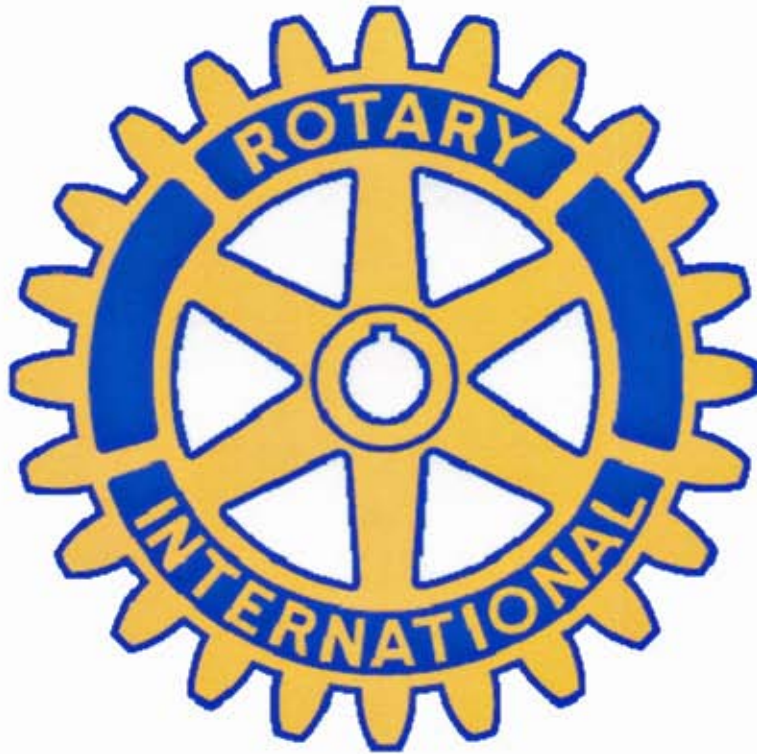


# **LONG RANGE PLANNING COMMITTEE REPORT**



February 7, 2008

**The Rotary Club of Starkville, Mississippi  
Club No. 3970, District 6820**

**STARKVILLE ROTARY CLUB  
LONG RANGE PLANNING COMMITTEE  
REPORT**

February 7, 2008

As reflected in the July 10, 2007 minutes of the Starkville Rotary Club's Board of Directors meeting, President Ned Browning appointed Vice President Chip Templeton to Chair and assemble a Long Range Planning Committee (LRPC).

Instructions were to create a vision with priority goals for the Starkville Rotary Club over the next 5 to 10 years and to have a final report for presentation no later than the March 2008 monthly Board of Directors meeting.

In addition, the committee was instructed to make recommendations, if they so find, for the use of the long-standing current excess funds and future excess funds of the Club.

The following Starkville Rotarians made up the Long-Range Planning Committee:

Charlotte Coker  
Brent Fountain  
Joe Fratesi  
Carey Hardin-Club Past President  
Eddie Keith  
Larry Mullins-Immediate Past President  
Stuart Vance-Club Past President and Past District Governor  
David VanLandingham-Club Past President  
Chip Templeton-Vice President/President Elect, Chair

One of the first decisions made by the LRPC was an agreement that there were no major problems within the Club that needed to be addressed due to the tremendous actions and leadership traditions established over many years. It was our task to build on what had been established, seeking information that could make our strong Rotary Club an even better one by using our motto, "Service Above Self".

It was also decided, that the LRPC would present its final report at the February 12, 2008 Board meeting, in order to allow the current administration time to implement some of our suggestions, should they desire to do so.

Another of the early decisions made was to gather data, information and opinions from our approximately 200 Starkville Rotarians.

This was accomplished by using four methods including:

1. Polling the Committee Chairs,
2. At one of the weekly meetings, time was set-aside for members to write down suggestions and opinions,
3. Over many weekly meetings, announcements encouraged members to contact persons on the LRPC with final comments,
4. President Ned Browning sent a group email to all of the membership as a final communication for input.

The LRPC gathered the data and received 33 different comments, each of which can be found at the end of this report.

### **EXCESS FUNDS**

Another avenue the committee used was to seek council from our Treasurer, Jeff Read, in order to learn what would be a prudent amount that should be labeled as the current excess funds available.

On January 16, 2008, he informed of the approximate Current Assets divided in the following manner:

Checking/Savings	
1015 Bancorp South	\$45,069
1030 Cash-NBC MM-Int'l Delegate	\$8,950
1040 Cash-Bank First CD	\$9,501
1050 Cash-Foundation Checking	\$982
1060 Ebay Account	\$275
Total Checking/Savings	<b>\$64,777</b>

Based on his knowledge and experience as monthly funds move in and out on a quarterly basis, his January 16, 2008 recommendation of EXCESS FUNDS was \$45,000.

The Treasurer's recommendation would leave a cushion of approximately \$20,000, which exceeded the LRPC's desire to leave between \$9,000 and \$10,000.

While the \$45,000 EXCESS FUNDS figure listed above was the amount the LRPC used for planning purposes, it could vary somewhat by a few thousand dollars, if necessary. Also, we did not take into account a projected amount for each following year's EXCESS FUNDS.

From our research, it appears the Club's largest single gift in our history was to the Starkville SportsPlex in 1997 for approximately \$15,000.

## **RECOMMENDATIONS AND CONCLUSION**

Taking into account, the suggestions made by the membership, careful deliberations, interviews and investigations, **six priority recommendations** are on the following page, and detailed in subsequent pages.

At the end of this report, all of the 33 different comments and suggestions made by members of the club are listed. These suggestions vary in focus from "think bold and let's do something that will have a large impact on our community" to "save our excess funds for a real rainy day or to lower dues". Many suggestions have a common theme to assist the youth of our area along with a suggestion to help change the image of Mississippi with our excess funds.

The theme that stood out the most was LITERACY.

The Long Range Planning committee for 2007-2008 respectfully submits this report for presentation at the Tuesday, February 12, 2008 monthly Board of Directors meeting as requested.

# **LONG-RANGE PLANNING COMMITTEE'S SIX PRIORITY RECOMMENDATIONS**

**One: Literacy**

**Two: Use the “Starkville Rotary Foundation” in seeking additional donations for philanthropic purposes**

**Three: Continue funding and provide the leadership, in our community, whereby SOAR will obtain the balance of its initial funding challenge from The Create Foundation**

**Four: The Club should undertake additional fundraisers**

**Five: Starkville Rotary Club Membership Strength**

**Six: Demonstrate public awareness of the ideals, purposes and goals of Rotary to our community**

## **One: Literacy**

While the top recommendation is a one-word statement, we have much to share on this subject and will outline in detail our findings, reasoning and plans.

As we explain these plans, know that we feel strongly about these suggested programs and recommend that most of our EXCESS FUNDS be used to implement these plans of action over a period of time.

We should be prepared for a four-year commitment, if results show that the effort is working for the purposes intended.

The LRPC considered many ways while discussing how we may help in the area of literacy, over many weeks, and learned a great deal in the process. We found that there are already many organizations working in literacy, locally and around the world, but most did not seem to be a fit for our need of maintaining CONTROL.

We adopted a policy that should we find a worthwhile project, it must meet this three-way test:

**Literacy on a countywide basis**  
**Leverage our money**  
**Measure the results**

Based on the above three-way test, the LRPC identified two specific literacy programs as recommendations:

**1. Between the Lions- Early Childhood**

**2. GED-Adults**

### **Between the Lions-Early Childhood**

“Between the Lions” was suggested to the LRPC from Starkville Rotarian and District Governor Jack Forbus.

After learning of his vision for literacy and upon the LRPC’s independent investigation and work with the Mississippi Public Broadcasting (MPB), we highly recommend the adoption of the plan outlined below. This plan meets our three-way test policy.

The following is a copy of an email dated February 1, 2008, that was agreed upon, in principal by Chip Templeton, President Elect and Jennifer Griffin with MPB. This explains in detail the concept and can easily be modified for our contact persons as the President/Board.

Reminder: This is a copy of an email, with different font and not well punctuated. Also, the email document is a work in progress and may have several changes as we are working with MPB to have a document that will work for us as well as future Rotary organizations.

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Starkville Rotary Club  
Mr. Chip Templeton, President-Elect

Priority: Literacy

Between the Lions, Preschool Literacy Initiative

One: The Starkville Rotary Club will be the initial Rotary Club to participate in a literacy project initiated by Governor Jack Forbus as a District 6820 priority.

Two: The literacy project provides the reading skills tools of the PBS Kids Raising Readers television series "Between the Lions" (BTL) to public libraries and licensed child care centers in Oktibbeha County.

Three: There are three components to this project—funding to place curriculum in public libraries, funding to train BTL curriculum experts/facilitators, and funding to place the BTL curriculum in licensed childcare centers in Oktibbeha County.

Four: Two of these components will occur concurrently—fundraising to place the BTL curriculum in the three (3) public libraries, and funding to train six (6) curriculum experts/facilitators that will in turn provide training and mentoring to the approximately 26 licensed child care centers in Oktibbeha County.

\*There are three (3) public libraries in Oktibbeha County that have expressed the desire to have these literacy tools. Oktibbeha County Library System Director Virginia "Ginny" Holtcamp is excited that the Starkville Rotary Club will help raise the approximately \$1,850 for each branch—Starkville Public Library, Maben Public Library, and the Sturgis Public Library—to receive these pre-Kindergarten early reading skills materials. (Approximate cost is \$5,500.) NOTE: The difference in the cost of the curriculum between public libraries and licensed childcare centers is the professional catalog quality binding needed by public libraries.

\*At the same time, the Starkville Rotary Club will work to raise approximately \$8,500 that will pay for Mississippi Public Broadcasting Educational Specialists to train six (6) experts/facilitators.

\*Once the experts/facilitators are trained, the Starkville Rotary will help fund placement of the BTL Curriculum in approximately 26 licensed childcare centers in Oktibbeha County. (The cost per center is approximately \$1,500—total cost approximately \$39,000.)

\*Mississippi Public Broadcasting and Mississippi Extension service will identify and prioritize the placement of the curriculum in the 26 licensed childcare centers in Oktibbeha County.

The contacts on this project are:

\*Beverly Willis, Director of the "Between the Lions" Preschool Literacy Initiative at Mississippi Public Broadcasting. Beverly will coordinate the expert/facilitator training, as well

as help identify and prioritize the curriculum placement in the approximately 26 licensed childcare centers in Oktibbeha County.

\*Jennifer Griffin, Communications Manager at the Foundation for Public Broadcasting in Mississippi. Jennifer will coordinate on writing of Rotary Matching Grants with John Fair and Chip Templeton. Jennifer will coordinate with the public libraries in Oktibbeha County, and will assist with publicity.

All funds contributed to this literacy initiative will be made payable to the Foundation for Public Broadcasting in Mississippi. The Foundation will set up a restricted account and all monies placed in this account will be used solely for this literacy project by Rotary District 6820. **The Foundation is preparing a draft “Memorandum of Understanding” that outlines this restricted account.**

“Between the Lions” is a national PBS Kids Raising Readers public television series produced by WGBH-Boston, Sirius Thinking, Ltd. In New York, and Mississippi Public Broadcasting. The television series is actually filmed in the Jackson, Mississippi studio’s of Mississippi Public Broadcasting.

In 2005, Mississippi Public Broadcasting made the decision to provide childcare centers in the Hinds, Madison and Rankin County areas with the “Between the Lions” Preschool Literacy curriculum. For the last two years the children have received pre-post assessments to determine if the curriculum is helping to teach these children early reading skills.

Assessment costs are minimal and will be absorbed in the current training and distribution costs provided by Mississippi Public Broadcasting. Hard copies of the “Get Ready to Read” assessment will be administered by the licensed childcare facility to children before they begin using the curriculum, with post assessment to be given to children prior to their summer graduation. This is an abbreviated assessment due to the quick nature of beginning this program in Oktibbeha County. Should additional assessment be necessary, the same “Get Ready to Read” assessment will be administered to children in August 2008 and again in May 2009.

The assessments showed that the children in the child care centers that were exposed to the BTL curriculum had significant improvement in alphabet and word recognition, vocabulary, comprehension, and communication skills. The assessments also showed that the children carried over these early reading skills from year one to year two.

Governor Forbus will make this project a call-to-action at the upcoming PETS Conference in Vicksburg, Mississippi on February 29 and March 1. Mississippi Public Broadcasting will have representatives present at this conference to discuss the specifics of the “Between the Lions” Preschool Literacy Initiative to members present. The Starkville Rotary Club will be recognized as the lead club in efforts to facilitate the sustainability of the curriculum to public libraries and licensed childcare centers in each of the Rotary District 6820 counties.

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In summary, if all libraries and licensed childcare centers were funded, the approximate cost would be:

3 libraries @ \$1,850 each	\$5,550
26 licensed childcare centers in Oktibbeha County	\$39,000
Train 6 experts/facilitators	\$8,500
Total	<b>\$53,050</b>

The email states that John Fair of the Rotary District is coordinating with Jennifer Griffin at MPB in Jackson for a matching grant in the amount of \$25,000 for the Starkville Rotary Club.

Because we were excited about making this program happen much sooner that it was ready for rollout at the PETS meeting, the LRPC was told that John Fair was working on total grants for Mississippi as: \$25,000 North Ms.; \$25,000 Central Ms.; \$25,000 for South Ms. As you can see, they are excited that we are interested, so much so, that they are applying for our own Starkville grant of \$25,000 as stated in the above paragraph.

The number of licensed childcare centers can be found on the Mississippi Department of Health's website. While the LRPC has been studying this project, the number has varied from 24 to 26; therefore, we need to know that this number could change along the way.

We are also providing in this report, at the end of this literacy recommendation section, a copy of what is considered a KIT for \$1,500 along with a current copy of the Oktibbeha County childcare centers. Some minor expense to maintain the KITS over the four year time period should be expected.

Please note that the **Memorandum of Understanding** is attached, at the end of this section of the report, should the President and Board undertake or implement the project.

## **GED-ADULTS**

The second recommendation for literacy focuses on adults seeking to obtain their GED.

The December 13, 2007 minutes include that President Ned Browning assigned the Scholarship Committee to oversee the GED stipend as part of our literacy efforts. President Browning informed the LRPC that this current program has no budget and there was hope that if an individual needed help in funding a GED for approximately \$60 we should try to help.

The LRPC recommends that the Board explore means of encouraging GED achievement for individuals.

## Other Literacy Notes of Interest

1. One of the members of the LRPC volunteered to donate the first \$1,500 for a KIT through the “Starkville Rotary Foundation”.
2. The LRPC learned that the key age for helping our society on literacy is the 3-4 year old age group.
3. The LRPC has sample copies of many of the items that make up a KIT along with a short DVD that explains “Between the Lions”. The DVD explains some data that indicates its success. Should we adopt the program, we will have to rely on existing data until our own data has been acquired through the use of our program.
4. Our proposed project will include the public libraries and the licensed childcare facilities in Oktibbeha County. The number of **unlicensed childcare centers** is unknown but probably very large. We cannot reach everyone with our plan, but it is a tremendous start and accomplishment.
5. We should consider other grant possibilities wherever possible.
6. In the past few months, President Ned Browning appointed our first Literacy Committee with Frank Chiles as Chair to serve during the 2007-2008 year. He has recruited committee members and their first responsibility, according to the December 13, 2007 minutes, is to utilize the monies raised from the Fall Social. Chip Templeton and Frank Chiles have briefly discussed literacy, as it was too late in the LRPC process to include him on our committee.
7. The LRPC recommends the Board form a permanent Literacy Committee to help insure the long-term success of the program.

**MEMORANDUM OF UNDERSTANDING**

This agreement is between the FOUNDATION FOR PUBLIC BROADCASTING IN MISSISSIPPI (hereinafter FPBM) and Rotary District 6820 Starkville Club (hereinafter Starkville Rotary). This agreement once signed by FPBM and the Starkville Rotary confirms the acceptance of a grant from the Starkville Rotary given solely for use and benefit on the “Between the Lions” Preschool Literacy distribution and training in Oktibbeha County. Starkville Club is located at P.O. Box 80002, Starkville, Mississippi 39759(662.320.4236)

ACCOUNT: Restricted to Program  
PROGRAM: “Between the Lions” Preschool Literacy Initiative  
PERIOD: February 2008-December 2008

Starkville Rotary will have the right of first refusal in continuing its association with this program at the end of the grant period and will give FPBM at least three weeks notice of its intention to renew or cancel.

**Checks and other forms of payment should be made payable to the FOUNDATION FOR PUBLIC BROADCASTING IN MISSISSIPPI, or simply FPBM. Checks should be mailed to Foundation for Public Broadcasting, 3825 Ridgewood Road, Suite 201, Jackson, Mississippi 39211**

Agreed to by STARKVILLE ROTARY:	Agreed to by FPBM:
Name, Position	Executive Director
Signature	Title
Date	Date

**NEXT THREE PAGES CANNOT BE EMAILED BUT WILL  
BRING COPIES TO EACH BOARD MEMBER AT THE  
BOARD MEETING FEBRUARY 12, 2008**

**THESE PAGES CONTAIN INFORMATION DETAILING  
WHAT MAKES UP A KIT IN THE  
BETWEEN THE LIONS PROGRAM**

**AND**

**A LISTING OF THE LICENSED CHILDCARE  
ORGANIZATIONS IN OKTIBBEHA COUNTY---**



Mississippi Preschool Literacy Initiative Cost per classroom		
Curriculum Lesson Plan Books, Charts and Poems, DVDs (40.00 per 5 units) Season 1 DVD	1 set	250.00
Bin of Materials	1 set	425.00
Children's Books (91)	1 set	500.00
20" TV/DVD Set \$250 and Stand \$75	1 each	325.00
<b>OVERALL TOTAL</b>		<b>\$1500.00</b>

Material s in Bins	Need	EACH \$	TOTAL \$
Easel Pads	1	20.00	20.00
Notepads 3"X 6" (12 packs)	2	5.00	10.00
Dry Erase Markers (cheapest set)	2	4.00	8.00
Magazine Rack for 5 Curriculum Books	1	4.00	4.00
Classroom Baskets (set of 8)	1	16.00	16.00
Yellow Highlighting Tape	2	7.50	15.00
Library Pockets	1	7.00	7.00
Hand Pointer (pack of 10)	1	3.95	4.00
Puppets (4 each) LIONS	4	4.00	16.00
Pocket Chart 8WWPOCK	1	15.00	15.00
Rolling Stand for Pocket Chart	1	30.00	30.00
ABC Cookie Cutters	1	10.00	10.00
Playdough (3lb. tub)	1	10.00	10.00
ABC Stamps with ink pads	1	35.00	35.00
Echo Microphones set of 12 #816ECHMIC	1	1.00	1.00
Velcro Fasteners 8WWHOOKTAB	3 pkg	5.00	15.00
2 Sided story board - Velcro Board	1	25.00	25.00
Jumbo Pencils 12	1	4.00	4.00
Upper & Lower case Magnetic Letters	2	12.95	26.00
Half Lined newsprint paper (500 pack)	1	5.87	6.00
Construction Paper	1	9.49	10.00
Glue Sticks	3 pks	1.25	5.00
Pipe cleaners	1	1.00	1.00
Sentence Strips	1	2.18	3.00
Colorations 2 sided board (White Dry Erase / Chalkboard)	2	3.95	8.00
Chalk #8WWCCLCH	4	.79	5.00
Crayola Jumbo Crayons 8WWC8P	4	1.25	5.00
Magic Markers 8WWCHB	1	2.25	2.50
Alphabet Puzzles	1	10.00	10.00
Puzzle with object labeled with their name	1	10.00	10.00
ABC Flash Cards	1	3.00	3.00
Magnetic Board (Cookie Sheet)	2	1.00	2.00
Air Popcorn Popper and popcorn	1	25.00	25.00
Fishing Pole (1/2 dowel rode & 2 small round magnets	1 set	1.00	1.00
Shaving Cream	2	1.00	2.00
Painter's Tape	4	3.00	12.00
Plastic bins	2	12.00	24.00
DVD cases w/insert	1	2.00	2.00
Plastic Folder for Charts s- #11854	5	1.20	6.00
		<b>Total</b>	<b>425.00</b>

## Child Care Facilities

The Project #1

Mississippi Public Broadcasting

Director, Child Care

PROJECT #1 DAY CARE



Children's Books	Need	Each \$\$\$	Total
<i>Alphabet under Construction</i>	1	3.39	3.39
<i>Seals on the Bus</i>	1	2.25	2.25
<i>Knuffle Bunny</i>	1	3.96	3.96
<i>Jonathan and his Mommy</i>	1	2.82	2.82
<i>Mouse Paint*</i>	1	2.25	2.25
<i>Clap Your Hands</i>	1	2.82	2.82
<i>Too Loud Lily</i>	1	2.82	2.82
<i>Giraffes Can't Dance*</i>	1	2.82	2.82
<i>Rap A Tap Tap</i>	1	3.39	3.39
<i>My Crayons Talk</i>	1	2.82	2.82
<i>Good Night, Gorilla</i>	1	2.25	2.25
<i>Too Many Tamales</i>	1	2.57	2.57
<i>Chicks with Salsa</i>	1	3.96	3.96
<i>Eating the Alphabet*</i>	1	2.82	2.82
<i>The Carrot Seed</i>	1	2.25	2.25
<i>The Flower Garden</i>	1	2.57	2.57
<i>Wonderful Worms</i>	1	2.82	2.82
<i>The Hungry Caterpillar</i>	1	3.96	3.96
<i>We're Going on a Lion Hunt</i>	1	2.82	2.82
<i>Hush!: A Thai Lullaby</i>	1	3.98	3.98
<i>My Lucky Day</i>	1	2.82	2.82
<i>The Gingerbread Man</i>	1	2.27	2.27
<i>Ella Sara Gets Dressed</i>	1	2.82	2.82
<i>Whistle For Willie</i>	1	2.25	2.25
<i>Yo! Yes!</i>	1	3.41	3.41
<i>My Friends</i>	1	2.82	2.82
<i>It Begins with A</i>	1	2.82	2.82
<i>A Splendid Friend, Indeed</i>	1	2.82	2.82
<i>The Letters are Lost</i>	1	2.82	2.82
<i>Chicka Chicka Boom, Boom</i>	1	3.98	3.98
<i>The Way I Feel</i>	1	2.82	2.82
<i>Polar Bear Night</i>	1	3.96	3.96
<i>The Lion and the Mouse</i>	1	2.82	2.82
<i>How Many Stars in the Sky</i>	1	3.39	3.39
<i>Bunny Cakes</i>	1	2.82	2.82
<i>Click Clack Moo Cows that Type</i>	1	2.82	2.82
<i>One Duck Stuck</i>	1	3.39	3.39
<i>Abivoyo</i>	1	2.82	2.82
<i>Lola at the Library</i>	1	2.82	2.82
<i>Owen and Mzee: boardbook</i>	1	3.98	3.98
<i>Castles, Caves and Honeycombs</i>	1	2.82	2.82
<i>Who Said Red?</i>	1	2.82	2.82
Learning Center/ Non-Fiction (set of 20) PB	1	100.00	100.00
<i>Not Afraid of Dogs</i>	1	16.95	16.95
<i>On Mother's Lap</i>	1	6.95	6.95
<i>Violet's Music</i>	1	16.99	16.99
<i>David's Drawings</i>	1	7.95	7.95
<i>Baby Rattlesnake</i>	1	7.95	7.95
<i>Joseph Had an Overcoat</i>	1	15.99	15.99
<i>Bee-bim Bop!</i>	1	15.00	15.00
<i>Bear Snores On</i>	1	16.95	16.95
<i>Owl Babies</i>	1	6.99	6.99
<i>Roaring Rockets</i>	1	3.95	3.95
<i>Night in the Country</i>	1	6.99	6.99
<i>I Miss you Stinky Face</i>	1	5.99	5.99
<i>Popcorn</i>	1	3.95	3.95
<i>Pigs A Plenty Pigs Galore</i>	1	6.99	6.99
<i>Ten Dirty Pigs, Ten Clean Pigs</i>	1	6.95	6.95
<i>The Enormous Potato</i>	1	6.95	6.95
<i>The Little Red Hen Makes Pizza</i>	1	6.99	6.99
<i>A Letter to Amy</i>	1	6.99	6.99
<i>Mrs. McNosh Hangs Up Her Wash</i>	1	6.00	6.00
<i>Season One Books (set of 10)</i>	1	10.00	100.00
		<b>Total</b>	<b>500.00</b>

## Child Care Facilities

Total Records: 25

AIKEN VILLAGE PRESCHOOL	Wallace Circle Building 20	Starkville , MS 39759
<b>Director:</b> Carol Jones	<b>Phone:</b> (662) 325-3909	<b>Maximun Capacity:</b> 45
BRICKFIRE PROJECT #1 DAY CARE	300 Peoples Street	Starkville , MS 39759
<b>Director:</b> MARGARET SMITH	<b>Phone:</b> (662) 323-5366	<b>Maximun Capacity:</b> 90
BRICKFIRE PROJECT #2 INFANT & TODDLER	151 Long Street	Starkville , MS 39759
<b>Director:</b> Betty Keyes	<b>Phone:</b> (662) 324-8140	<b>Maximun Capacity:</b> 10
BRICKFIRE PROJECT #3	197 Pecan Acres	Starkville , MS 39759
<b>Director:</b> Mary Watt	<b>Phone:</b> (662) 323-9174	<b>Maximun Capacity:</b> 25
BRICKFIRE PROJECT YOUTH_DEV.	143 Westside Drive	Starkville , MS 39759
<b>Director:</b> Ozella Rice	<b>Phone:</b> (662) 324-2059	<b>Maximun Capacity:</b> 91
CHILD DEVELOPMENT AND FAMILY STUDIES CTR.	501 College View Street	Mississippi State , MS 39762
<b>Director:</b> Andrelyn Smith	<b>Phone:</b> (662) 325-3031	<b>Maximun Capacity:</b> 110
CHURCH OF THE LIVING GOD DAY CARE	305 Jarnagin Street	Starkville , MS 39759
<b>Director:</b> Jean Miles	<b>Phone:</b> (662) 323-8839	<b>Maximun Capacity:</b> 39
CREATIVE LEARNING CENTER	106 East Lampkin Street	Starkville , MS 39759
<b>Director:</b> Karen Graham	<b>Phone:</b> (662) 323-0111	<b>Maximun Capacity:</b> 136
DEW-BEARRY'S DAY CARE	1219 Sturgis-Maben Road North	Maben , MS 39750
<b>Director:</b> Cheri Dewberry	<b>Phone:</b> (662) 324-2718	<b>Maximun Capacity:</b> 15
EMERSON FAMILY SCHOOL	1504 Hwy 25 South	Starkville , MS 39759
<b>Director:</b> Susan Fulgham	<b>Phone:</b> (662) 324-4155	<b>Maximun Capacity:</b> 224
FIRST PRESBYTERIAN CHURCH CHILD CARE, INC.	307 University Drive	Starkville , MS 39759
<b>Director:</b> Tamar Burrell	<b>Phone:</b> (662) 324-0726	<b>Maximun Capacity:</b> 125
GOD'S LITTLE GIANTS	1599 Hwy 25 South	Starkville , MS 39759
<b>Director:</b> Eva Grayer	<b>Phone:</b> (662) 338-5298	<b>Maximun Capacity:</b> 10
HEAVEN'S DAY CARE & LEARNING CENTER	212 North Jackson Street	Starkville , MS 39759
<b>Director:</b> Hicks - Issac Lekiesha	<b>Phone:</b> (662) 320-6500	<b>Maximun Capacity:</b> 42
KID'S PLAYHOUSE	507-B Highway 82 West	Starkville , MS 39759
<b>Director:</b> Katherine Williams	<b>Phone:</b> (662) 338-0044	<b>Maximun Capacity:</b> 40
LITTLE HEARTS LEARNING CENTER	238 Critz Street	Starkville , MS 39759
<b>Director:</b> julie phelps	<b>Phone:</b> (662) 323-5682	<b>Maximun Capacity:</b> 45
LITTLE PEOPLE'S PRESCHOOL	706 Louisville Street	Starkville , MS 39759
<b>Director:</b> Jessica Pryor	<b>Phone:</b> (662) 324-2072	<b>Maximun Capacity:</b> 30
NEW HOPE BAPTIST CHURCH WEEKDAY MINISTRY	1541 New Hope Church Road	Starkville , MS 39759
<b>Director:</b> Betty Vaughn	<b>Phone:</b> (662) 323-7989	<b>Maximun Capacity:</b> 40
OCH WELLNESS CONNECTION CHILD ACTIVITY CTR	400 Hospital Road	Starkville , MS 39759
<b>Director:</b> Alisha Whites	<b>Phone:</b> (662) 323-9355	<b>Maximun Capacity:</b> 22
OKTIBBEHA COUNTY HEAD START CENTER	1617 Highway 25 South	Starkville , MS 39579
<b>Director:</b> Iris Hill	<b>Phone:</b> (662) 324-1508	<b>Maximun Capacity:</b> 240
PEP-CONNECTIONS CHILD DEV. AND LRN. CENTER	331 Hwy 82 East	Starkville , MS 39759
<b>Director:</b> Paulette Elliott	<b>Phone:</b> (662) 338-9090	<b>Maximun Capacity:</b> 60
PEP-CONNECTIONS PREPARATORY SCHOOL	305 Hwy 82 East	Starkville , MS 39759
<b>Director:</b> Dr. Bridget Clair	<b>Phone:</b> (662) 338-9440	<b>Maximun Capacity:</b> 39
REVELATION DAY CARE	1644 Chisolm Drive	Starkville , MS 39759
<b>Director:</b> Annie Young	<b>Phone:</b> (662) 324-1650	<b>Maximun Capacity:</b> 27
ROCK HILL ANGELS DAY CARE	1830 Stowood Road	Starkville , MS 39759
<b>Director:</b> Vinnie Bond	<b>Phone:</b> (662) 338-0011	<b>Maximun Capacity:</b> 20
SMILES LEARNING CENTER	128 Old West Point Road	Starkville , MS 39759
<b>Director:</b> Tammy Frazier	<b>Phone:</b> (662) 324-5940	<b>Maximun Capacity:</b> 36
STARKVILLE FUMC WEEKDAY MINISTRIES	200 Lampkin Street	Starkville , MS 39759
<b>Director:</b> Susan Smith	<b>Phone:</b> (662) 323-7382	<b>Maximun Capacity:</b> 222

## **Two: Use the “Starkville Rotary Foundation” in seeking additional donations for philanthropic purposes**

An affirmation of this recommendation is demonstrated from minutes of the July 10, 2007 board meeting where President Ned Browning suggested that our Foundation could be used more effectively.

Before we state the details of this recommendation, we would like to provide some history.

The Starkville Rotary Club created the “Starkville Rotary Foundation” in 1997 in an effort to provide a means of donations to a new Starkville project, the SportsPlex. This was a highly successful endeavor, but since that time, the “Starkville Rotary Foundation” has been dormant. It is currently of little knowledge to the membership as a whole.

As we lay out this recommendation, it is important to state that the “Starkville Rotary Foundation” is a 501(c) 3 organization, which means that all donations are tax deductible. Because of this fact, tremendous opportunities are available and that is why we suggest that advantage be taken.

The “Starkville Rotary Foundation” is lead by the President of the Club along with the Board of Directors of the Club, which are one-and-the-same. Perhaps, the Club Treasurer and CPA can provide other details if needed.

The “Starkville Rotary Foundations” current balance is shown on the monthly financial statement and the current balance as of February 1, 2008 is \$981.87.

Our LRPC recommendation is divided into two parts:

### **1 Seeking additional donations**

### **2 Use this as a platform for our club’s philanthropy**

## Seeking additional donations

In order to seek additional donations to the “Starkville Rotary Foundation”, we suggest, first of all, that this term be **common knowledge** to all Starkville Rotarians. When our members understand something and then they develop a desire to be a part of it, it will be used.

There are many ways that the “Starkville Rotary Foundation” can seek additional funds and here are suggestions:

- Donations can be encouraged as in lieu of flowers, with memorials, or as honorariums, etc.
- Many people are seeking worthwhile causes to make tax-deductible donations and as we share our missions, some will desire our Foundation.
- As we have fundraisers, it could be predetermined that the funds received would go to the “Starkville Rotary Foundation”.
- Current fundraisers, i.e. Rodeo could have their proceeds go to “Starkville Rotary Foundation”.
- Our weekly bulletin and website can use this as a means of permanent awareness with the constant address supplied for donations.
- Reminders at weekly meetings by the President or Rotary Minute.

## Use this as a platform for our club’s philanthropy

This suggestion is more housekeeping and perception rather than a totally new idea.

One way to increase awareness of our own Foundation when we are ready to disperse a donation from our Club would be to transfer our own funds from regular checking to the Foundation account. The recipient receives our check from the “Starkville Rotary Foundation”. The Rotary Club would benefit from the publicity while educating our membership of the Foundation.

While the shuffling of our own accounts for Foundation recognition is good, we should be cautious to understand the rules of a Foundation with IRS/MS in the event we transfer funds to the Foundation and wished we had not, that it could be reversed.

It does make sense that we could run all of our donations going out, through our own Foundation and we recommend this as long as our Treasurer/CPA agrees.

**Three: Continue funding and provide the leadership, in our community, whereby SOAR will obtain the balance of its initial funding challenge from The Create Foundation.**

As we explain the LRPC's viewpoint from our research, we would like to review the bullet points of SOAR so that those using this report in the future can have a point of quick reference.

In recent years, The Create Foundation from Tupelo, Mississippi began an umbrella foundation, SOAR, to be Starkville and Oktibbeha County's Community Foundation.

The Create Foundation would provide financial administration, endowment building, technical assistance, investing management and support it with a staff for a small fee. Along with this, a local Advisory Committee, made up of key leaders in the community, would provide the local guidance, many of which are Starkville Rotarians.

The Create Foundation challenged SOAR to raise \$200,000 and as they do so, Create would give additional funds to SOAR up to a maximum \$100,000 when the goal was reached. After the final \$200,000 by SOAR and \$100,000 by Create are raised, then SOAR will not receive any more matching funds under that initial challenge.

Presently, SOAR has not received, for whatever reasons, the remaining donations or pledges up to the \$200,000.

This topic is difficult, at best, to explain and be understood over a period of time even though attempts have been made via Rotary weekly programs and personal testimonials and pleas by SOAR requests at Starkville Rotary Board meetings.

As recently as the minutes of the September 11, 2007 Rotary Board meeting, it was reported that SOAR invited the Rotary Club, along with another civic club, to their meeting seeking ways, in a challenge between clubs, to raise the balance of the needed funds to complete the endowment. At that time, there was discussion concerning as much as \$21,000 of our excess funds to go towards this effort, but it was sent to the LRPC to study and make recommendations.

From the many ideas and recommendations from the research of our committee, the LRPC felt it necessary to place this within our top six ideas. Our recommendation as the best way to help SOAR, at this time, is LEADERSHIP.

Our current Rotary budget has included a donation of \$1,000 to SOAR and our recommendation is to increase both leadership and available funds from our club.

We recommend that the literacy goals be our top priority and as the Club gains confidence that our literacy goals can be obtained, then we suggest the Club authorize more money towards SOAR.

An example of possibilities could be, i.e. the Starkville Rotary Club would give \$5,000 to SOAR during a period of time, if others would give as a challenge of some kind, at some determined level. We recommend at least a 3:1 or 5:1 match with other civic clubs or other sources. This is but one example of many that could be created with our leadership.

In summary, the LRPC recommends that the Club seek other sources in an effort to leverage potential funding for SOAR.

As a point of clarification, we are providing the latest balance as of February 1, 2008 of the SOAR challenge from The Create Foundation as follows:

Remainder for match	\$59,529.52
Less O/S pledges	(\$23,000.32)
Balance needed	<b>\$36,529.20</b>

In conclusion, when SOAR is able to collect the final amount equaling the \$200,000, which is \$36,529.20, The Create Foundation will release the balance of the \$100,000 not already given to SOAR, which is approximately \$18,000.

We do want to help because, as they leverage their money, they are able to help our community by donating to many very worthwhile causes.

## **Four: The Club should undertake additional fundraisers**

The LRPC recommends that the club Presidents and Board of Directors seek additional ways of fundraising.

We should strive to achieve this goal as we have the capacity and means to make this happen with the vast talent and resources within the membership. Several great benefits can happen with this goal such as: collecting more money that could be used for others, provide for better use of our “Starkville Rotary Foundation”, and creating an opportunity for building morale through a spirit of teamwork and cooperation.

We believe that the more funds we are able to raise will result in more ways we can demonstrate our motto, “Service above Self”.

The leaders of the Starkville Rotary Club should be careful not to overreach in undertaking additional fundraisers so that fundraising does not become a detriment to morale rather than a booster of morale.

## **Five: Starkville Rotary Club Membership Strength**

In an effort to ensure the stability and continued growth of the Club, the LRPC recommends that the Starkville Rotary Club continue to focus on sustainable recruitment of new members and the continual education of current members in hopes of making better Rotarians and a stronger organization.

- The LRPC recommends the Starkville Rotary Club maintain the goal of 100% membership as Sustaining Members
- The LRPC recommends that the Starkville Rotary Club periodically review membership numbers in terms of maximum and minimum numbers needed to insure a quality and healthy organization.

## **Six: Demonstrate public awareness of the ideals, purposes and goals of Rotary to our community**

The LRPC commends the outstanding efforts achieved in this area by our past and current club leadership.

The LRPC recognizes that every Rotary Club is unique and it is important to share our story with the local community to raise awareness of Rotary's goals and accomplishments. An active public relations program not only enhances Rotary's image but can also help gain support for projects and attract and retain high quality members.

Some of the following public relations strategies have been discussed:

1. Display the Rotary emblem at the gateways of our community.
2. Display Rotary banners and signage at all events and project sites.
3. Develop a Starkville Rotary Club fact sheet and distribute it in addition to the brochure to visitors at our weekly meetings.
4. Leave copies of The Rotarian where people will read them.
5. Encourage members to always wear their Rotary pins, not just on meeting days or during projects.
6. Utilize Rotary public service announcements (PSAs) and other outreach tools prepared for events by Rotary's Public Relations Committee.
7. Build a PR component into every event or project by appointing a group to plan publicity and promotion for each event of the Starkville Rotary Club.

## **SUMMARY OF IDEAS FROM THE MEMBERSHIP TO THE LONG RANGE PLANNING COMMITTEE**

We would like to present these member comments for future reference.

1. Help fund and/or provide the leadership in funding the local SOAR objectives
2. Consider our Club undertaking additional fundraisers
3. Work towards better “world understanding”
4. Streamline some of the committees that may overlap in the area of education
5. Prior to the conclusion of the LRPC report, consider sharing information with the newly formed ad hoc Literacy Committee, Frank Chiles, Chair
6. Provide the leadership in establishing a second Starkville Rotary Club
7. Future Rotary Rodeo proceeds going towards literacy
8. Demonstrate public awareness of the ideals, purposes and goals of Rotary to our community
9. Use the Starkville Rotary Foundation as a means of additional donations for philanthropy
10. Do not be afraid to act boldly if our excess funds could be used in making a huge impact on our community
11. Help the Girl Scouts
12. Continue to educate our membership on Rotary whereby making better Rotarians and a stronger organization
13. Maintain the goal of 100% membership as Sustaining Members
14. Continue to keep our membership strong as defined as at least 200
15. Maintain quality and timely weekly meeting programs
16. Help in the area of literacy through GED
17. Use our excess funds to help change the negative image of Mississippi. Gov. Barbour could help us in this effort.

18. Consider some sort of “green” project
19. Seek matching funds from the city or county that would provide grant projects for youth
20. Use the excess funds to draw interest in order to use for a later big project
21. Let our excess funds draw interest and reduce dues. Save the funds for a real rainy day for local personal and/or urgent needs
22. Help the youth of our area
23. Many years ago, the Starkville Rotary Club helping in the establishment of the local SportsPlex, so consideration should be given to do a similar project.
24. Seek opportunities for the Club to move to a larger and a more central location for the weekly meetings
25. Consult with the Starkville Country Club concerning expansion of the meeting room to include the bar area should there be a desire to further increase the membership
26. Continue to strive for the Club to be awarded annually with the Rotary International Presidential Award
27. Finish the polio project as well as aid in literacy efforts and mental health in Mississippi
28. Assume responsibility to ensure that every 3<sup>rd</sup> grader in Oktibbeha County can read
29. Use The Create Foundation’s data shared by Lewis Whitfield at the October 22, 2007 program to inspire our Club to help with literacy. It was shown that the drop out and literacy rates of Oktibbeha County were below both the Mississippi and national averages.
30. Our own member, Jack Forbus, serves as the current District governor and his platform is literacy. Our Club could parallel his efforts by making sure Oktibbeha County is moving in the right direction to solve this problem. The Starkville Rotary Club could be a beacon of leadership in this important area within the District, which could eventually become Rotary International’s next polio type project.
31. There are many organizations, both public and private, that are working to help with the problem of literacy in the world. Some seem to be successful and others, not. We could seek ways to work with these organizations for literacy.

32. The local Kiwanis Club is now supporting a literacy project by funding \$9,400 each year for three years to support Project Reading Jumpstart, a literacy program administered through the Emerson Family Center. Also, of the 1,200 births at OCH, the funds will give families information from Kiwanis concerning future education awareness. Rotary could help with this also.
33. Use our funds towards the “People to People” academic program we currently have with the Eisenhower Foundation