

# Kiwanis

International

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## Kiwanis International Talking Points

### DEFINING STATEMENT

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

### KIWANIS HISTORY

- Kiwanis was born in Detroit in 1915, during a period when a dozen service organizations formed and thrived around the United States.
- The first Kiwanis clubs promoted the exchange of business among members.
- By 1919, Kiwanis opted to emphasize service above business networking.
- The first Kiwanis club organized outside the United States and Canada— the Kiwanis Club of Tijuana, Baja California, Mexico— chartered in 1962.
- The first Kiwanis club in Europe organized in Vienna, Austria, in 1963.
- The first Kiwanis club in the Asia-Pacific region organized in Tokyo, Japan, in January 1964.

### THE KIWANIS IMPACT

- Kiwanis International and its family of clubs devote more than 18 million volunteer hours and invest more than US\$107 million annually in their communities around the world.
- In a typical year, Kiwanis clubs sponsor more than 150,000 service projects worldwide.
- The effect of Kiwanis service and leadership is far-reaching and impacts communities around the globe.

### KIWANIS' GLOBAL REACH

- Kiwanis strives to define excellence for service and leadership in communities around the world.
- Kiwanis International and its Service Leadership Programs boast nearly 600,000 members—men, women, and youth—in more than 16,000 clubs in more than 80 countries and geographic areas.
- During Kiwanis' first global campaign for children, the Worldwide Service Project for IDD, members worked with UNICEF to virtually eliminate iodine deficiency disorders (IDD), the world's leading preventable cause of mental retardation, while raising more than US\$100 million. Heralded as one of the most successful health initiatives in the world, today those dollars are at work in more than 103 nations—and the number of households consuming iodized salt has jumped from an estimated 20 percent in 1990 to more than 70 percent, saving developing nations and the world billions of IQ points.

- Now, Kiwanis and UNICEF are partnering again on The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. Kiwanis and UNICEF are reaching out to the world's poorest, most underserved women and children to eliminate maternal/neonatal tetanus by 2015.

## **THE ELIMINATE PROJECT**

- The Kiwanis global campaign for children, The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus, aims to save the lives of a 129 million mothers and newborns.
- In partnership with UNICEF, Kiwanis is eliminating a disease that kills one baby every nine minutes.
- Kiwanis and UNICEF are targeting the poorest, most underserved women and children on Earth, and paving the way for other interventions that will boost maternal health and child survival. Hand-in-hand, Kiwanis and UNICEF are changing the world.
- Maternal/neonatal tetanus is easily prevented by a series of three vaccinations to women of childbearing age, costing roughly US\$1.80.
- The Eliminate Project will raise US\$110 million over the next five years to fill the funding gap required to provide an estimated 387 million doses of the vaccine.
- The Eliminate Project will officially kick-off at the 96<sup>th</sup> Annual Kiwanis International Convention in Geneva.
- More information can be found by visiting [www.TheEliminateProject.org](http://www.TheEliminateProject.org).

## **KIWANIS INTERNATIONAL FOUNDATION**

- The Kiwanis International Foundation was established in 1939.
- Since its inception, the Kiwanis International Foundation has grown into a multimillion-dollar foundation providing grants to thousands of Kiwanis clubs and other nonprofit entities such as UNICEF and Sleeping Children Around the World.
- The Kiwanis International Foundation's work is best exemplified in communities and regions worldwide through Kiwanis clubs, divisions and districts. By supporting this service work, Kiwanis plays a significant role in addressing local and global needs.
- Through Kiwanis International's global campaign for children, the foundation is changing the world for the better.

## **THE CLUB AND MEMBER EXPERIENCE**

- Renewed emphasis has been placed on the importance of a relevant club experience.
- Diverse club experiences enrich the entire organization and have opened the door to individuals who otherwise would not have considered joining.
- Kiwanis International has approved new club initiatives to broaden the appeal of Kiwanis membership to today's changing society.
- All the good that Kiwanis does around the world happens at the club level.

## **FOCUS ON SERVICE**

- Kiwanis focuses on the needs of ordinary people and children to create extraordinary life-changing moments.

- The needs of the world are many, and, together, members of the more than 7,800 Kiwanis clubs around the world can accomplish great things for children and communities.
- Every day, Kiwanis leaders make their mark by revitalizing neighborhoods, engaging youth in reading programs, erecting playgrounds, and performing countless other projects to help children and communities.

## **FOCUS ON LEADERSHIP**

- Kiwanis develops and inspires everyday leaders to ensure a legacy of impactful service.
- Kiwanis works to develop future generations of leaders through programs that build character development and personal-leadership skills.
- Kiwanis' impact on the world will be measured by the 10 million young leaders it nurtures rather than by the number of members it attracts.

## **SERVICE LEADERSHIP PROGRAMS**

- Kiwanis Service Leadership Programs provide leadership-development opportunities for people at every stage of life:
  - K-Kids, Bring Up Grades (BUG), and Terrific Kids for elementary age students.
  - Builders Club for adolescents.
  - Key Club for teens.
  - Key Leader, a weekend leadership experience, for students ages 14 to 18.
  - Circle K International for university students.
  - Aktion Club for adults living with disabilities.
- Through Kiwanis and its Service Leadership Programs, budding leaders can form enduring friendships, offer service, and build stronger communities.

## **K-KIDS**

- K-Kids clubs provide elementary school students with their first opportunity to learn about organizing projects that help others.
- With more than 1,200 clubs in 8 nations, this program provides opportunities for students to work together in service to school and community, cultivates basic leadership potential, and develops strong moral character.
- K-Kids is the service component of the Kiwanis Kids offerings.

## **BRING UP GRADES (BUG)**

- Bring Up Grades—or BUG—is a program designed to recognize students who raise their grades or maintain good grades from one grading period to the next.
- Recognition includes being placed on the school's BUG honor roll; a pizza, ice cream or other food-themed party; and presentation of certificates, pins, and other giveaways.
- Bring Up Grades is the academic-achievement component of the Kiwanis Kids offerings.

## **TERRIFIC KIDS**

- Terrific Kids is a recognition program designed for elementary school children.

- The program promotes character development, self-esteem and perseverance as students work toward achieving a prescribed, self-determined goal during a specific time period.
- The program provides flexibility by allowing the principal or teacher to determine the best schedule and methods for recognition.
- TERRIFIC is an acronym for: Thoughtful Enthusiastic Respectful Responsible Inclusive Friendly Inquisitive Capable.
- Terrific Kids is the character-education component of the Kiwanis Kids offerings.

## **BUILDERS CLUB**

- Builders Club allows middle school and junior high students to contribute service to their school and community on more than 1,500 campuses in 18 nations.
- Leadership development and guidance at this critical stage of personal development makes Builders Club an effective contributor to any service-learning curriculum.
- Though Builders Clubs are encouraged to serve their schools and communities in several ways, the organization's service focus in the fall is UNICEF and, in the spring, the March of Dimes.

## **KEY CLUB**

- Key Club International is the largest teen service leadership organization in the world.
- Key Club empowers its nearly 260,000 youth members to lead and serve in almost 5,000 clubs in 30 nations.
- The first Key Club was chartered in 1925 at Sacramento High School, Sacramento, California.
- Providing more than 12 million service hours annually, Key Club proves to be an ever-popular high school organization for teenagers seeking to cultivate leadership skills, develop friendships, and perform service in their communities.
- Key Club members demonstrate a passion for helping others and develop excellent leadership skills they carry with them for a lifetime.

## **CIRCLE K INTERNATIONAL**

- Circle K International (CKI), the world's premier service organization for university students, boasts clubs on more than 510 campuses in 18 nations.
- Programming is based upon the tenets of service, leadership and fellowship, with service being the most important.
- The organization's service partnerships include: UNICEF, March of Dimes, Better World Books and Students Team Up To Fight Hunger (STUFH).
- CKI traces its roots back to 1936 at Washington State University, Pullman, Washington.

## **AKTION CLUB**

- Aktion Club is the only community-service club for adults living with disabilities.
- It provides its members an opportunity to develop initiative and leadership skills in serving their communities, while enabling their integration into society.
- Aktion Club members strive to return to their communities the benefits, help and caring they have received, while developing important skills in the process.

- There are more than 450 Aktion Clubs in seven nations with more than 9,000 members.

## **KEY LEADER**

- Key Leader is a weekend experiential leadership program for today's youth leaders, ages 14 to 18. It focuses on service leadership as the first, most meaningful leadership development experience.
- By participating in a hands-on weekend event, Key Leaders learn that leadership comes from helping others succeed.
- The program is designed to identify and empower emerging student leaders and move them beyond where most other leadership programs end.
- There have been over 12,000 Key Leader graduates since the program began in 2005 throughout the United States, Canada, Brazil, Malaysia, Cayman Islands and El Salvador.

## **KIWANIS ONE DAY**

- Kiwanis One Day occurs annually during the first weekend of April. It is an opportunity to unite Kiwanis family members from around the globe and their communities in a dedicated day of hands-on community service projects.
- Nearly 600,000 Kiwanis family members are expected to participate in service projects in their communities on Kiwanis One Day. By committing a few hours each on this dedicated day of service, Kiwanians will be contributing more than 1 million global service hours in just one day!
- If nearly 600,000 volunteers donate their time to communities on Kiwanis One Day, the value of their volunteer hours will represent over US\$17 million.

## **READ AROUND THE WORLD**

- Kiwanis encourages a love of reading and demonstrates its significance to children through Read Around the World, a service program that actively engages youth and encourages them to embark on a lifelong journey of reading.
- Clubs are encouraged to commit to ongoing projects that will make a significant, meaningful impact on young people. By focusing on improving literacy rates among children through Read Around the World, Kiwanis' aim is to help children reach greater levels of scholastic achievement and academic understanding.