

# SUNRISE NEWS

FEBRUARY 2020

Kiwanis Breakfast Club of Oconomowoc  
P.O. Box 462 Oconomowoc, WI 53066  
Meetings - 1<sup>st</sup> 2<sup>nd</sup> & 3<sup>rd</sup> Wednesday at 7:15 AM  
Café Labelle at the Life Enrichment Center-Shorehaven  
1306 West Wisconsin Avenue

*Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.*



## President's Corner – Jerry Schneider



January has come and gone. It certainly wasn't as bad as last year. If you recall we cancelled 2 meetings last January.

After a very busy October, November and December I hope everyone has had a chance to sit back and relax and recharge the batteries. If not February should give you some more chances. Don't forget we have an extra day this year and it is on a Saturday.

This is our slower time of the year so try to bring a prospective member to a meeting. There must be more people out there who would like to

join us and all the great things we do in this community. Who wouldn't be happier experiencing those "KIWANIS MOMENTS"

We will also be contacting businesses again for corporate memberships.

When asking retired people to consider joining here is a good article from the 50 plus magazine to share --

### **IS IT TIME TO RELAX ???**

WITH OLDER AGE COMES RETIREMENT. IS IT REALLY TIME TO RELAX? WE THINK BEING SATISFIED WITH LIFE IS FINE, BUT DON'T NEGLECT TO PLAN FOR WHAT IS AHEAD. THERE IS OPPORTUNITY OUT THERE. TAKE ADVANTAGE OF IT. IT COULD BE A ROAD MUCH LESS TRAVELED BY YOUR FRIENDS AND RELATIVES, BUT THIS MAY MAKE IT MORE CHALLENGING AND FRUITFUL FOR YOU. TAKE TIME TO STUDY THE LANDSCAPE BEFORE YOU RETREAT TO THAT EASY CHAIR. IT IS DIFFICULT TO AGE PROPERLY IF YOU ARE DOING NOTHING WORTHWHILE

**Jerry**



**LETS HOPE NOT !!!**

### **WHAT'S HAPPENING**

- Feb. 2 Groundhog Day
- Feb. 2 Super Bowl
- Feb. 5 Breakfast meeting
- Feb 8 Mid Year conference
- Feb.10 Shorehaven Bingo
- Feb.10 Salvation Army Dinner
- Feb.12 Breakfast meeting
- Feb.13 Chamber Breakfast
- Feb. 14 Happy Valentines Day
- Feb. 17 Presidents Day
- Feb. 19 Breakfast Meeting
- Feb. 26 Board Meeting
- March 24-- Blood Drive
- March 29-- Radio Day



### **GREETER & INVOCATION**

- Feb. 5 Tom Ginn or Dan Murray
- Feb. 12 Dan Murray or Tom Ginn
- Feb. 19 Leonard Schacht



### **JANE'S JUMPERS**

**Jane Fredrich, Captain**

**Carolyn Crom**

**Andy Wagner**

**Len Zacharias**

**Gary Frankie**

**Dan Murray**

**Debbie Mauel**



**NONE**



**WENDY WOODSON**



### **SPEAKERS FOR FEBRUARY**

**Feb. 5 AFS STUDENT –ANNA FROM ITALY**

**Feb. 12 AFS STUDENT- BRAGE FROM NORWAY**

**Feb. 19 FFA**

**Feb. 26 BOARD MEETING**

### **RADIO DAY ON WTKM**



**Our Radio Day from last year netted the club \$2063.00 We also received a credit of \$550.00 which we used for advertising the tree sale and shrimp dinner . In 2018 we netted \$1607.00. Whereas these are good numbers I know we can do better than this. In the past, some years we have netted over \$3,000.00 . With every ones help there is no reason we can't return to that level and beyond. Please help by contacting some businesses to sell them an ad. I will have folders prepared with all the info so what you need to do is go out and ask. Remember you are not just asking for a donation but giving them an opportunity to advertise their**

**business while helping our Kiwanis Club support all the good we do in the community. It is not that hard but you do need to make the calls in order to make a SALE. We have the opportunity to increase our profit without back breaking work. WE NEED YOUR HELP !!**

**Our Radio day is March 29<sup>th</sup>**

**but the ads need to be in by March 13<sup>th</sup> as the ads start on the air Monday March 23<sup>rd</sup> so you need to get out there now. February should be a good month for this as we don't have a lot going on. I have a chamber list so we can target some businesses together. I am keeping a list of contacts so we don't double up.**

**For the newer members, for this project we sell ads on WTKM-FM 104.9 in Hartford and we make a 40% commission of the ad price plus they have been giving us an additional 10% in advertising credits for the shrimp dinner, tree sale etc. This gives something of value to the business rather than just asking for a donation. In many cases the business will renew what they did the previous year. If a new ad is needed WTKM contacts the customer to put the ad together. Again keep in mind we need these fund raisers to keep supporting all the good we do in the community. It can be fun to make some calls. Meet some new people, tell them about all the good we do. By helping us they are helping many in the community**



## **KETTLE MORAINÉ KEY CLUB BLOOD DRIVE**



**Another very successful project by the KEY CLUB**

**The blood drive was held on Friday, January 24<sup>th</sup> at the High School. This was a closed drive just for the students, teachers and other employees at the school. This eliminates the security issues of outsiders entering the school. They collected 51 pints.**

## **PIGGLY WIGGLY RECEIPTS**



**Moonbeam McSwine says thanks for bringing in those receipts. We received a check for \$97.69 for the period from 6-1-19 to 12-31-19. Please continue to bring in your receipts. Easy way to make a few dollars. Also have your friends and family save their receipts for you.**



**Our blood drive on January 21 was a success.**

**Again thanks to Debbie Mael and Fred Steinlein for their work on these drives.**

**Dominos continues to donate pizzas. Please thank them if you are at their store.**

**Our goal was to collect 20 pints but we fell short by 2 for a total of 18. We had 1 low iron but as Debbie mentioned at the meeting we also lost 2 donations (they couldn't donate as it was a day 2 early) because the date was a week early due to miss scheduling by Versiti so we really met our goal of 20.**

**Please consider donating if you can. Also recruit your friends and family. Makes you feel good.**

**It would be nice if we could expand to 30 donations.**

**OUR NEXT DRIVE IS MARCH 24TH**



The video by the Oconomowoc H.S. Seminar Digital Communication Department is finished. They did a great job. Flash drives have been delivered to Shorehaven , The View Communities, Three Pillars, Lake Country Health, Towner Crest, Azura, Wilkinson Woods and Oconomowoc Senior Center so they can share this. If I may have missed a group please let me know so I can deliver a flash drive.

The viewing has been scheduled for Wednesday, February 19<sup>th</sup> at 6:30 PM in the Roehl room (by Café LaBelle) Shorehaven. Invitations have gone out to the parade sponsors, parade participants, city officials, school officials, students parents and others.

In addition to the parade video the students will be giving a brief presentation about their department. This is all part of this project. Please consider attending and RSVP to me if you haven't already. We want a good turn out for the students.

Jerry

## SALVATION ARMY BELL RINGING

Their annual dinner is Monday February 10<sup>th</sup>. We will find out our numbers then along with how the groups that we recruited did.

As you have probably seen they did meet their \$800,000.00 goal which is great.

I will have all the information for the March newsletter.

I added the following from last year as it has some very interesting facts.



THIS ARTICLE BY REBECCA SEYMOUR WAS IN THE JANUARY 17, 2019 ENTERPRISE. ANOTHER GREAT "KIWANIS MOMENT"

# The little bell that could

*Waukesha Salvation Army Red Kettle Campaign rings true for people in need year-round*

By Rebecca Seymour  
Special to the Enterprise

**OCONOMOWOC — It's the start of a brand-new year and as holiday decorations get packed up until next season, so do the Salvation Army's iconic red kettles. Founded in 1891 by a Salvation Army captain to provide free Christmas dinners to people in need in San Francisco, the Red Kettle campaign has grown into one of the most recognizable charitable outreach efforts between Thanksgiving and Christmas Eve. According to its website, the charitable organization reaches out to more than 23 million Americans in need each year through a range of social services, including food pantries and community meals, clothing and shelter for the homeless, and more. The Salvation Army of Waukesha County says funds raised through Red Kettles and the charitable organization's overall Christmas campaign make up about one-half of its annual budget. "We are dependent on our volunteers for the success of our Red Kettle Campaign. We fell about \$100,000 short of our campaign goals the last couple of years. The Salvation Army provides food, shelter and clothing, but we also offer compassion, love and understanding. In 2019 we're focused on getting the word out about everything that we do for our neighbors in need," said Andy Smith of the Salvation**

**Army of Waukesha County. Even though there are about 60 red kettles throughout the communities that make up Waukesha County, because of a shortage of volunteers, many of the locations do not have the advantage of the iconic sound of a bell ringing. "If there is a person ringing a bell, the kettle usually raises \$400 to \$1,000 each day. If a kettle is sitting with no ringer, it brings in about \$10-20," Smith said. A decrease in donations has also been attributed to fewer people carrying cash and an increase in online shopping. "Society is changing and we need to adapt. We're working really hard to rebuild enthusiasm and loyalty through more powerful storytelling, the use of social media and getting in front of groups to educate about everything that we do," Smith said. Serving the community The Oconomowoc Kiwanis Breakfast Club has been ringing for the Waukesha Salvation Army's Red Kettle Campaign for about 25 years. "This last season we had 19 members and two honorary members ring a total of 72 hours and we collected \$5,360.94. Since 1995, our records show our club has raised at least \$50,000," said Jerry Schneider, Oconomowoc Kiwanis Club president.**

Schneider said the Oconomowoc club came in third place in a friendly Waukesha County service club Red Kettle Campaign competition, with the Waukesha Noon Kiwanis earning first, raising \$17,375.44, and the Elm Grove Golden K in second with \$7,407.51.

“The Salvation Army helps so many people in Waukesha County. As members of a service club, it’s important for us to also do what we can, when we can for our community. It’s not overwhelming to ring the bell for an hour or so and it’s fun when we can get a whole group to ring together. Just think of all the smiling faces we’ve made,” he added.

With everyone’s busy schedules, recruiting community volunteers to commit to ringing the bell on behalf of the Salvation Army, especially during the hectic holiday season, has become a growing challenge.

“When we found out that the Salvation Army was having a tough time finding volunteers, we signed up for an extra 20 hours. We’re hoping other groups will step up next year,” Schneider said. “We’re so grateful for the Pick ’n Save at Pabst Farms and the other businesses in Oconomowoc for allowing bell ringing at their store fronts. Without them the fundraising campaign would be in trouble.”

About 45 volunteers rang

the Salvation Army bell for 279 hours at the six Red Kettle locations in

Oconomowoc, including the two Pick ’n Saves, Piggly Wiggly, Fleet Farm, Kmart and Walgreens.

“We say that our heroes don’t wear capes — they wear aprons,” Smith said.

“The little tinkling bell isn’t loud, but it makes all the difference in the world.

