

# First duck race in Ottawa raised \$175,000

Some Kiwanis service projects don't require a lot of money. The most important ingredients are the personal time and talents donated by the Kiwanians themselves. But many projects require hard cash, and to meet this need, Kiwanis clubs have found countless ways to raise funds—up to \$65 million per year.

A small sum of money is sometimes referred to as "peanuts." But peanuts are the basis for the largest organized Kiwanis fund raising program in the United States and Canada. The Kiwanis Peanut Day program has now earned many millions of dollars for clubs across the continent.

The idea started with one Kiwanis club in Chicago in 1951. Everyone likes roasted peanuts, the Kiwanians reasoned. So why couldn't the Kiwanians stand on street corners and give away small bags of peanuts in return for donations? Nearby Kiwanis clubs were invited to join in the venture, and the Kiwanians bought and bagged the peanuts themselves.

At the end of the first Kiwanis Peanut Day, the eight clubs had earned a profit of \$18,000. More clubs joined the program the following year. A volunteer committee was established to purchase peanuts and other supplies in bulk. Today, almost 1,000 Kiwanis clubs conduct a Peanut Day fund raiser, and they earn up to \$1.5 million each year for their community service projects.

### Rubber ducks earn bucks

When the Kiwanis Club of Ottawa, Canada, learned that Children's Hospital of Eastern Ontario urgently needed to replace outdated heart equipment, the club accepted the challenge. The first annual Kiwanis "Rideau Canal Duck Race for Tiny Hearts" raised \$175,000 for the hospital.

The club obtained 50,000 yellow, bathtub-type rubber ducks at a cost of 55 cents each and offered them for "adoption" at \$5 per ticket. Posters, T-shirts, buttons and balloons were distributed to promote the race, and a dozen other Kiwanis clubs in the Ottawa area helped to sell the tickets. A race-day parade featured a variety of "ducky" entries, and Donald Duck himself flew in from Disney Studios to host a breakfast for 200 children and their parents.

Each ticket bore a number matching the number on a rubber duck. For the race, the 50,000 ducks were released together into the Rideau Canal and floated downstream on the current. Seventy minutes later, the first duck crossed the finish line, followed by nine other winners. Prizes included a recreational van, a car, and a family vacation in Disneyland.

The first Kiwanis Duck Race for Tiny Hearts was such a success that it has be-

come an annual event with added children's activities and attractions on race day. The second year, 70,000 yellow rubber ducks were adopted, and the race earned Children's Hospital \$225,000.

Kiwanians in Ann Arbor, Michigan, have found a way to make big money from things other people throw away. Their annual Kiwanis rummage sale is promoted as "the world's greatest recycling project." The Kiwanians work year-round, picking up unwanted items from homes and businesses and storing them at the club's own warehouse.

Some of the donated items are given during the year to groups or individuals with special needs. The rest of the clothing, furniture, appliances, and plenty of miscellany are sold during the three-day rummage sale. Thousands of shoppers attend to find bargains and hard-to-find specialty items, and the rummage sale earns almost \$50,000 each year for Kiwanis service activities.

### Kiwanis carries the torch

Sometimes, a unique event offers an opportunity for Kiwanis clubs to raise money and provide a needed service at the same time. The 1987 Pan-American Games in Indianapolis, Indiana, needed publicity to recruit volunteers and sell tickets. The Kiwanis clubs of the Indiana District needed to raise funds to meet their pledge to the Kiwanis Trauma Life Center at Riley Children's Hospital in Indianapolis, which serves the entire state.

Two Kiwanis clubs in Indianapolis seized the chance to meet both needs. The Kiwanis Clubs of Indianapolis-Crossroads and Meridian Hills proposed to bring the Pan-American Flame from Mexico City to Indiana, run the torch around the state, and deliver it to the official opening ceremonies. Businesses and individuals would sponsor torch runners for \$100 per mile.

The torch run was a big job for volunteers, and the two clubs that initiated the project devoted more than 3,000 hours to the event. Kiwanians rallied state-wide support by making presentations at every gathering they could find. The news media provided enthusiastic publicity and nightly reports on the torch's progress across the state. When the torch run was finished, the Kiwanis clubs of Indiana were able to present Riley Children's Hospital with a check for \$116,000.

Big fund raisers can be impressive, but most Kiwanis service funds are raised in a myriad of lesser ways, in projects that produce a few hundred to a few thousand dollars each.

The Kiwanis Club of Des Moines, Iowa, adopted an idea that was truly "for the birds." The club imported a truckload of Minnesota bird seed and sold 50-pound bags for \$15. As an added touch,

the club enlisted members of a youth program at a housing project to build bird feeders for the club to sell with the seed. The Kiwanians raised \$6,500 in all, with the proceeds from feeder sales going to the youth program.

### Kiwanians save dying events

Many successful Kiwanis fund raisers are events that Kiwanis clubs have taken over when the events lost their previous sponsors or ran into other difficulties. Kiwanis sponsorship has saved or revitalized these events.

The Kiwanis Club of Santa Monica, California, for example, raised almost \$8,000 for its local Red Cross chapter when it took over sponsorship of an annual bed race last year. The event attracted 21 teams and 5,000 spectators. In Iowa, the Central City Rodeo for high school students was having a hard time keeping going. Then the Kiwanis Club of Central City assumed sponsorship three years ago and now ropes in \$5,000 per year for local youth sports programs.

From pancake breakfasts to peanut sales, from rodeos to rubber duck races,

almost any activity can become a successful Kiwanis fund raiser. But whether large or small, all the profits are returned to the community in countless forms of service.

According to Kiwanis bylaws, proceeds from public fund raising programs must be kept separate from club operating funds and expended only for community service purposes. In this way, every participant in a Kiwanis fund raising event can be assured that his or her donation or purchase will go entirely to benefit worthy causes and build better communities.



## THE KIWANIS CREDIT RIVER DUCK RACE

# FIVE BUCKS A DUCK

(Licence No. 789044)

Sponsor a little rubber duck on this 5 mile course from Norval to Brampton. Each duck ticket is \$5.00 and represents one numbered racing duck and one chance to WIN!

# \$50,000 IN PRIZES

<p>1st 1990 PONTIAC SUNBIRD SE includes freight and tax \$17,800. Frost Pontiac Buick Cadillac</p> <p>2nd CARIBBEAN CRUISE FOR FOUR includes airfare and extras Hansa Travel \$10,000.</p> <p>3rd FISHING BOAT/MOTOR/TRAILER 14 FT. aluminum, 15 HP motor, EZ load Credit River Boat Co. \$5,590.</p>	<p>4th WALT DISNEY WORLD FLORIDA 1 week family vacation for four. Hansa Travel \$3,700.</p> <p>5th NHL STANLEY CUP TICKETS two games, airfare, hotel, plus cash Hansa Travel \$3,000.</p> <p>6th SHOPPING SPREE at The Olde Hide House in Acton The Olde Hide House \$3,000.</p>	<p>7th 12 HP LAWN TRACTOR Noma Outdoor \$2,999.</p> <p>8th MOBILE CELLULAR PHONE Audiovox SP85 complete Cellular Concept, Burlington \$1,750.</p> <p>9th WEBBER GENNISIS II B.B.Q. Consumer Gas Co. \$1,400.</p> <p>10th MOUNTAIN BICYCLE Vivian's Hobbies &amp; Cycle \$800.00</p>
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RACE DATE:

## Saturday, April 28, 1990 — Time 1:00 P.M.



### DUCK TICKET ORDER FORM

Yes, I want to support the Kiwanis Credit River Duck Race by sponsoring \_\_\_\_\_ ducks at \$5.00 each.

(Please print.)

Name: \_\_\_\_\_ Enclosed is my cheque/money order payable to the Kiwanis Credit River Duck Race for \_\_\_\_\_ tickets X \$5.00 = \$ \_\_\_\_\_

Address: \_\_\_\_\_ or charge to my: VISA

City: \_\_\_\_\_ Prov: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_

Card No. \_\_\_\_\_

Expiry Date \_\_\_\_\_

\_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Place this completed form, along with your payment, in an envelope and send it to the address listed directly below:

**MAIL TO: KIWANIS CREDIT RIVER DUCK RACE**  
**P.O. Box 70**  
**Georgetown, Ont. L7G 4T1**

**For More Information CALL: 796-DUCK**

PROCEEDS TO FURTHER COMMUNITY PROJECTS

## Typical Kiwanis member is successful, affluent, and active in community life

There are 315,000 Kiwanis members in the world today. They meet every week to hear a guest speaker, conduct club business and enjoy fellowship. And last year, they raised and spent an estimated \$65 million and contributed more than 20 million volunteer hours of their time to community service activities.

So what kind of men and women are these Kiwanians? Are they young, old, rich, poor? There is, of course, no typical Kiwanian. But surveys provide a detailed profile of Kiwanis members as a group.

The average Kiwanian is 56 years old. Some 11 percent are younger than 35, and 33 percent are 65 or older. More than 88 percent are currently married, and 95 percent are homeowners.

Active business and professional people make up 79 percent of the membership. They are pretty successful in business and the professions, too. Their median household income exceeds \$50,000 per year, and one in ten earns more than \$100,000 per year.

The remaining 21 percent are retired. These retirees represent an increasingly active segment of Kiwanis membership, as older men and women seek worthwhile activities that permit them to make a continuing contribution to their communities.

Kiwanians are also highly educated. More than 97 percent are high school graduates, 69 percent are college graduates, and 46 percent have pursued post-graduate studies.

Without doubt, Kiwanians represent the leaders and managers of small business. Forty percent own their businesses and another 17 percent are vice presidents, general managers, or directors.

With high incomes, Kiwanians own many things in addition to their homes. One in four also owns a vacation home or other secondary residence. Two-thirds have two or more automobiles. Almost all own securities of some type, with more than half investing in corporate

stock and money market funds. Almost 33 percent own a personal computer, indicating that Kiwanians aren't standing still in an era of increasing technological sophistication.

Live theater and concerts are the most popular leisure interest of Kiwanians (68 percent), and an equal percentage enjoy lawn care and gardening. More than 60 percent run, jog, or walk for exercise, and one in three golfs.

Photography is the most common hobby, with fishing, camping, and boating the most popular outdoor recreations.

But for Kiwanians, leisure time also means involvement in civic affairs. More than half have addressed a public meeting or taken an active role in a social or civic issue during the past year. One in eight is a member of a local government body. One-third worked for a political party or candidate, and a whopping 93.5 percent voted.

In summary, Kiwanians are middle-aged, married homeowners, successful in their business or profession, affluent, and enjoying all the possessions, comforts, and leisure interests that their educations and incomes would suggest.

Why, then, do such men and women belong to Kiwanis, attending weekly meetings and devoting an average of more than 70 hours of personal time each year to Kiwanis service projects?

Almost every Kiwanian says "to serve my community," when asked for the most important reason why he or she belongs to Kiwanis.

Who then are the Kiwanians? They are the active and retired business and professional men and women in each community who believe that unmet needs should not be ignored or left to government. They are the men and women who believe that voluntarism can make a real contribution to improving lives and communities. They are men and women who are proud to be Kiwanians.