



THANKSGIVING BUFFET—A delicious day-after Thanksgiving buffet menu developed by Sarah Lash Chase for the Butterball Turkey Talk-Line. Pictured clockwise are: sweet and savory Butterball turkey salad, cranberry oatmeal cookies, and cornbread stuffing.

As Kiwanis Celebrates 75th Anniversary, Clubs Are Growing In Members and Service

Kiwanis clubs have something to crow about during the week of January 15-21. "Something to Crow About" was the theme for the Kiwanis 75th anniversary float in the recent Tournament of Roses Parade. Kiwanians are not only marking the community service organization's third quarter of a century, they are also celebrating another year of record membership growth and the completion of almost 130,000 community service projects.

"During the past year, Kiwanis chartered 400 new clubs and added 10,000 new members to our club rosters," says Norris A. Lusche, a retired banker in Denver, Colorado, and this year's Kiwanis International President. "I am sometimes asked if service clubs are losing their appeal. It is certainly not apparent in Kiwanis."

Kiwanis membership topped 315,000 in 1989, the largest membership in the organization's history. The number of clubs grew to 8,500 in 74 nations around the world. These clubs sponsored a total of 127,000 service projects, another record.

"During the year, Kiwanis clubs raised and spent \$65 million for

service activities," says Lusche, "and our members contributed more than 22 million volunteer hours of their own time and talents to service projects. Our motto is 'We Build,' and Kiwanians are living up to that motto as never before."

There is no typical Kiwanis club, says Lusche. "Our clubs may have anywhere from a dozen to more than 500 members," he says. "But they all have some things in common. We meet once a week, we keep informed about community affairs and many topics with guest speakers, we enjoy the fellowship of our meetings and projects, and we make a contribution to our communities as volunteers."

Until recently, Kiwanis fellowship was entirely masculine. But women are now also playing a growing role in Kiwanis. Since the formerly all-male service club opened membership to women in 1987, thousands of business and professional women have joined the Kiwanis ranks.

"Almost 20 percent of our new members are women," says Lusche, "and many are now being elected to club leadership positions. This dynamic new element in our membership should make an increasingly important contribution to our future growth and service work."

Retirees are also playing a significant role. Men and women are now enjoying many years of active life after retirement. "Kiwanis provides a meaningful way for retirees to stay active in the community, enjoy fellowship, and make a contribution to others," says Lusche. About 20 percent of all Kiwanis members are retirees, and many belong to special "Golden K" Kiwanis clubs that are composed entirely of seniors.

The \$65 million raised by Kiwanis clubs came from an enormous variety of fund-raising projects, including pancake breakfasts and Peanut Day sales, entertainment events, golf tournaments and other recreational events, auctions, and sales of everything from fruitcakes to bird seed.

"It's important to emphasize that all of the \$65 million we raised from the public was devoted to service projects," says Lusche. "Club operating costs are paid by member dues. So all public donations or purchases benefit the community,

not the club."

The 127,000 Kiwanis service projects included new parks and playgrounds, special equipment for schools, hospitals, and fire departments, summer camp programs for handicapped or disadvantaged children, drug abuse education, food banks, and a myriad of other initiatives.

Kiwanis clubs also participate in several annual Kiwanis observances. More than 1,000 clubs conducted programs in observance of Family Day, Kids Day, and Farm-City Week, and more than 2,000 clubs observed Prayer Week.

Service to children and youth is a primary Kiwanis objective. But Kiwanis also gets young people involved in service and leadership development by sponsoring clubs for college, high school, and junior high students. Circle K International has 10,000 members on 600 college campuses. Key Club International has 128,000 members in 3,800 high schools. Builders Clubs have been organized in 550 junior high and middle schools.

"Our sponsored youth groups are Kiwanis' proudest achievement," says Lusche. "While Kiwanians are serving others today, we are also helping to instill the spirit of caring and commitment in the next generation."

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