

# Formula Team Presents Education Day for 3 Divisions

The Zone 2 Formula team, chaired by Past Distinguished Lt. Gov. David Jacobus, conducted an educational program on Saturday, Jan. 28, at the Mendon Golf Club for members from the Genesee, Finger Lakes and Chemung divisions.

The more than 30 Kiwanians present heard several speakers on topics designed to help the club members market their clubs in their communities and build membership.

Kiwanian Mary Whittier, founding and executive Director of the Bivona Child Advocacy Center in Rochester, talked about her organization's use of marketing to inform the community about the organization's work with abused children. While some wondered about the amount of effort and cost, the agency's work has paid off, she said.

Farmington-Victor President Leo Fisher and club member David Plante talked about the use of Facebook and other social media sites to attract community interest and prospective members.

Canandaigua Past President Chris Bross talked about his club's success with "Meet and Greet" programs conducted outside of the club's regular meetings.



Mary Whittier, Bivona Child Advocacy Center executive director, speaking about her her agency has used marketing efforts to boost its presence in the community.



Jeff Antoninio talked about various ways for clubs to get their information to the people they are trying to reach, including use of Facebook.

Geneva President Virginia Torruella

talked about the work to build her relatively new club, and the successes they have had.

Jacobus ended the day discussing a variety of methods clubs can use to spread the word of Kiwanis.

Among those in attendance were Past Gov. Eric G. Paul, the Zone 1 Formula chair, and Past Distinguished Lt. Gov. David Morse, the district Formula chair.

## Finger Lakes Division's New Project: Family Assistance Fund

The Finger Lakes Division conducted its annual Miracle Mile of Dollars on April 1 at the Eastview Mall in Victor.

More than 100 volunteers, including many members of Builders Clubs at local schools, spent the day in the mall seeking donations from shoppers.

During the past year the division completed its \$75,000 pledge to have a family lounge at the new Golisano Children's Hospital in Rochester named the Finger Lakes Kiwanis Family Lounge.

With the pledge completed, this year the funds will go to a new project. The money raised will be used for a new fund which will be managed by the hospital but used for the unexpected expenses facing families who have children who are being treated at the hospital, who come from Rochester, the Finger Lakes and surrounding area.

The goal was more than just a good idea for some people who stopped at the Kiwanis booth, including one woman who had with her a daughter who had spent two months as a patient there following her birth.

The efforts at the mall April 1 raised \$3,700. A check for that amount was presented to Golisano Hospital officials at the Finger Lakes Division's Governor's Visit on April 7.

Past Lt. Gov. John Hanratty, who chairs the division's efforts on behalf of the children's hospital, reports that hospital officials are excited about the prospect of being able to offer aid to families for the non-medical expenses that occur when a young child is hospitalized.



Above, Builder's Club members check in before collecting donations. Below, Kiwanians at the booth in Eastview Mall.

