

Celebrate with us...



CHILDREN—A KIWANIS CONCERN



As Kiwanis celebrates 75th anniversary, Clubs are growing in membership, service

Kiwanis clubs have something to celebrate during the week of January 15-21. Not only will Kiwanians be marking the community service organization's 75th anniversary, they will also be celebrating another year of record membership growth and the completion of almost 130,000 community projects.

"During the past year, Kiwanis chartered 400 new clubs and added 10,000 new members to our club rosters," says Norris A. Lusche, a retired banker in Denver, Colorado, and this year's Kiwanis International President. "I am sometimes asked if service clubs are losing their appeal. It is certainly not apparent in Kiwanis."

Kiwanis membership topped 315,000 in 1989, the largest membership in the organization's history. The number of clubs grew to 8,500 in 74 nations around the world. These clubs sponsored a total of 127,000 service projects, another record.

"During the year, Kiwanis clubs raised and spent \$65 million for service activities," says Lusche, "and our members contributed more than 22 million hours of their own time and talents as volunteers. Our motto is 'We Build,' and Kiwanians are living up to that motto as never before."

There is no typical Kiwanis club, says Lusche. "Our clubs may have anywhere from a dozen to more than 500 members," he says. "But they all have some things in common. We meet once a week, we keep informed about community affairs and many other topics with guest speakers, we enjoy the fellowship of our meetings and projects, and we make a contribution to our communities as volunteers."

Until recently, Kiwanis fellowship was entirely masculine. But women are now also playing a growing role in Kiwanis. Since the formerly all-male service club opened membership to women in 1987, thousands of business and professional women have joined the Kiwanis ranks.

"Almost 20 percent of our new members are women," says Lusche, "and many are now being elected to club leadership positions. This dynamic new element in our membership should make an



NORRIS A. LUSCHE, Kiwanis International President.

and fire departments, summer camp programs for handicapped or disadvantaged children, drug abuse education, food banks, and a myriad of other initiatives.

Kiwanis clubs also participate in several annual Kiwanis observances. More than 1,000 clubs conducted programs in observance of Family Day, Kids Day, and Farm-City Week, and more than 2,000 clubs observed Prayer Week.

Service to children and youth is a primary Kiwanis objective. But Kiwanis also gets young people involved in service and leadership development by sponsoring clubs for college, high school, and junior high students. Circle K International has 10,000 members on 600 college campuses. Key Club International has 128,000 members in 3,800 high schools. Builders Clubs have been organized in 550 junior high and middle schools.

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increasingly important contribution to our future growth and service work." Retirees are also playing a significant role. Men and women are now enjoying many years of active life after retirement. "Kiwanis provides a meaningful way for retirees to stay active in the community, enjoy fellowship, and make a contribution to others," says Lusche. About 20 percent of all Kiwanis members are retirees, and many belong to special "Golden K" Kiwanis clubs that are composed entirely of seniors.

The \$65 million raised by Kiwanis clubs came from an enormous variety of fund-raising projects, including pancake breakfasts and Peanut Day sales, entertainment events, golf tournaments and other recreational events, auctions, and sales of everything from fruitcakes to bird seed.

"It's important to emphasize that all of the \$65 million we raised from the public was devoted to service projects," says Lusche. "Club operating costs are paid by member dues. So all public donations or purchases benefit the community, not the club."

The 127,000 Kiwanis service projects included new parks and playgrounds, special equipment for schools, hospitals,



IN 1987, Kiwanis International received a U.S. Presidential Citation Award for Private Sector Initiatives for its major public-service program to prevent school-age drug abuse.

done," says Lusche. "Then the club raises the needed funds and provides the volunteer manpower to accomplish the goal. That's what Kiwanis is all about—people enjoying fellowship while devoting some of their time and expertise to building better communities through voluntary action."

Any community need can become a Kiwanis service project. "It is up to the local club to decide what needs to be

done," says Lusche. "Then the club raises the needed funds and provides the volunteer manpower to accomplish the goal. That's what Kiwanis is all about—people enjoying fellowship while devoting some of their time and expertise to building better communities through voluntary action."

THE KIWANIS FAMILY OF SERVICE CLUBS



Kiwanis International:

For active or retired business and professional adults.
Founded 1915.
Membership 315,000.
Clubs 8,500.



Circle K International:

For college students.
Founded 1955.
Membership 10,000.
Clubs 600.



Key Club International:

For high school students.
Founded 1925.
Membership 128,000.
Clubs 3,800.



Builders Club:

For junior high and middle school students.
Founded 1975.
Membership 13,000.
Clubs 550.



Kiwanianne Club:

For wives and other women who do not wish to hold active Kiwanis membership. Membership 5,000.
Clubs 145.

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