Iowa Kiwanis Club Creates Inclusive Playground

Backyard Home
Housing Units
Keep Families Together

Feeding a Need
Kiwanian Tackles Food Insecurity

Indy Convention
9 Changes to Offer Better Experience
Aerospace engineer Diana Trujillo leads the team that created and operates the robotic arm on Perseverance, a rover on Mars. She’s sifted soil and lifted rocks on the red planet — and she inspires young women on Earth to explore their scientific potential. Come see her discuss STEM, space and service at the 2022 Kiwanis International Convention in Indianapolis, Indiana.
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Mission Statement
The mission of Kiwanis magazine is to empower and inspire Kiwanis members to make lasting differences in the lives of children — and to share their powerful work with the world.

Cover photo by Scott Morgan
2003: Concorde aircraft retired.

2021: United Airlines announces plans to offer supersonic flights.

1972: NASA retires Project Apollo, the successful program that landed the first humans on the moon. 2002: SpaceX is founded with a mission to colonize Mars.

1916: The first Kiwanis Magazine is published. 2022: Kiwanis magazine produces its first digital-only issue.

Things change. Sometimes they just have to.

Charles Darwin is quoted as once saying: “It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

We don’t shy away from change at Kiwanis magazine. We are always open to trying new things, new technologies, new ways of sharing our stories. Apps. Blogs. Social media. Print. Emails. But this change — going to an all-digital issue — kind of crept up on us.

For years, we’ve discussed the pros and cons of going all-digital. We know that even some Kiwanis districts have moved to an all-digital platform.

I’ll be the first to admit my love for holding paper in hand. Smelling the freshly printed pages. Seeing Kiwanis members around the world post photos of their copy of the magazine on social media.

There’s just something about reading that printed magazine, seeing photos of the happy children we’ve helped, and then handing it to a friend and asking, “Will you join me?”

It’s a fantastic recruitment tool. It has been for decades.

So why now? Why the surprise? Multiple supply-chain issues continue to plague many businesses around the world. Slowed deliveries. Difficulties getting paper. Increased costs that make meeting our budget uncertain.

Deepak Chopra knew what he was talking about: “All great changes are preceded by chaos.”

While we grapple with uncertainty, we embrace this change and see it as an opportunity. An opportunity for growth.

You can help. Please fill out the survey found within the email you received when this digital issue was delivered.

Let us know what you think. Your opinion matters. Thanks for reading.

KASEY JACKSON
EXECUTIVE EDITOR
How to use this issue of Kiwanis magazine

This is it: the first all-digital issue of Kiwanis magazine.
And while you can’t physically feel the paper, tear out a page to discuss at a meeting or give it to a friend, you can flip through the online version, use ideas and share its contents in other ways. How? Well, think about how you use other magazines.

- **Better Homes & Gardens:** Weekend projects.
- **Eating Well:** Recipes.
- **AARP:** Health and living tips.
- **Travel + Leisure:** Trip planning.
- **Smithsonian:** Education and entertainment.

How will you use the articles in this issue of Kiwanis magazine? Here are some ideas:

**Playground inspiration:** This isn’t your typical playground article. Kiwanis members in Pella, Iowa, shared in-depth information about how they made a dream playground a reality. Step-by-step insights should prove valuable to any club wanting to take on a playground build. The Kiwanis Club of Pella worked with Kiwanis partner Landscape Structures on this project. Because of the flexibility of an all-digital issue, we added four pages to this feature to share as much information as possible to guide you and inspire your playground efforts. Get your plan started today!

**Consider a grant:** What project does your Kiwanis club need a bit of a financial boost with? A Kiwanian in Florida got help to battle food insecurity in her community. You can get help too. Apply for a grant from the Kiwanis Children’s Fund.

**Plan for the convention:** Come to Indianapolis for the 2022 Kiwanis International Convention. There’s always something new going on. Learn. Share. Laugh. Vote. Make a difference. But first, make a plan to be there.

**Pivot:** Be like the Kiwanis Club of Tulsa, Oklahoma, and know your audience. To appeal to the broader community, the club decided to switch gears from a golf fundraiser to a chili cookoff — and it paid off with big profits and attendance. How will your club pivot?

**Share:** The more people who know about Kiwanis, the more kids we can help. Visit our social media sites and share our stories with others on your club page and your personal page.

**Discuss:** The articles in Kiwanis magazine might not be specifically about your club or even your district, but they can give you ideas and inspiration for doing something similar in your community. Think big picture. Make a list of ideas and talk about them at your next meeting.
One of the recurring themes in high-performing clubs, divisions and districts is great leadership. As such, leadership education is vital to the future of Kiwanis service.

However, our ambitions go beyond Kiwanis service. Kiwanis Amplify, our comprehensive leadership development program, began last year as a web-based program for Kiwanians and graduating CKI members — culminating in live sessions at Kiwanis’ summer education conference. The program’s goals were to provide personal and professional leadership development and to improve the Kiwanis leadership pipeline at all levels.

The material was intentionally different from what Kiwanians learn for specific leadership positions in our organization. In fact, Kiwanis Amplify offered education in leadership skills that can be carried into any setting — Kiwanis, business and others.

Participants explored key concepts such as strategic planning, event planning, marketing, communication, working as a team, self-care and diversity, equity and inclusion. Afterward, we surveyed Kiwanis Amplify’s more than 760 participants.

Their feedback was invaluable: The new session, beginning this month, will include breaks in our weekly schedule to allow participants to catch up; some new presenters; and Zoom meetings for participants to follow up with real-time conversations. Kiwanis Amplify will conclude with a capstone experience at the 2022 Kiwanis International Convention in Indianapolis, Indiana, at which other outstanding educational opportunities also await.

It has been two years since the COVID-19 pandemic altered some basic functions of society — and of the Kiwanis family. At the time, clubs and districts switched from in-person meetings and projects to virtual versions of those same events.

Along the way, we saw some unexpected advantages and conveniences. Many members attended meetings more consistently. Certain costs went down without in-person requirements. Even at the district level, board meetings took place more frequently — with fewer obstacles to attendance and less overall expense.

Last year, our new leadership program, Kiwanis Amplify, more than doubled our anticipated participation numbers. Online attendance for the Kiwanis International convention was similarly robust.

In a time of necessity, we discovered new possibilities. And so it is with Kiwanis magazine.

If you’re reading this, you can see that it’s not a “normal” issue. In some ways, our first all-digital edition is a response to the realities of the times — such as the ever-rising costs of paper and ink. But it’s also a response to opportunity.

Kiwanians have shown they’ll embrace the changes that come with new platforms. And the results of those changes have often improved cost, participation and accessibility.

Rest assured: You haven’t seen the last of our print magazine. But at a time when we’ve seen the wisdom of trying new things, we think this issue and others to come will help combine Kiwanis magazine’s established strengths with the advantages of the digital era.
THE PERFECT GIFTS FOR THE CLASS OF 2022.

Send Key Club graduates off with more than a smile and good wishes. The Kiwanis Family Store has stoles, cords, medals, cards and more. Check them all out — and help grads celebrate all they’ve achieved.

kiwanis.org/store

SCAN HERE FOR DETAILS.
What’s happening
TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL

13 clubs receive Kiwanis Children’s Fund grants
The Kiwanis Children’s Fund has awarded grants totaling US$91,000 to 13 clubs in six countries.
With these grants, Kiwanis clubs will build playgrounds, plant community gardens and make sure hungry children have access to nutritious food.
Thanks to grants, clubs are also tending to children’s health needs: A Kiwanis club in Jamaica is arranging dental care while a club in Kenya is providing free preventative medical treatment every month to youth up to age 18. Overall, 35,000 children will be assisted by the funding.
These grants are possible because of gifts to the Kiwanis Children’s Fund. To learn how your club can apply for a grant or to make a gift, visit kiwanis-childrensfund.org.

Key dates in March:
[7-11] Aktion Club Week
[21-25] Builders Club Week

Kiwanis International board approves new partnerships
The Kiwanis International Board of Trustees approved two new partnerships for Kiwanis International during the board meeting in January. The new partners are:

• **Little Free Library.** The organization’s work has resulted in book-sharing boxes in more than 100 countries on all seven continents. LFL can equip, educate and guide Kiwanis clubs in establishing and stewarding Little Free Libraries in their communities.

• **KidsGardening.** A nonprofit organization that creates opportunities for kids to play, learn and grow through gardening, KidsGardening will produce an educational toolkit for clubs to design, implement and sustain gardens in their communities.

For more information about our new partners, go to kiwanis.org/partners.
Cast your vote in Legacy of Play H2O

Reminder: The voting period for Legacy of Play H2O begins March 3. Launched by Kiwanis International and Landscape Structures Inc., the contest will award the winning Kiwanis club with an Aquatix AquaSmart Package splash pad valued at US$50,000. Clubs submitted their entries in February. The voting deadline is March 17. To vote, and to get more information, go to kiwanis.org/H2O.

Remember background checks for advisors and chaperones

Convention season is approaching for the Kiwanis family. Remember: Any adults who volunteer to be chaperones during a district or international convention for Key Club or CKI must have a criminal history background check. Kiwanis International bylaws require all Kiwanis advisors and chaperones (club members and non-members) taking part in an overnight or day SLP-sponsored event to have a clear background check. For details, go to kiwanis.org/background-checks. Find more information about chaperone policies and a link to youth protection policies and procedures at kiwanis.org/youthprotection.

Prepare today for May

For Kiwanis, May is traditionally Membership Month — a time to focus club efforts on increasing your membership roster. That means it’s time to start planning, since a successful membership campaign requires preparation. Kiwanis International suggests including an open house or guest day in your club’s May campaign.

An open house is a particularly good way to showcase Kiwanis and invite potential members to join. In fact, open houses can take place in a virtual environment. Clubs meeting virtually should host a 15-minute session after the online meeting ends for guests to ask questions and for the club president to thank them for attending — and to invite them to the next club event.

For other tips and resources, go to kiwanis.org/ACEtools and click on “Hosting an open house.”
As of March, that’s how many years Key Club International has offered service and leadership opportunities to teens. The first Kiwanis Service Leadership Program, Key Club was founded in 1925. Learn more about SLPs and sponsorship at kiwanis.org/slp.

Get social media tips and tools

Facebook, Twitter and Instagram accounts are free — so they’re great places to tell your club’s story. Make them great places to visit. Kiwanis International’s digital booklet, “PR Tips and Tools,” can help. In addition to branding, messaging and more, it offers resources for making the most of your club’s social media accounts. Find the booklet at kiwanis.org/pr-tips-tools.

Follow Kiwanis on social media:

Facebook
facebook.com/kiwanis

Twitter
twitter.com/kiwanis

Instagram
instagram.com/kiwanis

Linkedin
linkedin.com/company/kiwanis-international

Two For Two workbook to help clubs recruit new members

In March, Kiwanis club secretaries in the U.S. and Canada will receive Kiwanis International’s annual general mailing, with informational materials from Kiwanis International’s various departments. The mailing will include a workbook for Two For Two — a new Kiwanis membership initiative.

Two For Two offers Kiwanis clubs a simple concept for making member recruiting a permanent, ongoing part of their operations: The club assigns two club members per month to reach out to two prospects during that month. In fact, a club can plan ahead by selecting members and prospects for each of the next several months.

Along with ideas for identifying prospects and tips for meeting with them, the workbook helps the club put its ideas and prospect list into one place. The workbook also includes 16 months of “prospect reports” that help keep track of each month’s prospects, assigned club members, progress status and more.

Make sure your club secretary keeps an eye out for the Kiwanis International general mailing — and for the Two For Two workbook. If you have any questions, email memberservices@kiwanis.org.

Follow Kiwanis on social media:
One Flag, One Life... A MILLION THANKS!

We are excited to continue our partnership with Kiwanis International.

Join us by hosting your own patriotic flag display fundraiser, bringing awareness to your cause and club, while involving your community and raising funds for local projects!

“...When a flag is posted they are remembered, when a flag is sponsored their legacy lives on, one flag, one life, a million thanks!”

Learn how you can host an event for your community. Your Community is waiting!

Colonial Flag Foundation, an established 501(c)(3) nonprofit charitable foundation, has an experienced team providing guidance and tools that makes this all possible.

IT’S EASY TO GET STARTED!
Contact us today at (866) 375-3524 or visit www.healingfield.org/kiwanis
Take a stroll through Pella, Iowa, a town in the midwestern United States, and you may feel like you’ve been thrown back in time — and place.

Pella was settled in 1847 by Dutch immigrants, and the town is filled with reminders of its past. There’s the Pella Opera House, built in 1900, and the popular Vermeer Mill, a windmill built sometime in the 1850s that — imagine this — is the tallest windmill in the United States. And it still works. There’s even a canal and a full-size working drawbridge.

And if you’re lucky enough to be in Pella in early May, you’ll encounter the annual Tulip Time Festival. This celebration of Dutch heritage features tons and tons of colorful tulips, great food, music, countless pairs of wooden shoes, parades and craft booths. You’ll even be able to pick up a bit of the Dutch language, which is still spoken by some of its 10,000 or so residents to this day.

But wait. There’s more. Specifically, there’s another windmill. And more tulips. And children in Dutch costumes. All of this is found at Wonder Spelen (which translates to Miracle Play), a playground that started as a dream — and was completed in reality thanks to the Kiwanis Club of Pella.

Well, it really all started with the poffertjes.

“Each year at Tulip Time, our
club generates a nice profit from our poffertjes stand,” says Fred Kreykes, Pella Kiwanian and Wonder Spelen board member.

Poffertjes are small, fluffy Dutch pancakes (see above) the Kiwanis club is known for making at the Tulip Time Festival, where about 200,000 visitors celebrate Pella’s Dutch heritage.

“The board often asks the members for suggestions as to how we should spend our profits,” Kreykes says.

In 2018, the answer was: Make a huge improvement to Pella’s already-established Kiwanis Park by adding an all-inclusive playground.

To help plan the playground and choose the right equipment, the club set up an advisory committee of parents and teachers of children with special needs. That proved to be a good idea.

“Without exception, everyone is very complimentary of the Wonder Spelen playground,” says Kreykes, who was one of the club members who recommended the new playground.

“Children and families come from all over to enjoy it. The surface is very safe and user-friendly, even for toddlers. The bright colors are eye-catching. Every community should have an inclusive playground.”

Expert advice
Mark Wiskus, a Pella Kiwanian who has a daughter with special needs, immediately stepped up to help Kreykes make the playground happen. He remembers the conversations that club members and the advisory committee had with families regarding how important it is for all kids to have a safe place to play.

“Every time we met to discuss
our plan, we considered what the playground needed to ensure that families with special needs felt valued,” Wiskus says. “Most playgrounds don’t have swings or slides for kids with walkers or wheelchairs. Non-typical kids often have no choice but to sit and watch while other kids get to play. It was important for me that we build a playground where all kids can have fun and play together.”

Wonder Spelen advisory committee member Angie Geetings offered a unique perspective as an elementary special education teacher in the Pella Community School District.

“I serve students with varying needs such as academics, behavior and motor skills, as well as communication and health,” Geetings says. “I see that it’s important that kids have the opportunity to play, as it improves social skills and motor skills. Kids want and need to be interactive with others and the environment.”

Like the Pella club members, she has heard good things from the community — particularly from families of students both past and present.

“They’re so excited that Pella has an adaptive park that serves as a place for all kids to play and interact,” Geetings says. “It’s a beautiful addition to Pella and filled with top-notch equipment. Kiwanis has been so giving and have worked hard to make this dream come true.”

The Kiwanis Club of Pella officially opened the playground — built with Kiwanis International partner Landscape Structures — with a ribbon-cutting ceremony in October 2021. Families, community leaders, Kiwanis members and some very excited kids enjoyed a day in the sun. All playing together.

“Seeing kids playing on the equipment, it’s hard to believe we were able to accomplish all we set out to do in just two years,” Wiskus says. “And watching kids who had never been able to be on a swing before, and how emotional some of the parents were in those moments, was incredible.”

Learn about partner Landscape Structures at kiwanis.org/lsi.
**EXTRA CONTENT: THE DETAILS**

**HOW WE DID IT**

**HERE’S A DETAILED LOOK AT OUR PROCESS FOR BUILDING THE PLAYGROUND.**
Submitted by the Kiwanis Club of Pella, Iowa, USA

When we initially considered this project in the fall of 2018, we knew it would take a team of dedicated individuals to make this project come together. The first thing we did was reach out to specific community members to create a Board of Directors and an Advisory Committee to help us determine what would best serve our community. We looked at the pros and cons of various locations for the playground, carefully considered what kind of equipment would best suit the community’s needs and determined what playground features were essential for families with special needs. We visited multiple miracle (inclusive) playgrounds and spoke with their parks departments to learn what worked — and what didn’t.

By June 2019, we had a solid vision of what we wanted to build. We approached the City of Pella about our three-phase plan to expand Kiwanis Park. After receiving their support, Wonder Spelen applied for 501(c)(3) status, created a logo and began creating marketing materials to start fundraising.

By September 2019, we had secured a 28E partnership agreement with the city. Under the agreement, Wonder Spelen committed to donating the playground to Pella, which would then be responsible for the maintenance and care of the playground as part of the City Parks program. The agreement included an outline of the anticipated cost, the master plan study, an agreement with a city-approved engineering contract, the process for construction letting, the scheduled construction period and a project completion plan for Fall 2021.

The agreement also included a level of financial support from the city, which then built that support

**PROJECT TIMELINE**

2018
- Created board of directors
- Created advisory committee
- Determined playground features
- Researched locations

2019
- Worked with city for approval
- Applied for 501(c)3 status
- Purchased additional property for Kiwanis Park expansion
- Partnership with City of Pella approved
into its annual budget prior to approval.

Of course, the most important part was figuring out how to raise the remaining funds.

The Pella Kiwanis Club holds a great fundraiser during our annual three-day Tulip Festival every May. Typically, we net US$30,000-40,000 annually through this fundraiser. We knew that we had to allocate some of those funds for the playground project, but we didn’t want to take away from the organizations we financially support on an annual basis. With that in mind, we determined that our club would make a significant contribution to the Wonder Spelen playground — but would have to raise 90% of the remaining cost outside our club’s contribution.

As the chair of the project, I felt optimistic about the support that we would get from the community for a project like this. As with any fundraising campaign, we knew that we wanted to raise at least 70% of the funds through direct “asks” before we went to the public.

Our first step was to compile a list of all the possible corporate donors in our community of 10,000 people. We started with the most obvious ones — the large corporations that have donated to other major projects in our community — and then included the smaller businesses that may be emerging or wanting to gain more visibility.

Next, we created a list of all the foundations and grant opportunities that we felt would fit with our project. With nearly 100 businesses and 30 grant applications on our list, we appealed to several community members to help with the project by writing grants. We also asked members of the community to make introductions for the club members who would meet with potential donors to share our project.

After learning that some foundations require 100% financial participation from members before they will even consider supporting projects, we required that level of participation from our own club of 25 members.

A timeline was set to have completion of the playground in the fall of 2021, so we offered a three-year pledge option to our donors. This fostered larger financial support because we gave donors the ability to fulfill their gift over three years. This also made it easier for a business to incorporate a three-year pledge into their annual budget rather than a one-time gift.

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2020
- Buildings cleared for site preparation (February)
- Park site donated to city (May)
- Master plan approved (June)

2021
- Bid letting started (January)
- Construction contract awarded (March)
- Groundbreaking ceremony (April)
- Playground equipment ordered (April)
- Restroom installation started (June)
- Playground equipment installed (July)
- Surfacing and landscaping started (August)
- Ribbon-cutting ceremony (October)
We created a PowerPoint presentation to educate community members, businesses and organizations about what we were building.

In fact, we found that several corporations had a foundation or charitable giving division that allowed us to present our project and ask for financial support through their corporate giving team.

We also presented the project to area clubs, service groups and nonprofit organizations who simply wanted to know what we were building. These were opportunities for those groups to learn — and for our club to see whether they wanted to support the project or how they could help.

For example, we presented the project to the Pella Garden Club, which helped us design the landscaping, select native plants and plant trees, shrubs and flowers that were best suited for our project. The Pella Knights of Columbus also joined us in fundraising through their annual telethon and provided labor for the landscaping portion.

Along with our presentation, we created two brochures that provided pictures and cost projections for the three-phase building plan. One contained a tear-off pledge card for donors to return to us with their financial support. The other was a larger booklet that was geared toward larger donors — people who were likely to be more interested in the details of each phase, as well as the people involved, the community impact of the project and how their donation would be recognized on the donor wall at the playground.

With the popularity of social media, we maintained a Facebook page with information and pictures each week of the project. People loved the photos and videos of the construction process and used Facebook to find out how they could donate to the project. We included multiple ways to contact us, did a Facebook fundraiser and provided a Venmo QR code for people to donate.

As people learned about the project, more presentations were given and more gifts were received than we had anticipated. We were amazed at how generously the community supported Wonder Spelen.

In fact, their dedication helped us achieve incorporation of all three phases of our project in two years. As a result, we officially opened the Wonder Spelen playground at Kiwanis Park on October 16, 2021.
If you feel inspired to build an all-inclusive playground or other major project in your community, we hope you will find these tips helpful in making your project a success:

1. **Create your team.** Teamwork makes the dream work! Create a team of people who are dedicated to the purpose and mission of your project. Invite those who may offer a unique perspective or who have an inside track on what your community needs.

2. **Do your research.** Learn from those who have blazed the trails before you. Ask what worked and what they would do differently. Contact leaders in your community to find out who you should include in the project. Ask whether they would work with you to create a detailed plan for your project’s success.

3. **Focus on timelines.** Plan carefully and communicate your timeline from start to finish. Be sure that all parties involved are working on the same timeline and clearly communicate what that means for each person involved.

4. **Look for funding opportunities.** Think outside the norm regarding foundations or grant opportunities. Ask for help from grant writers and those who can make personal introductions. Look at the donor walls from other area projects and share information about your project with the people you see there.

5. **Make a splash!** Raise public awareness of what you’re doing. Let the public know when major milestones will be achieved and how they can be a part of it. Highlight big moments, such as the groundbreaking, with pictures and videos, and share them through social media, radio and local news channels.

6. **Stay connected with donors.** Send thank you letters for each donation received, then follow up with a separate end-of-year tax deduction letter for each donor. Invite them to the ribbon-cutting ceremony and make sure that you graciously acknowledge each contribution to the project.

7. **Communicate consistently with people.** Everybody wants to get behind projects that make them feel good — and they feel good when they’re doing things that benefit both their community and themselves personally. So let them know what’s happening! Share updates about where the project stands in the timeline. Invite people to be a part of things and to share in the goodness you’re bringing to their community.

*Courtesy of the Kiwanis Club of Pella*
HOME NEXT TO HOME

WHETHER THEY’RE PLACES FOR PARENTS TO AGE IN PLACE OR TEMPORARY NESTS FOR RECENT COLLEGE GRADS, ACCESSORY DWELLING UNITS ARE ADDRESSING TODAY’S CHANGING NEEDS.

By Julie Saetre

You might know it as a granny flat or a mother-in-law suite. Or maybe you enjoyed a cozy stay in a carriage house or guest cottage rental. Whatever the term, you’ve likely been introduced to one of the most intriguing housing concepts in today’s real estate market: the accessory dwelling unit, or ADU.

What is an ADU, exactly? As described by the American Planning Association — a nonprofit that helps communities and their residents plan for and adapt to a changing world — it’s a smaller, independent residential dwelling unit located on the same lot.
as a stand-alone (i.e., detached) single-family home. ADUs can be a separate building, an attachment to the main residence, inside the main residence or attached to or within a garage.

In the United States alone, 1.4 million ADUs were identified in a 2020 study by mortgage-loan giant Freddie Mac.

The most well-known ADUs are those that help people age in place — allowing parents or grandparents a level of independence and privacy while they live in a separate unit inside a family home or on the property.

“It brings the idea of family and architecture together,” says Ileana Schinder, a Washington, D.C.-based architect and author of “Housing for Humans: A Book to Imagine, Create and Design a New Housing Model in America.”

ADUs also have been a common investment strategy for people looking to benefit from what Kol Peterson terms “passive rental income potential.”

The author of “Backdoor Revolution: The Definitive Guide to ADU Development,” Peterson has built and lived in two ADUs himself. As an ADU advocate, educator, consultant and policy expert, he has even seen the merger of the desires for independence and investment.

“People might say something like, ‘Oh, I want to build it for my mom, who’s getting older and wants to move in near us. But if and when she passes, we’ll have it be a rental unit.’”

Schinder calls that combo concept “investing in place.” And it can apply to more than aging relatives.
An ADU also can house an adult dependent who needs a place to stay while looking for a job after college or a family member who has special needs but is self-reliant with nearby support. “(If) you want to make a real estate investment, you can make it in the house you have and it can have a concrete benefit to you (individually) or as a family,” Schinder explains. “That’s what I see a lot.”

But the potential of today’s ADUs goes further. In many communities, they fulfill a need for nontraditional housing in a suburban market that hasn’t fundamentally changed in more than half a century. “The model that we have (is from) the 1950s,” Schinder says, “where you have Mom, Dad, two kids and a pet. Those times went away. Everyone’s family structure is more complex. “We have multigenerational housing. We have different people from different cultures with different expectations of what a house should be. We have more single people. People that have kids and are single parents. So we’re starting to see more people asking for supportive housing to match their needs. That is what these dwellings do. They give flexibility to what the new family is becoming.”

ADUs also offer environmental benefits. That’s one reason the AARP is an advocate. A non-profit that serves people in the United States who are 50 and older, the organization points out that ADUs require fewer resources to build and maintain than full-sized homes do. For one, they’re much smaller. In 2020, for example, the median size of a new single-family house was 2,261 square feet, according to the U.S. Census Bureau. ADUs usually average in size from 600 to 1,000 square feet, according to AARP.

ADUs also require significantly less energy for heating and cooling. And since they’re built on property that already has a house, they preserve green space. Rather than necessitating the removal of more trees on previously unoccupied land, for example, these properties fit neatly inside an established space. While many people are just now becoming familiar with the term “accessory dwelling unit,” this type of housing has been around for much longer. “ADUs have been in existence across the country and other places in the world for hundreds of years,” says David Morley, a senior research associate with the American Planning Association. “It was a very common practice to have a dwelling that was smaller than the principal dwelling on a lot.”

AARP points out that prior to the 20th century, landowners often built multiple homes on a single property to house family or workers. Few if any zoning laws existed, and infrastructure needs were far less complex, negating the need for regulation. In many countries, Schinder adds, laws have historically allowed landowners to be flexible, adapting each property to the circumstances surrounding it. A city dictates general parameters (front and side setbacks, building height), and the landowner decides how best to incorporate them. “The U.S. is one of the few countries that tie together build-
Schinder says. “In so many countries, if there’s enough demand, you can have a small shop. If there’s not demand, you do a house. If you’re next to a school, you can have a daycare center. The idea of occupying the building to satisfy the local needs, that happens very naturally (almost) everywhere in the world.”

U.S. zoning laws, by contrast, tightened considerably after World War II, when families started moving to suburbia and living in neighborhoods consisting solely of single-family homes.

“It became quite common to dramatically simplify the sort of activities and uses that were permissible on land in communities,” Morley explains. “So a lot of communities came up with land-use rules where they just sort of ignored the concept of an accessory dwelling unit. And they all became illegal all at once in a lot of places. A lot of communities that developed after World War II inherited a post-World War II mindset for land-use and development patterns. And so (ADUs) were something that they didn’t consider.”

It’s not surprising, then, that zoning laws are a major impediment to the construction of ADUs.

Conditional-use clauses are one example. These laws require the property owner to first meet certain requirements, such as participating in a public hearing process, rather than being allowed to build “by right.”

Another common deterrent involves owner-occupancy regulations, which require the property owner to live either in the main residence or in the ADU — to assuage concerns that an absentee landlord will let the property and both dwellings fall into disrepair. These regulations are also intended to discourage what Schinder calls “Airbnb highways” — areas catering to tourists where short-term rental units far outpace long-term units and permanent residents.

“Instinctually you might say, ‘Oh yeah, we want these properties to be well kept, and therefore we’re going to require owner occupancy,’” Peterson says. “But you don’t see owner occupancy requirements on any other form of housing in the country — for single-building homes, for duplexes, for triplexes, for fourplexes, for apartment buildings.

“And unfortunately, that provision makes it an unattractive form of development from the homeowner’s point of view and from the lender’s point of view. It significantly undermines the ability to finance or get a mortgage on the property because banks are hesitant to loan against properties where (the bank) would have to become owner-occupants if the owner of the property defaults on the mortgage.”

Another common regulation requires onsite parking availability. It’s meant to ensure that all landowners in a community have sufficient parking for their own vehicles. The concern is warranted in neighborhoods where property owners rely on limited on-street parking. But since many ADUs are built on larger sub-

Photo courtesy Ileana Schinder
urban properties, Schinder says, a one-size-fits-all onsite parking rule responds to fear rather than reality.

“I’m talking about neighborhoods where each house has a frontage of more than 100 feet. You can park four or five cars comfortably (on the street). And this is coming from neighborhoods where everyone has onsite parking (via garages or driveways).”

Sometimes these impediments are remnants from those 1950s zoning regulations. Other times, property owners and homeowner associations rely on them as a kneejerk reaction to more renters in their area. And those concerns might be more deeply based in fear of change, not who parks where.

“(It’s) the fear that these different type of families will change the shape of the community — different cultures, different family formats, different economic backgrounds,” Schinder says. “The fear that new people, different people, will change your neighborhood, will change your school, will make it more dangerous, will make it worse. It’s a fear that is very common.”

Education about the reality of ADUs can help assuage these concerns, experts say. Since the re-emergence of ADUs, studies have started to look at their impact. And so far, what they’ve found is encouraging.

“Do ADUs on average seem to cause a shortage of on-street parking?” says Morley. “From the little evidence so far, the answer is no. They don’t seem to be a major contributor to that.

“And similarly with overcrowding of schools: There’s very little evidence that the average ADU occupant is a family with school-age children.”

In addition to the relatives of the property owner, for example, ADUs often house empty-nesters. Sometimes these occupants own the land, move into the ADU and rent the main house — so they can downsize, gain supplemental retirement income, travel freely and no longer have the responsibility of house and lawn maintenance.

AARP reports that other typical ADU residents are nannies or au pairs who care for the children of the property owners, a caregiver employed by the property owner or somebody in need of temporary housing after an emergency or during a home renovation.

Other ADUs, Schinder says, are rented by employees at nearby businesses who want to live among the customers and clients they serve.

“What if your accountant, your physical therapist or your yoga teacher were to be in the (ADU)?” she says. “The idea of using the home differently by different people changes the dynamic and the economy of neighborhoods in a very positive way.”

Since ADUs are small, the typical one houses only one or two people. And an ADU represents a significant financial investment — anywhere from US$50,000 for a small unit inside the existing house to more than $150,000 for a newly constructed detached version.

“In San Francisco, (California), the least expensive detached ADU that you could do would be more like $400,000,” says Peterson. “We’re not talking about doing a kitchen remodel.”

Therefore, not every property owner will want to build one.
So the influx of ADU renters in any neighborhood will be modest. “More and more people are realizing that more housing doesn’t bring in a lot of negative ideas of density that we had in the 1960s, where you had this gigantic tower shadowing the house,” Schinder says. “This housing actually brings in the density and the type of people that neighborhoods need. And detached ADUs usually are tucked behind the main residence, so they don’t change the visual impact of a community.”

For Peterson, what ADUs do change makes him particularly enthusiastic about their potential. “I think ADUs are kind of this magical housing type that solves all these social, economic and environmental problems,” he says. Morley is more cautious, but he sees reason for optimism. “Is it the solution to the housing crisis in the U.S.?” he says. “I don’t think it is. I think it’s a component and a really logical starting point for perhaps the widest number of communities — to have this be maybe the first conversation they have about, ‘How are we going to broaden housing choice and affordability in our community?’”

If the idea of adding an accessory dwelling unit to your property intrigues you, you should first meet with an architect or consultant specializing in this form of housing. “Whenever they’re planning to do this type of project, I always tell them to look for three things: scope, timeline and budget,” says Ileana Schinder, a Washington, D.C.-based architect. “This is the first conversation I have with people when they call me.”

**Scope:** “What do you want the building to do for you?” asks Schinder. “Will it work in the basement? Is it for somebody with mobility issues? Do you want parking? It’s very important that the architect, the designer, the contractor narrow this down so that the scope is perfect.”

**Timeline:** When do you need the ADU to be completed? If you’re building it for aging parents or to house your grown child after graduation, for example, you’ll want to plan well in advance. A basement renovation can take at least six to nine months. For a detached building, the construction process could take nine months, a year, even longer — especially with the current supply-chain issues.

**Budget:** ADUs don’t come cheap. Expect to spend at least US$50,000 for a small ADU inside your home to more than $150,000 for a detached structure. Costs vary greatly depending on the country and region you call home. It could end up being more financially feasible to rent a nearby apartment or existing home for your desired purpose.

**Financing:** If you decide to take the plunge, know that many traditional lenders haven’t caught up with financing packages for ADUs. AARP reports that many homeowners use some combination of savings, home equity lines of credit, second mortgages and funding from family members. Aging parents, for example, might be willing to contribute to the cost since they’re the intended ADU residents. Also check to see if your city, a housing organization or other type of nonprofit offers any specialized funding packages.

**INTERESTED IN AN ADU? CONSIDER THESE TIPS:**

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The anecdotes are easy for Denise Bramlitt to recall. A little boy lingering in an elementary school cafeteria after lunch, stuffing leftover food into his pockets to take home to his younger siblings. A teen nibbling on grass behind the high school to try to curb her hunger. A little girl found walking alone to school because she knows that if she doesn’t attend classes on Friday, she won’t get the backpack full of food that tides her and her sister over until Monday. These are stories about children in Putnam County, Florida, but similarly heartbreaking examples can be found almost anywhere.

When confronted with such realities, many of us would write a check or take a bag of canned goods to a local food pantry. But not Bramlitt.

During the darkest days of her life, Bramlitt, a member of the Kiwanis Club of Azalea City, made it her mission to address childhood hunger in her community. Today, she spearheads a countywide movement that ensures more than 800 kids have something to eat during the weekends.

“We’re a poor county,” Bramlitt says, “but we’re also a community that cares.”
KIWANIS CHILDREN’S FUND
“Middle-class America just doesn’t understand that kids go hungry at home. It’s hard to focus in school when your stomach is growling.”

Using the warehouse of the business she owns, Bramlitt Plumbing & Electric, she founded Feed the Need of Putnam County in 2018. With a dedicated core of volunteers and “walking daily on my blind faith,” Bramlitt collects and distributes more than 172,000 meals each year through backpack programs in 14 schools. She applies for grants, organizes fundraisers and rescues food from restaurants and grocery stores to fill the 3,500-square-foot space with pallets of macaroni and cheese, canned meats, applesauce, juice boxes, granola bars and more.

“Denise is a force of nature,” says Rick Surrency, superintendent of Putnam County Schools and a fellow Kiwanian. “She can get more out of people — financially, labor, emotionally — than anyone else.”

Surrency is thankful Bramlitt is using that energy and passion to help his students, 85% of whom qualify for free or reduced lunch. Almost a quarter of the county’s population lives in poverty — twice the national average, according to the Florida Department of Health, which ranks Putnam County as 66th out of 67 counties for overall health.

“Middle-class America just doesn’t understand that kids go hungry at home,” Surrency says. And a kid who is hungry is a student who is going to have trouble learning. Research has shown that children who don’t know where their next meal will come from are more likely to repeat a grade and face other educational and emotional challenges.

“It’s hard to focus in school when your stomach is growling,” Surrency says.

That’s why Denise Bramlitt and Feed the Need are so vital to the school district, says Rebecca Motes.

A former Palatka High School guidance counselor, Motes helped students create a resource closet at the high school filled with food from Feed the Need. Almost 100 students per week use the closet to fill the gaps in what they get at home, Motes says. Many of them live with working parents whose incomes don’t stretch far after paying rent, utilities and insurance.

“Because of Feed the Need, our students have direct access to food items they desperately need,” says Motes. “All the (area) schools have access to this. All they have to do is reach out to Miss Bramlitt. If they have a room to store the food, FTN will make sure students have food.”

People in Putnam County are used to reaching out to Bramlitt, owner of Bramlitt Plumbing & Electric since 1979, for help. She’s also served on the boards of the Putnam County Chamber of Commerce and St. John’s River State College — in addition to her work with Kiwanis.

But it was a tragedy in 2007 that led Bramlitt to focus on childhood hunger. That year, her 20-year-old son, Cade, was killed in a car accident.

“When he died, I questioned my belief in God: ‘Why take Cade?’” she remembers thinking. For years, she said the world haunted her.

After her grandchild was born, she knew she needed to pull herself up. She started praying: “If you cure me, I will be at your will.” She says it took a year of continuously asking for a purpose. One thing kept coming to her — food insecurity.

Now Bramlitt relies on her faith and her community to feed children.

In addition, a grant from the Kiwanis Children’s Fund helped the Azalea City club pull off one of Feed the Need’s biggest events.
Held annually, Teen Hunger Fight brings together 200 teens from local churches and other organizations. With the Children’s fund grant, Feed The Need purchased enough food and supplies for the volunteers to pack 32,000 meals in one night.

Club members also came out in force, donning hair nets and masks to fill packets of macaroni and cheese, as well as oatmeal and brown sugar, for Feed the Need’s backpack programs.

It was a gratifying moment for Bramlitt. Before joining Kiwanis, she had been approached for years by civic organizations. She acknowledges that they all do good work and have great values. But it was Kiwanis’ focus on children that spurred her to join. “Kiwanis and I are really the perfect fit,” she says.

How you can help:

- **Kiwanis Children’s Fund:** The Children’s Fund amplifies Kiwanians’ impact, helping them reach kids around the world. A gift supports Kiwanis causes such as health and nutrition, education and literacy, and youth leadership development. Make a gift at kiwanis.org/give.

- **Apply:** See page 50 to learn how your club can apply for a grant to help kids in your community.

- **Feed the Need of Putnam County:** Go to feedtheneedofputnam.org to learn more or make a donation.
Have you ever played tourist in your own hometown? You’d be surprised at all the hidden gems you’ll find and the fun people you’ll meet when you head out with only one goal in mind: adventure.

Over the years, I’ve taken my three kids on countless adventures around our city. If you come to Indianapolis for the 2022 Kiwanis International Convention, maybe you’ll have some time to escape to find your own corners of the city.

Here are some of our favorites.

**Downtown**
The Downtown Canal Walk is located along White River State Park and offers great views of the skyline above. In the summer, there are paddle boat rides and an ice cream stand. Places of note: Victory Field (home of Indianapolis Indians baseball), Indiana State Museum, NCAA Hall of Champions, Eiteljorg Museum, Indianapolis Zoo, numerous colorful art pieces, an urban wilderness trail and more.

While you’re here, you’ll also find memorials aplenty — second in the United...
States only to Washington, D.C.
Spend some time on Monument Circle at the 284-foot-tall Soldiers and Sailors Monument, completed in 1901 by German architect Bruno Schmitz. If you’re brave, attack the stairs for a view from the observatory at the top (or take the elevator for a small fee). Another of my family’s favorites is the Indiana War Memorial & Museum, which boasts the largest bronze casting sculpture ever made in the United States. Other memorials include U.S.S Indianapolis CA 35, Indiana 9/11, World War II, Vietnam and Korean War, Veterans Memorial Plaza and Medal of Honor.

Shopping and eating along Massachusetts Avenue makes everyone’s list of things to do in Indianapolis. And why not? It’s filled with character, fun and a ton of action. Lots of people. Lots of local businesses to support.

**Bonus find:** Don’t miss the art inside The Alexander, a hotel at 333 South Delaware Street. There’s some inside its parking garage as well.

**Fountain Square**
Take a walk back in time in the Fountain Square Cultural District. It’s a fun and funky experience, full of shopping, eating and entertainment opportunities. My friends and family love duckpin bowling at the restored, 1930s-era alley inside the Fountain Square Theatre. We also enjoy perusing art at the Murphy Studios. You’ll find plenty of interesting things — including lots of local eateries — in Fountain Square.

**Bonus find:** Music lovers should absolutely check out Arthur’s Music Store, named a top dealer in the U.S. by the National Association of Music Merchants.

**Traders Point**
Want to escape for dinner somewhere different? We love Traders Point Creamery, a working farm where you can visit the animals before heading inside to shop for cheese while you wait for a table for dinner or some ice cream. It’s farm-to-table dining with a view.

**Crown Hill Cemetery**
Yes, a cemetery makes our list of favorite places in Indianapolis. My kids and I love to explore cemeteries, taking in the beautiful memorials and the amazing history. Crown
Hill is special in many ways, one of which is its size. As the third-largest non-government cemetery in the U.S., it’s a place to get lost in green spaces and beauty. You’ll also find 130 different species of trees, the Gothic Chapel and Gothic Gate and notable burial plots of President Benjamin Harrison, poet James Whitcomb Riley, Col. Eli Lilly and gangster John Dillinger.

**Bonus find:** James Whitcomb Riley is interred on the “crown” of Crown Hill Cemetery, the highest point in Marion County. You can even see the downtown skyline from there.

**Nature parks**
Outside — that is absolutely my family’s favorite place to go for adventure. And we’re lucky to have several fantastic places to explore. One favorite is Holliday Park, filled with numerous one-of-a-kind finds. The best of the best might just be The Ruins, moved to Holliday Park from the St. Paul Building in New York City in the 1950s. The Ruins depict “the Races of Man” and offer a striking backdrop for photos. The park also has gardens, trails, the White River, playgrounds and a nature center.

The Virginia B. Fairbanks Art & Nature Park at Newfields is a fancy name for what everyone around here calls 100 Acres. My kids’ hands-down favorite is Funky Bones, a huge fiberglass skeleton lying in the grass. It’s easy to find — it’s where all the kids are playfully jumping from bone to bone. Another favorite here is called Free Basket, a colorful Cuban installation that’s right in the parking lot. Bring a basketball — this interactive sculpture invites you to play!

**Indianapolis Motor Speedway**
No visit to Indianapolis is quite complete without a visit to the Speedway. In fact, you can take a tour around the track with other visitors and explore the museum filled with some old (and fast!) cars.

Learn more about Indianapolis at visitindy.com.

Get more details about the Kiwanis International convention at kiwanis.org/convention.
The 2022 Kiwanis International Convention promises to be a time to renew your commitment to serving the children of the world while enjoying the fellowship that flows throughout Kiwanis.

Here are nine changes that will make the 2022 Kiwanis Convention a better experience:

1. Members can choose to attend in person or virtually. Those unable to travel to Indianapolis, Indiana, USA, can register for the virtual option and experience selected keynotes, sessions and master classes streamed to their computer.

2. The convention is now two parts: The Education and Leadership Conference and the Annual Meeting. Registration options allow members to create a convention experience that works for their goals, schedules and budgets.

3. The ELC is focused exclusively on how clubs of all sizes can better serve their communities to help more children. Keynotes, master classes and all education sessions revolve around ideas for club service, innovations in fundraising and leadership training.

4. The ELC qualifies as an acceptable educational expense. As a result, your club can opt to pay for it with funds from its service account. Covered expenses can include registration fees up to US$299, hotel, airfare or mileage, meals, per diem and other expenses as decided by the club. Expenses related to a member attending only the Kiwanis Annual Meeting would not qualify for any reimbursement from the service account. A club may continue to cover any portion of members’ convention expenses from its administrative account.

5. Registration fees include more extras. A buffet lunch will be included every day. Also in-
cluded is an opening reception with light hors d’oeuvres and Kiwanis Night at Victory Field, which includes dinner, beer, wine and soda.

6. The 2022 convention schedule will leave you more time, space and opportunities for creating connections and making friends. Talking and interacting with members from other clubs and districts can spark ideas that can be utilized at home.

7. Booking a room in one of the convention hotels allows members access to preferred rates negotiated by Kiwanis International. In addition, staying at one of the selected hotels earns you a $10 credit to the Kiwanis Family Store and other perks such as a hotel in a prime location, upgrades as available and the opportunity to meet and mingle with Kiwanis members from districts near and far.

8. Registration materials will be sent to attendees. For members attending from within the United States, a packet will be mailed to you. It will include your name badge, lanyard and convention program so you’ll be ready to learn when you arrive. Members attending from outside the United States will pick up their materials on-site.

9. Kiwanis International is taking increased measures to care for the health and safety of all attendees and guests.

Registration for the 2022 Kiwanis International Convention is open from March 15 to May 1. There will be no on-site registration. Register at kiwanis.org/convention.
Spice trade

A PIVOT FROM GOLF TO CHILI HEATS UP FUNDRAISING FOR AN OKLAHOMA CLUB.

BY WENDY ROSE GOULD

For more than 25 years, the Tulsa Kiwanis Club in Oklahoma held an annual golf tournament as its key fundraiser. The event brought in about US$20,000 each year, even after expenses. But when the club got an urge to switch gears, it pivoted to an entirely new type of fundraiser in 2019: a chili cookoff for professional chefs.

A bit risky, yes. But club members felt a strong need to create an event that appealed to their broader community — including people from younger generations.

“We just happen to have a competitive chili cook in our club, Bob Piland,” says Steve Collins, the club’s immediate past president and event organizer. “I approached Bob about having a large chili cookoff in Tulsa. As Bob and I spoke more about it, we started to realize that we had our big community event.”

Chili on the Green, named for the urban park where it was held, presented the club with several hurdles that first year. Members had to learn the ropes of the event itself while also figuring out how to market an entirely new event to an entirely new audience.

Though the club succeeded in bringing in competitive chili cooks from more than 15 states, attendance was low.

But the Tulsa members understood that it takes time to build momentum after such a big shift. They came away from the experience determined to keep going.

“We learned so much in year one that we were confident that year two would be much more successful,” Collins says.

Then COVID-19 swept across the globe, and Chili on the Green’s second event was indefinitely postponed. More than a year later — in October 2021 — members finally held their second cookoff.

The patience and dedication paid off: Chili on the Green brought in over $25,000 and more than 5,000 attendees.

Funds were raised through corporate sponsorships, participation fees and concession sales on event day. The club also sold all-you-can-eat chili tasting kits to the general public. Monies raised benefited the Community Foodbank of Eastern Oklahoma, the Special Olympics of Oklahoma and the club’s Key Club Scholarship Fund.

Now the Tulsa Kiwanians are shooting even higher. The club is gearing up for its third event with a goal of doubling both fundraising and attendance.
Want to help the Class of 2022 remember how much fun Key Club was? Head to the Kiwanis Family Store. We’ve got pins, T-shirts and much more to help make the experience unforgettable.

kiwanis.org/store
When you can’t afford college and aren’t in the top 10% of your high school graduating class, sports can open doors to scholarships. But do those doors open equitably? Do all athletes, regardless of racial and ethnic backgrounds, have the same chance at college sports scholarships?

The Kiwanis Club of Hamilton East in Ontario, Canada, says no. That’s why they’re partnering with the Steel Town Athletic Club (STAC) to prepare students with diverse cultural and ethnic backgrounds to compete for spots on their high school sports teams — and to excel when they get there.

Since its charter in 1940, the Hamilton club has focused on a section of the city where poverty and a lack of recreation options lead young people into trouble. Vincent Kuber, a personal trainer who runs the nonprofit STAC, grew up there in the 1980s and ’90s. Not much has changed, he says.

“I was the only brown kid playing ice hockey,” he recalls. “Now I’m almost 40, and statistics show the situation has only gotten worse for these kids. College is far less attainable for BIPOC (Black, Indigenous and people of color) students than expected. They don’t get an opportunity to see college as an option, even through sports.”

Their schools often don’t have budgets for quality sports equipment, Kuber adds. Working parents can’t get kids to afternoon soccer leagues, afford sports registration fees or travel to away games — even when the rare opportunity arises.

Kuber’s proposal: Offer no-cost elite personal training. Hamilton East Kiwanis Club members quickly embraced the idea and committed to providing the facility, equipment, staff and ongoing financial support.

“We see a real need for targeted outreach and programming for BIPOC youth,” says Milja Minic, the club’s manager of community programs and services. “They face a multitude of barriers to participation in sports and academic pursuits. Our approach is to partner with experts in areas that help remove those barriers. Vincent’s approach of inclusion, quality and accessibility aligned with our mission, vision and values.”

Participating students get three months of preseason training. For example, students train September through November to be in condition for basketball tryouts, or May through July for softball. Coaches also teach yoga, breathing techniques and stress relief.

“It’s personal, elite-level training to build resilience and confidence,” Kuber says. “Most importantly, the training lets them feel it’s possible to do well enough in a sport to make a team and earn a scholarship. That’s the goal.”

Training ground

A CANADIAN CLUB HELPS SPORTS — AND SCHOLARSHIPS — REACH MORE STUDENTS.

BY CINDY DASHNAW
The easy way to fundraise for your club

Kiwanis has found a better way to create more opportunities for kids and communities—no need for selling, door knocking, or event planning. With gift card fundraising, you raise money by purchasing gift cards to use for your everyday shopping. Earn from anywhere, whether you're at home or on-the-go.

How it works

You buy a gift card
You get the full value.

The brand gives back
No extra money comes out of your pocket.

Kiwanis earns
Your club gets a check every month for the amount raised.

Shop more than 750 popular brands, create unlimited possibilities

Your club can raise $50,000 or more every year
Learn more and start a free program at Fundraising.ShopWithScrip.com/Kiwanis.
Kiwanis signature projects take all shapes and forms. But imagine one that requires serving almost 20,000 bratwursts in just two days. To put that into perspective, if those bratwursts were laid end to end, they would stretch longer than 30 American football fields. That’s the Kiwanis Club of Alpine-Rockford’s Brat Days event, which celebrated its 50th year in Rockford, Illinois, last July.

Ken Whitmore, a club member and 2006-07 governor of the Kiwanis Illinois-Eastern Iowa District, says the Johnsonville company — the Wisconsin-based sausage provider — won’t reveal how that “20,000” statistic compares to other events. But a company representative once offered a hint. “It was an unofficial statement,” Whitmore says. “But they said, ‘Put it this way: We sell more brats on Brat Days than we do the entire season of NASCAR.'”

Chartered in 1968, the Alpine club held its first Brat Days event in 1971 to raise service account funds. Over Brat Days’ history, the club has given more than US$2 million in event proceeds to charities — with about 85% of those funds donated to organizations in the greater Rockford area.

Since its inception, the club has supported more than 300 nonprofits. In the last two years alone, the Alpine club has donated funds to more than 35 organizations that provide programming and services to a variety of age groups.

One recipient, KFACT, focuses on building healthy futures for under-served girls in Rockford through mentoring. Another, Rock House Kids, serves as an evening haven for young people ages 6 to 18, offering hot meals and teaching life skills ranging from academic success and goal development to the prevention of gang involvement. In addition, the Adult Day Program at Lifescape Community Services provides a safe environment and enriching programming for adults with disabilities.

Brat Days funds also support the Kiwanis Children’s Fund and the Illinois-Eastern Iowa District’s Kiwanis Neuroscience Research Foundation, which provides financial grants to top-level medical and scientific researchers who specialize in spastic paralysis and other diseases of the central nervous system, with a focus on neonatal areas.

While previous Brat Days included live entertainment, the COVID-19 pandemic limited the 2021 event to drive-through or walk-up options only, with no eating on the premises. Still, between two locations, over 4,200 cars picked up brats. Close to 400 volunteers from more than 33 organizations donated 1,850 service hours.

It’s no wonder, then, that hosting the event is a year-round commitment. “The excitement and enthusiasm leading up to and during Brat Days is contagious,” Whitmore says. “Planning for the next Brat Days starts from the moment the previous year’s event concludes. Site leaders document lessons learned from their team members — both what worked well and what didn’t. While the work is exhausting, knowing how much the organizations we support appreciate the funds makes it all worthwhile.”
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Learn more and apply at kiwanis.org/visa

1. See commercebank.com/rewardsterms for full details or call 800-678-0769
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3. Please note that merchants self-select the category in which transactions will be listed and some merchants may be owned by other companies, therefore transactions may not be counted in the category you might expect. Purchases made using Near Field Communication (NFC), virtual wallets, or similar technology may not be eligible for bonus points.
4. Purchase means “Net Merchandise Purchases” which are purchases of merchandise or services on the Account, less any returned merchandise credits or service credits posted to the Account. Net Merchandise Purchases do not include Cash Advances, Balance Transfers or transactions using Convenience Checks or any associated fees. Other exclusions apply. See Rewards Terms & Conditions for full program details.
Thousands of households in Blount County, Tennessee, have no computers or internet access. Recognizing an imperative to help these families, the Alcoa Kiwanis Club successfully applied for a US$33,000 grant from the Arconic Foundation to address the area’s digital divide.

For our club, key elements of the project include collaboration with four other organizations and a two-pronged approach to the effort. Our club is partnering with the local library, the county parks and recreation department and the county government’s information technology department to provide a safe and accessible space for individuals to use the internet at no cost.

In addition, eligible low-income school children are receiving free refurbished computer systems, thanks to our partnership with the Tellico Village Computer Users Club’s Technology Access Program. With the computers, the students can fully participate in the technological world where they live and learn.

Two sustainable solar charging stations that act as Wi-Fi extenders were also purchased and recently installed outside the Martin Luther King Jr. Community Center in Alcoa. People who use these tables can charge laptops, tablets, phones or other devices and access online information for personal, school, business, professional and career growth at any time of the day or night.

Anjanae Brueland, interim director of the library, says the tables are especially important right now.

“These outside tables provide internet access in an outdoor environment that takes social distancing into consideration, which is a priority during the COVID-19 pandemic given that people without internet access must seek access somewhere else in the community.”

In the first four months of the project, about 250 refurbished computer systems had been donated to area kids.

Tanya Martin, an Alcoa city commissioner, praised the service that our club is providing to the community.

“Kiwanis displays a genuine desire to make a difference in our community,” Martin says. “Those tables will definitely help residents for years to come. Many people and organizations like to talk about what needs to be done, but they never do anything. Kiwanis puts words into deeds.”

SOLAR CHARGING STATIONS OFFER FREE ACCESS TO THE ONLINE WORLD.

BY ROBERT MCCLELLAND, MEMBER OF THE KIWANIS CLUB OF ALCOA, TENNESSEE

Bridging the digital divide
CELEBRATE THE KEY CLUB CLASS OF 2022.

Send Key Club graduates off with more than a smile and good wishes. The Kiwanis Family Store has stoles, cords, medals, cards and more. Check them all out — and help grads celebrate everything they’ve achieved.

kiwanis.org/store
Collaborate for success

NEED FUNDING? APPLY FOR A CLUB GRANT. LET US HELP YOU SERVE KIDS.

The Kiwanis Children’s Fund provides funding both for established programs and for new endeavors. The types of projects vary, but they are all Kiwanis-led and meet a need in the club’s community. When a club invests time and money in a project it has initiated, it will see greater member engagement and have a more meaningful impact in kids’ lives.

Your project must:

- Be Kiwanis-led, with at least 50% of the work performed by Kiwanis family members.
- Fill a need that is determined by the club’s completion of a community needs assessment.
- Include programming that recurs at least once per year.
- Support activities within at least one Kiwanis cause: health and nutrition, education and literacy or youth leadership development.
- Get at least 25% of its total funding from the club.
- Require no more than 40% of funding from the Children’s Fund.
- Have at least one non-Kiwanis monetary funding partner, such as a local business, church, school, nonprofit or other community organization.
- Spend the grant money within 12 months of when the funds are granted.

Applying for a grant is easier than you think:

1. Read the Guide to Club Grants. Go through each step of the grant process at kiwanischildrensfund.org/clubgrants.
2. Conduct a community needs assessment. Ensure that your club’s work is relevant and necessary.
3. Submit a Letter of Inquiry. Your club will provide an outline of the project, a timeline, a budget and an overview of the community needs assessment.
4. Receive feedback. If your project meets eligibility requirements, your club will be invited to complete the grant application. Children’s Fund staff members work with you along the way.
5. Apply for the grant. Funding decisions are made on January 1, June 1 and October 1.
6. Get started! If you receive a grant, you will have 12 months to spend the money on your project.
BE THERE FOR THEM

Kids need Kiwanis. When you give to the Kiwanis Children’s Fund, you help us reach them when they need us most. Warm coats when the temperature drops. Lifesaving vaccines before a child is born. Fresh food even when it’s not in season. Make a gift today — and change lives all year long. Let us show you how.
WHAT'S YOUR STORY?
If your club has a success story, simply email a summary and a few photos to shareyourstory@kiwanis.org to be considered for possible future use in Kiwanis International publications.

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Enjoy the inspiring stories you love from Kiwanis magazine, plus added content, slideshows and video.
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When you read something you love, pass it on.
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