

# Kiwanis

International

Serving the Children of the World™

## 2007-08 Annual Club Report Findings

### Pacific Northwest

**April 2009**

**Note:** Results are based on self-reporting from 290 Kiwanis clubs. A sample size of 290 provides a 90% level of confidence and a +/- 5.0% margin of error.



Please indicate your club's net profit from fund-raising projects:

2.4%	None	7.6%	US\$15,000 to \$19,999
26.6%	US\$1 to \$4999	7.2%	US\$20,000 to \$24,999
25.5%	US\$5000 to \$9999	8.6%	US\$25,000 to \$49,999
16.2%	US\$10,000 to \$14,999	5.9%	US\$50,000 or more

Please indicate your club's total amount of funds distributed:

0.7%	None	10.0%	US\$15,000 to \$19,999
24.8%	US\$1 to \$4999	6.9%	US\$20,000 to \$24,999
22.8%	US\$5000 to \$9999	13.4%	US\$25,000 to \$49,999
15.2%	US\$10,000 to \$14,999	6.2%	US\$50,000 or more

Please indicate your club's total amount of scholarships given:

41.1%	US\$1 to \$2,499	9.1%	US\$10,000 to \$24,999
28.4%	US\$2,500 to \$4,999	1.5%	US\$25,000 or more
19.8%	US\$5,000 to \$9,999		

Average scholarship amount:	\$4,645
Most common scholarship amount:	\$2,000
Maximum scholarship amount:	\$43,000
Total sum of scholarships given:	\$915,103

Please indicate your club's total number of scholarship(s) given:

15.3%	1 scholarship	9.5%	3 scholarships
14.3%	2 scholarships	60.8%	4 or more scholarships

Average # of scholarships:	5.68	scholarships
Most common # of scholarships:	1	scholarships
Maximum # of scholarships:	35	scholarships
Total # of scholarships given:	1,073	scholarships

Did your club give to your Club Foundation? 14.5% Yes

Average amount given:	\$1,903
Most common amount given:	\$200
Maximum amount given:	\$16,720
Total amount given:	\$79,961

Did your club give to your District Foundation? 18.3% Yes

Average amount given:	\$254
Most common amount given:	\$100
Maximum amount given:	\$1,675
Total amount given:	\$13,512

Did you club contribute to the Kiwanis International Foundation Annual Club Gift Campaign? 61.4% Yes

### Service

Please indicate your club's total hours devoted to service projects:

0.7%	None	12.1%	1500-1999 hours
33.1%	1-499 hours	7.9%	2000-2499 hours
19.7%	500-999 hours	7.6%	2500-4999 hours
16.2%	1000-1499 hours	2.8%	5000 or more hours

Please indicate the number of children served as a direct result of your club's service:

7.2%	None	5.5%	200-349 children
2.8%	1-24 children	9.3%	350-599 children
8.6%	25-99 children	12.4%	600 – 999 children
3.4%	100 – 199 children	50.7%	1000 or more children

Please indicate your club's number of service projects:

0.0%	None
3.1%	1-4 projects
4.8%	5-9 projects
4.8%	10-14 projects
3.1%	15-19 projects
10.0%	20-34 projects
14.1%	35-49 projects
60.0%	50 or more projects

Please indicate which Kiwanis branded service programs your club supported during the past administrative year (if applicable):

Aktion Club	5.9%	Yes
Circle K	10.0%	Yes
Key Club	59.7%	Yes
Builders Club	13.4%	Yes

Kiwanis Junior	0.0%	Yes
K-Kids	11.4%	Yes
BUG	13.4%	Yes
Terrific Kid	17.9%	Yes

Please indicate how your club supported the Key Leader program:

Sponsored attendees:	21.0%	Yes
Volunteered on-site:	17.6%	Yes

Did your club support a local/regional children's hospital? 9.3% Yes

If yes,

Average amount given:	\$1,713
Most common amount given:	\$100
Maximum amount given:	\$10,850
Total amount given:	\$46,265

Please indicate which programs your club participated in:

Kiwanis One Day	28.3%	Yes
Young Children: Priority One	76.6%	Yes
Read Around the World	19.3%	Yes
Worldlink Program	0.0%	Yes

## Education

Did your club provide all new members with a new member orientation program?

63.8% Yes

Was your club represented at your district's regional convention/conference? 40.0% Yes

If yes,

29.3%	1-2 attendees
37.1%	3-4 attendees
33.6%	5 or more attendees

Average number of attendees per club:	4.05	attendees
Most common number of attendees per club:	2	attendees
Maximum number of attendees by a club:	12	attendees

Total number of attendees: 470 attendees

Was your club represented at your District convention? 49.3% Yes

If yes,

47.6% 1-2 attendees

39.2% 3-4 attendees

13.3% 5 or more attendees

Average number of attendees per club: 3.03 attendees

Most common number of attendees per club: 2 attendees

Maximum number of attendees by a club: 22 attendees

Total number of attendees: 434 attendees

Was your club represented at International convention? 29.0% Yes

If yes,

78.6% 1-2 attendees

14.3% 3-4 attendees

7.1% 5 or more attendees

Average number of attendees per club: 2.01 attendees

Most common number of attendees per club: 1 attendee

Maximum number of attendees by a club: 7 attendees

Total number of attendees: 169 attendees

Did your club cover any/all costs for convention attendees?

	All Costs	Some Costs	None
Regional convention/conference?	18.3%	16.6%	65.2%
District convention?	5.2%	36.2%	58.6%
International convention?	2.4%	22.4%	75.2%

Was your club represented at training sessions for . . . ?

President 100.0% Yes

Secretary 100.0% Yes

Was your club represented at a K University event in your area? 3.8% Yes

## Membership

Did your club work with District Membership Committees to help identify/create a growth plan for your club/division? 31.4% Yes

## Public Relations and Marketing

How did your club promote itself in the community?

0.0%	Kiwanis billboard
22.8%	Kiwanis radio or TV public service announcement
63.1%	Club brochure
42.4%	Club Web site
42.4%	Public relations chairman
66.9%	Localized news releases in a newspaper
28.6%	Public service ads in a newspaper
52.4%	Meeting announcements in a newspaper
48.6%	Publish a regular newsletter
57.2%	E-mail a regular newsletter

## Size and Scope

Please classify your club:

96.2%	Standard Kiwanis club
0.0%	Family club
0.0%	Internet club
0.7%	Young Professionals club
1.4%	Golden K club
1.7%	Other

Does your club own property?                      6.9%    Yes

# Kiwanis

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## 2007-08 Annual Club Report Findings

### North America

**April 2009**

**Note:** Results are based on self-reporting from 4,399 Kiwanis clubs. A sample size of 4,399 provides a 99% level of confidence and a +/- 2.0% margin of error.



Please indicate your club's net profit from fund-raising projects:

6.2%	None	7.3%	US\$15,000 to \$19,999
33.2%	US\$1 to \$4999	5.2%	US\$20,000 to \$24,999
21.5%	US\$5000 to \$9999	8.6%	US\$25,000 to \$49,999
12.7%	US\$10,000 to \$14,999	5.2%	US\$50,000 or more

Please indicate your club's total amount of funds distributed:

2.2%	None	8.8%	US\$15,000 to \$19,999
32.9%	US\$1 to \$4999	4.7%	US\$20,000 to \$24,999
22.2%	US\$5000 to \$9999	10.1%	US\$25,000 to \$49,999
13.1%	US\$10,000 to \$14,999	6.1%	US\$50,000 or more

Please indicate your club's total amount of scholarships given:

54.5%	US\$1 to \$2,499	7.4%	US\$10,000 to \$24,999
21.7%	US\$2,500 to \$4,999	2.3%	US\$25,000 or more
14.2%	US\$5,000 to \$9,999		

Average scholarship amount:	\$4,575
Most common scholarship amount:	\$1,000
Maximum scholarship amount:	\$370,091
Total sum of scholarships given:	\$12,338,909

Please indicate your club's total number of scholarship(s) given:

17.1%	1 scholarship	13.0%	3 scholarships
19.3%	2 scholarships	50.6%	4 or more scholarships

Average # of scholarships:	6.34	scholarships
Most common # of scholarships:	2	scholarships
Maximum # of scholarships:	500	scholarships
Total # of scholarships given:	16,947	scholarships

Did your club give to your Club Foundation? 19.5% Yes

Average amount given:	\$3,070
Most common amount given:	\$100
Maximum amount given:	\$148,000
Total amount given:	\$2,569,704

Did your club give to your District Foundation? 43.7% Yes

Average amount given:	\$495
Most common amount given:	\$100
Maximum amount given:	\$16,408
Total amount given:	\$948,073

Did you club contribute to the Kiwanis International Foundation Annual Club Gift Campaign? 77.7% Yes

### Service

Please indicate your club's total hours devoted to service projects:

0.7%	None	6.9%	1500-1999 hours
47.0%	1-499 hours	4.3%	2000-2499 hours
20.1%	500-999 hours	7.2%	2500-4999 hours
11.1%	1000-1499 hours	2.8%	5000 or more hours

Please indicate the number of children served as a direct result of your club's service:

6.3%	None	8.1%	200-349 children
4.0%	1-24 children	10.1%	350-599 children
6.9%	25-99 children	11.4%	600 – 999 children
7.6%	100 – 199 children	45.6%	1000 or more children

Please indicate your club's number of service projects:

0.0%	None
6.4%	1-4 projects
6.7%	5-9 projects
5.6%	10-14 projects
5.6%	15-19 projects
13.7%	20-34 projects
11.8%	35-49 projects
50.1%	50 or more projects

Please indicate which Kiwanis branded service programs your club supported during the past administrative year (if applicable):

Aktion Club	8.8%	Yes
Circle K	9.7%	Yes
Key Club	62.3%	Yes
Builders Club	19.7%	Yes

Kiwanis Junior	0.0%	Yes
K-Kids	14.6%	Yes
BUG	16.0%	Yes
Terrific Kid	19.5%	Yes

Please indicate how your club supported the Key Leader program:

Sponsored attendees:	18.2%	Yes
Volunteered on-site:	14.9%	Yes

Did your club support a local/regional children's hospital? 16.0% Yes

If yes,

Average amount given:	\$1,330
Most common amount given:	\$100
Maximum amount given:	\$105,250
Total amount given:	\$859,918

Please indicate which programs your club participated in:

Kiwanis One Day	26.6%	Yes
Young Children: Priority One	72.6%	Yes
Read Around the World	24.1%	Yes
Worldlink Program	0.2%	Yes

## Education

Did your club provide all new members with a new member orientation program?

64.6% Yes

Was your club represented at your district's regional convention/conference? 42.4% Yes

If yes,

45.2%	1-2 attendees
33.0%	3-4 attendees
21.8%	5 or more attendees

Average number of attendees per club:	3.50	attendees
Most common number of attendees per club:	2	attendees
Maximum number of attendees by a club:	26	attendees

Total number of attendees: 6,535 attendees

Was your club represented at your District convention? 51.5% Yes

If yes,

46.5% 1-2 attendees

33.0% 3-4 attendees

20.5% 5 or more attendees

Average number of attendees per club: 3.43 attendees

Most common number of attendees per club: 2 attendees

Maximum number of attendees by a club: 62 attendees

Total number of attendees: 7,749 attendees

Was your club represented at International convention? 31.0% Yes

If yes,

69.1% 1-2 attendees

21.3% 3-4 attendees

9.6% 5 or more attendees

Average number of attendees per club: 2.40 attendees

Most common number of attendees per club: 1 attendee

Maximum number of attendees by a club: 19 attendees

Total number of attendees: 3,266 attendees

Did your club cover any/all costs for convention attendees?

	All Costs	Some Costs	None
Regional convention/conference?	8.7%	22.8%	68.5%
District convention?	8.2%	32.2%	59.6%
International convention?	4.2%	21.2%	74.6%

Was your club represented at training sessions for . . . ?

President 99.3% Yes

Secretary 98.9% Yes

Was your club represented at a K University event in your area? 8.0% Yes

## Membership

Did your club work with District Membership Committees to help identify/create a growth plan for your club/division? 26.2% Yes

## Public Relations and Marketing

How did your club promote itself in the community?

0.6%	Kiwanis billboard
26.1%	Kiwanis radio or TV public service announcement
51.9%	Club brochure
41.8%	Club Web site
48.3%	Public relations chairman
70.9%	Localized news releases in a newspaper
27.8%	Public service ads in a newspaper
50.6%	Meeting announcements in a newspaper
50.3%	Publish a regular newsletter
51.4%	E-mail a regular newsletter

## Size and Scope

Please classify your club:

95.5%	Standard Kiwanis club
0.2%	Family club
0.2%	Internet club
0.5%	Young Professionals club
3.2%	Golden K club
0.4%	Other

Does your club own property?                      7.6%    Yes

# Kiwanis

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## 2007-08 Annual Club Report Findings

### Kiwanis International

**April 2009**

**Note:** Results are based on self-reporting from 4,664 Kiwanis clubs. A sample size of 4,664 provides a 99% level of confidence and a +/- 2.0% margin of error.



Please indicate your club's net profit from fund-raising projects:

6.2%	None	7.4%	US\$15,000 to \$19,999
33.1%	US\$1 to \$4999	5.2%	US\$20,000 to \$24,999
21.6%	US\$5000 to \$9999	8.6%	US\$25,000 to \$49,999
12.8%	US\$10,000 to \$14,999	5.2%	US\$50,000 or more

Please indicate your club's total amount of funds distributed:

2.1%	None	8.8%	US\$15,000 to \$19,999
32.9%	US\$1 to \$4999	4.7%	US\$20,000 to \$24,999
22.3%	US\$5000 to \$9999	10.0%	US\$25,000 to \$49,999
13.2%	US\$10,000 to \$14,999	6.0%	US\$50,000 or more

Please indicate your club's total amount of scholarships given:

54.5%	US\$1 to \$2,499	7.4%	US\$10,000 to \$24,999
21.7%	US\$2,500 to \$4,999	2.3%	US\$25,000 or more
14.2%	US\$5,000 to \$9,999		

Average scholarship amount:	\$4,575
Most common scholarship amount:	\$1,000
Maximum scholarship amount:	\$370,091
Total sum of scholarships given:	\$12,338,909

Please indicate your club's total number of scholarship(s) given:

17.1%	1 scholarship	13.0%	3 scholarships
19.3%	2 scholarships	50.7%	4 or more scholarships

Average # of scholarships:	6.3	scholarships
Most common # of scholarships:	2	scholarships
Maximum # of scholarships:	500	scholarships
Total # of scholarships given:	17,019	scholarships

Did your club give to your Club Foundation? 19.1% Yes

Average amount given:	\$3,070
Most common amount given:	\$100
Maximum amount given:	\$148,000
Total amount given:	\$2,569,704

Did your club give to your District Foundation? 42.5% Yes

Average amount given:	\$495
Most common amount given:	\$100
Maximum amount given:	\$16,408
Total amount given:	\$948,073

Did you club contribute to the Kiwanis International Foundation Annual Club Gift Campaign? 76.2% Yes

### Service

Please indicate your club's total hours devoted to service projects:

0.7%	None	6.8%	1500-1999 hours
46.9%	1-499 hours	4.3%	2000-2499 hours
20.4%	500-999 hours	7.2%	2500-4999 hours
11.0%	1000-1499 hours	2.8%	5000 or more hours

Please indicate the number of children served as a direct result of your club's service:

6.2%	None	8.2%	200-349 children
4.1%	1-24 children	10.2%	350-599 children
7.3%	25-99 children	11.3%	600 – 999 children
8.1%	100 – 199 children	44.8%	1000 or more children

Please indicate your club's number of service projects:

0.0%	None
7.1%	1-4 projects
7.4%	5-9 projects
5.7%	10-14 projects
5.6%	15-19 projects
13.5%	20-34 projects
11.6%	35-49 projects
49.0%	50 or more projects

Please indicate which Kiwanis branded service programs your club supported during the past administrative year (if applicable):

Aktion Club	8.7%	Yes
Circle K	9.5%	Yes
Key Club	60.7%	Yes
Builders Club	19.2%	Yes

Kiwanis Junior	0.1%	Yes
K-Kids	14.3%	Yes
BUG	15.6%	Yes
Terrific Kid	19.3%	Yes

Please indicate how your club supported the Key Leader program:

Sponsored attendees:	18.2%	Yes
Volunteered on-site:	14.9%	Yes

Did your club support a local/regional children's hospital? 16.4% Yes

If yes,

Average amount given:	\$1,327
Most common amount given:	\$100
Maximum amount given:	\$105,250
Total amount given:	\$859,018

Please indicate which programs your club participated in:

Kiwanis One Day	26.7%	Yes
Young Children: Priority One	71.8%	Yes
Read Around the World	23.7%	Yes
Worldlink Program	0.2%	Yes

## Education

Did your club provide all new members with a new member orientation program?

64.5% Yes

Was your club represented at your district's regional convention/conference? 42.1% Yes

If yes,

45.0%	1-2 attendees
33.0%	3-4 attendees
22.0%	5 or more attendees

Average number of attendees per club:	3.52	attendees
Most common number of attendees per club:	2	attendees
Maximum number of attendees by a club:	26	attendees

Total number of attendees: 6,678 attendees

Was your club represented at your District convention? 52.1% Yes

If yes,

45.7% 1-2 attendees

33.4% 3-4 attendees

20.9% 5 or more attendees

Average number of attendees per club: 3.52 attendees

Most common number of attendees per club: 2 attendees

Maximum number of attendees by a club: 62 attendees

Total number of attendees: 8,247 attendees

Was your club represented at International convention? 30.5% Yes

If yes,

69.2% 1-2 attendees

21.3% 3-4 attendees

9.5% 5 or more attendees

Average number of attendees per club: 2.40 attendees

Most common number of attendees per club: 1 attendee

Maximum number of attendees by a club: 19 attendees

Total number of attendees: 3,291 attendees

Did your club cover any/all costs for convention attendees?

	All Costs	Some Costs	None
Regional convention/conference?	8.7%	22.7%	68.6%
District convention?	8.2%	32.4%	59.3%
International convention?	4.2%	20.9%	74.9%

Was your club represented at training sessions for . . . ?

President 98.6% Yes

Secretary 98.1% Yes

Was your club represented at a K University event in your area? 8.0% Yes

## Membership

Did your club work with District Membership Committees to help identify/create a growth plan for your club/division? 26.3% Yes

## Public Relations and Marketing

How did your club promote itself in the community?

1.6%	Kiwanis billboard
26.0%	Kiwanis radio or TV public service announcement
51.5%	Club brochure
41.5%	Club Web site
47.8%	Public relations chairman
70.9%	Localized news releases in a newspaper
27.7%	Public service ads in a newspaper
49.6%	Meeting announcements in a newspaper
49.4%	Publish a regular newsletter
50.8%	E-mail a regular newsletter

## Size and Scope

Please classify your club:

95.5%	Standard Kiwanis club
0.2%	Family club
0.2%	Internet club
0.2%	Young Professionals club
3.2%	Golden K club
0.4%	Other

Does your club own property?                      7.6%    Yes