

# Rotary + Clubhouse = A Fine Combination



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# **Rotary Club + Clubhouse = A Fine Combination**

*An in-depth paper from the International Center for Clubhouse Development*

## **Context and the Importance of Rotary Clubs to Clubhouses**

The Rotary's motto is *Service above Self*, and the missions of Rotary International and the International Center for Clubhouse Development are very similar—to make the world a better place. Rotary Clubs and Clubhouses both strengthen their communities, and, in partnership, they assist in fulfilling each other's missions. Rotarians provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Clubhouses exist to promote their members' recovery from mental illness. Because of the nature of mental illness, people with mental illness are one of the most vulnerable populations in societies around the world. During symptomatic periods with loss of mental function, mentally ill persons are subject to severe trauma, hospitalizations, confinement, loss of abilities, loss of employment, loss of family, poverty and homelessness. Clubhouses support members to restore what has been lost due to illness.

Because communities generally value employment, the Clubhouse model is viewed as an asset to communities and local economies. Clubhouses exist to reintegrate members into their communities in meaningful ways, including volunteering, educational pursuits and employment. To fulfill their missions in their communities, Clubhouses must be rooted and well connected with local businesses and business leaders. Employment opportunities for Clubhouse members are contingent upon Clubhouses being connected with local businesses. Financial opportunities depend upon prominence and acceptance of Clubhouses in their communities and by their governments. Rotary Clubs offer a means for Clubhouses to become connected, rooted and prominent in their communities.

This paper serves to illuminate existing Clubhouse and Rotary Club connections and to provide a how-to guide on making beneficial and lasting Rotary relationships.

## **What Is Rotary?**

Rotary International is a worldwide organization of business and professional men and women who provide humanitarian service. Rotary encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. There are approximately 1.2 million Rotarians worldwide, in more than 33,000 Rotary Clubs in 531 Districts around the globe. Each Rotary Club has a president, each District has a Rotary Governor, and the head of the Rotary Organization is the International President who runs Rotary out of the International headquarters located in Evanston, Illinois, US.

The mission of Rotary International, a worldwide association of Rotary Clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders. Each Rotarian makes a personal and professional commitment to better their own communities through their volunteerism. Every year Rotarians commit their financial support, professional resources, and humanitarian support to the mission of Rotary.

Rotary International has partnered with many national and International Organizations in making the lives of those less fortunate better. Rotary's signature project since 1986 has been and is its PolioPlus initiative to eradicate the dreadful disease from the world. Since 1985 when Rotarians made a promise to the Children of the world to eradicate polio, the number of cases worldwide has declined by 99% thanks to the efforts of Rotarians around the world. Rotarians have committed over US \$650 Million toward global polio eradication efforts. Already over five million children are walking who would have been paralyzed, and more than 1.5 million lives have been saved. Rotary has partnered with The World Health Organization, Center for Disease Control and Prevention and UNICEF to make this dream real.

One of Rotary's guiding principles is in its 4-Way Test. "Of the things we think, say and, do" is the heart of Rotary's commitment:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

## A Few Clubhouses Say They Have Connections to Rotary

According to a 2009 ICCD survey, 30% of the 90 Clubhouses which responded to the survey reported a connection with their local Rotary Club. These are as follows:

Clubhouse: Adventure House (North Carolina, USA) -----	Rotary: Rotary Club of Shelby
Clubhouse: Alliance House (Utah, USA) -----	Rotary: Rotary Club of Salt Lake City
Clubhouse: Beacon (Republic of Korea) -----	Rotary: Daegu of Korea
Clubhouse: Billabong (Australia) -----	Rotary: Rotary Club of Tamworth City
Clubhouse: Breakthrough Club (Kansas, USA) -----	Rotary: Downtown Rotary Wichita
Clubhouse: Bryggan (Sweden) -----	Rotary: Specific Club not reported
Clubhouse: Capital Clubhouse (Washington, USA) -----	Rotary: Rotary Club of Thurston County
Clubhouse: Carriage House (Indiana, USA) -----	Rotary: Specific Club not reported
Clubhouse: Clubhouse of Lehigh County (Pennsylvania, USA)	Rotary: Specific Club not reported
Clubhouse: Falkenberg Fontanhus (Sweden) -----	Rotary: Specific Club not reported
Clubhouse: Fontänhuset Båstad (Sweden) -----	Rotary: Rotary Club of Båstad
Clubhouse: Fontanhuset Orebro (Sweden) -----	Rotary: Orebro Sodra Rotary
Clubhouse: Friendship House (Hawaii, USA) -----	Rotary: Rotary Club of Kapaa

Clubhouse: Frontier House (Colorado, USA) -----	Rotary: Eye Rotary of Greeley
Clubhouse: Harmony Clubhouse (Missouri, USA) -----	Rotary: Specific Club not reported
Clubhouse: Helsinki Clubhouse (Finland) -----	Rotary: Rotary International 1420
Clubhouse: High Hopes (Maine, USA) -----	Rotary: Rotary Club of Waterville
Clubhouse: Honolulu Clubhouse (Hawaii, USA)-----	Rotary: Specific Club not reported
Clubhouse: Hope Clubhouse (Florida, USA)-----	Rotary: Specific Club not reported
Clubhouse: Kildehuset (Denmark)-----	Rotary: Hasseris in Aalborg
Clubhouse: Lahden Klubitalo (Finland) -----	Rotary: Lahti Joutjäruen
Clubhouse: Lappeenrannan Klubitalo (Finland) -----	Rotary: Rotary Club of Lappeenranta
Clubhouse: Liberty Centre (Nebraska, USA) -----	Rotary: Norfolk Noon Rotary
Clubhouse: Pioneer Clubhouse (Australia) -----	Rotary: Rotary of Manly Sunrise
Clubhouse: Racine Friendship (Wisconsin, USA) -----	Rotary: Racine Downtown Rotary
Clubhouse: Rose House (Washington, USA) -----	Rotary: Rotary Club of Tacoma
Clubhouse: Transitions of Boston (Massachusetts, USA) -----	Rotary: Dorchester Board of Trade
Clubhouse: Canefields Clubhouse (Australia)-----	Rotary: Beenleigh Rotary Club, Hope Island Rotary Club

## How Rotary Clubs Can Aid Clubhouses

At the 15<sup>th</sup> International Seminar in St Pete Beach Florida in October 2009, Rosalynn Cooper (Past Rotary Governor for Rotary District 5000) said: "We Rotarians make dreams come true...we make them real. We're here for you. Use us." Rotary Clubs can offer Clubhouses opportunities in five key areas that are critical to the success and mission of the Clubhouse programs:

- Employment resource development
- Advocacy
- Community service project partnership
- Clubhouse Development
- Advisory Board and Board of Director representation

### Employment Resource Development

Once a Rotary club builds a relationship with an ICCD Clubhouse, it is natural to understand the benefits of the transitional employment program. The famous Wall Street article "When a Good Deed Becomes a Good Deal" will ring true for many Rotarians. Explaining the Clubhouse program can be incorporated into a Rotary club presentation when the Clubhouse is invited to speak. Employment development presentations will need to be made with individual Rotarians that have businesses so they really understand how much of a positive impact they will be making on the lives of people with mental illness. Rotarians are usually the owner or upper management within the companies that Clubhouses are seeking job placements. The ideal situation is when a staff worker or a Clubhouse Board Member is a member of a Rotary club. This provides continuity and an ongoing weekly forum to communicate with the employer. In Hawaii, the Clubhouse Statewide Clubhouse Coordinator joined the Rotary Club of Metropolitan Honolulu and developed five transitional employment placements for two

Clubhouses within one year. The challenge as in all transitional employment placements is the placement management practices.

### **Advocacy**

Rotarians are professional leaders and organizers. They tend to have influence within the government, whether it's local, state, or national. Rotary is not a political organization. Advocating for human rights and humanitarian projects matches the advocacy work of many Clubhouses. Often when a Rotarian feels connected to an ICCD Clubhouse or is trying to develop or sustain a Clubhouse community, the individual will advocate for better services, more funding, and equity with the health system.

### **Community Service Project Partnership**

Rotary's philosophical cornerstone and the foundation on which club activity is based are its four Avenues of Service:

Community Service  
Club Service  
Vocational Service  
International Service

An individual ICCD Clubhouse may easily benefit from a Rotary Club's community service project which could encompass financial support, human resources, and a variety of expertise options provided by the Rotary club. Rotary clubs have access to Rotary Foundation grants as well as District grants. These often are matching grants that an individual club applies for based on a proposal that will benefit the community. An ICCD Clubhouse's needs for building improvement, grounds enhancement, special events that benefit the Clubhouse membership are just a few examples.

### **Clubhouse Development**

Rotary Clubs can be very useful when opening, forming, or relocating a Clubhouse. Rotary Clubs are often representative of the opinions and values of the community and will assist with a Clubhouse being integrated into a neighborhood. There are start up issues related to contracts, permitting, zoning, neighborhood relations that can be negotiated more effectively when partnered with a local Rotary Club.

### **Advisory Board and Board of Director Representation**

Clubhouse International Standard #32 reads: "The Clubhouse has an independent board of directors, or, if it is affiliated with a sponsoring agency, has a separate advisory board comprised of individuals uniquely qualified to provide financial, legal, legislative, consumer and community support and advocacy for the Clubhouse." The local Rotary

Club is an ideal pool of individuals that are ready, willing, and able to serve. Once a relationship is formed with the Clubhouse, it will be clear which Rotarians the Clubhouse will want to recruit. A natural fit or match will emerge based on interests, relationships, and needs of the Clubhouse and its members.

## **Success Stories**

### **Ambassadors of Fontänhuset Båstad (Sweden)**

Every year Fontänhuset Båstad invites their Rotary Club of Båstad to a dinner, where approximately 60 Rotarians are in attendance. At the yearly dinner, the Clubhouse receives direct financial support in the amount of SEK 10,000 (about USD 1,300). In addition, Rotary Club of Båstad advocates for the Clubhouse on local and national levels; when national politicians and international dignitaries visit the Rotary Club, the Clubhouse is always invited to attend the meetings. According to Fontänhuset Båstad, Rotarians are the ambassadors of the Clubhouse.

### **Molokai Extreme Makeover (Hawaii)**

Two houses, 720 square feet each were totally renovated by the Rotary Club of Metropolitan Club. The property the houses were on was also cleared out for farming with a fence placed around the new site to designate the new Clubhouse area. In order to accomplish this, Rotary Club chartered a plane for 30 Rotarians and organized lodging and food in coordination with the “Hana Kalima Clubhouse” members and staff. Pre-project site visits provided an opportunity for members and staff to design and plan the project. The project included building a certified kitchen, building a ramp for wheelchair use, repairing of all stairs, and installing a clerical area. The Rotary club donated \$5,000 in funds, and over \$120,000 in-kind architectural, building and landscaping services. A smaller team of Rotarians returned months later to provide further follow up and repair to the two houses. The Rotary Club continues to keep in touch with the Clubhouse. Recently there was a threat of staff terminations due to the worst economic crises that Hawaii has ever experienced. Rotarians wrote the Governor along with other mental health advocates and the staff position has been reinstated. At the Rotary District 5000 conference this community service project received recognition from Rotary International.

### **The Adoption of Hale O Honolulu (Hawaii)**

The Clubhouse in downtown Honolulu moved to a building on a main street that members and staff were overall pleased with, and it was on a bus line. One of the negative aspects of this site was the backyard area; it was virtually a dump site. The Rotary identified Clubhouse as a deserving recipient of a community service project. The project came to be known as the “Lush Lanai” Hale O Honolulu Clubhouse project.

Members and staff worked with Rotarians to design outdoor garden space that would include demolition and removal of the old debris, an herb garden, outdoor lawn furniture and plants. Nearly \$18,000 was awarded to complete the project that included eight working weekends at the Clubhouse. This project was the first project that began the relationship with the Clubhouse. Since Rotary wants to support sustainable projects, the relationship still remains and the following activities are examples of how the Clubhouse has virtually been “adopted” by the Rotary club:

- The Rotary Club hosted an open house that included the Governor
- Hale O Honolulu received assistance with the design and building of a full Snack Bar
- The country club (Plaza Club) that hosts the Rotary club meetings donates Thanksgiving (An American Holiday) dinner. This is due to the relationship with the Metro Honolulu Rotary Club.
- Rotarians are on the Clubhouse Advisory Board
- Rotarians provide transitional and supported employment
- The Clubhouse invites Rotarians to all fundraisers and special events
- Rotarians assist the Director with difficult community relations issues

## **Practical Guide to Making Connections**

### **Find and Use Existing Connections (Ask Around!)**

Join Rotary and learn more about Rotary from a Rotarian perspective.

By striking up a conversation with people that you know about the importance of Rotary to Clubhouses, it is possible to make connections. Ask your family, friends, the staff and members as well as any acquaintances if they are familiar with the work of Rotary. They may know a Rotarian who can be of assistance.

At the time of this writing, the author is attempting to make a connection with the Rotary Club of Littleton (Colorado, USA) on behalf of STAR Reach Clubhouse. A connection may be more easily made because the author’s mother works with a pediatrician who is a member of the Rotary Club of Littleton. Further, the author already has a relationship with the doctor’s office—he has made sushi for them on many occasions! Simply by asking around about Rotary, it is possible to make a connection.

Further, the author runs a nonprofit charity. One of the nonprofit’s board chairs has a connection with the Rotary Club of Highlands Ranch (Colorado, USA). This connection led to the author presenting to the Rotary club on topics of homelessness, mental illness, his charity and clubhouse. At times, making connections is a matter of asking.

### **Have the Clubhouse Speak and Present at a Rotary Club Meeting**

The format of a Rotary meeting is that every meeting has a speaker. Generally a speaker has approximately twenty minutes and some time for questions and comments. There is a standard format for Rotary meetings although every meeting certainly has its own personality. This is very similar to differences between Clubhouses; the Clubhouse and/Rotary Club represents the styles and culture of the community. A Clubhouse presentation is a perfect speaking engagement for a Rotary meeting. For example, a member and staff team with a very organized outline would be preferred. Each Rotary Club has a programs chair in charge of the weekly programs. However, any Rotary Club member can suggest a speaker. It is important to coordinate with this person and find out all the relevant details. Be sure to get to the meeting early to see the set up of the room and to meet people ahead of time. When a Clubhouse has been invited to speak to the Rotary Club it is important to not ask for donations or help at this time. Let the relationship evolve and let the Rotarians ask you for what kinds of help you need. Invite them to come on a tour of the Clubhouse. Make this easy for them to do by providing brochures and business cards. Be sure to follow up with a thank you card. Perhaps you want to invite them to an open house so they can visit the Clubhouse.

### **Joining A Rotary Club**

Membership into Rotary is by invitation, and membership dues vary from club to club. It is a good investment for the Clubhouse Director and/or a member of the Board of Directors to join their local Rotary Club.

### **Acknowledgements**

The origins of this paper go back to a discussion between Jason Kioko (a very active Rotarian) of Pioneer Clubhouse, Balgowlah, New South Wales, Australia and Martin Dives, Board member of the ICCD during a Training Base meeting in Cleveland, Ohio in 2008. Andy Wilson of Carriage House, Indiana shared with the ICCD Clubhouse Advisory Council at a meeting in New York in April 2009 his experiences with Rotary. Jack Yatsko did the Clubhouse survey later and the workshop with this paper's title was given the green light for 15 IS in St Pete's Beach, Florida in October 2009.

Jack Yatsko found the stellar members of that workshop panel- Roz Cooper of Rotary International, Hawaii, Paul Ziegler, Board member of Vincent House, Pinellas Park, Florida, Kathleen Rhoades Merriam, Hawaii Statewide Clubhouse Co-ordinator, and Jason Kioko, all leading Rotarians, with Martin Dives as chair. Roz challenged every ICCD Clubhouse to build a relationship with its local Rotary Club by 16 IS and we have taken up that challenge!

Chris Orloski, Member of STAR Reach Clubhouse Littleton Colorado, attended the workshop and volunteered to join the committee for this paper. He did a great job in bringing the various presentations and information together, with edits from Kathleen,

Roz, Paul and Martin. In January 2010 as a result of his newfound knowledge, Chris presented to his local Rotary, Highlands Ranch, Colorado his very moving personal story and that of Time for Recovery, the nonprofit he founded to provide watches to homeless people who need them.

The Alliances Committee of the Board of the ICCD, chaired by Mark Glickman has chosen Rotary as one of three key organizations to develop closer ties at the local level and at the international level. Our goal is for every ICCD Clubhouse to enjoy a very close relationship with its local Rotary Club(s).

Rotary + Clubhouse is indeed a fine international combination!

Thanks to all of you!

Martin Dives, New York, February 2010.

## **Contact Information for Further Assistance**

For Clubhouses that need more information and advice on getting started, the following contacts are provided:

### **Jack Yatsko**

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### **Rotary International**

[www.rotary.org](http://www.rotary.org)

### **Rotary Club Locator**

<http://www.rotary.org/en/AboutUs/SiteTools/ClubLocator/Pages/ridefault.aspx>