

Community Service, September 27, 2000

COMMUNITY SERVICE

"The application of the ideal of service in each Rotarian's personal, business, and community life."

Community service epitomizes the purpose of the Florence Rotary Club. Hands on work projects and financial support are the most obvious ways in which this is done. Attached to the end of this section is a list of projects that have been financially supported by the club during its history. It is impressive. (See list of community grants at end of this section.)

It is significant that the auction is part of the responsibility of the Community Service department. From the beginning, the money raised was for the community not for the operation of the club.

Auction Antecedents and Antidotes

The first Rotary auction filled the parking lot of the Highway Shopping Center¹ and netted \$1090. The year was 1962. That started the longest running tradition in the Florence Rotary Club. The event has been held annually from that date and has generated almost a quarter of a million dollars for community projects and scholarships.

An attractive, struggling educational program rallied the club to their first major fundraiser. C.P.S.R., which provided scholarships for enrichment experiences, had been started about three years earlier by teachers and parents. Honor junior students were selected to participate in summer programs scientific, literary, music, and historical quality education programs. They would return to school the following fall with wider knowledge and leadership skills. This was called the Community Program for Scholarship Recognition. The base of support for the program needed to be widened and Rotary assumed that responsibility. Preparation for the event was reported in the newspaper.

TARGET 21 AIMS FOR CPSR FUND

The Florence Rotary Club, sponsors of Target 21, has revealed the purpose of the program. This is to be an all day Scholarship program to benefit the Florence

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Community Program for Scholastic Recognition, a program wherein six juniors of Siuslaw High School have an opportunity for travel and education on summer scholarships. The C.P.S.R. budget calls for \$1,200 of which approximately \$800 has been raised. Participation in Target 21 will help assure raising the rest of the C.P.S.R. budget.

The Scholarship day is set for Saturday, April 21st. (This might explain the name Target 21). The program will begin with the broadcasting on radio station KRAF at 10:30. Target 21 chairman, Dale Harp, Assistant Jess Young, and Ed Jones, announcer for the station, will be in charge of broadcasting from 10:30 to 3:00p.m. The broadcast will originate from a roped off area in front of the Highway Shopping Center in Downtown Florence on Highway 101.

Command performances may be scheduled at listener's requests. Services plus a great variety of articles will be auction with all proceeds to go to C.P.S.R. Some of the items to be auctioned includes a car, a radio, televisions set, lamps, slalom skis. Pictures, vitamin pills, jacket, windows, outboard motor and camera carrying case. Donations for the auction from homes and business may be given to Henry "Shorty" Coxwell, auction chairman, or taken to Western Lane Bank and will be consequently be placed on display at the Bank until April 21. The auction chairman has stated that "anything will be accepted for the afternoon auction, which is to begin at noon. The Siuslaw High School Letterman's club will be available to pick up and deliver auction articles and to pick up donations for C.P.S.R.

During the day many musical groups including the 5th and 6th grade chorus and ensembles from Siuslaw Elementary School, Troubadours from Reedsport, Siuslaw High School music groups and many others will perform. The Chippewa Indian Dancers of Boy Scout troop 191 will dance during the afternoon.

Florence merchants are cooperating with the Rotary Club and some are holding special C.P.S.R. benefit sales on this scholarship day. The Rotary Club has indicated that this scholarship day may possibly become an annual event in Florence.²

It was truly a community project. Not only did the school participate, the Jaycees sold sandwiches at the auction, Grady's Super Foods sold ice cream, and Emery's Highway Market sold ham sandwiches in front of their store. All of the proceeds went to the same cause.

And editorial in the newspaper commended the Rotary Club and radio station KRSF and said,

"Everyone is urged to spend the whole afternoon in town Saturday. It will be fun, and don't forget your checkbook. There will be piles and piles of things to be auctioned off. The bargains, the likes of which will never be seen again, will tickle you, and the satisfaction of being part of this community effort will be gratifying."³

² The Siuslaw News, April 12, 1962.

³ *ibid.*, April 19, 1962.

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Initially these annual events were often referred to as "Scholarship Day." As noted above, the first one was called "Target 21." In years following, they were "Target 18" or "Target 24" for the date on which they were held. Several years the Junior Highs School presented a variety show. Gradually, others dropped out leaving Rotary with the auction. Some times assisted by Rotary Anns, they began selling sandwiches, coffee, and soft drinks. One reminder in the newsletter reminded Rotarians to stop by the IGA store and pick up a loaf of bread to make into sandwiches for sale at the auction. Cakes and pies were also solicited for the cake walks also an effort of the Rotary Anns. Merchants would provide gift certificates for shampoos, motel rooms, gas, and tires.

After several years, some Rotarians began to raise questions about C.P.S.R. The club was involved in presenting a scholarship at the high school and there were other community needs, which deserved support. Gradually, more and more of the proceeds of the auctions were going to other items. In 1971 uniforms for the high school band and choral groups split the funds with C.P.S.R. Students joined in the solicitation of auctions items.

Blair Sneddon appeared in 1972 at a clown auctioneer. He became a permanent feature as auctioneer and was later joined by son, Robert. Sneddon was a member of Rotary at that time. Later he was named as an

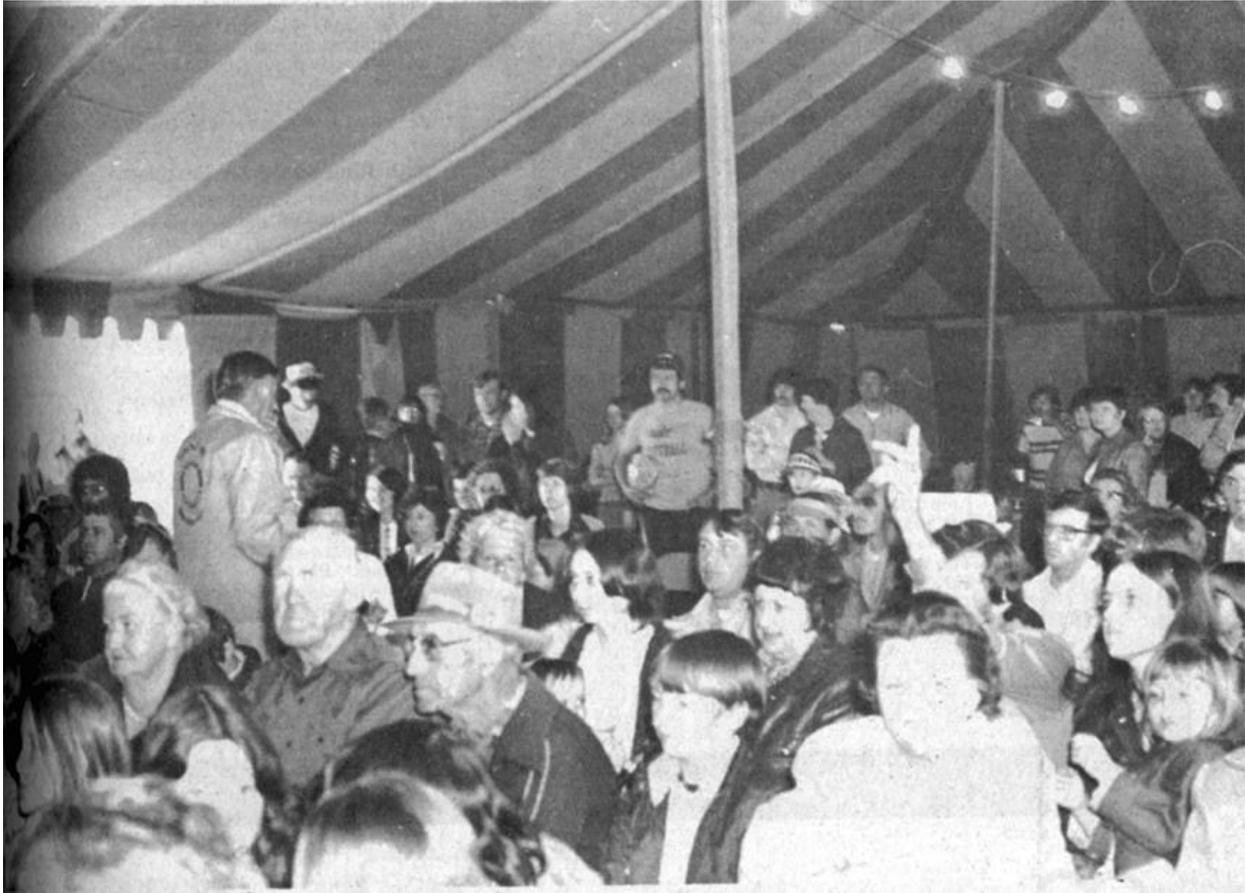


honorary member of the club. In 1992 the club recognized the Sneddon family's contribution to the community as auctioneers by naming a scholarship in their honor. It is estimated that the

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auctions at which they presided, more than \$250,000 has been raised for community projects.

Over the years, auctions were held in many locations. Some were in parking lots, some in vacant buildings in town, some in the Junior High School Gym. At least one was held in a large tent. One wonders how many garages, closets, and drawers were cleaned out to provide fodder for the



The 1976 Auction was held in a tent.

auction. Just about any conceivable household appliances or furniture were recycled. Gradually larger items were added to the sale. Bud Miles is given credit for providing the first used car followed by Johnston Motors which provided made used cars as an annual donation for several years.

The up-scale “garage sale” format for the Rotary auction continued with some variations up until 1990. Craig McMicken, auction chairman that year, transformed the event into an evening banquet auction with added features. A silent auction highlighting local artists added interest. Club members were urged to offer services as well as auction items. Merchants

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were requested to provide an item worth at least \$50. Door prizes were solicited. Almost 200 people filled the Elks Lodge for a prime rib or salmon dinner and evening of fun and friendly competition. A one-ounce gold piece from Oregon Pacific Bank bought in \$470. Limousine Service in a classic Bentley car driven by Dick Anderson produced \$50. A Lazy-Boy Recliner raised \$375. \$250 worth of services by Davis, Yecny and McCullough went for \$325! Tom Grove, club president, and Craig McMicken, City Manager were sold for \$210 as “pooper scoopers” for the Rhody parade. Paintings and sculptures gave exposure to local artists and raised over \$1000 for the club. Blair and Bob Sneddon were there in Tuxes adding humor to the evening. Gerry Sneddon kept account of the sales. The evening netted more than doubled the results of any previous auction.

“It wasn’t just the new format which made this auction such a success, it was the quality of the sale items given by local businesses and individuals. This community has always been generous to community projects and the Rotary auction has benefited the community, not the club. “

Craig McMicken commenting on the 1990 auction

This new model was established and imitated. The auction became both a fundraiser and a social event. With the completion of the Florence Events Center it was possible for more people to participate. Some modifications have been made. The auction was held on New Year’s (December 31, 1996) even combining it with a dance. That night took on additional excitement when the power went off during the bidding and stayed off for the rest of the evening. With auxiliary lighting, the auction was completed successfully.

The Rotary Auction has raised over \$265,000 for community projects. Its format has been successfully followed by other agencies. The response of Rotarians and Florence area business continues to make it an evening having fun as well as raising funds.

Western Lane Community Foundation

1974 produced one of the clubs most significant accomplishments, Western Lane County Foundation. The original name was changed in 1997 to Western Lane Community Foundation to better reflect it purpose. Its

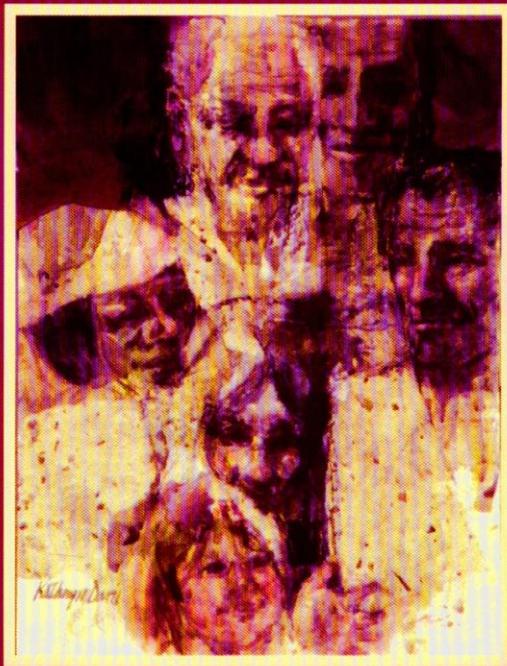
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mission is to improve the quality of life in Western Lane County and to promote effective philanthropy. When the Foundation celebrated its 25th anniversary in 1999, they had assets of over \$2,000,000 and had given out more than \$376,000 in grants.

The idea of a foundation was nurtured and implemented by Al Owens who, during his term as president of the club, appointed a committee composed of past presidents. Advice was secured from the Benton County Foundation, which had been organized ten years earlier by the Corvallis Rotary Club. A.J. Brauer chaired it. After a careful study of what was involved, the club voted 33 to 4 to proceed with starting a foundation. Dr. Brauer, Johan Mehlum, and Hank Johnson implemented this action as initial incorporators. They each served two three-year terms on the board and Johan Mehlum, especially, has continued to be a booster and a mentor. Don Monte, a member of the club at that time, did all of the necessary legal work.

The concept of a community foundation fit with Rotary's commitment to community service. The club would not control the board although three members would represent it. The cities of Florence and Dunes City and the school boards of Siuslaw and Mapleton would each nominate a member. The entire area was to benefit and not just Florence.

At the time that it approved the foundation, the club also voted to add \$.25 per month to each member's dues to support the foundation. Over the years, this has been raised to \$2.00 month. Initially, the club



WESTERN LANE COMMUNITY FOUNDATION
For 25 years..community people helping community people

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distributed some of its community grant money through the foundation. Up to \$250 per year is provided to the Foundation for operating expenses. Its yearly contribution over and above \$250 goes in to an endowment in the name of Rotary. That endowment totaled \$24,610 at the end of 1999. Each year one or more grants is made in the name of Rotary.

The Foundation published a book in 1999 telling of its history and accomplishments all the result of the dream and continued support of the Florence Rotary Club. (A copy of that book is in the archives.)

Fund Raising

WCLF 25th Anniversary Book

From the beginning, the Florence Rotary Club has been involved in fundraising. It is not possible to recreate an exact total of funds raised for projects since the club never consciously defined itself in that role. However, after reading available records, and extrapolating for periods where there are no records, and estimating items funded, it can reasonably be estimated that the club has raised upwards of \$350,000 This has gone for projects within the community and in the name of Rotary International.

Fines

True to the tradition of Rotary, fining members for being advertising at a meeting, having their name in the paper, or just for general good fun, undoubtedly was the first source of club funds. Initially, it was nickels and dimes. In 1967 the minimum fine was set at 25 cents. To add interest to this process, a wheel was introduced. A culprit was given the opportunity to throw a dart at a moving wheel containing sections with various amounts. The fine was determined by the position on the wheel. The amount raised in fines was a relatively small amount. A good day might reach \$2.00. The use of these funds was unrestricted.



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Fines continue to generate funds for the club. In the year 1999-2000, they totaled \$2,148.59. The Sargent-at-Arms carries the responsibility for the mood and mode of fining and their approach has been from

"The Pot" has been collecting fines for at least 30 years

perfunctory to creative. Some of it has been tongue in cheek fun: who can tell the best joke, who has the sexiest knees, who caught the biggest fish. "Happy Bucks" has been a stand-by.

Raffle

It is not possible to determine the date of the first raffle. It, too, has undergone a number of formats. One half of ticket receipts goes into the club budget to be applied to such youth projects as exchange students and RYLA scholarships. In the last Rotary year, it paid out \$1,045 to club lucky ticket holders and netted \$1,221.

Benefits

In 1961, CPSR only three years old tapped every resource it could to raise funds. Rotary responded by sponsoring a film with the proceeds to go to this cause. Subsequently, the club took the lead in raising fund through its annual auction. (See section on auction.)



This was followed the next year with a film to benefit the library. In 1963, the club joined with the Jaycees and Lions clubs to conduct the United Appeals annual campaign. The Rotary Club canvassed the businesses and professional people, with the other clubs carrying the rest of the load. Slightly over \$2,000 was

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raised. In 1970, the Rotary Club assumed the total responsibility for this drive. Under the leadership of Hank Johnson, more than \$2,700 was realized.

The Rotary Club joined with the Soroptimists in 1976 to present the Cardiac Ball. This gala dinner dance held at the Elks Club raise over \$5,700 to purchase much needed stress testing equipment for Western Lane Hospital.

Sponsoring benefits has continued from time to time. The last event, held in 1998, was called "Sheila and Friends Presents" and netted over \$3,000.

The club has helped sponsor Christmas baskets
for over 30 years.

Passing the Hat (or Sign up List)

Not infrequently the club has responded almost spontaneously to a need and has passed around a sign-up sheet at a meeting to receive a generous on the spot response. A fire destroying the home of a single mother brought in over \$800. After a visit from a GSE team from Indonesia, the club received an appeal for funds to buy books for a school there. Cash and pledges were received that day amounting to \$2,000. In 1999, the funds for the annual Soroptimist Christmas Baskets were \$1,000 short of their goal. An appeal at the club luncheon resulted in \$1,670.

Listening to Local Appeals

It seems that hardly a week goes by with out some group in the community asking for a chance to pitch their cause or sell tickets to their event. A sampling would include the Last Resort Players, Project Graduation, votes for the Rhody Princesses, Boy's and Girls Club Golf Tournament, Florence Humane Society, Watercolor Society of Oregon. The Club even welcomes ticket hawkers for the Kiwanis Duck Race.

Advertising

Since 1992, the club has used advertising to pay for its weekly bulletin. The income in 1999-2000 exceeded printing costs by \$541.

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Grocery Script.

With the cooperation of Safeway and Owens' Thriftway Markets, the club has been selling script in \$20 denominations. It has full redemption value at the stores and results in a 5% return to the club. 5% return to the club. In 1999-2000, this resulted in \$834 for the club.

Not every try a success

Some fundraisers have been more productive than others. For several years, the club attempted to raise funds by having a booth at the Rhododendron Festival. The most successful of these was a waffle cone sale. The least productive was an attempt to sell rhododendrons. It seems logical that people who come to the Rhododendron Festival would be interest in purchasing a beautiful rhododendron. Wrong! The club had a nice selection of reasonably price plants displayed on Bay Street. Two days of persisting hawking by Rotarians and spouses resulted in 11 sales. One was to the salesman's mother-in-law.

A "hole in one" contest was a disappointment actually costing the club some dollars. For several years, gumball machines were located near the cash registers in local business bearing the Rotary logo. The club collected between 100 and 200 per year from the dimes offered for the candy-coated gum. After the contracted with the vendor, this project was virtually forgotten by everyone but the treasurer who would sporadically receive a small check.

Other attempts which did not produce enough to try again next year were Waffle Cones and a dunk tank.

Community Grants

As indicated above, the club has raised from its members and the community just about an even \$350,000 for projects and programs within the greater Florence area. Youth have received the most attention especially through the scholarship program. The largest single item was Eldama Ravine, the AIDS project in Kenya in conjunction with Dr. Brauer's volunteer work there.

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A full accounting of these projects is in the archives. There are too many to list here. Below is a sampling chosen to illustrate types of projects funded. Some programs like Boy Scouts, Junior Baseball, Literacy, Christmas Baskets, have been annual budget items. Below is a random selection by year.

Year	Recipient	Purpose	Comment
1960-1961	Community Program for Scholastic Recognition	Summer Enrichment for high school students	
1961-1962	Library	Books	
1962-1963	CPSR	Summer Enrichment for high school students	
1963-1964	CPSR	First Arthur Coit scholarship	
1964-1965	CPSR	Summer Enrichment for high school students	
1965-1966	CPSR	Boy Scouts	
1966-1967	CPSR	Summer Enrichment for high school students	
1967-1968		Community Summer Recreational Program	
1968-1969		Community Summer Recreational Program	
1969-1970	High School	Provide one light for lighting athletic field	
1970-1971		Christmas Baskets	
1971-1972	Laubach Reading Program	Literacy	
1972-1973	Volunteer Firemen	Christmas Lighting	
1973-1974	Western Lane Hospital	Equipment	
1974-1975	Museum	Remodeling	
1975-1976	Exchange Student	Travel costs	
1976-1977	WLCF	Grants program	
1977-1978	Soroptimists	Christmas Baskets	
1978-1979	High School	Band Uniforms	
1979-1980	Special Olympics	Awards	
1980-1981	Volunteer Fire District	Jaws of Life equipment	
1981-1982	Senior Citizen's Center (80)	Summer enrichment program	
1982-1983	Western Lane Hospital	Three CPR Mannequins	

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1983-1984	Gifted Child Program	Chris Waite
1984-1985	Community Thanksgiving Dinner	
1985-1986	Rotary International	School Books Third World Countries
1986-1987	Chamber of Commerce	4th of July Fireworks
1987-1988	Partners in Progress	New hospital pledge
1988-1989	LCC	Parenting Class
1989-1990	Siuslaw Public Library	Building Campaign
1990-1991	Junior Baseball	Equipment
1991-1992	Literacy Program	Literature
1992-1993	Rotary International	Eldama Ravine, Kenya
1993-1994	STEP	Salmon enhancement program
1994-1995	Girl Scouts	Camp Cleawox summer program
1995-1996	Florence Events Center	Building Campaign
1997-1998	Siuslaw Middle School	Stream Team (salmon enhancement program)
1998-1999	Boys and Girls Club	Summer Camping Program
1999-2000	Rotary International	Eyes for Ecuador



Concession stand at
Miller Park
A project of the club





STEP receives check
in 1992 to launch program in
Siuslaw watershed.

Support of Middle School Stream
one example of programs for
youth receiving funds from the club.

First Citizen

Florence's attempts to name a first citizen have had ups and downs. The Jaycees were making a selection, but for some unknown reason ceased doing so from 1958 to 1962. The

Chamber of Commerce followed up in 1962. The Rotary Club re-instituted the practice in January of 1968 when they made an award for the year 1967. There was another break between 1979 and 1986. Then, with prompting from the Kiwanis Club, it was restarted. Since that time, it has been a joint effort of the Rotary, Kiwanis, Soroptimist and Lions clubs. In identifying the award, I have used the date of presentation. The award was considered as being for service prior to that time.

Over the years, there have been variations on the theme. However, one common thread has continued. The award was made sometime after the first of January, usual in January or February for the prior year. In some cases, the emphasis was recognition and in other, the criteria indicate that previous year's contributions by the nominees should be considered. In 1968, the selections committee was composed of three persons all living outside of Florence. This gave it an aura of objectivity. Since Dr. A.J. Brauer, the president of the Rotary Club, was selected, it is probably just as well that the selection panel was neutral. The judges that first year were Gordon Corner, principle of the River Road Elementary School in Eugene, Noble Chowning, a Eugene businessman, and Richard Williams, administrator of Sacred Heart Hospital. District Governor Larry Holt of

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Newport presented the plaque. The Oregon House of Representatives, F. F. Montgomery was the guest speaker. He quoted from an inscription on the capital building. "In the souls of its citizens can be found the likeness of the state.

In addition to Dr. Brauer, other nominees were Bob Read, Raymond Grady, Mrs. Noland Huntington, Navarro Dunn, Clifford Sanders, Edward Buck, and Blair Sneddon.

The award was called "The First Citizen of the Year" and was announced at a banquet to which the community was invited.

Articles in the Siuslaw News solicited service clubs, churches and other organizations to submit the names of candidates. The criteria for selections were based on "community service and involvements."

In 1986 a second award recognizing the Future First Citizen is given to a senior at Siuslaw High School.

The following is a list of recipients of the First Citizen award since the Rotary Club as been involved.

Year

1968 Dr. A.J. Brauer
1969 Noland "Judd" Huntington
1970 Stuart Johnston
1971 Howard Campbell, Senior First Citizen
1972 Wilbur Ternyik, Senior First Citizen
1973 Mrs. Richard (Ann) White, Senior First Citizen
1974 Blanche Fischer, First Citizen
1975 Eileen Huntington
1976 Ed Reindl
1977 Vern Passenger, Shared award
Dale Libby, Jr. Shared Award
1978 No record
1979 Christ and Janet Strahm

1986 P.T. Smith
1987 Tom Grove
1988 Gini James
1989 Bill Foraker
1990 Connie Bradley
1991 Trev Trevisan
1992 Corrine and Rick Ghelke

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1993 Dick Smith
1994 Ted Condo
1995 Anna Morrison
1996 Bob Read
1997 Bud Miles
1998 Lonnie Iholts
1999 Roger McCorkle
2000 John Quay

A more complete list including names of nominees and Future First Citizens where available can be found in the Master Copy.