

District Grant Report

Rotary Club: La Mirada

Project Title: Needy Children Shopping Spree (P-217)

Progress Report Final Report

1. Briefly describe the project. What was done, when and where did project activities take place, and who were the beneficiaries?

The Rotary Club of La Mirada worked with local schools in the Norwalk-La Mirada Unified School District during the Fall of 2013 to identify 40 students in need of new, warm clothing. On December 11, 2013, a total of 40 Rotarians, spouses, public safety personnel and other community volunteers hosted the needy students on a Holiday Shopping Spree at Marshalls Department Store, which was opened early for the children. The group included 14 Rotarians, six spouses and 20 community volunteers. Each student received approximately \$75 in shoes, jackets, pants, shirts and other personal items they needed. The gifts were expected to enhance the children's attitude in the classroom via a greater sense of self-confidence and personal comfort as a result of the new, warm clothing. Students were also taken by bus to The Palms Retirement Community where they received individual presents and took part in an intergenerational holiday party with senior citizens living in the facility.

La Mirada Rotarians expanded their support for needy families this year by also providing funding through this project for a Community Thanksgiving Dinner in the Foster Park neighborhood. This neighborhood is La Mirada's oldest and least affluent area, and its residents are primarily Hispanic. La Mirada Rotary joined with the La Mirada Kiwanis Club, local churches and area businesses to sponsor the Thanksgiving Dinner for upwards of 600 people at Foster Road Elementary School. This event brought together neighbors and helped to develop a stronger sense of community and involvement. Volunteers from the Rotary Club, the School PTA, and local high school students assisted with preparing a meal of turkey, dressing, gravy, vegetables and dessert. Students served the dinner in the school cafeteria. Members of the City's Public Safety Team were present to address any concerns or issues raised by local residents. Although the 1,000 or so homes immediately surrounding the school were the primary audience of this service project, no one who came was turned away.

As additional community support for the project was obtained during the planning process, the Rotary Club of La Mirada adjusted its contribution to the Community Thanksgiving Dinner to a total of \$700. Additional available funding from the District Grant was redirected to provide food supplies for the Good Sam Pantry at Beatitudes Church in La Mirada. Food purchased by Rotarians and delivered to the Pantry was distributed to needy families regardless of race, creed, etc. Rotarians purchased \$700 worth of food such as frozen turkeys, canned vegetables, broth, beans, cranberry sauce, turkey gravy, stuffing, and mashed potatoes. These items were packaged to make 27 complete holiday dinners for families of various sizes. Additional food purchases were made to take advantage of a 10% discount from Walmart and to balance Club and District contributions to the total project.

2. How many Rotarians participated in the project?

The Rotary Club of La Mirada with 19 members is comparatively small. There were 14 Rotary Club members who attended the Holiday Shopping Spree at Marshalls. Numerous spouses, grown children and friends also came to the event. Rotarians were also joined by approximately 12 prospective members, Sheriff's Deputies, City personnel and other community volunteers.

There were approximately six Rotarians who attended the Thanksgiving Dinner at Foster Road Elementary School. A number of others participated in planning and logistics prior to the event. There were 5 Rotarians and one spouse participating in the shopping at Walmart Neighborhood Market for the donation of food items to the Good Sam Pantry at Beatitudes Church.

3. What did they do? Please give at least two examples.

Rotary volunteers at the Needy Children Shopping Spree helped young children select clothing items from lists of needed items supplied by their parents. They also purchased and wrapped gifts distributed to the children at the holiday party. Rotarians contacted the schools involved in the project, and arranged for City bus transportation and an appearance by Santa Claus. Rotarians also worked at the club's Fireworks Booth during July to raise funds used on club projects throughout the year.

With regards to the Community Thanksgiving Dinner, La Mirada Rotarians provided leadership with financial support for the event, and located a replacement restaurant to cook the turkey dinners at a discounted price at the last minute when another restaurant went out of business just days before the event. Rotarians were also present the night of the event to meet with local residents and show support for the neighborhood.

Five Rotarians and one spouse were on hand to shop for food items donated to the Good Sam Pantry at Beatitudes Church. Club members then delivered the food items to the Pantry, and placed them in the area to be assembled into packages for individual families by volunteers. A representative of the Rotary Club was on hand during the distribution, spoke briefly to church volunteers regarding the project, and photographed the event.

4. How many non-Rotarians benefited from this project?

Approximately 40 needy children and their families benefited from the Shopping Spree at Marshalls. In addition, approximately 30 seniors living at The Palms Retirement Community enjoyed the holiday party held at their facility following the Shopping Spree. The Thanksgiving Dinner at Foster Road School had approximately 600 persons attend. The 27 complete holiday dinners distributed to families at the Pantry were projected to have benefited approximately 50 to 75 people.

5. What are the expected long-term community impacts of the project?

These projects provided relief to needy children, families and senior citizens in the La Mirada community. Some of the children involved in the project received their only holiday presents during the Rotary event. The positive attention and support provided to the students may also benefit the students' classroom performance.

The neighborhood surrounding the Foster Road elementary school benefitted from the Thanksgiving Dinner event. Social relationships were enhanced among neighbors participating in the event. A number of City officials also attended the event and met with local residents. Booths providing information on a variety of Family Services were also on hand to assist residents.

The donation of food supplies to the Good Sam Pantry helped to support the Pantry during its busiest season of the year. The donation also underscored Rotary's commitment to assisting needy families in the community.

Rotary Club of La Mirada's support for each of these projects was well publicized in local newspapers, blogs, newsletters, etc. This publicity has raised the profile of Rotary in the local community, and has added a sense of momentum to the club. Several individuals living and working in the community have expressed interest in Rotary since participating in or reading about the projects.

6. If a cooperating organization was involved, what was its role?

The Needy Children's Shopping Spree involved cooperation with the Norwalk-La Mirada Unified School District and its local elementary schools to identify needy students. The Marshalls Department store opened an hour early exclusively for the Rotary event. The store also donated a breakfast of donuts, milk and coffee for participants in the event. The Palms Retirement Community hosted an intergenerational holiday party for the needy students and seniors living in its facility. Staff from the local Chick-fil-A restaurant assisted at the event, including having the company's cow mascot figures attend the holiday party with Santa Claus. The company donated chicken meals, drinks and desserts following the holiday party at The Palms Retirement Community. The City of La Mirada provided the Santa Claus and bus transportation.

The Thanksgiving Dinner involved working with the La Mirada Kiwanis Club, local churches, the Norwalk La Mirada Unified School District and Polly's Pies. Kiwanis and the churches helped to fund the event. The school district allowed use of its facilities at Foster Road elementary school, and Polly's Pies was recruited at the last minute to cook the turkey dinners when another restaurant went out of business.

Volunteers at the Good Sam Pantry at Beatitudes Church assisted with the actual distribution of food goods supplied by Rotary to needy families. The Beatitudes church hall was made available for the distribution. A new Walmart Neighborhood Market in La Mirada provided a 10% discount on food purchased for the project.

Financial Report – Be sure that Income equals Expenditures!

7. Income

	Amount
1. District Grant funds approved by the District	\$2,850.00
2. Rotary Club of La Mirada contribution	\$2,855.22
Other funding -- Food purchased directly by companies and contributed to event.	
3. Chick-fil-A -- Food and beverage for Holiday Party at The Palms Retirement Community (Est. \$200)	
4. Marshalls -- Donuts, Juice, Milk & Coffee (Est. \$50)	
Total Project Income	\$5,705.22

8. Expenditures - please be specific and add lines as needed - receipts must be attached

1. Marshalls Shopping Spree for Needy Children	\$3,339.33
2. Kohls -- Toys for Female Students	\$275.65
3. Vons -- Candy Canes	\$24.00
4. Costco -- Cookies, Candy & Bows	\$13.40
5. Big Lots - Candy	\$29.60
6. Dollar Tree -- Wrapping	\$8.00
7. CVS - Toy	\$16.50
8. Marshalls - Toy	\$10.99
9. Walmart Neighborhood Market -- Food Supply Purchase & Donation for Good Sam Pantry	\$699.34
10. Walmart Neighborhood Market -- Food Supply Purchase for Good Sam Pantry	\$70.24
11. Polly's Pies -- Purchase of 70 20 ounce turkey meals and quarts of gravy	\$750.00
12. Toys for Male Students	\$285.25
13. Walmart Neighborhood Market -- Food Supply Purchase for Good Sam Pantry	\$97.80
14. Walmart Neighborhood Market -- Food Supply Purchase for Good Sam Pantry	\$85.12
Total Project Expenditures	\$5,705.22

9. By signing this report, I confirm that to the best of my knowledge these District Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. Receipts for all grant-funded expenditures have been provided to the district. I also understand that all photographs submitted in connection with this report will become the property of RI and will not be returned. I warrant that I own all rights in the photographs, including copyright, and hereby grant RI and TRF a royalty free irrevocable license to use the photographs now or at any time in the future, throughout the world in any manner it so chooses and in any medium now known or later developed. This includes the right to modify the photograph(s) as necessary in RI's sole discretion. This also includes, without limitation, use on or in the web sites, magazines, brochures, pamphlets, exhibitions and any other promotional materials of RI and TRF.

Certifying Signature

Thomas E. Robinson Date: 3-29-14

Print name, Rotary title, and club

Thomas E. Robinson
Membership/Grants Chair, La Mirada Rotary