

Empire State Kiwanian

New York



CHAMPIONS
LEADERSHIP SERVICE ACHIEVEMENT

July 2022, Volume 21-22, Issue 4

New York District, Kiwanis International

Learning From Fund Raising Success

By Gov. James Mancuso

In the previous newsletters, we addressed the topics of membership, service leadership programs, and our district foundations.

Now we move on to a different topic. As the saying goes, money is a necessity of life. This certainly is the case to provide quality community service. We turn our attention to fund raising.

Different clubs across the district are experts in this area. There are many creative fund raisers that take place almost every day from golf outings to a Tulip Festival to meat raffles (yes, meat raffles!) raising hundreds of thousands of dollars every year. Membership is our "fuel" to provide community service and fund raising raises the octane.

Typically, when we write about fund raising, we give insight into successful events. These stories are always valuable, and we learn from them. This newsletter provides more of a "cookbook recipe" as to how to hold a given fundraiser. I hope



you find some new ideas and ways to fund your service projects. I encourage you to reach out to the various contributing authors to find out how they did them and duplicate their success for your own club.

In addition, a reminder and request to please attend our New York District Convention in Rochester on Aug. 18-21. I believe you do not receive the full Kiwanis experience and understand our true value unless you attend conventions. I encourage you to come out to learn, participate

in the district's governance process, meet old friends, and make new ones too. I hope to see many of you there.

By the time this newsletter is published, there will only be a few months left in the Kiwanis administrative year. I would like to thank all members for what you have done to provide services to those less privileged than ourselves and especially the children. I would also like to thank you for the support you have given including making myself and the First Lady feel so welcomed during many governor visits. You are all very, very special people.

I will always look back upon this year as one where CHAMPIONS, all of you, led your clubs and achieved amazing service results. I give thanks to so many for their support and those who have provided their advice and counsel. I would also like to wish Gov.-Elect Joel Harris all the best in the upcoming year. And, to my First Lady Susie thank you for being there always with your valuable insights. I could not have served effectively as governor without all of you!

See You in Rochester

This year's District Convention will take place at the Hyatt Hotel in downtown Rochester from Aug. 18-21.

The event will include the annual meeting and elections for the District Foundation on Friday, and the House of Delegates on Saturday when the governor and governor-elect for 2022-23 will be elected.

And on Saturday evening the accomplishment of the year will be celebrated at the Gala Governor's Dinner.

The honorees for this year's event are Kiwanis International President Peter Mancuso and First Lady Karen Mancuso.

On Saturday morning forums will be offered.

See pages 4-5 for more information.



Fund Raising Ideas Abound

The theme for this issue of the Empire State Kiwanian is fund raising. We are highlighting some of the district's largest fund raising events to show everyone what may be possible, as well as options for clubs which are not in a position to take on a major event.

One way to increase profits is to come up with an idea that will attract public attention. See Page 3 for information on fun ways to have what is essentially a raffle.

Something as simple as a spaghetti dinner can be the ticket to profits. See page 6 for information the 50 years of success Canandaigua has had with its annual Election Night dinner.

Of course, if you are the Holland Kiwanis club, it's only natural that you sponsor a Tulip Festival each Spring (see page 8).

Events involving food are often winners. For Lewiston, it's the Peach Festival each September that keeps them busy (see page 7). For Saugerties, it's the Garlic Festival (page 10).

See page 9 for the Elmira club's success in making money while honoring community heroes, and Middletown's Tricky Trays event.

The Owego club has found that its annual Radio Day earns money while informing the community about their activities. See page 10.

Buffalo Club Sponsors New Club in Kenya

International President Peter Mancuso says there are times when an opening to help comes along and we'd do well, Kiwanis will do well, if we take a chance when such an opportunity presents itself. Even if it means stepping out of our comfort zone to do so.

John Moffitt from the Kiwanis Club of Buffalo had developed a friendship with Rev. Henry Amboga when the reverend was in the United States three years ago. Henry was concerned for several young persons in his native Kenya who needed funds to complete their schooling. "Education is the key to the future," was one of Henry's mantras. John and some close friends helped.

Henry was able to return to Kenya, and kept his friendship with John via emails and WhatsApp. Henry introduced John to the Asali Community Based Organization. Project Manager Elijah Shiverenge sent a letter to John which gave some history as well as the focus. The "main mandate is adequate and safe water supply to the less privileged members of the community, with focus on schools, hospitals and poor

households. The group's vision is premised on the Kenyan team spirit of pooling together to achieve a desired goal: 'Harambee'."

The Tampa Springs Water Project was born out of this.

Reverend Henry and John exchanged ideas which would promote the progress of Tampa Springs, which has come a long way. John sent an email to Gov. Jim. The result was inclusion in the Governor's Project Forum on Water Pollution and Children's Health in Albany at the Mid-Winter Conference.

Cynthia Ewanciw-Morse and the CKI crew graciously included the Tampa Springs Water Project. Several at the forum tried the weight of a five-gallon pail (20 liters) filled with forty lbs of bricks, roughly equivalent to the weight of 20 liters of water. All watched on video as a young mother from Kenya placed a similar pail, full of water (44 pounds), on her head and walked away spilling nothing.

"Water is Life," is another favorite expression of Reverend Henry. The Tampa

Springs story has more, but this article is about the Kiwanis Club in Mombasa.

Griff Pritchard, Buffalo Club webmaster and member, weighed in around March, providing an update for the Asali website and vision for a new site, especially partnering with a foundation. John and Henry discussed Henry becoming a member and came up with 'First, let's try to start a club in Mombasa'.

During March and April, Henry enlisted 17 additional members; not all from Asali, so the base is even broader within the Mombasa community. Members share the "Harambee" attitude.

With much help from the Kiwanis International staff in Indianapolis and Europe, bylaws were adopted April 3, 2022, and the club was formed May 6, 2022. Hats off from John and Henry to Gov. Jim, Helmut Beran, Eric Paul and Eric Shiverenge. The Kiwanis Club of Buffalo is proud to sponsor the Kiwanis Club of Mombasa. The Club will take the high road to provide a caring community corporate presence in Mombasa.

You're Invited to Join Philanthropic Kiwanis Club

We need your help with referrals for new perspective members for a single purpose Kiwanis Club.

The concept is simple. We are looking to start a new group of Kiwanians from all over the Great District of New York who are enthusiastic about supporting Kiwanis clubs and charities. Our purpose is to bring together the new members quarterly who contribute \$X each to the chosen non-profits. The more members, the more we can support worthy non-profit 501(c)3 organizations throughout the district financially. The result? Annually supporting selected Kiwanis or non-profit efforts and, of course, kids!

We all know individuals in our divisions

who always say that they do not have the time to go to a traditional Kiwanis meetings, fundraisers, or service projects. However, they are always willing to write a check for a donation. This is exactly the individual we are looking for.

Purpose is to donate quarterly as a group

Meetings are virtual

Leadership structure: President, Vice President, Secretary, Treasurer, Board of Directors

Meet quarterly to vote on charity candidates

Board of directors meet once a month

Three charities are presented each quarter and members vote via Zoom poll

Members agree to donate \$X to quarterly chosen charity regardless of attendance at the vote

That's it. The more members the bigger the donation.

You might be wondering how we chose the recipients. That is the best part! Each

quarter up to three

members make presentations on behalf of a club, organization, or SLP close to their heart. They

may be a volunteer, member, board member or just a supporter of the cause they are

presenting on. After the presentations, we all vote. Majority rules. As a member, you pledge to

donate to the awarded organization. Those who are not selected are welcome to try again at

some point in the future!

The clubs or organizations, voted on, must be 501(c)3 organizations. This allows member contributions

to be tax deductible to the extent allowed by law.

If you would like to know more or have a referral, please contact:

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2021-22 Events

July 24-27, 2022:

Circle K International Convention, Austin, Texas

Aug. 18-21, 2022:

New York District Convention, Hyatt Hotel, Rochester

Making Raffles Fun

If you've been in Kiwanis for a while you've seen a variety of ways to do raffles. Be they 50/50s or drawings for prizes, it's likely you've all purchased your share of tickets over the years. Raffles do have the advantage as you are able to scale them to how many tickets you think your club can sell.

So why not do something that will make what is a raffle more interesting? Some clubs in the district have done just that.

The Plattsburgh club used to conduct an event they called Sink the K.

The project would only work for clubs where it gets cold enough for ponds or lakes to freeze.

Here's how it works. A reasonably sized metal Kiwanis symbol was placed on a pond in front of the local hospital. At first it is prevented from sinking by chains that supported it.

When the pond froze the chains were removed. People placed bets on the day and possibly time of day that the ice will melt enough for the symbol to sink.

The club placed a camera at the pond so they could record the exact time it fell through. After it fell through one year at night, they had to add a light to the setup.

Since the pond in front of the hospital was a prominent place in the community, it gave the club extra visibility as well.

The Seneca Falls-Waterloo club was looking for a way to attract attention and sell more tickets for its raffle. This September will be its third Golf Ball Drop.

The event is done with the cooperation of the Seneca Falls Country Club and the Seneca Falls Fire Department. The club sells tickets (500 \$10 tickets have been printed for this year). A number on each

Plattsburgh

Seneca Falls-Waterloo

East Meadow



ticket corresponds to a number on a golf ball.

On the day of the event, the country club places a golf hole next to their parking lot. The balls are then dropped from the fire department's aerial truck. Pictured is the 2020 event just as the balls hit the ground.

Prizes are awarded for balls that land in the hole, as well as the one farthest away.

Having Fire Department assistance does have its risks. In 2021, the truck was getting set up when they received a fire call. The drop didn't happen until the next



day.

The East Meadow club has a reverse raffle. The drawing takes place at a dinner.

The first ticket drawn is the "Biggest Loser" and that person gets a prize. Tickets continue to be drawn, with prizes being awarded every so often.

The last ticket drawn is the big winner.

Nassau Bicycle Challenge Drew 150 Riders Last Month

The Nassau Bicycle Challenge after 26 years is still going strong and once again on Sunday June 26 was a huge success.

The day was beautiful with approximately 150 riders attending and \$16,500 was raised. To date since 1996 this event has donated more than \$300,000 to charity. Founder Kiwanian Tom De Stio, distinguished past Kiwanis president, created this event as a venue for his family to give back to the community, joining hands with the Kiwanis Club of North Shore. We want to thank the De Stio family for the last "quarter of a century" of true dedication to such a great cause. This has been an enormous fundraiser for the charities supported by the North Shore Kiwanis Club with an emphasis on the Kiwanis Pediatric Trauma Center.



Co-Chair Leslie Kle, a distinguished past president, was quoted as saying "It was heartwarming to see members of the

community, both sponsors and riders, participating in the Nassau Bicycle Challenge to benefit our children.

Mancusos Are Convention Honorees

Kiwanis International President Peter Mancuso and First Lady Karen are the honorees for this year's District Convention.

Mancuso, who served as New York governor in 2003-04, has been involved with Kiwanis on the International level for many years.

He served as a member of the board of the Kiwanis Children's Fund (then known as the Kiwanis International Foundation) and as its president before being elected an International trustee in 2016 and was elected Kiwanis International vice president in 2019, the first step on the ladder to the International presidency.

Before launching his International career, he was the distinguished president of the East Meadow club and distinguished lieutenant governor of the Long Island South Central Division in 1996-97.

Mancuso, now retired, served as an assistant district attorney in Nassau County. He has degrees from the Massachusetts Institute of Technology and the Cornell University Law School, and is past president of the Nassau County Bar Association and other community organizations.

Karen Mancuso is an attorney who specializes in elder law. They have two children, Stephen and Cathy, and three grandchildren.



Gift Card Raffle

Once again, we are having a Basket Raffle at the District Convention. This year we will be featuring gift cards.

Please contact Chairs Rebecca and Herman Ovadia to let them know if you are bringing a basket at 516-698-2863 or woodsidiakiwanis@gmail.com.

Golf Outing

In conjunction with this year's convention, a Golf Outing will take place on Thursday, Aug. 18, at the Shadow Lake Golf Club, 1850 Five Mile Line Road, Penfield.

The cost of \$100 per person includes golf, a cart, hot dog or burger at the turn. The format is Best Ball Par or Better.

Hole sponsorships are available.

Tea times begin at 8 a.m. Registration is due by Aug. 11.

For more information, contact Chuck Eckert, 716-759-1111 or chuckedert716@gmail.com.

Convention Journal

The Convention Journal will feature ads as well as a list of sponsors.

You can add a sponsorship to your registration. To purchase an ad, use the form available on the convention page on the district web site.

**For Convention Updates, go to
www.kiwanis-ny.org/dc2022/**

Tentative Convention Schedule

Thursday, Aug. 18

District Golf Outing - Shadow Lake Golf Club	8 a.m.
2021-22 Board Meeting	1-5 p.m.
Registration, Credentials	2-6 p.m.
2021-22 Board Dinner (Invitation required)	7:30-9 p.m.
Past Governors Dinner (Invitation required)	7:30 p.m.

Friday, Aug. 19

Past Governors Breakfast and Council (Ticketed Event)	7:30-9 a.m.
Registration, Credentials, Basket Raffle	8:30 a.m.-5 p.m.
Dale Carnegie Leadership Forum (Open to All)	9-10:30 a.m.
Veteran's Luncheon (Ticketed Event)	11 a.m.-12:30 p.m.
District Foundation Annual Meeting and Elections	1-4 p.m.
Special Welcome Reception for First Timers/New Members	4-4:30 p.m.
Member Reception	4:30-5 p.m.
Past Governors' Boards Reunion Dinners	5:30-7:30 p.m.
Opening Session	8-10 p.m.
Hospitality Rooms	10 p.m.

Saturday, Aug. 20

Foundations Recognition Breakfast (Ticketed Event)	7:30-8:30 a.m.
Exhibits and Baskets	8:30 a.m.-5 p.m.
Registration, Credentials and Exhibits	8:30 a.m.-Noon
Forums	9 a.m.-12:30 p.m.
Gov.-Elect Candidates' Q & A	Noon-12:30 p.m.
Lunch on Your Own	Noon-1 p.m.
Division Caucuses	1-2 p.m.
House of Delegates	2:30-4:30 p.m.
Gala Governor's Reception (with Dinner Ticket)	6-7 p.m.
Governor's Toast (by invitation)	6:45 p.m.
Governor's Celebration Dinner (Ticketed Event)	7 p.m.
Hospitality Rooms	10 p.m.

Sunday, Aug. 21

Memorial Breakfast (Ticketed Event)	8-9:30 a.m.
Installation of 2021-22 Officers	10-11:30 a.m.
2022-23 Board Luncheon (Invitation Required)	Noon-2 p.m.

See the District Web Site, www.kiwanis-ny.org, for the latest schedule.

Candidate for Governor: Joel Harris

The sole candidate for Governor for 2022-23 will be Gov.-Elect Joel Harris.

Joel is a member of the County Seat, Mineola club and a past lieutenant governor of the Long Island North Division. Joel is excited to serve as district governor along with his wife, Helene, as first lady.

"I love this organization and want continue the work that my predecessor's did to build our strength and recognition."

Joel has been involved in several Kiwanis efforts, including district Branding Chairman for Kiwanis International, as well as a frequent forum presenter at district and international conventions.

Joel is an avid photographer. When he's not photographing a Kiwanis event, he donates his services to many non-profit and charitable organizations.

"Giving back my services has always been an important part of my business."

His professional experience is as an ac-



countant with a major financial institution from where he retired. He also spent time with the Leukemia and Lymphoma Society and then local government.



Special First Timers Event Planned

The Convention Committee for this year's event has planned a special reception at 4 p.m. on Friday for all those who are attending a Kiwanis District Convention for the first time.

It will be an opportunity to learn more about how to get the most out of your time at the convention, and get to meet others who are attending their first convention as well.

Candidate for Governor-Elect: Lucien Giancursio

As a candidate for Governor-Elect, the questions are Who am I and Why am running for this position?

I am Lucien Giancursio of the Rochester West Central Kiwanis Club in the Genesee Division; also, a dual member of the Rochester Club, home of George F. Hixson, our first International president.

My Kiwanis experience:

When I became a custodial single parent of my children, Anthony and Mary, I chose a path in life to learn how to become a better father, friend, person. I had that generous and caring attitude demonstrated for me on my very first contact with Kiwanis.

Several years ago, when my daughter was in high school, there was a community service requirement for graduation. The school put me in contact with a gentleman named Frank Borrelli. Frank belonged to this service organization called Kiwanis, specifically the Rochester West Central Kiwanis (RWCK) club. Never heard of it! They sponsored bingo at Parkridge Hospital's nursing home. Mary volunteered at the Park Ridge with bingo. That's where I met some members of the RWCK club. PLG John Argento, Anthony (Tony) Nicolucci, and Sal Mataniano. These men chatted me up and invited me to meetings. I was a single dad and most of these members were older family men with a wealth of advice for me; they were like kindly uncles!

There I met Kiwanian Vince Lang Jr. who would become my close friend. Vince



introduced me to inter-clubs, Mid-Year Conferences and District Conventions.

My club has been incredibly supportive of me throughout the years. Incidentally, my now grown-up daughter Mary still volunteers in her community, thanks in no small part to her Kiwanis experience.

Second question, Why?

I am running for this office for several reasons. I was impressed with the democratic process involving candidates. Candidates generally rise through the ranks by taking additional responsibilities for projects and committees. If someone runs for this office, they self-apply. The member is vetted by Kiwanis International, but not selected; the member is then free to

campaign to the membership.

I am also deeply impressed and inspired by past governors. Having served under two, each man and woman in this role have shaped and enriched the office by honing the necessary skills to deliver good works and genuine aid, and each has brought ideas and dedication to the role.

Another reason is the opportunity to work with and learn from the wide variety of clubs in our district. Some clubs are well-established, with years of practical service. Others are more recently formed, with younger members that pitch in with time and effort. It is fascinating to see how all the different club models work within the Kiwanis framework, and I would enjoy seeing what works best in each community served.

As a current Foundation Board member, I have personally been involved in the process of helping those in need through the great efforts of the Foundation's Disaster Relief program.

I am truly impressed by the works of our other foundations, as well as a supporter of these foundations: Pediatric Lyme Disease, Pediatric Trauma Centers, as well as the Kiwanis International Children's Fund.

The life I live, is the life I choose: A Kiwanis Life.

Your support and confidence are appreciated. Thank you.

Please join us at the 2022 District Convention in Rochester. Where together, we will provide "A Future of Hope".



Spaghetti Funds Club Projects for 50 years

By Pam Metting

For over 50 years the Kiwanis Club of Canandaigua has hosted an annual Election Day Spaghetti Dinner.

We begin planning this event in August when we reserve the Canandaigua Academy cafeteria and kitchen. We are blessed that the school allows us to use several of their kitchen staff to assist with preparing the meal. The committee meets weekly beginning in September.

In August we solicit donations to help us with expenses. Our generous restaurants supply us with 1,000 take-out containers, plates, salad bowls and salad dressing packets. We solicit pasta and sauce from Barilla. We plan to serve 700-1,000 dinners so we need a lot of supplies. We purchase ice cream cups, butter and cream from the school and salad, meatballs, additional sauce from a wholesaler. We buy bread, grated cheese and coffee from Walmart.

We have table sponsors and place mat sponsors. We also have Strategic Partners that solicit once a year for all of our events. These funds are distributed among our major fund raisers.

On the day of the dinner, it is all hands-on deck with around 70 volunteers including previous members, family, friends, Key Club, Builders Club, K-Kids and Aktion Club.

The school cooks 100 pounds of pasta the day ahead. We start cooking sauce and meatballs at 2:30 when the students leave for the day. In the kitchen we have 3 people making the sauce, meatballs and pasta;

Canandaigua

two people mix the salad. Setup includes putting out the place mats and silver ware with napkins. On the tables we put grated cheese, creamers, butter, salt and pepper, sugar and equal.

We set up 3 stations in the dining room. Each has a cooler with milk and ice cream, extra place mats and buckets with rags for cleaning tables. The station closest to the kitchen also has pitchers of water, carafes with coffee, cups and bread with baskets and extra supplies.

Around 4 we start getting ready to serve. We have two teams -- one for takeout and

one for dining room. The wait staff in the dining room wait on the patrons just like at a restaurant. The takeout containers are assembled, rubber banded, put in a plastic bag and then brought out to the front of the school for pick up. Several people are needed to monitor traffic in the circle.

We set up two stations inside the kitchen with three bays each having 4 volunteers. One station is takeout only and the other is for the cafeteria.

We serve from 4:30-7. For the last two years we did a flat \$10 each. We are responsible for cleanup including mopping and washing the pots and pans.

This year we netted \$11,198.56. Our expenses were \$2,574.



Lewiston Club's Festival is Peachy

By Marty Pauly

The Peach Festival has evolved over its 64-year existence.

Currently, it is a four-day mini carnival complete with rides, games, food, vendors, stage entertainment, a parade, a 5K race, community volunteers, student volunteers from our SLP's, and thousands of dollars raised to donate to SLP programs, non-profit organization, community activities, etc.

To begin thinking of organizing such an event, a Kiwanis Club will first need to know if it has a large enough and dedicated volunteer workforce. About 60-65 Kiwanians volunteer during the Peach Festival. Of that number, about 60 percent are volunteering the entire time.

If this workforce exists, then adequate space needs to be located and permission from the local municipality must be granted. Then you must try and find a ride

Lewiston

company, which might not be easy. A specifically worded contract should be created with the ride company, so it's good for a Kiwanis Club to have a lawyer who can help.

Our Lewiston club has 1-2 Peach Festival meetings per month beginning about seven months prior to the event. During these meetings we discuss sponsorship, advertising, pricing, manpower, field arrangements, equipment (what we will have to pay for and what might get donated), pros and cons from the previous festival, updates and changes for the upcoming festival etc.

We review the committees assigned the year prior and make necessary changes. Discussions are had about strategies to get newer Kiwanians more invested in increasing their volunteerism for this festival.

Financials for an event like this can be somewhat immense. On average it costs us about \$250,000 to put this event on. Our net profit is about 30-35 percent of it. We'll soon see how the country's current state of cost increases will affect future Peach Festivals.

The current membership of the Kiwanis Club of Lewiston is very fortunate and thankful that our charter members had the foresight to begin such a fund raising event. We have just enhanced it as the years have progressed. The Peach Festival is a unique idea which is probably doable for only the larger Kiwanis Clubs. Members will have to be willing and able to take day(s) off from work before, during, and after an event like this.

Our festival is always the weekend after Labor Day. This year that falls on September 8-11. If any interested club has questions, or is interested in attending the Peach Festival, please contact me at paulymartin@hotmail.com.



An aerial view of the Lewiston Peach Festival

A Festival in Holland? Tulips, Of Course

By Larry Johnson

The Holland Tulip Festival is a premier community event, our signature project, and a major fundraiser for the Kiwanis Club of Holland.

Held annually (except for the "covid years"), the 2022 Tulip Festival brought out all the best efforts of the Holland Kiwanis and its members. Spread out over 2 days Kiwanis sponsored events included a Senior Citizens breakfast, a Talent Show where a Tulip Queen is chosen, a parade, a carnival featuring bounce houses, food trucks, games and music, hot dog sales, a beer tent, and an arts and crafts show. Other non-Kiwanis events included a flower show, historical society exhibits, and a school art show.

The event gets the full cooperation of the Town of Holland, Holland Fire Department, Holland Central Schools, and St. Joseph's Catholic Church for the use of their property. Many local businesses participate.

Also helping are the Town Constabulary and New York State Police. Local sponsorships are sought to help fund our Talent Show.

Equipment Toilets, tents, and seating is rented, borrowed or built by the Kiwanis membership. We are fortunate to have

Holland

dreamers, organizers, and builders in our membership. Of our membership 51 planned, worked and otherwise participated in the Tulip Festival.

Also helping were members of the Holland Key Club, Aktion Club, Holland Boys and Girls Club, and many other local volunteers. An annual part of the Tulip Festival again in 2022 was the 5K run/walk.

Financially, on a gross income of about \$32,000 our net was about \$16,000.



Tricky Trays Fund Raiser is Not a Trick

By Hazel Goldstein

Tricky Tray - a tricky tray is where members and friends create baskets with different themes (much like our basket raffle at NY District Conventions).

Middletown ran our 2nd Tricky Tray this past year. It was very well supported and received by the community.

How to have your own Tricky Tray:

1. Pick a Saturday that works for your club.

2. Secure a location that is fairly large, easy to enter, and has tables and chairs available. Hopefully at no charge to your club. We use a church hall and have given the church a donation after a successful event.

3. Start a sign up for people in your club who will donate baskets.

4. There are many Tricky Tray sites you can access on line - and the sites will give you lots of ideas for a large variety of baskets. While baskets are usually new items, you can include vintage jewelry, or a antique vase. Gently used items can be used but should always be clean and shiny. Baskets should be wrapped in clear plastic and have a list of the contents attached.

While the term "basket" is used - it can be an ice bucket filled with wine, or a

Middletown

wrought iron basket filled with beautiful paper goods, It can be a stack of puzzles or party games. The options are endless.

5. How many baskets is up to you - as you explore the world of Tricky Trays - you will find the amount of baskets vary by location. In Middletown, we have always had a target of 100 baskets and have met that goal each year.

6. There should be a "special table" - it is the perfect place for things like an Ipad, a large basket of cheer, a TV, a brand new set of pots and pans, a new set of dishes etc.

7. You can also add to the income with a 50/50 and with both of our Tricky Trays we had a Kiwanis Club of Middletown apron covered with lottery tickets. We asked every club member to give us one lottery ticket -- some gave money and most helped us with a ticket -- so we have 50 tickets pinned to the apron.

8. Promotion is critical. If you search you will find places like "trickytray.com" and in our case "Hudson Valley Tricky Tray.com". In addition we shared our information on Facebook and with posters which we placed in grocery stores and

other high traffic areas. You need to provide a clear address, times and a contact email.

9. Finances: location: we donated \$ 400 to the church; tickets: \$275 but ours were donated; table covers, paper bags to hold tickets. We purchased coffee, tea and water. We put this out with a donation basket - made more then cost.

10. How do you make money? We charge \$10 per person admission, which includes 25 tickets. Additional tickets can be purchased, \$10 for 25. We sold 72 admissions at the door, and took in \$3,500 in extra tickets. Special tickets were \$5 each or \$20 for 5. Sold \$1,300 worth of special tickets.

Our profit on this one-night event was \$5,120.

11. Logistics of the day: 9-11 a.m. -- set up tables. Baskets placed on tables, numbered and have a bag attached with same number. 5 p.m.: volunteers assemble, wearing Kiwanis gear. 5:30 p.m.: doors open. 7 p.m.: ticket sales end. Winning tickets are then drawn and announced.

12. This is an easy fundraiser and more importantly the majority of those who attended were NOT Kiwanis members. Tricky Trays have a following -- some of the attendees drove over a hour.

Banners Honor Hometown Heroes

By Alison Mandel

The Elmira Kiwanis Club is proud to sponsor the Hometown Hero Banner Program in the City of Elmira. We see this program as a creative way to educate and connect our young people with those who served our country in war time, going as far back as the Civil War.

The banner program honors veterans, both living and deceased, and active-duty service members from the City of Elmira. Each banner features an individual's photo, name, and branch of service. Sponsored by companies, organizations, and families, the banners are displayed on light poles within the downtown district and throughout the City of Elmira. Hometown Hero Banners are on display in Elmira's downtown area from Memorial Day to Veteran's Day. The banners were hung for the first time starting in May 2018.

The first year we were hoping to have about 50 banners which we exceeded, and the program has grown to about 325 banners and we have about 100 people on a waiting list. The cost of a banner is \$200 for three years. At the end of the three years there is an option to renew the ban-

Elmira

ners for another three years for \$125.

We have decided that in November of 2024 when the original banners will have been up for six years, we will take them down and offer to return them to the families or to hold on to them and give them a chance to renew them later to put up the banners for those on the waiting list. We have run out of poles to hold the banners.

We would not have been able to maintain this project without the cooperation of the City of Elmira buildings and grounds personnel who put up the banners each May and take them down in November.

Elmira's Mayor Dan Mandell said, "Hometown Heroes is a wonderful way to show public appreciation for local service members." "Elmira has many heroes in our hometown, and we are proud to honor them, admire while having the utmost respect our military. I appreciate the work of Elmira Kiwanis with the launch of this important project, and for the City of Elmira for their assistance in making this project happen. This is worthy project for our community."



Since the project began, we have netted about \$35,000 and we have been able to make donations to a homeless veteran's apartment complex (Libertad) in Elmira as well as to the Vietnam Veterans Moving Wall which was just in Elmira from June 29-July 4 and we continue to support other veteran's projects.

Terry Allison is the chair of this project so for more information, please contact her at terryallison94@gmail.com

Owego Radio Day Raises Funds, Publicizes Club

By Lew Sauerbrey

Background: Owego Kiwanis Radio Day just completed its 60th consecutive event; this year the event took place on Saturday, May 7.

In the beginning: Back in the day, the club was looking for a fund-raising event that would raise a large sum of money to support our donations to non-profit and youth services organizations in our community. One of our members owned local radio station WEBO. A proposal was brought to the club that with the support of WEBO they could raise funds to meet the needs, not in total but to assist in funding their programs. The station would donate air time to this fund raiser.

How does it work: Though the ownership of the station has changed over time, the new owners were always Kiwanis members. The event chair forms a committee, usually 2 or 3 members to plan. Coordinating with the radio station, a date is selected and booked as well as a broadcast location, usually in early spring.

In the early days, the broadcast took place at the station. As technology advanced, the broadcast locations moved from the studio to store fronts, car dealerships, bank and hotel lobbies, theaters, fast food restaurants, outdoor venues, grocery stores -- any place we could get good visibility.

Having the date and location set, the next task is to have the club members can-

Owego

was the business community and sell advertising in support of the cause. Essentially, we are selling commercial ads for the businesses. Cost varies from a donation of \$50 to \$300 or more. Often the business reps are invited to do a live interview on Radio Day. In the beginning, programming would run from 9 a.m. to 5 p.m.; currently air time is a 6-hour window from 9 a.m. to 3 p.m.

Now the fun part: Who does the broadcast? Kiwanis members become radio DJs for the day. Members create the ads with input from the businesses and read the copy live on air. This can get very interesting and always fun! Between ads, we may do interviews, weather reports, sports reports, play music, tell tall tales ala Lake Wobegon. As you can imagine, it is always a very interesting and entertaining day.

Equipment needed: Really the only thing you need is a willing and cooperative radio station that covers your area. The station will have all the tools you need and will, at least in our case, support the event.

Scheduling on-air talent: A sign up sheet is circulated at our weekly meetings and members are encouraged to sign up to work the day, usually in one-hour blocks.

Expense: None, other than individual time. (Currently, our radio station does



charge for the air-time. It's best if you can get that donated as well.)

Participation: Though numbers change year to year, it is safe to say that between selling ads, preparing ad copy, and serving as on-air DJ's, we average 30 to 40 active participants annually. (That's pretty much 100 percent participation!)

Take away: The recipients of funds raised are youth services in Tioga County. These organizations provide opportunities for our youth to participate in summer programs, support membership scholarships and allow kids enjoy the many programs offered.

Our target goal has been \$10,000, and for the most part, we raise between \$8,000 and \$10,000 annually. All of what is raised is distributed to our list of agencies and programs, as support, not total funding.

I hope this information is helpful. If you would like to discuss or have questions about any of this, please feel free to contact us by email to lewsauerbrey@yahoo.com

They Say You Can Never Have Too Much Garlic

In 1992, the Kiwanis Club of Saugerties held its first Garlic Festival at Cantine Field in Saugerties. 5,000 people attended and had a great time.

In 1993, attendance more than doubled to an estimated crowd of 13,000. The festival reached its attendance peak in 1995 when the turnout was estimated at 40,000-45,000 garlic enthusiasts. Some logistics problems resulted, including a Thruway traffic jam and Route 9W being blocked for 11 miles or so.

To control the crowds and to grow in a more controlled fashion, a decision was made to expand the festival to two days and to begin charging an entrance fee.

The first two-day event was held in 1996. 1997's attendance was estimated at 23,000. In both 1998 and 1999 attendance grew to 32,500 and 34,000 respectively. 2001 and 2002 resulted in huge crowds of 39,500 and 46,500 respectively. 2007 was our largest attendance at 53,000.

The weather continues to impact atten-

Saugerties

dance. In 2021, the festival income was \$287,000, an expense of \$173,900 for a profit of \$113,100.

The festival has become the sole fundraiser for the club and a small committee of 20 people works on planning for it 12 months a year. Committee members work on advertising, capital improvements, business vendors, craft vendors, food vendors, garlic farmers, chef's demos, children's events, clean-up, decorations, entertainment, layout, garlic lectures, security, volunteer coordination, and merchandise sales.

This year's capital improvements included improved WI-FI at Cantine Field, website improvements, and a Green Initiative for a zero-waste festival.

All profits go back into the community, and we have over 200 community volunteers and Key Club working at the 2-day festival. Our income is generated from

ticket sales, vendors, corporate contributions, garlic farmers, merchandise sales, and ATM fees.

Thanks to funds from the festival, worthwhile events can be funded and contributions can be made to deserving groups and efforts such as the Kiwanis Club Ice Arena, the Girl Scouts, the Boy Scouts, the Boy's and Girl's Clubs, Saugerties Area Council of Churches, Saugerties High School student scholarships, the Saugerties Mum Festival, the Key Club, the Builders Club, Youth Sports, the American Cancer Society, the American Legion, the Blue Kats, Children's Annex, Diaz Ambulance, the Woodstock School of Art, the Saugerties Christmas tree lighting, and the Karing for Kids program.

This year's festival is Saturday, Oct. 1 from 10 a.m.-6 p.m. and Sunday, Oct. 2, from 10 a.m.-5 p.m. at Cantine Veterans Memorial Complex Washington Avenue Extension, Saugerties.

For additional information, our website is www.hvfg.org.

Where's the Beef? At a Meat Raffle

By Bruce E. Pivetz

Sirloin steak. Ribs. Hamburgers. Pork chops. Italian sausage. T-bone steak. Shrimp. Chicken breasts. Ham. Bratwurst. Pulled pork. Roast chicken. Hot dogs.

Just hearing these words can make any meat-lover head outdoors to the grill. But did you know these meats can be part of a very successful popular fundraiser for your Kiwanis Club?

Meat raffles and chicken barbecues have been a staple fundraiser for many non-profit organizations in Western New York, including Kiwanis Clubs in the Niagara Frontier North Division, but may not be well known in other parts of the district. So read on, and learn how your Kiwanis Club can host a meat raffle or a chicken barbecue, have fun, and raise money for your service projects.

What's a meat raffle? Basically, it's a ticketed event where meat lovers gather and buy \$1 numbered tickets for each spin of a large wheel numbered up to 120 or 240. If your number shows up on the wheel, you win a package of meat!

Niagara Frontier North

Entry tickets generally cost \$5 to \$10, and often include a free soft drink or beer or wine. Snacks may be sold at the event; if not, you bring your own. Before the wheel is spun, the club's members and helpers circulate through the crowd, selling \$1 tickets for the next spin or spins. Spinning of the wheel by the emcee is done in rounds, with the same ticket valid for each spin in that round. New tickets are sold for each round of spins. The number of rounds varies. The emcee announces what specific meat package will be offered for each spin or in that round. A good number of club members are needed to be "runners" who circulate through the crowd to sell the tickets and deliver packages to the lucky winners. The event may include an always popular 50/50 drawing, and perhaps a basket raffle.

To prepare, your Kiwanis Club contacts a meat raffle emcee (there are actually people who have their own numbered wheels and do this as a business!). The

club purchases a variety of types of meat from a local butcher. Each package generally has several pounds of meat, and is kept frozen.

Advance publicity is key: the more people who come, the more \$1 tickets will be sold. In Western New York, there is even a website where the meat raffle can be posted (<https://www.wnymeatraffles.com/>).

Chicken barbecues are also a popular Niagara Frontier North Division fundraiser. There are several local companies that come to your several-hour event with their truck, set up huge grills, and roast the chickens for you. The Kiwanis Club provides a couple side dishes such as potato salad, macaroni salad, baked beans, or cole slaw, as well as rolls, butter, plastic utensils, napkins, and food containers. Kiwanians sell or collect tickets, assemble the meal, and pass out the meals.

Again, advance publicity is very important, and it's great if advance tickets are sold or reservations taken.

So, have your Kiwanis Club try a new type of fundraiser: hold your very own meat raffle or chicken barbecue!



Inclusive Playground Opens in Canandaigua

On June 18 more than 1,000 adults and children came to the grand opening of Motion Junction playground in Canandaigua.

Kiwanis Club of Canandaigua was an integral part of making this dream come true. Prior to the grand opening, club members came together to clean all of the equipment and surfacing. The club provided tee shirts for the grand opening and helped with set up.

Kiwanis Club of Canandaigua President Elisha Everson was one of the speakers at the ribbon cutting. Elisha shared that the building of the all-inclusive playground was wholeheartedly backed by the club because it served our mission of "serving the children of the world."

She added how cool it was that we now have a playground not just for our community, but for families across the country. Now everyone can have a place to play no matter what their ability.

Golf Outing is Memorial and Fund Raiser

By Kevin Kamper

On Aug. 1 the East Meadow Kiwanis Club will hold its 31st annual Steven J. Eisman Memorial Golf Outing. This outing was named in Steve's memory after his untimely passing in 2015.

Eisman was a Distinguished Past President of the East Meadow Club, Distinguished Past Lt. Gov. of the Long Island South Central Division, and a long time parliamentarian and legal counsel for the district and the district foundation.

The golf outing is a significant undertaking each year and is chaired by Debbie Coates, Michael Litzner, SDPLG Tom Gallagher and DPP Brian O'Flaherty.

The work of this committee, with the help of dozens of Kiwanians, made last year's event our most successful yet, we netted more than \$32,000 and grossed close to \$53,000 to support the clubs di-

East Meadow

verse programs including Kamp Kiwanis, scholarships, food banks, senior dinners and our sponsored youth programs.

Our yearly collaboration with park officials, local businesses and community support is a key to this event's success.

We sell out each year with 120 golfers, tee sign sponsors, hole in one sponsors, beverage cart sponsors, lunch sponsors and the main dinner sponsors including.

All promotional efforts include the Kiwanis logo on printed flyers and social media. Our logo is also included on banners and tee signs. In addition, promotional items given out over the years have included golf balls, hats, jackets and towels all including the name of the golf outing with the Kiwanis logo. This past year

we distributed a professional photo taken of all the golfers to every golfer.

The day of the outing we have many volunteers who assist from start to finish. Checking in the golfers, assigning carts, selling raffle tickets, lunch and beverages, watching for hole in ones, and at dinner.

Our golf outing is the premier outing in our community. It is great to raise money for so many causes but also it is great for fellowship and to have fun.

Golfers look forward to this event every year and the chance to be with their friends and have a great dinner together. The experience is first class all around.

The passion and commitment of our golfers and sponsors to both remember our remarkable friend and support the many programs in our community and beyond, is heartwarming and exactly what the Kiwanis Club of East Meadow is all about. We put the FUN in fund raising.

Steps to Take to Run a Golf Tournament

By Diane Flynn

If you want a little help for planning a golf tournament, maybe this will assist you.

First, communicate with a local Golf Course to arrange for a tournament at their course. They usually supply bagels and coffee and tea when the golfers arrive. When the tournament is over, they provide lunch.

Second, prepare flyers and send them out to everyone you know, such as mem-

Middletown

bers and businesses in the area. The flyers include all necessary information including costs for golfing and for tee signs.

Third, solicit supplies for preparing baskets for raffles, prepare goodie bags which include things like a bottle of water, pens, post its, golf towel, etc. to be given to every golfer at registration.

On the day of the event, registration,

raffles sold, mulligans sold, 50/50 tickets sold. Golfing starts at 9 a.m. Anyone who gets a hole in one at hole 3 wins a new car! The car is donated by a local dealership.

The feedback is always good and net profit quite high. Our last tournament netted more than \$8,000.

You might be wondering what a mulligan is. A mulligan is a chip that you purchase for \$5 that when used while golfing allows you a do-over.

Kind of like cheating!

50 More Fund Raising Ideas on District Web Site

Whether or not a fund raiser will be successful depends on many factors. It must fit with the community and with the capacity of the club to carry it out. For most clubs, a variety of events take place over the year.

Coming up with ideas and information on how to do a fund raiser can be difficult. This issue of the Empire State Kiwanian is intended to assist with that process. Many more ideas can be reviewed on the district web site, www.kiwanis-ny.org/raisers.htm.

More than 50 ideas are described there, ranging from a 50/50 drawing to the kind of major undertaking described in articles in this issue of the Empire State Kiwanian. Many of the ideas have contact information if you would like more information about how to carry out the project.

If your club has had success with your

project, you also can add it to the database for others to benefit from.

Here are issues to consider if you are planning an event:

- Does our club have the capacity to carry out the event?
- Will the event attract the interest of the community?
- Can we get sponsors for the event to increase our profit?
- What is the profit potential? Is the hoped-for-profit sufficient to justify the effort?
- Does the event pose the potential that we will lose money?
- Will the event interfere with other club activities?

Many clubs have found that repetition is the key to success. Canandaigua's Election Night dinners have become a community go-to event for more than 50 years. The Lewiston Peach Festival is 64



Past Lt. Gov. Roger Awe (right) collecting donations for the Golisano Children's Hospital.

years old. Finding a formula that works and sticking with it can be a great way to build on your success.