013 11,465
  - 1. Included Phx Maryvale, Phx Silvercrest & Laura Daniele... Phx Silver Crest and Laura Danieli though November (December Stats still pending)
- c. Valley of the Sun Seasonal Update
  - i. Total persons served 42,834
  - ii. Food boxes 5,702
  - iii. Mass Feeding 5500
  - iv. Delivered Meals 3650
  - v. People served home delivered meals 3650
  - vi. Clothing items distributed 6756
  - vii. Gift Cards 5784
  - viii. Toys Distributed 68,972
  - ix. Total Volunteers 8052
  - x. Total Volunteer Hours 32,228
- d. Media Coverage – was great during the season
- e. Will already start planning for next year

**VI. Chair Report**

**Michael Andrews**

- a. 2014 Initiative and Dreams
- b. Board Support
- c. CEO Breakfast
- d. Advisory Council
- e. Kroc Center Strategic Plan
  - i. Feb 11 @ 1030am
- f. Sally Award
  - i. Feb 20
  - ii. Marlene expressed concern on who the audience would be. Should there be really be a separate thank you for Thanksgiving and Christmas and Real Estate Wednesday?
- g. Christmas Dinner
  - i. 4400 served
  - ii. 1800 home delivered
- h. Gold Tournament
  - i. Sign up list passed around

**VII. Council Reports**

**Council Chairs**

- a. **Herberger** **Mike Karlson**
  - i. Three new members
    - 1. From Goodwill, Urban League & MomDoc
  - ii. Next meeting tomorrow
- b. **Citadel -** **Maj. John Brackenbury**
- c. **South Mountain / Kroc** **Dick Eisenach**
  - i. Attachment (1page)
    - 1. 10 Annual Community Kwanza Celebration
    - 2. Kroc hosted Western Territory Band Concert held on January 11
    - 3. Kroc Center Open House Revenue Review
- d. **ARC** **Dick Eisenach**
  - i. Goals
    - 1. New store this year
    - 2. New pick up / drop off locations
- e. **Maryvale** **Linda Dickerman**
  - i. Continuing to seek members to establish a council
  - ii. Trying to pick a day to meet on
  - iii. The building is a challenge

1. Large chapel – a bunch a smaller rooms
- f. **Central -** **TBD**
- VIII. **Program Reports** **Program Chairs**
- a. **Adopt a Kettle** **Tom Leyda**
- i. Real Estate Wednesday
1. Results – Thanks to the Callaways we had an exceptional year.
- 1) 675 ringing days
- 2) 442 ringing locations
- 3) 147 average per kettle
- 4) \$114K
- 5) 50 Captains
- 6) 1100 realtors / 1100 people who have now been introduced to the Salvation Army
- ii. Coke Day – 40 Days
- iii. 29 groups and individuals
1. Down from last year
- b. **Red Kettle Club** **Marlene Klotz-Collins**
- i. Chandler rang
1. Brought in \$1300
- ii. Basha High School is starting a club
- iii. Maryvale may also have one starting
- c. **CEO Breakfast** **Marlene Klotz-Collins**
- i. Very well received
- ii. 120 people attended
- d. **Christmas Dinner** **Mike Andrews**
- i. Wonderful event
- ii. Tons of volunteers
- e. **Golf Classic** **Roger Marce**
- i. March 31st
- f. **Volunteer Ad Hoc** **Nicholus Odem**
- i. January 23 8am – met
1. Seeking new members
- g. **National Advisory Board** **Col. Joe Posillico**
1. Took Comm. Knaggs on a tour of the Convention Center while he was here for CEO breakfast.
- IX. **Committee Reports** **Committee Chairs**
- a. **Nominating** **Linda Dickerman**
- i. Will schedule
- b. **Finance** **Bill Alkema**
- c. **Strategic Initiatives** **Barry Shemer**
- i. Goodwill Industries
1. Possibly next board meeting will present Career Center operate by Goodwill.
- ii. Superbowl 2015
1. Next meeting (January 27) at the Kroc – there may be an opportunity to present the Kroc as a venue for the Superbowl in 2015
- iii. Human Trafficking w/ Girl Scouts Arizona Cactus Pine Council
- d. **Property** **Ken Fauth**
- i. Activity Center was turned over to Development to raise the funds
- ii. ARC POD 3<sup>rd</sup> Qtr projection
- iii. Camp Ponderosa
1. Next Tuesday meeting will focus on the camp
- iv. Warehouse
1. Looking at other alternatives for next year

- v. Ad Hoc Committee to expand Office and Parking at the Citadel
- e. **Resource Development** **Roger Marce**

**X. Development Department** **Mark Sorenson**

- a. Under estimated the 5 days less at Christmas
  - i. Kettles resulted in 7% gross down
  - ii. Net should hopefully be good due to Real Estate Wednesday and the Break in at the Korean Corps and the Media Coverage and the donations it generated.
- b. Website is completed
  - i. Salvationarmyphoenix.org
  - ii. Sierra Vista, Phoenix, Albuquerque, etc
- c. Negative media coverage regarding the kettle worker came through ok
- d. Abortion? Support?
  - i. Refer to: [salvationarmytruth.org](http://salvationarmytruth.org)
- e. Grants
  - i. Received a \$2.1M grant – however applied for a \$3M
  - ii. Still seeing the results from the Working Poor Tax Credit

**XI. Old Business** **Mike Andrews**

- a. Marlene wanted to recognize Jeff Taylor and all the work he is doing with the ARC, HAC regarding Human Trafficking including representation on the State Legislation
- b. Marlene also wanted to just thank the Callaways again for all the work they did on Real Estate Wednesday

**XII. New Business** **Mike Andrews**

- a. Gayle Starr presented an opportunity through baseball
  - i. Shawn Payton sponsored through the Arizona Diamondbacks

**XIII. Closing Prayer, Adjournment** **Col. Joe Posillico**  
**Adjourn at 1:00pm**

**ATTACHMENTS:**

- Kroc Report ..... (1 page)
- Golf Event .....(4 pages)



THE SALVATION ARMY RAY & JOAN

**KROC CORPS**  
COMMUNITY CENTER

PHOENIX SOUTH MOUNTAIN

TED MCCLURE, CHAIR  
Kroc Center Advisory Council

DICK EISENACH  
Phoenix Advisory Board Representative

10<sup>th</sup> Annual Community Kwanzaa Celebration was held at Kroc Center on Saturday, December 28, 2013

- Nearly 200 Attendees

Kroc hosted Western Territory Band concert on Saturday, January 11

- A total of 298 Attendees
- The Band led the Corps worship service on Sunday, January 12

Kroc Center Open House

- January '13 Revenue \$3,434.58
- January '14 Revenue \$10,328.80
- January '13 to January '14 increased billable members on Open House by 134%
- 149 New Members signed up during Open House '14





## PHOENIX ROTARY 100 – THE SALVATION ARMY Second Century Golf Classic

**Phoenix Country Club + + + March 31, 2014**

501 East Osborn Rd.  
(602) 604-8221

Phoenix, AZ 85012  
[rotary@rotary100.org](mailto:rotary@rotary100.org)

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### WHO WILL BENEFIT FROM THE TOURNAMENT?

The following is a brief summary of how The Salvation Army and Phoenix Rotary Club 100 will be serving the Phoenix community through their stewardship of the generous donations from tournament sponsors and other supporters.

#### **THE SALVATION ARMY.**

The Army has announced that its share of the tournament proceeds will be used to support the continuing operation of its **family homeless shelter** in central Phoenix, where homeless families are provided with food and shelter for up to 120 days, along with counseling and assistance to help them reestablish themselves in the community. In 2013, the Army provided food, shelter and refuge to nearly 9,000 children and parents in the Phoenix area.

#### **PHOENIX ROTARY 100.**

Rotary 100, through Phoenix Rotary Club Charities, its 501(c)(3) foundation, will continue to support charities such as those listed below, which have been previous recipients of both volunteer and financial support in making Phoenix a better place.

**Field of Dreams at Arthur Hamilton School & Field of Dreams at Isaac School.** The Phoenix Rotary 100 Field of Dreams at Arthur Hamilton Elementary School and Field of Dreams at Isaac Middle School (on the grounds of the Jerry Colangelo Boys & Girls Club, at 34th Ave & McDowell). Located in two of the city's poorest school districts, the fields offer a physical and spiritual outlet through sports for local children of all ages.

Conceived by Phoenix Rotary 100 in 2003, the Field of Dreams at Arthur Hamilton school in the Murphy United School District became a reality in 2004-2005 and includes a baseball field (built to MLB specifications), a football field, an outdoor basketball court and a playground – thanks to the club's volunteer work and \$1,000,000 in fund-raising, including contributions from various partners, such as the Arizona Diamondbacks, Arizona Cardinals and NFL Grassroots Program, Arizona Public Service, Phoenix Thunderbirds and others. Rotary 100 expanded its commitment to inner-city youth sports in 2007-2008, with the Field of Dreams at Isaac Middle School in the Isaac School District.

Phoenix Rotary 100 continues to support youth sports programs at both fields, with both volunteers, fundraising and direct grants.

**Murphy School District Educ. & Health Center.** Conceived in 2006, and developed jointly by Rotary 100 and the school district, the Murphy School, District/Phoenix Rotary 100 **Education & Health Center**, at 3140 W. Buckeye Rd. in Phoenix became a reality in 2008 – built with public

funds, but fully furnished and equipped with a **\$300,000 grant from Rotary**. The Center has provided a range of free or low-cost healthcare services, through partner relationships with providers such as CASS-Arizona, Mission of Mercy and Adelante Healthcare. See us at <http://www.youtube.com/watch?v=ErpBHeptZKw>

**Mission of Mercy.** Mission of Mercy-Arizona offers a wide range of services for their patients, from medical treatment to diagnostic and prescription services. In addition to working with mission of mercy to establish a program at the Murphy Education & Health Center, Rotary 100 is actively provided volunteer support and direct grants to this healthcare provider. See us at <http://www.amissionofmercy.org/wp-content/uploads/2013/11/MOM-Newsletter-5.13.pdf>

**Give Kids a Smile.** This program by the Arizona Dental Foundation, conceived and led by Rotarian Greg Pafford, DDS, brings dental health to thousands of children each year. It has been actively supported by Phoenix Rotary 100 for the past five years

**Phoenix Rotary's 1-Million Meal Project – Feed My Starving Children.** Rotary 100 (the 100<sup>th</sup> Rotary club in the world) will celebrate its Centennial – and the Centennial of Rotary in Arizona – on March 1, 2014. As its signature Centennial Project, Rotary 100 has rallied Rotary clubs throughout Arizona to provide 1-million meals to needy children – many in famine-ravaged parts of the world. At this writing, Rotary 100 and its Rotarian partners across the state have passed the 750,000 mark and are on track to reach 1 million meals by June 30, 2014. A major facet of the project is being done in partnership with Feed My Starving Children, whose program relies on volunteer groups to pack dry meals in 16 ounce bags, with ingredients provided by FMSC, but paid for by the volunteer organization. See <https://www.fmsc.org/donate/rotary100yrs>.

**Gift of Life AZ.** Founded and administered by participating in Rotarians, Gift of Life-Arizona is a 501(c)(3) organization dedicated to providing **open-heart surgery** to needy children worldwide. They pay the cost of bringing the patient and their family to Phoenix for surgery and recuperation, typically recruits Rotarian volunteers to provide temporary housing for the patients' families and pays the cost of those medical expenses not donated by the service or facilities provider. Rotary 100 actively supports this program, through volunteerism and direct grants.

**Dictionaries to School Children.** Each year, as part of the Dictionary Project, Rotary 100 purchases dictionaries, which a team of member volunteers distributes to third or fourth graders at Phoenix inner-city schools.

**End Polio Now.** Rotary International's **campaign to eradicate polio from our planet** began with a project to vaccinate children in the Philippines in 1979. Since then, Rotary, along with its partners – most notably the World Health Organization and the Bill and Melinda Gates Foundation – has reduced polio cases by 99 percent worldwide and is closer than ever to eradicating polio. Phoenix Rotary 100 has been supporting this effort for more than 30 years, with both its philanthropic resources and its volunteer participation in vaccination projects in northern Mexico and elsewhere.



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**Phoenix Country Club + + + March 31, 2014**

501 East Osborn Rd. Phoenix, AZ 85012  
(602) 604-8221 [rotary@rotary100.org](mailto:rotary@rotary100.org)

## Sponsor Levels and recognition

<u>Sponsor levels</u>	<u>Support level</u>
<p><b>Diamond (Premier) Event Sponsor</b></p> <ul style="list-style-type: none"> <li>-Premier Company recognition in pre-event promotional materials</li> <li>-Premier Company recognition in event program</li> <li>-Premier event signage</li> <li>-Name or logo on golf gift</li> <li>-Two corp. foursomes &amp; admission for eight(+) to auction/awards dinner</li> <li>-Golf gift for golfer(s)+2</li> </ul>	<b>\$15,000</b>
<p><b>Ruby (Major)Event Sponsor</b></p> <ul style="list-style-type: none"> <li>-Prominent Company recognition in pre-event promotional materials</li> <li>-Prominent Company recognition in event program</li> <li>-Prominent event signage</li> <li>-Two corp. foursomes &amp; admission for eight(+) to auction/awards dinner</li> <li>-Golf gift for golfer(s)+1</li> </ul>	<b>\$10,000</b>
<p><b>Emerald Event Sponsor</b></p> <ul style="list-style-type: none"> <li>- Company recognition in pre-event promotional materials</li> <li>- Prominent Company recognition in event program</li> <li>-Event signage</li> <li>-One corporate foursome &amp; admission for four to auction/awards dinner</li> <li>-Golf gift for golfer(s)</li> </ul>	<b>\$5,000</b>
<p><b>Sapphire Event Sponsor</b></p> <ul style="list-style-type: none"> <li>- Company recognition in select pre-event promotional materials</li> <li>- Company recognition in event program</li> <li>- Event signage</li> <li>-One corporate foursome &amp; admission for four to auction/awards dinner</li> <li>-Golf gift for golfer(s)</li> </ul>	<b>\$2,500</b>
<p><b>Par Sponsor</b></p> <ul style="list-style-type: none"> <li>- Company recognition in event program</li> <li>-On-course <i>select</i> Tee-box signage</li> <li>-One corporate foursome &amp; admission for four to auction/awards dinner</li> <li>-Golf gift for golfer(s)</li> </ul>	<b>\$1,750</b>
<p><b>Tee-box Sponsor</b></p> <ul style="list-style-type: none"> <li>- Company recognition in event program</li> <li>-On-course Tee-box signage</li> <li>-Golf gift</li> </ul>	<b>\$500</b>



*Please join us for the*  
**Phoenix Rotary 100/Salvation Army  
Second Century Golf Classic**

March 31, 2014 at the Phoenix Country Club

Practice facilities open at 11 a.m.

Box lunches will be available  
after 11:30 a.m.

We'll have a shotgun start at 1 p.m.  
with a best ball foursome format  
and a banquet at PCC following play.

Greens Fees will be:

Individual Golfer, \$225 • Foursome, \$850

To Pre-Register, email  
[rotary@rotary100.org](mailto:rotary@rotary100.org).

Questions? 602.604.8221

