

**Rotary International
Rotary District 5340**

Rotary Foundation District Grant Final Report

Date of submission: November 19, 2013

Must be filed electronically on: <http://www.matchinggrants.org/district/>

Grant Information (to be completed by District Grant contact)

1. District Grant # P339
2. Name of District Grant: Reality Changers College Town Festival
3. Briefly describe the grant and list any changes that might have occurred (100 words or less.

The College Town Festival was a family-friendly event to educate students and families on how to make attending college a reality. The goal was to increase dialogue about the importance of college in City Heights, a neighborhood colloquially referred to as the “probation capital of San Diego” and where only 3% of adults hold a college degree.

The festival was an informal gathering of middle and high school students, colleges and community organizations. Students visited the college and organization tables of their choosing, at their own pace. College admissions and alumni representatives provided marketing materials and answered questions about the importance of college and their college’s entrance requirements and campus culture. There were 30 universities represented, including Harvard, Princeton, Yale, Notre Dame and among others. The attendance at this event was approximately 450 people.

Lastly, we aimed to facilitate more long-term college dialogue by giving attendees a college themed t-shirt or drawstring backpack. That way, when students display their college items in the community, the conversation changes from gangs and violence to “What’s UCSD or PLNU, and how do I get there?”

4. Provide a brief (100 words or less) of lessons learned in implementing this grant and how this will improve future grant funded projects:

If I had had more time, I would have liked to approach other Rotary clubs about joining forces with us to build a larger grant to cover the cost all of the bills and would then have been able to provide more College and University T-shirts and sweatshirts to give to the students. We asked colleges and universities to donate these items, but many could not accommodate this request. Having more children wearing these college and university clothing the community would make an even bigger impact for education.

At the Third Annual College Town Festival, I would add a tabletop display for Rotary and assign someone to man the table to educate the community about Rotary.

5. How has your Club or community been impacted by this grant?

(Check all that apply)

- Involvement of Rotarians in our Club in humanitarian grants has increased.
 Our Club's international Rotary networks have been strengthened.
 Annual giving to the Rotary Foundation in our Club has increased.
 Club membership has increased.
 Our Club's awareness of the needs in our community has increased.
 Participation in a District Grant has not changed our Club in any significant way
 Others: Rotary members' involvement created an increased camaraderie and bonding between members.
 Others: Students and families in City Heights believe they can become first generation college students and were motivated to improve their grades and focus on obtaining this goal

6. Given your experience, please provide any suggestions you believe would improve District Grants and the process to receive and implement them.

Perhaps there could be a written requirement or a reminder to Rotary clubs to set up a tabletop display for Rotary to give Rotary a larger presence at events. This probably is common sense and should always be done, but sometimes can be unintentionally overlooked. With a written reminder or requirement, Rotary can be assured that they will have a presence at events like these.

5. Financial Summary

Amount of District Grant funds received: \$2500

Amount of Club funds used in grant: \$2500

Amount of other funds used in grant: \$5000

RENTALS

Equipment (tables, canopies, etc.)	1,635
Fire Permit	335
Park Permit	110
Portable Toilets	262

ENTERTAINMENT

Climbing Wall	700
Music	500
Caricature Artist	400
Carnival Games & Food Equipment	378
Inflatable	346
Mobile Game Truck	300
Face Painting/Balloons	0

FOOD

Food Truck	300
Food (Reality Changers)	200

MARKETING

Flyers, posters, postcards	338
Banners (Climbing Wall)	450

TOTAL	6,254
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Total cost of the project \$6254

6. Receipts and Financial statements

Please include all invoices and receipts in electronic format to your web page on the District Grants web page: <http://www.matchinggrants.org/district/>

Approvals:

John Addams signature is attached in a separate document, November 20, 2013 also included.

Club President

Date

Maureen Eberle

Club Contact for District Grant

November 19, 2013

Date