



K O O N G G A

Bulletin of the Rotary Club Of Ku-ring-gai Inc - Chartered 6th February 1959

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This week's speaker



**Felicity
McDonnell**
**Ku-ring-gai Youth
Development Ser-
vice (KYDS)**

Ku-ring-gai Youth Development Service is an independent, non-profit adolescent mental health and counselling service that provides outstanding early intervention and responsive counselling support to the local community on a free and confidential basis.

Felicity is a marketing professional who has extensive experience securing grants for community organizations. Her role with KYDS is to secure reliable funding to ensure the organization's future - and this is what Felicity will be speaking about.

International night

Our International Night will be on Monday 4 November at the home of Graham and Judy Timms, to raise funds for the School for Life in Uganda.

Cost will be \$35 per head, which will include food and wine and fun activities. Graham is generously donating dry red and white wines. BYO beer and soft drink.

This is the night before the Melbourne Cup and there will be some \$2 sweeps.

To emphasise the international theme, we already have some offers of food, but we need more (dishes/salads enough to serve 8-10.) Please let me know which of your favourite exotic dishes you would like to bring.

Partners and friends are very welcome!

Annabelle Chauncy, one of the founders of School for Life, will be joining us during the evening.

Greg Newling



Bobbin Head Cycle Classic



Last week's joint meeting of the Rotary clubs of Ku-ring-gai, St Ives and Turramurra comprised a detailed briefing on plans for 'The Bobbo' on Sunday, 23 March next year.

Paul Rickard told us what's new in 2014, including:

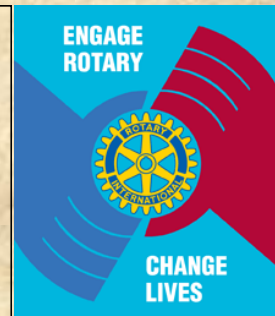
- Lifeline Harbour to Hawkesbury will be the major charity, receiving 50% of the funds raised.
- The other 50% will be shared between Bo Hospital (Sierra Leone); KYDS; and Eagles RAPS
- The aim is to raise 50% more than last year.
- Up to 2,500 riders have been authorised.
- There will be an 80km ride as well as the 12, 57 and 104 km rides. Routes have been modified for extra safety.
- We are seeking to attract corporate cycling teams with the offer of special facilities at the start/finish oval.
- Permission for a timed stage is being sought.
- The 12km ride will begin 45 minutes earlier than last year.

Jack McCartney reported that the event has already attracted \$40,000 in sponsorship, but more is required. He congratulated Caroline Jones for her persistence in pursuing sponsors and acknowledged others who have obtained sponsorships. Jack:

- Emphasised the importance of Rotarians and others patronising sponsors' businesses (and letting those sponsors know about it).
- Said the event needs more sponsors to donate goods and services, such as prizes, energy foods and drinks.
- Needs more leads on local businesses, such as professional firms, which may become sponsors.
- Plans to use social media to generate more leads and attract sponsors.

In this issue

- This week: Felicity McDonnell - Ku-ring-gai Youth Development Service (KYDS)
- International night: contributions sought
- Last week: Bobbin Head Cycle Classic planning update
- Our Community Matters newsletter
- Rotary eclub fundraiser: 'About Time'
- PolioPlus progress report: Livestream presentation



The club meets every Monday 6.30pm at West Pymble Bicentennial Club, 2 Prince of Wales Drive, West Pymble. Visitors welcome. www.kuringgairotary.org.au

Rotary International
Theme 2013-2014

Peter Kipps spoke about marketing the event and made the following points:

- As about 50% of last year's riders are likely to ride again, we need to attract about 1,700 new riders.
- Marketing will include:
 - Traditional marketing through bicycle shops;
 - Web marketing (on which Bob Ivey has done outstanding work)
 - An email flyer, which all members are encouraged to send out to all their contacts (Peter emphasised the need to use an official BHCC 'signature' on emails);
 - Handing out flyers at other cycling events;
 - Flyers for all members to place in places such as gyms, community notice boards, doctors' surgeries, etc;
 - Advertisements in bicycle shops as far out as Blacktown, Baulkham Hills and Randwick;
 - 21 road banners in 20 municipalities around Sydney;
 - Publicity in local newspapers; and
 - A Facebook campaign designed to engage its audience.
- He needs help with all forms of marketing.
- He is seeking a person with a marketing/graphics background to prepare online advertisements and banners.
- All members can help by joining Facebook (a very effective marketing tool for business) and posting things such as feedback they receive from bicycle shops.
- Persuading riders to fundraise themselves will increase the return from the event.

Harold Morgan explained the value of involving corporate teams. He said:

- Corporate teams are major fundraisers.
- The teams compete amongst themselves to raise the most money.
- Incentives will be offered for teams that raise the most funds, e.g.:
 - Access to corporate tents with facilities such as physiotherapists, BBQs, etc;
 - A restaurant voucher worth \$1,500;
 - A bike worth \$1,500.
- He needs help identifying companies with cycling teams and making contact with their organisers.

Dee Stewart said that about 300 volunteers are required to run the event (mostly as marshals). Since the 3 clubs have only about 90 - 120 active members between them, each will need to source another 2 or 3 volunteers from family and friends. Other organisations which will provide assistance include Interact, Rotaract, SES, etc.

Wendy Carver, CEO of Lifeline Harbour To Hawkesbury, noted with appreciation The Bobbo's new tag line "Pedal to Save Lives" and spoke about:

- The problems Lifeline addresses and the wide range of services it provides; and
- Its funding requirements and the significant support that it receives from Rotary clubs.

Felicity McDonnell spoke about Ku-ring-gai Youth Development Service, the needs that it responds to and the work that it is doing. (A more detailed report will appear next week.)

Our Community Matters



ourcommunity.com.au
Where not-for-profits go for help

Our Community Matters is a free regular newsletter that contains news and views affecting the community sector. The newsletter covers both opportunities and issues for community and non-profit groups, tackling subjects such as public liability insurance, taxation, legal changes, grants and leadership news. It also reports the latest research, survey, trends and other information designed to inform and assist Australia's 600,000 community groups.

OCM also regularly tries to include resources in the newsletter designed to assist groups, whether it is the latest advice on dealing with the media, a helpsheet on how to value the unpaid work of volunteers for grant applications or advice on risk management, for example.

You can sign up to receive your free copy by registering as a member (it's free!). [Click here](#) to sign up.

To download the latest edition of *Our Community Matters* click on this link: [Issue 4, 2013](#)

Rotary eclub fundraiser



Come and help us raise some much needed funds for our Major Project - KINI Kenya! The E-Club will be hosting a movie night on Sunday October 27 from 6pm, screening the new film "About Time", at the Roseville Cinemas. This is a great opportunity to invite some friends for a fun night out and help to fundraise for a great cause. For further information and to buy your ticket see the [event page](#).

PolioPlus progress report

On World Polio Day, 24 October, watch a special Livestream presentation by Rotary and the Northwestern University Center for Global Health on the progress of the Global Polio Eradication Initiative (GPEI). The 90-minute event, World Polio Day: Making History, will be held before a live audience at 9:30 am Sydney time at the John Hughes Auditorium on Northwestern's Chicago campus. For more on this visit [endpolionow.org](#).

