



District 6080 Rotarians,

Happy New Year! The new year offers us a chance to think and consider the coming year—our goals, what we want to accomplish, where we want to go.

The start of the calendar year also means that the Rotary Year 2024-25 is half over. We should take time to reflect on the accomplishments achieved and the progress made during the first half of the year. Then, consider what your club needs or wants to do during the remainder of the Rotary Year.

I suggest a few goals for District 6080 clubs and members. For those who heard me speak to your clubs earlier this Rotary Year, they will sound familiar.

First, help your club grow its membership. Invite a friend, business acquaintance or someone you think would make a good Rotarian to a club meeting. Recruit him or her as a member. Hold a membership drive in your club. Let's grow all of our clubs this year.

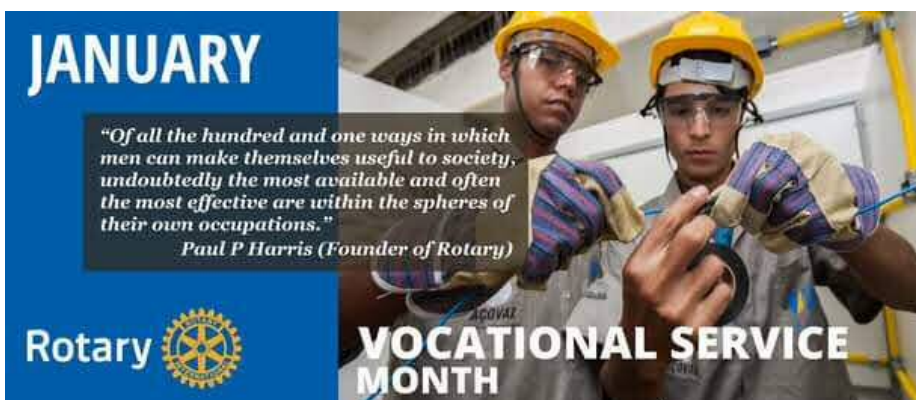
Second, make a donation to The Rotary Foundation. A portion of the funds donated to the Annual Fund of the Foundation come back to the District three years later, so those donations are especially helpful. Don't forget, however, the Polio Plus Fund or the Endowment Fund of The Foundation. A portion of the earnings from funds donated to the SHARE account of The Foundation also come back to the District for us to use.

Third, focus on service. Keep up the good work your club does for community service. Consider participating in, or continuing your participation in, international service. Contact Melvin Platt or Brad Martens for ideas for international projects.

Finally, send incoming high school sophomores, juniors and seniors to the RYLA academy next summer. The registration link goes live on Jan. 1. The registration fee is \$600 per student. Registration closes on April 30, so don't dawdle.

I want to thank all the clubs for welcoming me on my visits earlier this Rotary Year. I enjoyed meeting with each club and hearing their service projects, activities and membership growth. Let's keep The Magic of Rotary going strong during the second half of this Rotary Year!

Rowland Geddie
District Governor 2024-25
Rotary Club of Springfield Sunrise



Send your news items and photos to District Secretary Mary Ann Beahon at beahon.rotary@gmail.com

Rotary Clubs in 6080 Provide a Variety of Services



Harrisonville Rotary had fun with their Bright Futures Harrisonville Classroom Partners making cat blankets for the Harrisonville Animal Shelter. The 4th graders presented the blankets to the animal shelter when they finished tying them all.



Pulaski County Rotary participated in Christmas on the Square (left) and donated toys and a check for Toys for Tots during its holiday meeting (right). All toys and funds raised locally help local families.



Clinton Rotarian Elaine Paxton and her elf helper, Virginia Graham, prepared 10 bags to be delivered to Homebound clients of the Clinton Senior Center. Clinton Rotary Club also donated 760 bars of soap to Project Christmas Cheer. Rotarian Ashley Wareham is shown with Kim Daugherty, co-chair of Project Christmas Cheer.



Springfield Rotary volunteered at two service projects the first week of December at CrossLines and at Care To Learn.



Branson-Hollister Rotary saw a five-year project come to fruition. The club raised money to build an outdoor pavilion for the Boys and Girls Club in Branson. There was a great turn out for the Branson, Hollister and Forsyth Chambers ribbon cutting.

Springfield Sunrise Rotary celebrated "Bring Your Kid to Rotary Day" on Nov. 27 since many local schools were out for Thanksgiving. They said it was fun to have their "junior Rotarians" in attendance.



Columbia Rotary Club Cooks Turkeys for Needy

By Marty Walker, Rotary Club of Columbia
Photos by Charles Dunlap, Columbia Daily Tribune



Josh Lehmen and David Clithero lower turkeys for frying.

Thanksgiving is a day when families and individuals in the United States celebrate the bounty they have by enjoying a turkey dinner. However, not everyone has the financial ability to purchase a traditional meal. For the past five years, the Rotary Club of Columbia, Missouri, has cooked turkeys for those less fortunate and raised money to fund local community projects at the same time.

Six years ago, a few senior Columbia Rotary Club members decided to cook turkeys for those that could not afford the traditional Thanksgiving meal. Planning and preparation took a year. That first year only 200 turkeys were cooked.

Improvements in equipment and donations have enabled this idea to morph into cooking over 400 turkeys.

The turkeys average 15 pounds; that is over 6,000 pounds of bird--enough turkey to feed over 4,000 hungry people; from unhoused veterans to Everyone Eats (a city-wide dinner for unhoused residents) to city firemen. Cargill Meats, the Missouri Soy Bean Association and Ferrall Gas, as well as others, help defer the cost of the turkey fry. This year's profit, after paying all bills, was \$13,000. This money will be used for community projects and scholarships for high school seniors.



This is most likely the largest turkey fry in the Midwest, maybe the country. Preparation starts months before "Turkey Day." Donors are contacted, equipment designed and constructed, and key personnel lined up. A refrigerated tractor trailer full of turkeys arrives the morning before Thanksgiving. That afternoon turkeys are cleaned, seasoned, and prepared for deep frying.

On Thanksgiving, at 3:30 in the morning, the burners are fired-up under 15 pots, each containing 25 gallons of soy bean oil. When the oil reaches the proper temperature, turkeys are submerged. After cooking for 45 minutes the turkeys are done to a golden brown. They are put on a drying rack to cool, then boxed, ready for delivery or pick-up. The next day, the equipment is cleaned and stored, and the oil is recycled into heating oil and biodiesel for trucks.

During this event the Columbia Rotary Club engages 90 percent of their members. There is a task for everyone, regardless of their ability level. At the end of the day, Columbia Rotarians know they have fed those who would otherwise not have had a hot meal. At the same time, they have fulfilled the Four Way Test because of their hard work!

Fulton Rotary Supplies Winter Necessities for Kids



Fulton Rotarians and SERVE's Diane Henry hold the receipt for 230 pairs of boots purchased for SERVE's Adopt a Family. Left to right: Bob Sterner, Joan Morris, Diane Henry, Amanda Gowin and Bob Hansen.

The Rotary Club of Fulton provided new coats, boots, hats and gloves to about 230 local children this year through its Coats for Callaway Kids project. Made possible by the generosity of Rotary members and a \$15,000 grant from Veterans United Foundation, the winter necessities were handed out at SERVE's Adopt-a-Family distribution day Dec. 12.

Members of Fulton Rotary were busy buying boots, hats and gloves locally in November. President-elect Amanda Gowin took on the task of ordering coats online.

Fulton Rotarians picked up the boots from Shoe Sensation Dec. 2 and gathered at SERVE's new building to sort them. Hats and gloves were delivered later in the day and coats arrived throughout the week. Rotary members volunteered during several shifts.

The Rotary Club of Fulton began partnering with area businesses in 2012 to collect coats for SERVE each winter. With the co-sponsorship of the Fulton Sun, Rotarians placed barrels at supporting businesses around town to collect coats.

Unfortunately, many of the donated coats were dirty or in bad shape and not usable. Since 2020, the Rotary Club has submitted an annual grant request to Veterans United Foundation so Rotarians could buy new coats to fulfill the need. This year, at the suggestion of Fulton Rotary service chair, Tami Benus, the other winter necessities were added.



Brenda Loeffler



Jennifer Stoker



Susan Krumm

Many of the youngsters receiving the gifts have only hand-me-down or thrift-store clothing and many have outgrown what they have.

“With inflation being at an all-time high, along with the higher cost of clothing, spending extra funds for a new coat is something that many families are not able to do,” Gowin said. “About 230 kids in Callaway County will be warmer this year thanks to the generosity of Veterans United Foundation and Fulton Rotary.”

SERVE CEO Stephanie Rademan, who is immediate past president of Fulton Rotary, said, “SERVE is so proud to partner with area businesses and social service organizations for the Adopt-A-Family program. It is only through these partnerships that we can help so many area families find extra joy on Christmas morning.”

She added, “Each year Rotary and Veterans United Foundation come through in a huge way to help hundreds of our kiddos! Thank you all for helping us SERVE MORE this holiday season!”

Rotary Clubs Ring Bells for Red Kettle Campaign

Butler Rotary Club (right) rang bells for Salvation Army. Gary Schowengerdt, grandson Kenton Schowengerdt, Carol Ann Winburn and Kay Caskey wished many generous people Merry Christmas and thanked them for putting money in the kettles.



Columbia South Rotarians (left) sang and rang bells for the Salvation Army at Schnucks.

Jefferson City West Rotary (right) rang bells for the Salvation Army's Red Kettle Campaign at Schulte's Fresh Foods. Over the course of several shifts, 11 dedicated members stepped up to spread holiday cheer and support

this vital cause. Pictured are six of the volunteers who brought smiles, festive spirit and plenty of jingling joy to the day.



Branson-Hollister Rotary (left) enlisted Santa's help ringing bells for the Salvation Army.

Branson Daybreakers Rotary (left) also rang bells.



Pulaski Rotary (left) works hard to participate in local community events, including bell ringing for Salvation Army Pulaski County MO.

Sedalia Rotary (right) members helped collect money for the Salvation Army at Walmart.



Sedalia Rotary President Corey Bond and his wife greet Jeff McKinney as he makes his donation to the Salvation Army.

Springfield Rotary Clubs Collaborate on Parade Float



All five Springfield Rotary Clubs participated in creating a Rotary float for the Springfield Christmas parade. Along the route members passed out candy canes and small blue balls with the Rotary masterbrand. **Springfield Rotary** (left) had a blast designing their gingerbread house for the float.

Springfield Sunrise Rotary (right) puts the final touches on their part of the float.



Springfield North Rotary (above) had a fun morning decorating a gingerbread house for the Rotary float.

Springfield Metro Rotary's gingerbread house (right) on the Rotary float ready for the Christmas Parade.



Springfield Southeast Rotary (left)

Rotary Clubs Make Generous Donations to Causes



Lake Ozark Noon Rotary (left) presented a \$2,500 donation to Mike Clayton for Wonderland Camp.

Lake Ozark Noon Rotary (right) also donated \$2,000 to the **Lake of the Ozarks Idiots Club**, supporting local area children.



Branson-Hollister Rotary (left) made Christmas donations of \$2,500 to support organizations like Taney County Shop with a Hero. Officer Donathan spoke about the impact in Taney County and the over 20 years they have been shopping with kids. The club also supported two families from the Boys and Girls Club and donated money to the Point Lookout

Nursing Home Christmas Drive.

Salem Rotary (right) presented a \$1,250 check to Sherry Lea, executive director of Healthy Dent County, and \$250 to the Salvation Army. Rotary Past President Tod Kinerk made the presentation.



Mountain View Rotary (left) donated \$1,000 towards basketball mats to Ashley Allen from the Mountain View Family Youth Center.

West Plains Noon Rotary Club (right) adopts an organization to support each month and invites them to share their mission at a

Rotary meeting. The club then contributes to their program. In December they spread holiday cheer by brightening the season for older adults in the community. In November, they donated \$500 to CASA, helping cover mileage costs for advocates visiting foster children. In October, they supported Birthday Blessings, which spreads birthday cheer to foster children in the area.



Laurie-Sunrise Beach Rotary (left) made a donation to the Morgan County Caring For Kids Coalition (MCKKC).

Rotary of Central Missouri-Warrensburg (right) donated \$1,100 to Warrensburg Main Street to support the annual Burg Fest, a street fair that is popular among youth in the community. Recognizing that some families do not have the means to purchase carnival ride tickets, Rotary donated funds to purchase 44 wristbands that were distributed to kids in Johnson County through the regional school districts. Rotary President Michael Meloy presented the check to Jamie DeBacker, executive director of Warrensburg Main Street.



Creative Fundraisers Reap Rewards for Rotary Clubs



Scott Applegate is especially excited at the start of the Sedalia Rotary Pie Auction.

Sedalia Rotary held a month-long pie auction fundraiser in November. Attendees and members helped drive up the bids each week as Rhonda Applegate's pie was in especially high demand.

The combined efforts of Tom Aderman, Ryan Ball and Chad Wimer brought in the winning bid for first choice. Lindel Grechus bid his time to take home what looked like a terrific dessert the best bakers would envy.



Chad Wimer continues to drive up the bid while his wife, Leslie, sizes up the competition at Sedalia Rotary's pie auction.



Rhonda Applegate's pies are popular at the Sedalia Rotary Club pie auction.



Tom Aderman joins efforts with Chad Wimer and Ryan Bill to help their table take home the cheesecake.



Lindel Grechus makes the winning bid for one of Rhonda Applegate's terrific pies.

Buffalo Rotary held a Rotary Wreath silent auction fundraiser during November, with the public bidding on 22

Christmas wreaths that had been decorated specifically for the fundraiser.

Rotary provided the wreath base of greenery, wire or grapevine. Some decorators went rouge and did something of their own choosing. The Rotary club awarded two prizes. "Best of Show," as voted by the public, went to Hollie Young of O'Bannon Bank. Mindy Morris

of BTC Bank received the "Top Dollar" award for the wreath earning the most money. In addition, there was a drawing for bidders. For every bid placed, the bidder received an entry into a drawing for a \$25 gift card.



This elegant wreath by designer Hollie Young from O'Bannon Bank won "Best of Show."



This wreath from BTC Bank, represented by Mindy Morris, earned the most money and was awarded the "Top Dollar" prize.



Holidays Mean Fellowship for District Rotary Clubs



Clinton Rotary (left) had a visit from Santa and Mrs. Claus at Rotary's Annual Christmas Party.

Columbia South Rotary's Annual Holiday Party (right) was a huge success. Members gathered for festive fun, sweet treats and a special visit from Santa Claus.



Springfield Metro Rotary (left) got into the holiday season with their annual Christmas Party and dirty Santa gift exchange.

Springfield Sunrise Rotary (right) celebrated the Christmas season with members and guests at their annual Christmas party, a trivia night at Alamo Draffhouse Springfield.



Lake Ozark Rotary-Noon (left) held its annual Christmas/holiday party at JB Hooks Restaurant, enjoying fellowship and delicious food and celebrating a year of giving back to the Lake community.

Fulton Rotary (right) held its Christmas party at Tacos & Tequila and it coincided with the birthday of Immediate Past President Stephanie Rademan.



Jefferson City Evening Rotary (left) invited the Rotary Youth Exchange students sponsored by the Jeff City Rotary clubs to a Christmas party and white elephant gift exchange. Cedric from Germany, sponsored by JC Evening, visited with his host family, the Ciesluks. Sarah from Brazil, sponsored by Jefferson City West Rotary, presented a program about her life back home.

Trump Is Right About The Polio Vaccine: An American Triumph

Michael Sheldrick

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Earlier this week, President-Elect Donald Trump declared himself a “big believer” in the polio vaccine, having already previously called it “the greatest thing.” He’s absolutely right. The story of the polio vaccine is not only one of saving lives but also a powerful testament to the resilience and ingenuity of the American spirit. It’s a story of progress driven by the dedication of scientists, health workers, Rotarians, and the American public.

Trump, born just nine years before the first polio vaccine was licensed in the U.S., grew up during a time when polio was a pervasive and terrifying threat. In the years following World War II, the U.S. faced a resurgent polio epidemic that paralyzed and killed thousands. Between 1948 and 1955, according to a history compiled by the Mayo Clinic, the virus spread with such ferocity that parents kept their children away from swimming pools, public gatherings, cinemas and even schools.

For those old enough to remember, the fear was palpable. Jan Nichols, a New Yorker, was just six years old when she survived a polio epidemic that devastated her community. In her memoirs, *Twin Voices*, Jan writes how in her classroom of 24 students, eight were diagnosed with paralytic polio. Three died, including her twin brother, Frankie. “We never knew a day without each other,” Jan recalls in her memoirs. “Then suddenly, in just a few days, Frankie was dead, [and] I was fighting for my life... This was the horror of polio before vaccines were available.”

Jan’s story was tragically common. In 1952 alone, the U.S. recorded 57,628 cases of polio, leaving thousands paralyzed or dead, according to the College of Physicians of Philadelphia. It seemed that Americans were destined to live in fear every summer—until the nation responded with an unprecedented effort.



Los Angeles, CA-ORIGINAL CAPTION: Until the polio vaccine came along, clinics across the US were crammed with iron lungs. Photograph ca. 1950. Bettmann Archive

America's First Moonshot: The Vision to Defeat Polio

A decade and a half before America sent a man to the moon, the country embarked on its first “moonshot”: to develop a vaccine for polio. The campaign galvanized the nation, with ordinary Americans literally sending dimes to the White House to fund the effort. The result was historic, as grippingly told by Pulitzer Prize winning author, David M. Oshinsky, in his epic work, *Polio: An American Story*, who described the impact of Salk’s vaccine as setting off “one of the greatest celebrations in modern American history.” In April 1955, Dr. Jonas Salk announced the successful development of the first polio vaccine. In response to a question about patenting the vaccine, Salk famously said, “The people own it. Could you patent the sun?” His selflessness and innovation led to one of the greatest achievements in medical science. Within just a few years, polio cases in the U.S. plummeted.

By the 1960s, another American scientist, Dr. Albert Sabin, advanced the fight further by developing the oral polio vaccine—those famous “two drops.” This innovation made mass vaccination campaigns feasible, and by 1979, the U.S. was declared polio-free. The challenge, however, extended far beyond America’s borders. How could the vaccine reach the millions still at risk in other parts of the world? Enter another great American-founded institution: Rotary International.

Quest for a Polio Free World: Civic Leadership on a Global Scale

Founded in 1905 by Illinois attorney Paul Harris, Rotary International exemplifies the kind of civic association that American political scientist Robert Putnam celebrates in his seminal works, *Bowling Alone* and *The Upswing* (and now the subject of Netflix film, *Join or Die*). They foster mutual trust and reciprocity, strengthening civic health and society. Rotary, with its global reach and humanitarian ethos, embodies the spirit of collective action that Putnam describes as central to America’s past successes—and a model for its future.

By the 1970s, Rotary had grown into a global network of tens of thousands of clubs. Inspired by the eradication of smallpox in 1979, then-Rotary President Clem Renouff of Australia proposed the organization pursue an audacious goal: to make polio the second disease eradicated from the world. Polio’s characteristics—its reliance on human hosts to thrive and the availability of effective vaccines—made it a suitable target for complete eradication. Nonetheless, Skepticism abounded that such a goal was feasible, and not least that it could be spearheaded by a civic organization run mostly by volunteers. **But Rotary persisted**, funding a pilot vaccination campaign in the Philippines. The early success of this initiative set the stage for a global commitment.

In 1988, the world came together to launch the Global Polio Eradication Initiative (GPEI), with Rotary playing a pivotal role. Rotary’s grassroots fundraising,



MORADABAD, UTTAR PRADESH, INDIA - FEBRUARY 9: Health workers and volunteers immunize children in the streets of Moradabad during the National Immunization Days (NIDs) February 9, 2003 in India. India is one of the last remaining reservoir of the wild polio virus, with most cases reported in Uttar Pradesh and Bihar. Moradabad is the worst district with 79 cases of polio in 2002, out of 1600 cases countrywide. In 2003, after intense vaccination campaigns, the total number of polio cases in India was 214. To eradicate polio worldwide an international investment of three billion U.S. dollars over 15 years, as well as over 160 countries and 20 million volunteers have been used toward fighting the disease. Polio is the world's largest public health initiative, spearheaded by World Health Organization, rotary, Unicef, the CDC and national governments. (Photo by Jean-Marc Giboux/Getty Images)Getty Images

volunteer mobilization, and advocacy efforts united governments and organizations in a shared mission. As just one powerful example of this, on a personal level, Ramesh Ferris, a Rotarian who contracted polio as a child in India and was adopted in Canada, became a leading advocate. In 2008, Ramesh hand-cycled across Canada to raise awareness and successfully lobbied - alongside multiple Rotarians - political leaders from all parties to extend their support. Since 1988, Canada has committed over CAD \$1 billion to the cause. In 2026, for his part, still determined and committed as ever, Ferris will serve as a district governor in Canada's Yukon region—a testament to the enduring impact of Rotary's work.



PERTH, AUSTRALIA - OCTOBER 28: (L-R) Kevin Rudd, Australian Minister of Foreign Affairs with Polio survivor Ramesh Ferris & Nigerian Save the Children Foundation representative Catherine Ojo performs on stage at the End Of Polio Campaign Concert on October 28, 2011 in Perth, Australia. (Photo by Matt Jelonek/WireImage)WireImage

In total, since the GPEI's launch, global polio cases have decreased by 99%, from 350,000 annually to just a handful in two endemic countries. Once eradicated, the benefits will be transformative. A recent economic analysis, published by the Society for Risk Analysis, estimates the financial savings and health gains from polio eradication at \$28 billion (in 2019 dollars). The ripple effects will extend beyond health, symbolizing what global cooperation can achieve.

To be clear, we are not past the finish line just yet. Recent detections of polio in wastewater systems in Europe and other regions serve as stark reminders of the virus's resilience. Polio is a master of survival, capable of reemerging quickly even after seeming defeat. This is why the phrase remains true: **as long as polio exists anywhere, it is a threat everywhere.** No one wants to

see a return to the dark days when children lay in hospital wards, paralyzed, confined to ghastly iron lungs. This is why the unique global partnership spearheaded by Rotary International - supported every step of the way since the very beginning by the American public - must persevere, staying focused and resolute until the very last case of polio.

Leadership Lessons from the Polio Campaign

America's role in this journey—from the development of the vaccine to its enduring support for eradication efforts—remains a shining example of innovation. The bold vision to develop a vaccine, followed by an unrelenting commitment to a polio-free world, reflect the best of the American spirit. As President-Elect Donald Trump rightly noted, the polio vaccine is “the greatest thing.” It unquestionably represents what can be achieved when innovation, perseverance, and collaboration converge. as a testament to what can be achieved when innovation, determination, and collaboration come together. As we edge closer to eradicating this devastating disease, Trump's endorsement serves as a timely reminder of the power of public health triumphs to unite and inspire us all. Now is the time to recommit ourselves to ending polio once and for all.

Follow me on [Twitter](#) or [LinkedIn](#). Check out some of my other work [here](#).



Michael Sheldrick

Importance of Building Rotary's Public Image

What is Rotary's public image?

Rotary's public image isn't just what we think of ourselves. It's also what people **outside** of Rotary think about us. Getting people to recognize Rotary's name is a start, but our work needs to go further. Talking about Rotary in ways that explain what we do and the impact we make is essential to enhancing people's understanding and inspiring them to get involved. People's awareness of Rotary varies widely around the world. Research reveals that we can improve our brand recognition.

Making a good impression

Our public image is shaped by how we talk about Rotary, and how often. If **we** are not telling Rotary's story to the public, their impressions are often made up of half-truths. This can harm our public image and weaken

our brand. Could our words and behavior unintentionally lead people to misunderstand Rotary? Let's see how various actions can affect Rotary's public image.



Strengthens Our Public Image

- Having a diverse club membership
- Involving past Rotary program participants in club activities
- Pursuing projects and activities that are relevant to the community
- Partnering with local organizations to increase impact
- Promoting members as people of action
- Posting photos of members working on service projects

Weakens Our Public Image

- Assuming you don't have to promote your club because everyone knows about Rotary
- Neglecting to update your club website and logo
- Inviting only members to participate in your club's community events
- Posting photos that don't reflect the diversity of your club and community
- Posting lots of photos of members at meals or in meetings

The benefits of a strong public image

Why is it important to improve Rotary's public image? Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved. When people understand what your club **does** to make the world a better place, they'll be motivated to support your efforts and get

involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors.

When you tell stories about how your club is making a difference in your community, it **inspires interest** in prospective members and makes it easier for you to reach your membership goals. Promoting your club's good work in the local news media and on social media can also **engage** current members. Keeping members involved is much easier when they take pride in your club's accomplishments.

Promoting your club's good work in the local news media and on social media can also **engage** current members. Keeping members involved is much easier when they take pride in your club's accomplishments.

Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved.

Public image in your community

As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, you are in the best position to raise awareness and understanding among those who don't know us.

Your club's interactions with the community greatly influence how people think about Rotary. When negative stories dominate the media, there's no better time to show Rotary members as people of action, identifying challenges and taking action in their own communities to make things better.

- Publicize your projects and activities to influence how your club is perceived.
- Share stories about how your club's projects affect the lives of people in your community.
- Present your club as vibrant and your members as people of action.

Ways to strengthen your club's public image:

Social Media

Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website.

Events

Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club.

Club Website

Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently.

Partnerships

Work with local organizations to increase both your visibility and your impact.