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| 1. Intro | Good afternoon. My name is [YOUR NAME] and I am a volunteer for the Kiwanis Children’s Fund. Today, I am excited to share our new campaign, The Possibility Project, which is raising money to impact 10 million children worldwide through Kiwanis Service Projects.I will also share how your club can support The Possibility Project as an Impact Club—this campaign’s only club recognition level—and how you can use a multiyear fundraising plan to reach your Impact Club goals. |
| 2. What is Possible? | "Kids need Kiwanis" isn't just a catchy phrase; **it's the truth we live by.**As Kiwanians, you see firsthand the challenges children face in your community:* Students struggling in school without support.
* Children going hungry.
* Kids unable to play with their classmates because the playgrounds aren’t accessible.

Imagine if every Kiwanis club had **more funding and resources** to help these kids. Imagine new service projects popping up everywhere. Together, we can make a **global impact** and **turn possibilities into realities** for children. |
| 3. Kiwanis History | There is no doubt that when Kiwanians work together, we can achieve great things—and the Kiwanis Children’s Fund has been here for 85 years too help turn your generosity into projects that reach kids all over the world.When Kiwanians last came together to support the Kiwanis Children’s Fund, we helped UNICEF eradicate Maternal Neonatal Tetanus in 49 countries through The Eliminate Project. Before that, our work with UNICEF raised the global IQ by 5 points by establishing sources of iodine around the world through the Iodine Deficiency Disorder campaign. In fact, since 1994, the Kiwanis Children’s Fund has raised and leveraged a quarter of a billion dollars for global childhood health and nutrition! |
| 4. 3 Grant Stories | When The Eliminate Project concluded, the Kiwanis Children’s Fund turned to Kiwanians like you to understand how we can best support **you and your vision of a brighter world**—one child and one community at a time. You told us that community needs and club service projects fall into three main areas:* **Health and Nutrition**
* **Education and Literacy**
* **Youth Leadership Development**

These areas are the **building blocks** for a child's success, creating a lifelong positive impact. We know that the needs in these areas looks different across the Kiwanis family, so that is why we don't tell you exactly what your projects need to look like. We simply ask that they make an impact in one of our three core areas.These needs are urgent, and we’re not waiting to help clubs make a difference. Since The Possibility Project began in 2022, the Children's Fund has provided grants for Kiwanis service projects by clubs like:* **Libertad, Panama**, which rebuilt and restocked their local school's dining area, providing stable meals for 1,500 students.
* **Cicero, Indiana**, which provided a book for all 950 children to take home,
* **Daphne-Spanish Fort, Alabama**, which hosted a 10-week program teaching 80 middle schoolers respect, conflict resolution, and goal setting.

By supporting the Children's Fund, you **expand your impact** beyond your local area to communities wherever a Kiwanis club exists. |
| 5. Kids Need Help Now | The Kiwanis Children's Fund proudly supports service projects that meet urgent needs. But the reality is, **millions of children still need our help.**Consider this:* Over **14 million children** in the U.S. alone live in households without enough food.
* **Two out of five 4th graders** can't read at a basic level.
* **Two out of five high school students** report feeling lonely, sad, or hopeless.

Grant requests to the Children's Fund have **increased tenfold** in recent years, but we've only been able to fund **$1 for every $2 requested.**Kiwanis clubs relentlessly show up for kids every day, and the Children's Fund wants to show up for *you* to make a better life possible for children in Kiwanis communities. |
| 6. Introducing The Possibility Project | **The Possibility Project** is designed to meet these growing needs by supporting Kiwanis service projects in health and nutrition, education and literacy, and youth leadership development.We have a big goal: to **impact over 10 million children** by raising **$25 million over 5 years.**This means more support than ever for clubs like yours to get funding for life-changing projects. With a grant from The Possibility Project, it takes only about **$2.25** for a Kiwanian to change a single child's life.When we come together, we can ensure every club has the **possibility** to impact the children who need Kiwanis the most. |
| 7. Fundraising Update | The good news is that we started fundraising for The Possibility Project on October 1st, 2022—which means we are well on our way to our goal.We have already raised more than $8 million. That means Kiwanians have already come together to support club service projects that could reach more than 3.5 million children.  |
| 8. IC Update | Momentum is building, including here in [DISTRICT]. Nearly 100 Kiwanis clubs have already joined our effort to reach 10 million children by pledging a combined $1.9 million dollars[, and I’d like to take a moment to thank the Kiwanis Clubs of [LIST IC CLUBS] for being among the first 100 clubs to join The Possibility Project in [DISTRICT]. |
| 9. Lead the Way | Imagine the impact your club could have by helping your greater Kiwanis family to serve children in their own communities. The Possibility Project embodies the Kiwanis spirit by supporting one another to do more for children. The clubs I mentioned a moment ago imagined their possible impact—and took action by becoming Impact Clubs, making a 5-year pledge to support The Possibility Project. By signing an Impact Club pledge, your club sets a goal to raise $100 per member each year for five years. Impact clubs will lead the way to serve 10 million children worldwide. We cannot reach our goal without your help. Most of you are probably doing the math right now and wondering how a club your size, small or large, could meet your potential Impact Club goal. It probably feels like a huge number. This is where a multiyear fundraising plan steps in.A multiyear fundraising plan will help your club break down your larger Impact Club goal both by time and by fundraising sources, allowing you to plan ahead and set achievable milestones. By creating a multiyear fundraising plan, you clearly communicate how you intend to achieve your goal—but this is not a document set in stone. This type of plan allows for flexibility and helps you understand where you can best focus your efforts |
| 10. Club Example | I’m going to walk you through an example that you can apply to your own club.Today, we’ll talk about the Kiwanis Club of Small Town, USA.As you can see, we have 20 members. We have two big fundraisers, which help us give to our 3 main causes: our Key Club, our local children’s hospital, and the Kiwanis Children’s Fund.Our club wants to support The Possibility Project, but it is important to us that we are able to continue our support of the Key Club and the local children’s hospital.   |
| 11. IC Goal | The Impact Club goal is based on membership: $100 per year, per member for 5 years. $500 times 20 members comes out to an overall goal of $10,000. Since it is a 5 year pledges, we will aim to raise about $2,000 per year.That’s a big number. How do we fundraise that much without decreasing our support for the causes we already care about?Kiwanis clubs of all sizes have already made the commitment to support The Possibility Project as Impact Clubs, and no club’s plan to fundraise looks the same. If your plan is to fundraise directly from your members, you can break down that individual annual goal of $100 per member. Per month, that is an $8.33 donation—roughly one trip to Starbucks. But you don’t have to solely rely on members to give out of their own pockets. We encourage clubs to be creative. Beyond member donations, look to your fundraising events, club treasuries, and club foundations, if you have one. When you use multiple methods to fundraise and set annual goals for five years, your Impact Club Pledge total becomes a lot less daunting. No matter how you choose to fundraise, remember that your real goal is to help kids. As we shared earlier, it takes roughly $2.25 for a Kiwanian to make an impact on a child through a service project.  So, divide your pledge by $2.25. Suddenly your goal is no longer in dollars, but in the number of children your club can help. As a club, ask yourselves: how many kids do you want to help? |
| 12. Fundraising Sources | Now we have a goal of the dollar amount we hope to raise over 5 years. But where will that money come from? ​​The Kiwanis Club of Small Town, USA has decided to source our funds from three main areas: our annual budget, fundraising events, and member giving. These are just a few common examples. Some clubs may choose to make a gift from their Club foundation as well. Or maybe they don't want to touch the budget and only use funds from events or member donations. It can look different for every club, and your club can choose what works best for you. ​​The first step is deciding what percentage of each funding source will make up the total pledge! ​We went ahead and put suggested percentages on each funding source. You may end up doing it differently with your club.They’re planning to reach that goal by combining three funding sources: about 50% will come from events, 25% will come from member giving, and 25% from the club’s annual fund.  |
| 13. Annual Club Funds | If you remember the club is going to break it down to $2,000 annually, annual fund (or your club’s annual budget) is one of the ways that the Impact Club giving level will be met. If the club isn’t already, consider making an annual gift from club funds to the Kiwanis Children’s Fund.Furthermore, instead of just making an outright gift, you can challenge your members to give and leverage those funds as matching funds. Instead of sending in $1,000, offer two $500 matching gifts to members of your club. Match those two $500 gifts with two $500 gift from club members and the club had turned $1,000 into $2,000.Happy dollars are a great way to also generate matching funds. |
| 14. Events | Fundraising events are a club’s bread and butter and the ideas are almost endless. They’re a great way to support an Impact Club pledge.A club can commit to making an existing fundraising more successful and donating the extra funds raised to our Children’s Fund toward the club’s Impact Club pledge.An Impact Club pledge can be a great spark to start another fundraising event for a club. Use it to reach your club’s Impact Club pledge and keep it going over The Possibility Project ends to support local causes identified by the club.You can use social media to spread the message to seek donations. Also, you can dine for donations, which is popular and easy. Partner with a local restaurant to receive a portion of every sale on a specific night of a month. The club’s responsibility is simply to spread the word so people eat at the restaurant on that night.  |
| 15. Individual Gifts | Members are excited to do their part as well to help the club reach its goal of impacting over 4,000 children with their pledge. ​​Since the club has found a way to fundraise half of the pledge through the club budget and events, club members will commit to collectively fundraising 5,000 dollars of the total goal over 5 years, or $1,000 each year. Using other sources in this case decreases the per member responsibility from $100/year to $50/year​.​This is a collective effort of club members. Not everyone is expected to contribute the same amount. We know we have one person who gives $250 every year, and at least a few members already give want to continue their donations or make their own pledge to increase their giving. Some members are able to donate in small amounts, like Happy Dollars once a month toward the Impact Club goal.​​Remember that any donations made from any of your members to The Children's Fund will automatically be credited towards your club's goal, as long as they have your club as their home club. So, if a member makes a $10 donation online at any time, it will automatically be credited to the Kiwanis Club of Small Town, USA. ​There are many ways that individual members can choose to give personally and fundraise on their own: -Individual fundraising efforts, like reaching out to friends and family-Personal donations of any size, even if that means setting aside spare change at the end of the week-Individual pledges, like the Cornerstone pledge, or $15,000 over 3 years—or small pledges made to your club that you will commit to giving a specific amount to the Children’s Fund-Recurring gifts by setting up an automatic donation on the Kiwanis Children’s Fund’s websiteand-Honoring a club member or outgoing president with a Blechman or Hixson Fellowship |
| 16. Honor Members | What is a Hixson or Blechman Fellowship? At the Children's Foundation, we want to make your gifts count and mean even more. Kiwanians can make an impactful gift that will help a child in need, while also honoring themselves, or someone else who is dedicated to service. The Hixson fellowship honors a member with a gift of $1,000 dollars. A Blechman fellowship honors a member with a gift of $2,500. Multiple people can come together to collectively donate Hixson or Blechman to a current or past member who embodied the service of these two great past international Kiwanis presidents. Challenging your club members to donate at least one Hixson or Blechman each year is a great way to help meet your member giving goal, while honoring a deserving Kiwanian for all of their great work they do for children.  |
| 17. Example plan | Here’s how the Club of Small Town put this all together. Again, breaking it down, they set a clear goal: raise $10,000 over five years, which breaks down to $2,000 each year.They’re planning to reach that goal by combining three funding sources: about 50% will come from events, 25% will come from member giving, and 25% from the club’s annual fund. You can see how it is broken down by dollar amount here. (read off some of the members and explain how this is attainable)This shows how a mix of fundraising activities can add up to a realistic, achievable plan that everyone in the club can contribute to ensure over 4,000 children are impacted through The Possibility Project.  |
| 18. Call to Action | By using multiple fundraising sources and breaking down your goal by year, your club can make an extraordinary difference by becoming an Impact Club.Kiwanians have come together before, saving millions of lives from preventable diseases, reshaping the world. Imagine what we can do when we come together to support each other, to help clubs do more to turn possibilities into realities. Imagine what’s possible if we trust our fellow Kiwanians to live our vision: to be a positive influence in communities worldwide, so that one day, all children will wake up in communities that believe in them, nurture them, and provide the support they need to thrive. |
| 19. Turn What’s Possible into Action | Clubs in our district have already received support from The Possibility Project, like the Kiwanis Club of [X]:[INSERT LOCAL GRANT STORY]This is what’s possible when we come together. Think about our mission and who we are: a global organization of volunteers, dedicated to improving the world, one child and one community at a time. **One child, one community at a time.**That **is** The Possibility Project: One child, one Kiwanis club service project at a time—to show 10 million kids what’s possible. Make a bold statement that you believe in the power of Kiwanis—in the power of clubs to make a meaningful and positive difference in the lives of children in their communities—and amplify your club’s impact beyond here in [DISTRICT] to Kiwanis communities worldwide.  |
| 20. Questions |  |
| 21. Thank You |  |
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