

KIN CANADA

NEW CLUB CHARTER KIT

Let us help you start a new club!



PART 1:

INVESTIGATION

We're excited to hear that you're thinking of starting a Kin Canada club! We'd love to have you join the family of Kin!

Founded in 1920, Kin Canada is the country's largest all-Canadian service organization. Our members are dedicated and enthusiastic community-oriented people – just like you! From coast to coast, our members are enhancing the quality of life for people in their communities by promoting service, fellowship, positive values, and national pride.

So, what does it take to form (charter) a club in your community? This Charter Kit Part 1 is designed to help you investigate and research the viability of chartering a club in your community. It also contains a general description of what is involved in chartering and tools to help you think about the future of your club in your community.

We're always here to help you every step of the way! If you have any questions, don't be shy! Reach out!

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Glossary

Charter: a new Kin Canada service club

Charter Chair: a person from the Sponsoring Club to be the new charter's point of contact

Charter Committee: a committee with representatives from the sponsor club and prospective members of the club to be chartered

Chartering: the process of creating a new club

HQ: Kin Canada National Headquarters in Cambridge, Ontario

Kin Club: co-ed Kin Canada service club

Kinette Club: traditionally, a Kin Canada club for members who identify as female

Kinsmen Club: traditionally, a Kin Canada club for members who identify as male

National Club Support Committee: National team of volunteers with a staff liaison from HQ

Officers: members of Kin Canada who hold an executive title such as: Governor, Vice Governor, Deputy Governor, District Membership Director, etc.

Sponsoring Club: the club who helps the new club through the chartering phases, and supports the club within their first 5 years and as needed until the new club is stable and successful.

About Chartering

Before you jump right into investigating the possibilities of chartering a club in your community, contact the [Membership Services Coordinator](#) at Kin Canada's National Headquarters (HQ) to investigate if a Kin club has ever existed in your community.

If there was previously a club in your community, find out the reason(s) why it is no longer there and discuss if your community would support another club.

Next, contact the [Club Support Coordinator](#) for more resources and help getting started.

The Member Services and Club Support Coordinators will be able to connect you with valuable contacts such as the Kin Canada officers in your area, the National Club Support Committee and the closest supporting Kin Canada club.

[District officers](#), your Charter Committee, the [Club Support Committee](#), Sponsoring Club members and HQ staff have many years of Kin experience and will help guide you through all stages of the chartering process. Please note, the charting process, from investigation to charter night may take 6 months to 18 months fully charter a new club.

Chartering a new clubs can be a lot of work, but the result is incredibly rewarding being out in your community meeting new people and interacting with your community's leadership. The most important thing is strong, effective, and consistent communication during all stages of the charter process.

We are your support system; you are never left alone.



What a Charter Needs

If you are an energetic and driven person seeking to make a difference in your community through Kin Canada, you've come to the right place!

This investigation booklet is part one of three booklets that you will work through as you go through the stages of the chartering process.

Here's a checklist to get you started:

1. Familiarize yourself with [Kin Canada](#)
2. Reach out to friends, family, colleagues, and other community members to gauge their level of interest in your potential new club charter*.
3. Invite the most enthusiastic prospective members to join a committee to help you work through the investigation phase.
4. Work through the list of [chartering questions](#)
5. Respond promptly to all inquiries from interested individuals and provide the [Prospective Member Handbook](#) (or visit www.kincanada.ca/become-a-member) to them so they can learn more about who we are and what we do.
6. Get ready for Phase 2 of the chartering process!

***Please note, all new members of Kin Canada are required to obtain and submit a Criminal Record Check and consent form before membership is granted as well as complete a Bullying, Violence and Abuse Prevention course within 3 months of becoming a member.**

Kin Canada - Who We Are

Being a member of Kin Canada isn't just about volunteering and attending meetings. It's about being part of something bigger than yourself, impacting the lives of individuals and families, and making your community a better place to live, work, and play. Members exemplify excellence, pride, integrity, inclusiveness, and compassion. As a member, you'll make friends all over Canada who quickly feel like family; that's why we call it "the Family of Kin"!



Your Opportunity

There are many benefits of being a member of a Kin Club including:

- Volunteering in your community and having fun doing it
- Choosing which projects and causes you support in your community
- Participating in the planning and implementation of projects with great people
- Networking with community and business leaders
- Developing personally and professionally through our member-only education programs ([Kin-U](#)) and members only resources ([iKin](#))
- Participating in our members-only Mentorship Program
- Being recognized for your individual and club contributions through our prestigious national awards program
- Meeting like-minded people in your community and all across Canada
- Being part of a community across Canada that feels like family

Our Motto

“Serving the Community’s Greatest Need.”

Kin has NO required programming. Each club decides which service projects to do and determines where funds go based on the needs they have identified in their community. Several districts have area-wide service projects, (i.e. Telemiracle, STARs, Multiple Sclerosis Canada, and the Kin Canada Foundation) but participation by your club is not required.

Our Mission

Volunteer members impacting Canadian communities through service, leadership, fellowship and personal development.

Our Vision

To be Canada’s National Service Organization

Our Values (E.P.I.I.C.)

Excellence, Pride, Integrity, Inclusiveness, Compassion

Our Objectives

To promote and direct service work through fellowship amongst its Clubs and their members, to the end that:

- members of the Clubs may enjoy personal development through the Association;
- they may be improved and educated in modern business and professional methods and ethics;



- the involvement of all in the enrichment of their community may be stimulated;
- a spirit of co-operation, tolerance, understanding and equality among all nations and peoples
- be fostered and that unity of thought and purpose throughout Canada be established toward this goal; and
- they shall serve their community's greatest need.

National Partnerships & Programs

Currently, our two main national service projects includes donating to the Canadian Cystic Fibrosis Foundation in hopes of finding a cure or control for C.F. and advocating for Canadian Blood Service collecting blood donations and new organ donors. We also have a Kin Canada Bursary program designed to help students fund their dreams of post-secondary education, our Kin Canada National Day of KINdness day every February and our disaster relief fund.

History of Kin Canada

Kin Canada was founded by Hal Rogers in 1920 after Hal returned from World War 1 and missed the camaraderie of his fellow soldiers. He tried to join the Rotary Club in his area but his father was already a member. Rotary's policy was to allow only one member from each business and Hal worked for the family company so he was denied membership Not one to be



deterred by hurdles, Hal invited some friends to a Chinese food restaurant in Hamilton, Ontario with the intention of forming a new club focused on fellowship and public service. The rest, as they say, is history! While Hal passed away in 1994, his vision for Serving the Community's Greatest Need lives on through our dedicated members.

For more on the history of Kin Canada visit www.kincanada.ca/history.

Association Structure

Kin Canada has various levels that all work together to improve the lives of Canadians. The different levels are:

National

Kin Canada's headquarters is located in Cambridge, Ontario. 8 full-time and 1 part-time staff provide administrative services to the clubs and ensures the Association moves toward its mission and objects in the most efficient and cost-effective manner. Nationally, there are also

three (3) committees based around awards, education and clubs support as well as our National Board of Directors who decide the strategic plan of Association.

District

Kin Canada is divided into 8 Districts across the country. Each District is led by an elected District Governor (volunteer leader). The District team includes a Vice Governor, Deputy Governors, Secretary, Treasurer, Communications Director, Service Director, Awards Director etc. and all of which support the service clubs. The District Club Support Director will be your main District contact through the chartering process.



Zone

Districts are sectioned off further into 54 Zones. Elected Deputy Governors oversee Zone operations. Each zone contains a small number of clubs.

Clubs

Currently, there are over 400 Clubs across the country and over 6000 dedicated members. Every year, clubs elect an executive team that consists of (at least) a President, Vice President, Secretary, Risk Manager and Treasurer. The role of the executive team is to manage the operational details of the club. If you would like to learn more about club positions please ask your sponsoring club or District Club Support Director. There will be many opportunities for you to run for these positions and develop personally and professionally in these roles.

To help you discover the District you would be a part of in Kin Canada, please take a look at the graphic below:



If you aren't sure which District your club falls within, contact the [Membership Services Coordinator](#) at HQ or a member from your Sponsoring Club (if applicable). Take note of your District in the space provided: _____

District Club Support Director (main contact)

Name: _____ Phone #: _____

Email: _____

For additional information on Kin Canada please refer back to our [website](#).

Chartering Questions

Now that you understand Kin Canada's history, structure, and the benefits of membership, it's time to ask your committee some important questions:

1. Does the community have a need for a new service club?
2. How will your club differentiate yourself from other service clubs, events in the community etc.?
3. Have you contacted your local municipal officials to ask about their plan for your community, how your club might be able to help them and how they can help you?
4. Have you consulted with the District Leadership for their approval?
 - a. Have you connected with your District Club Support Director?
 - b. What will the physical community boundaries be for your club?
 - i. What is the physical territory for the current clubs in the area (if any)?
 - ii. If there are other clubs in the area, will your club be hosting repeat events in the same community?
 - c. Does your club have a similar or different mandate than other clubs/ organizations/associations in the area?
 - i. Does your club's mandate align with Kin Canada's mission, vision, values and objects?
 - d. Will your club be supporting similar or different local causes than other clubs in the area?
 - e. Has your club considered the target market you would like to recruit for members?
 - i. Will your club be competing with other clubs/organizations/ associations when recruiting members?
 - f. Do you have members interested in joining the club already?

- g.** Have you found a sponsor club in your area? (This is not required, but it is recommended)
- i.** Is your club willing to be educated on Kin Canada by a sponsoring club?
 - ii.** Is your club prepared to have a member of the sponsoring club attend your club's meetings for the first year?
- h.** How will you make your Kin Club known to your community?
- i.** Here think about the longevity of the name, the audience/demographic for your club and how you may be seen 5, 10, 20 or 50 years in the future.
- 5.** Has your club done a new charter survey and community needs assessment ([see Appendix A](#)) or gone through the ABCD (Asset Based Community Development) process?
- a.** Check out the ABCD process animation video at: <https://www.youtube.com/watch?v=muFMCLebZ4> and think about the assets in your community your club could take advantage of
 - b.** Check out the ABCD Canada webpage at: <http://www.deepeningcommunity.org/abcd-canada-home>
- 6.** How will your club be financially viable for the first, second, third etc. years in Kin Canada?
- 7.** Does your club have a recruitment plan for gaining new members while chartering?
- 8.** Does your club have a goal and a growth plan for your first year as a new club?
- a.** Do you have a goal for the second and third year?
 - b.** Do all potential members have a commitment to the club and growth?
- 9.** Does your club have ideas for service events and fundraising?
- a.** How many will you host in your first year?



Chartering & Club Financials

When thinking through the key questions before chartering, ensure emphasis is placed on your financial stability throughout your first 2-3 years. Consider whether or not you will:

- be fundraising to support your projects and clubs

- asking for donations (from external sources, other clubs or the District team)
- securing sponsorships
- apply for grants

Thinking about a sample budget and expenses early on will help your club with planning for the future and can increase your club's longevity.

When thinking about your expenses in the first year, you should also consider the following:

- Kin Regalia – banners, shirts, gavel, pins etc. (visit the www.kincanada.ca/store)
- Kin National Dues (The first year of membership dues and the membership kits are free of charge. Dues will be charged at 50% of the full rate in the second year, 75% in the third year and charged at the full rate from the fourth year on)
- District & Zone Dues (determined by the District Team each year; talk to your Sponsoring Club or District Club Support Director to get an estimate on how much these fees typically are each year)
- Legal fees (for incorporating the club)
- Accident benefit coverage (look for more information in the fall mailing from HQ)
- Incorporation fees (Incorporation is required by all clubs. Processes vary by province. See Phase 3: Application for more information)
- Charter night expenses (hall rental, meals, decorations, ceremony items, entertainment)
- Mileage for club members (if this is something the club chooses to cover for events, conferences, conventions etc.)
- Administrative costs such as printing, photocopying, postage, advertising, etc.



Next Steps

- **Phase 2: Promotion** includes a step-by-step approach to market and promote interest in your new charter community and a sample format of an informational meeting.
- Once you (and the sponsoring club – if applicable – and/or District contact) have determined that the club is ready to charter, please continue to work through the **Phase 3: Application** booklet and contact the [Membership Services Coordinator](#) (contact information also found in the inside cover of this booklet) with any questions.

Appendix

Appendix A: New Charter Survey & Community Needs Assessment

New Charter Survey & Needs Assessment

Statistics and History of the Community				
Population of the area:		Distance from the nearest club:		
Has there ever been a Kin, Kinette or Kinsmen club in the area before? If so why did they fold?		Was there a lottery license issued in the prior year to the past club in this area? (if applicable)		
		YES	NO	
Number and types of festivals, events, programming etc. in the community in the prior year:				
Other Service Clubs in the Area	# of Members	Average Age	Type of Club	Their Projects
Demographics				
Type of area: Rural Urban Other: _____				
Community age:				
Schools nearby: University College Trades Other: _____				
Community centers:				
Largest businesses:				
Small businesses:				
Businesses with incentivized volunteering practices:				



Questions to consider

What are some needs and service opportunities in your community?

What are your community's greatest needs?

What are the strengths on your community? Is there potential for a new Kin Canada club? Who is your target market?

What are the weaknesses in your community? Is your community over saturated with other service clubs?

What is the purpose or the focus of your Kin Canada club?

You need at least 12 members to charter a club. Will recruiting 12 members be an issue? What opportunities are there to recruit new members?

How will your new Kin Canada club be sustainable over the next 2-3 years?

