

# Rotary



**Rotary Club of Merced Sunrise &  
Merced Sunrise Rotary Club Charity  
Zone 26, District 5220, Area 8, Club 22798  
PO Box 3262 Merced, California 95344  
[www.mercedsunriserotary.org](http://www.mercedsunriserotary.org)**

Pursuant to RI by-laws, the Secretary herein makes this annual report to the Club. The Rotary Club of Merced Sunrise chartered May 22, 1985. The related Charity incorporated in 2010. The Club routinely ranks among the top clubs across the District for awards and giving. The Club ended the year with 48 total members; 42 Active and 6 Honorary.

## **2017-2018 Club & Charity Board Members and Officers**

President	Mike Altomare
Immediate Past President	Bob Casey
President Elect/Shrimp Feed Chair	Mike Cuchna
Vice President	Pope Lawrence
Treasurer	Richard Miller/Theresa Cesar
Secretary	Eric Moore
Club Service Director	Regina Cherf
Community Service Director(s)	Steve Benner/Ruth Alejo
International Service Director	Douglas Forte
Vocational Service Director	Donald Barclay
Youth Service Director	Francis Hughes
Membership Chair	Alan Arnold
Foundation Chair	Frank Reed
Merced Field of Honor Chair(s)	Nancy Edmiston/Dewayne Young

The Club began the year with 43 active members. The Club lost six active members, but gained four new active new members and converted active member Richard Miller to honorary status based upon his (and his wife Mary Miller) remarkable and lasting impact upon the Club, UC Merced and Merced in general. Richard and Mary moved to Texas to be closer to family. The Club specifically added more women and people under 40. RI routinely examines a club's three year membership statistics to monitor club growth and vitality. The Club technically retains 81% of new members during the first three years and 68% of existing membership for a weighted 72% retention rate – again nearly matching weekly attendance records. The Club has no plans to exceed 50 active members based upon meeting space, but may consider sponsoring a Satellite Club to attract new members if the interest arises. This year also marks the planned merger of Area 8 local North Merced and “Downtown” clubs into a single club of 70 active members with the new meeting location being Merced Elks Lodge.

The Club and Charity had a distinguished year under President Mike Altomare's leadership. This is Mike's second time as Club President.

- At the time of this preparation, the Club achieved all goals needed to secure the Presidential Citation Award – normally given to the top 10% of all clubs worldwide. The Club satisfied a number of important RI metrics across varied silos.
- The Club achieved its 100% Paul Harris Fellow Club status.

- The Club created new Corporate and Vocational membership processes to meet the needs of new and diverse membership prospects.
- The Club and Charity had record success with its Bob Hobbs Memorial Shrimp Feed, Merced Field of Honor (in partnership with Merced College) and other Club events raising over \$132,000 – believed to be a new record.
- Merced Field of Honor continues to receive important regional recognition and support and grows every year.
- The Club total Giving was \$18,617 at an Annual Fund per member rate of \$346 – 1.73x the District average.
- The Club continues its sponsorship of UC Merced Rotaract Club.
- The Club made a material donation to the Castle Air Museum in order to sustain its historical and culture mission as a regional tourist destination.
- The Club made a material donation to UC Merced and Yosemite National Park for a California Veterans Retreat Program.
- The Club supported; 14 Community Service projects, three International Service projects, two Vocational Service scholarships/awards, 17 Youth Service projects and events and four Field of Honor projects. Grant and scholarship making and other expenses across all Avenues of Service exceeded \$129,700 in FY17-18.

The following groups/programs received Club and Charity support this year;

<b>Community Service</b>	<b>Field of Honor</b>	<b>Youth Service</b>	
Merced County CASA	UC Merced/Yosemite National Park – Veteran Retreat Program	4-H Club	Merced Union HS – Quarterback Club
Crimestoppers	Merced College Veterans Resource Center Improvement	All Dads Matter	UC Merced Rotaract
D Street Shelter	Castle Air Museum	All-Star Junior High Baseball Tournament	RYLA
Love, INC	Run for the Fallen	Athletic Hall of Fame	Skimmers
Merced Adult School		Boys & Girls Club	Speech Contest
Merced Rescue Mission	<b>International Service</b>	Clothes for Kids	
Merced Theatre Foundation	Hearts Afire – Somoto, Nicaragua	Make a Wish Foundation	
Merced County NAACP	KIVA Microfinancing	Merced County Arts Council	
Paint the Town	Madera Club – Philippians Project	Merced College Football	
Playhouse Merced		Merced College Hall of Fame	
Rose Bowl Parade	<b>Vocational Service</b>	Merced Flag Football Game	
UC Merced/Shakespeare in Yosemite	Vocational Scholarships	Merced Union HS - FFA	
Special Olympics	Ideal of Service Awards		

The Club looks to recruitment opportunities in the coming year while steadily increasing meaningful projects and grant making. RI is also re-visioning its annual Presidential Citation Award giving all clubs better direction to remain vibrant.

Respectfully Submitted,

/Eric Moore  
Secretary  
August 15, 2018