



January 2020



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Rose Bowl Parade

As Joy Parks says, "Words and pictures will never do this justice." PAGE 7



Potentate's Report

Ill. Sir Lew V. Rossner's final report and Fundraising Report. PAGE 2 - 6



\$1,000 Cash Calendar Winner

Vernon resident Jim McFee won the 2019 Cash Calendar prize. PAGE 8



Gizeh Shrine & SYCF Child Kail - a patient at Shriners Hospitals for Children – Canada (Montreal) with a quilt created by the Vernon Shrine Club quilting group.

Vernon Quilters volunteer hundreds of hours to create quilts for Shrine kids

A group of eight Vernon ladies have, for the last seven years, produced these quilts/blankets for Shrine Children on a volunteer basis. Last year they produced over 120 quilts/blankets. By way of a thank you to these quilters, the Vernon Shrine Club takes these ladies out for lunch once per year plus arranges for them to receive a small gift each year.

These volunteer ladies source their own quilting fabrics, most of which is donated to them, by various people in our community. Occasionally, the Vernon Shrine Club

provides these ladies with a roll of batting or flannel to help them with the materials required to produce each of these custom made quilts & blankets.

The Treasurer of the Vernon Shrine Club, Noble Brian Schierer has been the contact and helps to coordinate the pick-up and delivery of the quilts/blankets to Shriners Hospitals for Children – Spokane (where Noble Brian is a Board Member), and most recently provided a quilt to Gizeh Shrine & SYCF Child Kail - a patient at Shriners Hospitals for Children – Canada (Montreal).



POTENTATE'S REPORT

Focus for the Future

My final Report "Focus For Future" – lists what opportunities have been prepared to extend the future viability of: Fraternal (Gizeh Shriners of BC & Yukon); Child Services (Shriners of BC & Yukon Child Services Society); and, Building (Gizeh Temple Building Society), to sustain and achieve Gizeh's posted Vision and Mission Statements.

Before considering what Gizeh's prospects could be, let's look back to see what has been accomplished during the six year "Cycle" that began in 2014 and continued until the end of 2019.

Six Year Cycle 2014-2019

- At the start of this Cycle it was identified and communicated to the Nobility how the profligacy and lack of planning during the previous decade had brought Gizeh close to financial bankruptcy. In addition, no Membership recruitment, retention, restoration or relationship programs had been previously established, so there were no tangible planning strategies to be acted upon during the Cycle. The result is that our Membership numbers have dropped 35% during the last six years by 564, to 1045. Fraternal and Child Services fundraising net revenues also declined as our "boots on the ground" have diminished. No new fundraising proposals were passed-on, or identified to preserve capital. Instead, valuable time was spent defending necessary changes.

- At the first Video Conferenced Stated Meeting held in September 2014 a plan was tabled to sell our economically unsustainable bus fleet and Shrine Centre. Subsequent

Divans committed themselves by following up on the 2013, 2014 and 2016 Strategic Plans with actions, approved by the applicable Gizeh entity's memberships, that resulted in the sale of the busses and spare parts, plus the Franklin Street and Wayburne Avenue properties. These recent Potentates, with the support of their Divans followed the Strategic Plans and did what needed to occur to get the job done!

At the 2019 end of this Cycle, while the three Gizeh entities Balance Sheets indicate a strong financial position, with capital funds locked into GICs, this financial legacy built by Gizeh Nobles since 1905 can only remain viable through a mid and long-term plan of Capital Retention plus Capital Augmentation.

A new cycle begins

One of the two keys to how we can achieve Capital Retention plus Capital Augmentation, to start a new five year Cycle (2020 to 2024), was presented and shared with you via MailChimp on October 7, 2019 – 2019 Strategic Plan Action Report together with a 2019 Membership Development Plan. On November 22, 2019 you also received a follow-up Membership Seminar – Tampa 2019.

Membership: will you help?

The Membership planning has been done. The steps have been clearly outlined. All that remains is the implementation of the new five year Cycle for Membership recruitment, retention, restoration or relationship programs by committed Gizeh Divans and Nobility. What has been proposed is achievable. However, it

will require the dedicated effort of the Divan or an inspired Membership Chair and his Committee Co-Chair leaders. Are you willing to become a Membership leader to help sustain Gizeh Temple well into the future? The time is now to put your hand up!

Only twenty-three percent of Gizeh's Membership of 1045 is under the age of 65; seventy-seven percent is over the age of 65. Almost half of our Gizeh's Membership totalling 513 is over the age of 75. Gizeh Clubs/Units are reporting that it is becoming harder to get Nobles out to help fundraise, so now is the time to propose an alternate direction.

Capital Retention and Capital Augmentation

The second key to how we can achieve Capital Retention plus Capital Augmentation, starting a new five year Cycle (2020 to 2024) is contained in the January 11, 2020, Fundraising Report. If implemented a "Fund Raising Task Force Committee" would contract to a full facility fundraising entity, recommended to us as very successful, to initially conduct an Audit and Revenue Generation Plan. Then the Fund Raising Task Force would be empowered to implement part or all of the Audit and Revenue Generation Plan during the next Cycle (three to five years). Each annual step in the Cycle would be subject to the approval of budget requirements including marketing costs by each of the then Divan Boards.

Our excellent "Shrine Brand" image is being swamped by other Not-For-Profit organizations campaigns. We are quickly losing our Shrine Brand



Three generations participated in last year's Installation. L to R: Officer Cadet Trevor Rossner, Lady Midge Rossner, Potentate Lew V. Rossner and Flight Corporal Jaeden Rossner.

recognition and relevance. We are no longer unique. We do not have the contemporary, skilled, media savvy knowledge, or experience to get our "name" and "purpose" into the public domain. We also can no longer rely on our Membership to market and sell for us – we are rapidly "aging out". We need the help of an experienced and reputable third party – a full facility fundraising and communications entity - to develop new cost effective delivery systems plus new fundraising initiatives leveraging and building upon our excellent reputation in our Province and communities where we still have a presence. These new programs may help inspire new membership inquiries as well.

The "Focus For Future" Membership and Fundraising, mid and long-term action templates and process plans are in place and are ready to be initiated as part of a new five year Cycle. To make this Cycle become a reality will require Nobility acceptance, commitment to plus support of these two key plans.

I am ready to commit my support, are you?

Banking Compliance - Update

The number of Gizeh Clubs and/or Units indicating by resolution their intent to comply with Shriners International – Banking Compliance (see MailChimps of November 1 and December 21, 2019) continues to grow. While none of us like change, it is gratifying to note that most Nobles understand and support this required compliance process.

2020 Shriners Cash Calendar

The 2020 Shriners Cash Calendar Draw occurred on Friday, December 20, 2019 under the leadership of Assistant Rabban, Darren Chruikshanks. Well done Noble Darren and the rest of your helpers, especially Dixie. The January 2020 Winners names will be published on our website www.bcshriners.com. Mountain Shrine Club No. 44 is being asked to make the cheque presentation to the January 1, 2020, \$1,000 Shriners Cash Calendar prize winner, who lives in Golden, BC.

Telehealth

Telemedicine Update

SHC-Canada (Montreal)'s request to



establish an orthopaedic Telehealth/ Telemedicine component into an existing clinic in southern British Columbia has reached the stage where a technical call between the SHC Tampa tech team and the Southern BC clinic team to establish technical needs and legal requirements on both ends is expected by mid to end of January 2020. On the hospital side, Dr. Thierry Pauyo has been identified as the medical lead for this Telehealth activity and he is very much looking forward to beginning these activities in the coming months.

Many thanks to each of you for the honour you gave me by accepting me as your 2019 Potentate. Your calls and emails have been most appreciated. Special thanks to my colleagues on the 2019 Divan and to our dedicated Staff for your encouragement and support. We all recognize that our combined objective is always to be, **"Here For Kids!"**

Yours in the Faith,
Ill. Sir Lew V. Rossner,
Potentate & Board Chair



FUNDRAISING: Focus for the future

1. Background:

Fundraising was identified by the 2019 Divan as one of two long-term priorities (the other was Membership) that emerged from the Strategic Planning Session held September 7-8, 2019. At the December 8, 2019 Divan Board meeting I agreed to produce a Fundraising Report ahead of the Gizeh AGM. Fundraising for our purpose includes Fraternal (Gizeh Shriners of BC & Yukon); Child Services (Shriners of BC & Yukon Child Services Society) and Building (Gizeh Temple Building Society).

2. Background – Historic Financial Incomes:

The **December 31, 2018** annual Revenues less Expenses for each Gizeh entity can be broken down as follows:

| | | |
|-----------------|--|-------------------------|
| Fraternal: | Revenue \$ 618,000 less Expenses \$ 594,000 | = Net Income \$ 24,000 |
| Child Services: | Revenue \$1,000,000 less Expenses \$ 656,000 | = Net Income \$ 344,000 |
| Building: | Revenue \$ 395,000 less Expenses \$ 169,000 | = Net Income \$ 226,000 |

3. Background – Revenue Sources:

Fraternal: Current Revenue Sources: Membership, Club/Unit Donations and Variety Show.

Child Services: Current Revenue Sources: Gaming Grants, Draw for Kids, Cash Calendar and GIC Interest.

Building: Current Revenue Sources: Office Rental and Investment Income.

4. Background – Decline in Revenues from Existing Sources:

Primary causes of the decline in revenues from existing sources are the lack of medium to long term planning of activities plus decrease of Nobility commitment (less boots on the ground).....

Fraternal: 2019/2020: Significant declines in Operating Revenues as Membership numbers (due to Black Camel, Age/Infirmary, NPD plus Nobles time needed elsewhere e.g. to implement the proposed three to five year Membership Plan), Club/Unit Donations and Variety Show are expected to result in negative Net Income. A Membership dues increase may produce short-term revenue adjustments.

Child Services: 2019/2020: Significant declines in Operating Revenues from Shrine Club, Gaming Grant applications/income as well as Shriners Draw for Kids and Shriners Cash Calendar sales and net income will need to be off-set by revamping our existing fundraising programs plus by implementing new fundraising initiatives that are image and financially positive. We do not want to draw on any GIC restricted funds capital.

Building: 2019/2020: Designed and expected to be self-funded from lease revenues but may suffer from interrupted rental revenues. We do not want to draw on or use any GIC restricted funds capital.

5. Background – Focus on the Future:

The ideal, future, long-range “fundraising needs” of each entity have been estimated to be \$800,000 annually, broken down as follows:

| | |
|-----------------|-----------|
| Fraternal: | \$200,000 |
| Child Services: | \$550,000 |
| Building: | \$ 50,000 |

We have completely discounted the use of the Shrine Fundraising Association SFA (formerly SCAFRA) as they are totally USA focussed (e.g. Circus, Gun Raffle etc.) and are not experienced to assist Temples such as ours with the huge territory we have to cover/service. Instead we have reached out to three Canadian “Contacts” (see below).

6. Reference Contacts:

- October 19, 2019 Ms. Celia Loveman, Director of Development, British Columbia Schizophrenia Society
- November 12, 2019 Ms. Kathy Greenwood, Partner, KCI Philanthropy (Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal, Halifax)
- December 16, 2019 Ms. Nathalie Kamal, Director of Development, Shriners Hospitals for Children – Canada (Montreal)

7. Fundraising (*Copied from KCI Philanthropy’s Website*):

Strategic Planning

All charitable organizations must be able to answer fundamental questions with clarity and vigour: Why do you exist? What do you hope to accomplish? What problems are you trying to solve or new reality are you trying to create? We work with organizations to create your 3-5 year strategic plan that: confirms/creates your Mission, Vision, Values; establishes key pillars of focus; determines specific action steps under each pillar; and creates the scorecard to measure progress over time.

Revenue Generation Plan (“RGP”)

Finding ways to grow philanthropic revenue is an essential focus for all charitable organizations. An RGP provides a roadmap for revenue growth that can guide your organization for the next 3 to 5 years and can also be used to lay the foundation for the longer term. Depending on your specific needs, the plan will provide specific recommendations related to your organizational positioning, case for support and fundraising strategy across major, annual/mass, mid-level donor, planned giving, sponsorship and emerging programs. It will also provide you with specific tactics, timelines, revenue projections and resource requirements.

Planning Study / Case + Capacity Assessment

A campaign planning study allows you to objectively assess internal readiness, gauge external receptivity to the funding priorities, and plan the right campaign strategy prior to launching this major initiative. Moving far beyond simply answering ‘how much can we raise’, a study begins the essential process of engaging your most important stakeholders, crystalizing your campaign vision and priorities, and laying the groundwork for success.

Other Co-Designed Services

Every organization’s challenges and opportunities are uniquely specific to them. And so are our approaches to addressing them. Our most rewarding work comes from co-designing highly tailored services with each organization to help solve your most wicked problems and leverage your most compelling opportunities to achieve your mission.



8. Fundraising – A Familiar Theme Plus Preservation of Capital:

The four elements listed in **Item 7** closely follow the advice and process details received earlier from both Cynthia and Nathalie, as to how we should proceed going forward, to make our planning worthwhile. This is why the four elements have been Included in this Report.

Some may question why fundraising is necessary at all given the “Cash Position” recorded in September 2019:

| | Restricted | Operational | Total |
|------------------------|-------------------------|-------------------------|--------------------------|
| GSBCY | 779,706 | 218,815 | 998,521 |
| CSS | 2,718,033 | 809,105 | 3,527,138 |
| GTBS | <u>5,380,971</u> | <u>442,802</u> | <u>5,823,773</u> |
| TOTAL “CAPITAL” | <u>8,878,710</u> | <u>1,470,722</u> | <u>10,349,433</u> |

The challenge for all future Gizeh Divans will be how to retain/preserve our total Capital on a mid and long-range basis. Unfortunately, the legacy of total Capital produced by and now left to Gizeh membership since 1905 will dwindle unless a parallel, mid and long-range fundraising plan is established now.

We have learned from Imperial’s actions taken six years ago to invest \$25 million into a comprehensive mid and long-range fundraising strategy to preserve capital, is now producing revenues of \$78 million. Imperial’s fundraising is focused primarily within the USA. Gizeh has the opportunity to lever our reputation and the “Shrine Brand” to have those experienced in fundraising to explore, on our behalf, time and cost effective ways for us to raise money under the Gizeh Shriner (plus related societies) and individual Gizeh Club/Unit banners.

It is apparent we do not have the depth of knowledge or expertise of how to fund raise in today’s very competitive *Charity* or *Not-For-Profit* world. Future Gizeh fundraising schemes need to minimize the membership participation component. We no longer have enough “boots on the ground” to adequately market and sell raffles. We need the assistance of a full facility fundraising entity that has an established track record and the capability to introduce a list of potential donors to us as we lack a donor database of our own. By bringing and helping manage, as well as marketing new, exciting fundraising initiatives, plus possibly enhancing and expanding upon the three fundraising programs we currently have, will concurrently raise our image plus Shrine awareness in the public domain. Building awareness and marketing a familiar brand image utilizing regular plus social media programs may help inspire new membership inquiries as well. We can also begin to build a useful database of donors, which can be utilized to further expand future revenues.

Respectfully submitted,
Lew V. Rossner, Potentate

2020 Elected Divan AND IMPERIAL DELEGATES

Gizeh’s 2020 Elected Divan:

| | |
|-----------------------|---------------------|
| Potentate | Wally Lee |
| Chief Rabban | Darren Chruikshanks |
| Assistant Rabban | Ron Yates |
| High Priest & Prophet | Alp Isin |
| Oriental Guide | Ron Erickson |
| Treasurer | Sunil Debba |
| Recorder | Darwin Marsh |

Gizeh’s 2020 Imperial Delegates:

| | |
|------------------|---------------------|
| Potentate | Wally Lee |
| Chief Rabban | Darren Chruikshanks |
| Assistant Rabban | Ron Yates |
| Recorder | Darwin Marsh |



Rose Bowl Parade

Lady Joy Parks (wife of Gizeh Temple Attorney, Noble John Parks) with Imperial Potentate, Imperial Sir Jeff Sowder by the Shriners International, Rose Bowl Parade Float. The other photos are of Noble John Parks with Ill. Sir Dan Mellor both helping to prepare the Shriners International, 2020 Rose Bowl Parade Float and Imperial Sir Jeff Sowder with Noble John Parks.

These photos were all taken in Pasadena, California as Ill.

Sir Dan Mellor and Noble John Parks together with their Ladies, representing Canada and Gizeh Temple, helped prepare the 2020 Shriners International, Rose Bowl Parade Float.

We had over 60 shriners sign up and we wanted to make sure that everyone had a chance to make a their contribution to this grand occasion. As Joy Parks says, "Words and pictures will never do this justice."

\$1,000 Cash Calendar 2019 Winner

Jim McPhee receiving a cheque for \$1,000 as the winner of the 2019 Shriners Cash Calendar, December 24, 2019 from Potentate Lew Rossner. The presentation was made in front of 12 Nobles of the Vernon Shrine Club during their weekly, Wednesday, coffee session.



Vernon
Shrine
CLUB
#7



Special to The Herald



Shriners distribute teddy bears to help comfort kids

Thanks to the generosity of the community, members of the Penticton Shrine Club recently donated a total 111 teddy bears to four local agencies that deal with children in stressful situations. The bears were donated by the B.C. Signature Liquor Store in Penticton Plaza. Clockwise from top left: Vice-president noble Ron Champken (left) and noble Bill Martin (second from right) present the bears to RCMP Const. Chad Parkson and Cpl. Sean Hall, who accepted on behalf of the Victim Services Program; Champken and Martin with Lisette Little from Penticton Regional Hospital; Champken and Martin with Tara den Arden and Katherine Harris of the South Okanagan Women In Need Society; and Champken and Martin with Sarah Livsey from the OSNS Child and Youth Development Centre.



Penticton
Shrine
CLUB
#20



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