

ROTARY CLUB OF SANTA ROSA FOUNDATION

Annual Report 2020-2021

Giving Helps Lives

Rotary Club of Santa Rosa Foundation (Foundation) continued on a path of consistent growth during 2020-2021. The Board continued supporting its traditional scholarship and community grants programs while keeping expenses to a minimum.

The Foundation was incorporated November 15, 1989 and is **celebrating 32 years of funding organizations throughout our local community.**

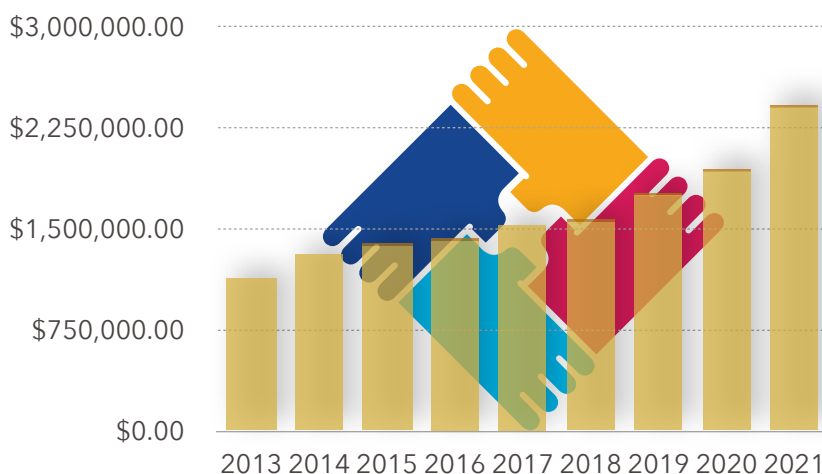
Your Efforts

Meetings are virtual due to Covid 19 but are open and can be access by contacting us for dates/time for Zoom meetings. The Foundation Handbook is available upon request with information on the history, operation and goals of the Foundation.

Contact:

info@foundationrotarysantarosa.org

Assets Dollars Expenses Dollars



Reaching Our Goals

Assets of the Foundation reached \$2,396,000 for 2021, an increase of over \$467,000 from the prior year. This increase was made possible because of a combination of \$80,400 in contributions plus investment returns of \$485,000. This gave us





Our Future Depends on Your Help

The Foundation Board's annual goals include:

- Improve the effectiveness of the donor outreach and communication effort.
- Strengthen the working relationship between the Club and Foundation.
- Increase contributions to the Foundation from both Rotarians and non-Rotarians.
- Explore ways to involve more Rotarians in the work of the Foundation.

The Board's short term goals are to improve the Foundation's operation. Examples of these goals are to develop/implement a major donor marketing plan, enhance communication through use of technology, and improve tracking of grant and scholarship recipients.

the ability to provide \$38,000 in scholarships and \$48,000 in community grants. The Foundation also supported:

- Redwood Empire Food Bank
- Salvation Army
- Verity
- Dictionaries for 3rd graders
- Local high school grants for student livestock projects

Community Leadership in the Foundation

The Foundation is governed by a 15 member Board of Trustees, all of whom are active members of the Rotary Club of Santa Rosa. The Foundation operates through all aspects of the organizations work with the following committees.

- Executive
- Investment
- Public Relations & Marketing
- Nominating
- Charitable Projects
- Donor Recognition
- Scholarship & Grants
- Distribution & Finance

The board is proud of this years Foundation awarded grant recipients of local non-profit organizations and assisting the club to provide dictionaries to all third graders in Santa Rosa.

Life's persistent and most urgent question is,

What are you doing for others? - Martin Luther King Jr.

