



Kin Canada
Kinsmen • Kinettes • Kin

Service Manual

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Introduction

Kin Canada is the nation's largest all-Canadian service club organization. Kinsmen, Kinette and Kin clubs across the country work to better their communities and enhance the well-being of Canadians. The Association boasts a proud history dedicated to fostering life-long friendships while 'Serving the Community's Greatest Need.'

The Kin attitude is one that exemplifies a hands-on approach to service work. Not content to simply write cheques, if there's work to be done -- Kin Canada clubs do it!

This manual is to serve as a **guide** to the members of the National Service Committee, the Kin-CF Liaison Committee, District Service Directors, Club Service Directors, Club Fundraising Directors and Project Chairs.

This manual is to help you run successful service and fundraising projects, as well as to help you align with the values of the Association on a national level.

Definitions

Fundraising: the organized activity of raising funds

Project Costs: the costs associated with running the project

Project Revenue: the amount of money that was raised

Net Earnings: what the profits were when costs were deducted from revenues

Service: the occupation or function of serving; the work performed by one that serves; contribution to the welfare of others; a helpful act

Service Hours: the hours associated with the planning, implementation and completion of the project

What is a Service Project?

A service project is a project where your members go out, volunteer their time and energy (sweat equity) and possibly spend some dollars out of your club coffers. Examples of service projects are: food bank drives, painting a community centre, feeding the less fortunate, etc.

What is a Fundraising Project?

A fundraising project is a project that your club does to make money so that they can donate that money to different causes in the future. Examples of fundraisers are: charity casinos, home lotteries, car lotteries, bake sales, bingos, craft sales, silent auctions, etc.

Roles and Responsibilities

The District Service Director is responsible for:

Note: Depending on your District, this may vary.

- Coordinating the collection of project information from across the District to distribute to the Zone, the District and the National Association
- Promoting the National and District service projects and causes
- Motivating the clubs in the District to have a combination of both fundraisers and service projects
- Helping members evaluate new project concepts
- Guiding the clubs on the requirements for reporting of fundraising and service projects
- Maintaining the communication lines between the different levels of the Association

The Club Service Director is responsible for:

Note: Depending on your club, this may vary.

- Coordinating the collection of project information to distribute to the club, the Club President, the Zone and the District
- Promoting the National and District service projects and causes to their club
- Completing the application for Service Award at the District and National levels
- Motivating their club to have a combination of both fundraisers and service projects
- Helping club members evaluate new project concepts
- Acting as a mentor to the Project Chair(s) on the requirements for fundraising and service project reports
- Maintaining the communication lines between the Project Chair, the club executive, the club members and the District Service Director.

The Club Fundraising Coordinator is responsible for:

Note: Depending on your Club, this position may exist or may reside with either the Club Service Director's position or the Project Chair.

- Organizing and bringing different fundraising concepts to the club or at least assisting club members to flesh out new project concepts
- Mentoring club members on the planning process for fundraising and service projects
- Coordinating the collection of project information to distribute to the Club, the Club President, the Zone and the District
- Promoting the National and District Service Projects and causes to their club
- Apply for the Service Award at the District and National levels
- Motivating their club to assist with the planning and implementation of the fundraiser
- Mentoring the Project Chair(s) on the requirements for reporting the project
- Maintaining open lines of communication between the Project Chair, the club executive, the club members and the District Service Director.

The Project Chair is responsible for:

- The coordination of the actual project that includes but is not limited to:
 - Meetings
 - Planning and goal setting (coordinate with Risk Management)
 - Budgeting
 - Promoting
 - Executing
 - Project completion, evaluation and reporting
- Documentation of the project, including the project plan, budget, resources used, manpower utilized, timelines and schedules, task lists, list of partners/sponsors/donors, promotion strategies and project evaluation.
- Delegating project tasks

National Service Committee

Composition

The National Service Committee (NSC) includes the members that are tasked with District Service duties. At least one member from each District sits on the committee as a District Service Director (DSD).

The Executive Director may appoint up to two members at large to this committee and may appoint a National Headquarters designate to this committee.

Term

The National Service Director (NSD) and the Kin-CF Liaison Committee Chair (KCFLCC) serve two year terms. District Service Directors will serve a term as set out by their District Council and the minimum term will be one year. The two members at large and the National Headquarters designate is a term determined by the Executive Director.

General Role

The NSC members will play a key role in the operation of Service under the Kin Canada logo. When we talk of Service under the Kin Canada logo, that includes but is not limited to: Cystic Fibrosis Canada, Hal Rogers Endowment Fund (Kin Canada Bursaries), National Day of KINdness, Canadian Blood Services and Organ Donation, National Disaster Relief Fund, any District initiatives and any club initiatives. The NSC member will assist with the creation of a National Plan. The NSC member will be accountable to the NSD and the KCFLCC.

Specific Responsibilities

The NSC members will act as a Service mentor for Kin members within their District and abroad. To that end, they will develop a knowledge regarding the National Service causes so they may converse freely and promote those causes. The District Service Directors and the elected Kin-CF Liaison Chair Committee will act as the Kin-CF Liaison Committee to further enhance the partnership in Kin Canada's National Service Project. The DSD's and Kin-CF Liaison Chair will:

1. Assist with the creation of a National Service Plan
2. Communicate with their District about Service information that is being brought forward from the National Service Committee.
3. Communicate back to the National Service Committee regarding events and issues that are going on in their District
4. Educate Kin members and create awareness regarding the National Service causes
5. Develop, train and guide an effective Zone Service Team
6. Set District service goals for the National causes
7. Motivate clubs and members in their District to meet or beat those service goals
8. Coordinate the collection of Service information within their District including the creation of a project catalogue
9. Assist with the recognition of projects within their District
10. Assist in the identification of prospective District Service Directors and their mentoring of them
11. Assist with any National fundraising Initiatives that may be brought forward from the National Service Committee
12. Ask for support and promote the interests of our partners

Kin- CF Liaison Committee

The Kin-CF Liaison Committee Members are responsible for:



1. Developing knowledge of:
 - The disease of cystic fibrosis
 - Cystic Fibrosis Canada (CFC)
 - CF-funded research and treatment programs
 - Kin-CF network and available resources
2. Developing, training, and guiding an effective Zone-CF team:
 - Meeting at appropriate times throughout the year
 - Maintaining regular communication and provide updates on Kin-CFC initiatives
 - Building ties between Kin clubs and CF Chapters and Regional Directors and Kin District Leaders
3. Generating awareness of CFC among District Clubs:
 - CFC presentations at District/Zone functions
 - CFC updates in District newsletters
 - Regular Zone-CFC representative meetings
 - Visiting clubs where possible and/or sending mailings
 - Using CFC Chapter resources
4. Motivating CFC fundraising at the Club level:
 - Highlighting the momentum of CFC-funded research activity and the progress towards finding a cure for cystic fibrosis
 - Using Kin-CFC events to help generate local club membership
 - Having fun with your fundraising!
5. Coordinating Kin- CFC activities in your District:
 - Strong communication with Zone- CFC representatives
 - Track Kin-CFC activities and let Kin Canada know about the events so it can appropriately recognize clubs
 - Coordinate District projects and assist with Zone projects
6. Maintaining records of club contributions
7. Coordinating Kin-CFC supply requirements
8. Maintaining regular communication with CFC and the Chair of the Kin-CF Liaison Committee
9. Providing orientation, documentation and assistance to your successor

The Kin-CF Liaison Committee Chair is responsible for:

Playing a key role in ensuring the smooth operation and growth of the Kin-CFC partnership as well as facilitating communication between the District Service Directors, Kin Canada members, the CFC Board of Directors and the Kin Canada Board of Directors.

Term

1. Two-year term commencing* at the September CFC Board of Directors meeting and ceasing at the Kin Canada National Convention in August.
2. Maximum of one two-year term

**Note: Two-year term begins September 1; however, the incoming Chair is required to attend the Orientation and Development Seminar with the Incoming Kin-CF Liaison Committee in March and CFC's Annual General Meeting in April.*

Summary of Travel Obligations

The position of Chair involves a significant time commitment. In summary, the Kin-CFC Liaison Committee Chair is expected to attend the following events both years of his/her term:

- CFC Board Meeting (February) - Toronto
- Kin-CFC Liaison Committee Orientation & Development Meeting (March) - Toronto
- CF Annual General Meeting (late April or early May) - various locations across Canada
- National Kin Canada Convention (third week in August) – various locations across Canada
- CF Board Meeting (September) - Toronto

In addition, the Kin-CF Liaison Chair should attend the following if possible:

- *at least one Kin Canada Fall Leadership Conference*
- *selected Kin club visitations during the Kin year*
- *at least one District Convention (May/June)*
- *other events as the need arises*

The Kin-CFC Chair must maintain ongoing communications with the CF Development Coordinator to remain current with the status of the Kin–CFC partnership and to address any issues as they arise.

Although not required, the Foundation strongly encourages involvement with the Chair's local CFC Chapter, if possible.

Service and Fundraising

Kinsmen and Kinettes respond to diversity and challenges with zest and enthusiasm. The Kin attitude is one that exemplifies a hands-on approach to service work. Not content to simply write cheques, if there's work to be done -- Kin Canada clubs do it!

Kin members have proudly contributed more than \$1 billion to Canadian communities since our Association was founded in 1920. Every year our clubs contribute millions to improve Canadian communities by building parks, sponsoring sports teams, awarding student bursaries and helping individuals and families in need. In 2013-2014, our members raised more than \$21 million and they spent over 400,000 hours organizing and executing hundreds of fundraisers and service projects in their communities.

The following Kin Canada's National Causes:

- Kin Canada Bursaries
- National Day of KINDness
- Disaster Relief
- Organ Donor Awareness Campaign (ODAC)
- Kin Canada Foundation
- Cystic Fibrosis Canada
- Canadian Blood Services

Kin Canada Bursaries

A program of the Hal Rogers Endowment Fund, Kin Canada Bursaries was established in 1994 in memory of Kin Canada's founder Hal Rogers. It is the second largest non-corporate bursary provider in Canada.

The Fund's purpose is to promote, encourage and sponsor educational programs and activities. The program annually awards \$1,000 bursaries to successful Canadian applicants who are pursuing their post-secondary education at a recognized school of learning. The amount disbursed in any one year is in accordance with the Fund's balance and its governing laws.

Eligibility and Evaluation

Applicants to the Kin Canada Bursaries:

- Must be Canadian citizens or landed immigrants
- Must be full-time students in the process of graduating from high school, or currently studying or registered at a post-secondary institution
- Must complete the current application form and submit it to the Kinsmen, Kinette or Kin Club closest to their permanent residence by **February 1** of each year. Bursary winners are notified, by their sponsoring clubs, before June 30.
- Will be evaluated on their community and school involvement, knowledge of Kin Canada and financial need

National Day of KINDness

National Day of KINDness is for our members and clubs to celebrate our founding (February 20, 1920) and commitment to serve the community's greatest need. Every community has a need for kindness and people performing selfless acts, and our clubs are able to spearhead this in their communities.

Each Day of KINDness kit received by participating clubs includes cards to be handed out after an act of kindness is performed, asking the recipient to “pass it on”.

Only in its 3rd year, National Day of KINDness has over a quarter of all clubs participating! 141 clubs requested nearly 20,000f KINDness cards this past February, 21, 2015, spreading cheer to people in communities across the country.

Disaster Relief

This fund was established to provide short-term immediate financial assistance to any location within Canada that is declared a disaster area and where a definite need for such assistance is shown to exist. More recently, the fund has helped those beyond our borders during times of crises.

Kin Canada Foundation

Founded in 2005, The Kin Canada Foundation supports the efforts of Kin clubs across the country in serving their local communities. As the official charitable organization of Kin Canada, the Foundation assists Kin members by providing funding for their local service projects. The Foundation is supported by voluntary contributions from Kinsmen, Kinettes and friends of the Foundation. Numerous Canadian charities also directly benefit from the Foundation's funds.

Cystic Fibrosis Canada

In the last 50 years, Kinsmen and Kinettes across the country have worked tirelessly to help beat cystic fibrosis, contributing over \$40 million towards CF research and treatment.

The friendship between Kinsmen and Kinettes and Canadians with CF began with a conversation between Dr. Douglas Crozier, then director of the CF Clinic at the Hospital for Sick Children, and Kinsman Bill Skelly. During a chance meeting at a Scarborough pub, Dr. Crozier spoke to Bill about his young CF patients. This conversation left Bill interested in joining the fight against cystic fibrosis and he invited Dr. Crozier to speak at the North York Kinsmen Club. Almost immediately, the North York Kinsmen enthusiastically backed the CF cause.

By 1964, District 8 had formally adopted CF as its District Service Project. District 8's commitment sparked the interest of other districts throughout the Kin organization and, before long, involvement spread Canada-wide. In 1987, the Association of Kinsmen and Kinette Clubs adopted CF as a National Service Project.

Today, Kinsmen and Kinettes remain loyal friends of CFC, continually fundraising for CF research and promoting CF awareness. When Kinsmen and Kinettes first joined the fight against CF, children with the

disease were not expected to live past the age of four. Today, children and young adults with cystic fibrosis often live into their 30s and beyond. For almost every year of Kin support, we have earned an extra year of life for a CF child. Cystic Fibrosis Canada could never have come so far, so fast, without the continued support of Kin.

The hard work and support of Kinsmen and Kinettes is deeply appreciated by Canadians with CF. Since 1964, Kin and Cystic Fibrosis Canada have shared many exciting accomplishments, including the discovery of the gene responsible for CF in 1989.

Canadian Blood Services and Organ Donation Awareness

The Kin Organ Donor Awareness Campaign (Kin-ODAC) was adopted in 2001 as Kin's first National Public Awareness Project. Andrew Hatfield, a St. John's East Kin Kid, was born with complex congenital heart disease and died waiting for a heart transplant; however, his dream of Kin helping other transplant hopefuls became Kin-ODAC.

Organ donation can mean the difference between life and death for many people. For others, such as people with renal (kidney) disease, it represents a total transformation in their quality of life because they no longer need four-hour dialysis treatments three days a week. Organ donation from one person can save the lives of up to eight people. A single tissue donor can improve the lives of up to 40 people.

Kin-ODAC is an extension of our partnership with Cystic Fibrosis Canada because most people with cystic fibrosis eventually need a lung transplant to live.

Canada's National Organ Donor Awareness Week is the last full week in April. For Kin members, it's a time to increase our awareness about organ donation issues and extend that education throughout the communities we call home.

Canadian Blood Services (CBS) has joined forces with Kin Canada. Partnering with CBS helps to fulfill a huge national need while providing Kin Canada an avenue to raise our service profile. The best part of a KIN-CBS partnership is that it is a great compliment to the Kin-Cystic Fibrosis Canada partnership.

Canadian Blood Services is the national, not-for-profit, healthcare organization that manages Canada's blood supply in all provinces and territories outside of Québec. They also administer the OneMatch Stem Cell program and Marrow Network & the National Public Cord Blood Bank. They are offering our districts and clubs the opportunity to conduct large reaching, non-monetary service projects. Giving blood, recruiting blood donors in our communities, and hosting and promoting blood drives for CBS supports our CF connection as many CF patients require blood if they receive an organ transplant.

Interesting fact- **52%** of Canadians say they or a family member have needed blood. Someone with leukemia can need up to 8 donors a week. Kinsmen, Kinettes and Kin Clubs serve the community's greatest need. Donating blood is a nation-wide need that touches most Canadians in their lifetime. More than 80,000 first-time blood donors are needed this year to meet hospital demand. In addition to giving blood and helping to recruit blood donors, this partnership would fit with Kin Canada on a national level due to Canadian Blood Service's role in providing national leadership and awareness for organ, eye and tissue donation.

Planning Fundraising and Service Projects

Below is a list of questions that will assist a Project Chair with project planning.

- 1. What is the primary purpose of running this project?**
For the most part a project falls under one of two main categories: a service project or a fundraiser. So, which category is your project and what is its main purpose? Is it an awareness program? Raising funds for a group? Doing something good in the community?
- 2. Give a brief description of the proposed project, complete with background information.**
Summarize the concept of the proposed project (the who, what, where, when and how of the project).
- 3. Briefly describe the desired outcome for the project.**
Follow this with a listing of projected goals, remember: **SMART goals are:** Specific, Measurable, Attainable, Realistic, Timely
- 4. List the specific steps to bring this project to completion.**
- 5. What are the specific assignments?**
Document the proposed involvement, both member and non-member. List the specific responsibilities, talents, skills, knowledge or abilities necessary for the project. Once a person accepts the responsibility, add their name to that responsibility.
- 6. What specific tools, materials and resources will be needed?**
List all materials and supplies that will be needed and who will provide the items. List each resource, providing detailed contact information and adding a notation if materials are to be purchased or donated.
- 7. Describe the potential problems and possible solutions to successfully complete the project.**
- 8. Complete the proposed budget indicating all anticipated income and expenses.**
- 9. Record any revision of the original plan**
- 10. What solutions or recommendations do you have for future chairpersons?**
- 11. Give specific and measurable results for each goal established**

Online Service Reporting

In the 2013-2014 Kin Year, together clubs raised a total of \$21.23 million service dollars, and volunteered a total of 406,728 hours!

Throughout the year in 2013-14, 14.5% of clubs are used online reporting. The form has been shortened this year and clubs will be able to receive a copy of the form after they submit online. As well, there is a printable version to take with you to events. And a bonus- by submitting reports throughout the year, you won't have to do a cumulative service report at the end of the year. A great way to ensure the process goes smoothly is to have one member responsible for tracking the information, and another member to fill out the form online.

Wouldn't it be wonderful for clubs to have a resource at their fingertips where they could research other clubs' events for inspiration, see how much they raised, how many people it took to organize an event, and much more? This could be a tool available to clubs in the near future, but we need all clubs to participate for this to become a reality.

When clubs report, it provides us with the information needed to give everyone an overview of the year and the overwhelming amount of change a group of people working together can make. It feels good to look back on the year and see what your dedicated clubs have accomplished. We want to share your good work far and wide! Please help us do this by encouraging clubs to submit event results after each event through the Member Centre on the website. If you need any assistance with this, feel free to contact Lindsay Irvine, Projects Coordinator, at lirvine@kincanada.ca.

Marketing Service and Fundraising Projects

Marketing your service and fundraising projects plays a key role in the success of that project. You could be running the best project across the country but, if no one knows about it, it will likely not be very successful. Here are the steps involved to determine your marketing strategy. (More resources are available on Kin Canada website):

- **Determine the objectives of the project**
- **Develop key messages**
- **Who is your target audience?**
- **What promotional vehicles do you want to use?** (social media, press releases, advertisements, local media promotion, etc.)
- **What resources, funds and connections do you have available?**
- **Develop a communication schedule**
- **Measure your success**

- **Remember:** when promoting your club projects, you want the message your audience is receiving to be relevant, clear and concise.

Risk Management and Service Projects

Take some time to evaluate the potential risks of the service project being planned. This should be done by following the six-step evaluation process and working in conjunction with the Risk Manager in your club.

Determine objectives

Identify risks

It is helpful to break up activities and potential risks into four functional areas:

- a. **People:** those involved in organizing and running the function; those who are participating; those who own the property; and those who are watching
- b. **Property:** equipment, facilities, motorized vehicles and any other property
- c. **Income:** both revenue and expenses
- d. **Goodwill:** your public image and minimizing any negative impact on it

Evaluate risks

Consider the alternatives and select a method to control the risk

There are four ways to control risks:

- **Retain** the risk
Smaller risks may be retained by simply absorbing them into your operation and budget: Vandalism in parks and facilities are good example of risks that are retained.
- **Transfer** the risk
Risks may be transferred to another party by means of contract such as insurance or waivers.
- **Reduce** the risk
Reduce risks to acceptable levels through efforts to change the environment or change human behavior.
- **Avoid** the risk
You take steps to restrict, limit, postpone or cancel certain activities. Risks that are too great can be eliminated. At the extreme, programs in bungee jumping, trampolining and skateboarding may be cancelled. Less extreme elimination strategies might involve replacing worn equipment or moving a program from an unsupervised to a supervised beach.

Implement the decision

Evaluate and review risks

**More detailed information as well as checklists are available on the Kin Canada website at www.kincanada.ca (in the Risk Management section).*

Timelines and Kin Canada

There are two key dates that you need to keep in mind. **Our year end is June 30** of each year. For the report distributed at National Convention, your donations need to be in by June 30 and reported by July 31.

The second key date (especially for District Service Directors) is **January 31 of each year. This is the financial year end for Cystic Fibrosis Canada.** As a District Executive, donations to CF are usually collected from the clubs from July to January. We still have a number of months before we reach our year end therefore a final cheque to CF for the remainder of that Kin year will need to be written in June. It is recommended that you do not carry over funds from one executive to the next.

Recommendation: Be consistent with the timing of your donation to Cystic Fibrosis Canada. This helps with the budgeting process for our District Service Directors and our partners at CF headquarters. As an example, if you make a donation in September of one year to CF and then not until May of the next Kin year, this would skew our donation numbers to Cystic Fibrosis Canada; one year would be a larger donation and the next is a small donation.

We recommend making donations through the Kin Canada Foundation as this allows them to maintain their status as a Foundation and provides consistency for Cystic Fibrosis Canada. If your club is making donations through the Kin Canada Foundation, allow at least two weeks for processing of the request.

Quick Summary

July 1	New Kin Year
Aug 30	Report published at National Convention on annual service hours & donations
Jan 15	Have you written your cheque for your CFC donation?
Jan 31	Financial year end for Cystic Fibrosis Canada
Apr 1	Club District Conference Report to District Executive on service hours & donations -
Jun 15	If you didn't write a cheque on Jan 15 th , has your club written a cheque for its CFC donation?
	Club Report on the Service hours & donations to Kin Canada from previous Kin year
Jun 30	Club year-end reports for service dollars and hours due Club donations in for Kin Canada Bursaries, National Disaster Relief Fund

Resources

- Kin Canada website: www.kincanada.ca
- Cystic Fibrosis Canada website: www.cysticfibrosis.ca
- Canadian Blood Services website: www.blood.ca
- Charity Village: www.charityvillage.com
- Imagine Canada - Non-profit Library: <http://library.imaginecanada.ca/>
- Fundraiser Insight: www.fundraiserinsight.org
- Volunteer Canada: www.volunteer.ca
- National Service Director, Davina Thuroo, davina.thuroo@prrd.ab.ca
- Projects Coordinator, Lindsay Irvine, Lirvine@kincanada.ca