

WINTER 2021

# EXCHANGE *Today*

#ExchangeFitsCommunities



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# Prevention of Child Abuse

The National Exchange Club officially adopted the prevention of child abuse as its National Project in 1979. Every year in April, National Child Abuse Prevention Month, Exchange joins other community groups, organizations, governmental agencies, and individuals to raise awareness about child abuse and neglect. This issue of *Exchange Today* highlights how the unique circumstances of our times are challenging children and families in ways never seen before, and how we can help.



WINTER 2021

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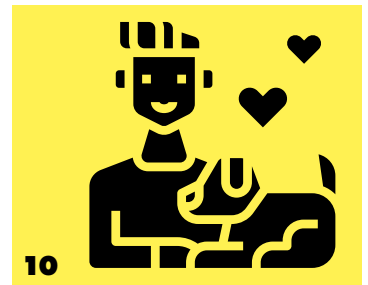
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Join us on Social Media!





**Mark your calendar and make plans  
to join us September 8-11, 2021!**



Photo Credits via Memphis Tourism: Craig Thompson, Joshua Brown,  
Alex Shansky, Memphis Tourism LRK, Raphael Tenschert

Volume 102 Number 1 / ISSN 1093-7153

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## PUBLISHING OFFICE

The National Exchange Club

3050 Central Avenue

Toledo, OH 43606

Telephone: 419.535.3232

Email: [commun@NationalExchangeClub.org](mailto:commun@NationalExchangeClub.org)

**Publisher** Tracey Edwards

**Communications Director** Kristie Lindau

**Production, Art, & Design** Alex Dartt

Exchange Today is published quarterly by The National Exchange Club, as educational material for Exchange Club members. Periodicals Postage Paid at Toledo, Ohio, and at additional mailing offices. POSTMASTER: Send address changes to EXCHANGE TODAY, 3050 Central Ave., Toledo, OH 43606-1700. Members' subscriptions are \$6 annually, which is included in the \$19.00 quarterly dues. Contents copyrighted © 2020 by The National Exchange Club. No responsibility is assumed for individual opinions or subjects of general interest appearing in this magazine.

## A Message From **Kathy Mize,** National President

With 2020 behind us, we look forward to 2021 with great excitement, hope, and eagerness to inspire our communities to become better places to live. A year full of challenges with the pandemic of COVID-19, and systemic racism, and unrest have tested us as a nation and as a community; these challenges will continue into 2021, and beyond. Because of these challenges, and ultimately opportunities,

we are stronger and more resilient. More than ever, we need to be committed to do our part to strengthen our communities, honor our military and first responders, provide youth with scholarships, and prevent child abuse throughout this country.



As we embark on this new year, we remain focused on Exchange's Mission and Core Values – Family, Community, County – to serve our community, inspire hope and healing, and grow Exchange. We must set our sights on creating our new normal and NOT waiting until this crisis is over! Our country needs Exchange NOW more than ever in every community. Give the gift of Exchange to others, explore communities near you that do not have an Exchange Club and recommit to the "WHY" you joined Exchange to reignite your own passion.

It is an honor to serve you and serve with each of you as your National President. I am hopeful and excited about the future of Exchange and what 2021 will bring. Join me and together WE will grow Exchange and impact our communities, and this country, in a time where America needs the gift of Exchange!

Kathy Mize,  
2020 - 2022 National President

## A Message From **Tracey Edwards,** CEO



At Exchange's National Headquarters we are, of course, very "membership focused". Our initiative in March, to help clubs meet virtually, was meant to take care of members and to keep people engaged; but, we quickly saw the possibility for growth. Sometimes we don't need to look far for ideas; the support we give has to start with our own members and recognizing their needs. I encourage you to reach out to a member today and reinforce your fellowship. All relationships take work, attention, and nurturing. Our virtual meetings lead into conversations where we connect, and for some that connection is a lifeline. This starts with one simple, but meaningful, act – a thoughtful conversation. Then, we can't forget the relationships we have with our communities, or wait until things get "back to normal".

Together, service clubs are a foundational instrument of American economy, society, and democracy. Collectively, we play a role in helping to stabilize our country amid crises and helping direct efforts, resources, attitudes, and behaviors toward solutions that make for positive change. Regardless of what surrounds us, Exchange unites us, In Unity for Service.

What does the future hold? The future looks promising; the vaccine gives us hope. One thing is for certain; clubs have the opportunity to be stronger, more relevant, and an important part of the community, even – and sometimes especially – virtually. We need to stay mindful and aware, and do anything we can to help each other. Service and fellowship are our fundamental strengths. Thank you for responding in a challenging time and inspiring others to build stronger bonds for Exchange. I hope you are inspired by the stories in this issue that illustrate the resilience of clubs.

"What you do makes a difference and you have to decide what kind of difference you want to make."

– Jane Goodall

A handwritten signature of Tracey Edwards in black ink.

Tracey Edwards,  
CEO

# Attention Club Presidents

## CLAIM YOUR PRIZE!

**#ExchangeFitsCommunities GROWTH WINNERS!** These clubs are continuing to change and adapt through recruiting, despite the pandemic conditions; building clubs that are flexible and strong enough to grow with change. These are clubs that continue to make a difference in their communities and know the importance of growing their clubs. We are in this together and each new member contributes to the strength of Exchange.

### Club Bannerstand 1<sup>st</sup> Place Winners:

Crescent Exchange Club of Charleston, SC  
Exchange Club of Flathead Valley, MT  
Exchange Club of Picayune, MS  
Exchange Club of Mooresville/Lake Norman, NC  
Exchange Club of Lawrence and the Andovers, MA  
Exchange Club of North Will County, IL  
– and drawing winner! 2021 All-Events Convention Package  
Exchange Club of Columbia County, GA  
Exchange Club of Aberdeen, SD  
– and drawing winner! 2021 All-Events Convention Package  
Exchange Club of Wayne County, Jesup, GA  
Exchange Club of North Mecklenburg, NC  
Exchange Club of Mayaguez, PR  
Exchange Club of Lawrence, IN  
Exchange Club of Killeen, TX  
Exchange Club of Hancock County, IN  
– and drawing winner! 2021 All-Events Convention Package  
Exchange Club of Baton Rouge, LA



### Wait ... we have more exceptional recruiters!

These clubs also deserved to be recognized for their recruiting efforts; they were only a few members short of the goal!

### Exchange Table Runner 2<sup>nd</sup> Place Winners:

Exchange Club of Isle of Palms, SC  
Exchange Club of Sugar Land, TX  
Exchange Club of Brunswick, GA  
Exchange Club of Lake Highlands-Dallas, TX  
Mentor Exchange Club of Charleston, SC  
Exchange Club of Waycross, GA  
Exchange Club of Tipton County, TN  
Exchange Club of New Canaan, CT  
Exchange Club of Nassau County, FL  
Exchange Club of Mount Pleasant, SC  
Exchange Club of Fellsmere, FL  
Exchange Club of Daniel Island, SC  
Exchange Club of Corning, CA  
Exchange Club of Auburn, ME  
Exchange Club of Montgomery, AL  
Evening Exchange Club of Charleston, SC



**Congratulations!** Club presidents must claim their prizes by contacting [MemberServices@NationalExchangeClub.org](mailto:MemberServices@NationalExchangeClub.org) no later than Friday, February 26. A shipping address must be provided for receipt of the prize.



# Welcome Exchange's New Clubs!

There is much to be inspired by in Exchange these days – especially those stories of clubs and members who are successfully recruiting and building clubs. **#ExchangeFitsCommunities**

Exchange's 1<sup>st</sup> new club of the 2020-2021 administrative year is the ***Exchange Junior Excel Club of Pine Lake Prep, Mooresville, NC!***

Built by Karen Fisher, Cotton and Vickie Ketchie, Beth Packard, and Paul Summerville, it was sponsored by the Exchange Club of Mooresville/Lake Norman, NC, and chartered with 54 members on October 28.



Exchange's 2nd new club of the 2020-2021 administrative year is the ***Exchange Club of Shoals, AL.***

The new club was built by Shelby Blair and Maureen Murphy. It was sponsored by the Collegiate Exchange Club of Huntingdon College, AL, and chartered with 21 members on November 12.





# Pandemic Doesn't Slow Down New Club!



The Exchange Club of Shoals, AL, is Exchange's 2<sup>nd</sup> new club of the 2020-2021 administrative year. This new virtual club was built by Shelby Blair and Alabama District Exchange Clubs President Maureen Murphy. It was sponsored by the Collegiate Exchange Club of Huntingdon College, AL, and chartered with 21 members on November 12, 2020. The club consists of alumni of the Collegiate Exchange Club of Huntingdon College, current students, and those originally from surrounding areas. Many of the members are graduates who have now moved out of the area to pursue jobs in their fields of interest.

Currently, there is a small group that meets in-person and leads a hybrid meeting with the other club members joining via Zoom. Meeting agendas are well-planned. At the initial club meeting members discussed officer roles, committee positions, and how they would function in a virtual setting using Zoom. Club officers agreed that each member communicates in different ways, such as Facebook, Instagram, Snapchat, email and text. Club secretary Makenzie Galloway noted that she feels the best form of communication is in-person and the next best is Zoom; which has given meetings a more personal touch, rather than relying on email.

Evening meetings are working well for these young leaders; many of whom are working long shifts

in the medical field. This group knows firsthand the importance of social distancing and mask wearing, noting that when in-person they adhere to safety precautions. Some of the club members attending college are in all online classes and have learned to adapt at school, carrying over some of the same ideas to their club meetings and events.

Club President Jordan Fleming is excited to lead this new virtual club, and for the opportunity to serve communities in a different way. She explained that members are from a "tight-knit" community and being spread throughout the state makes them unique and awesome in how they serve! Many of the members are in their early 20s and enjoy serving in this virtual capacity while giving back to their state. Jordan said that she has belonged to other service clubs that meet weekly at 11 a.m., which just didn't work for most of their group.

"For example, I work at an urgent care center and don't have time to get away for lunch meetings. We are growing and evolving technology-wise and it has already been an awesome experience for everyone!"

Jordan credits the great group at Huntingdon College, and especially Dr. Murphy's mentorship, and commented that she is a fantastic role model!

story continued ►

In the club's short existence of only three months it has conducted several projects, such as Operation Christmas Child, Birmingham Cemetery Wreaths to a veterans group, and a canned food drive. Members have also discussed feeding the homeless and helping elderly with yard work. The club enjoyed making the boxes for Operation Christmas Child, as they listened to Christmas music and were even inspired to write Christmas letters. The members included their return addresses for children who may have wanted to write back! The club is planning projects and knows it will be a creative process to find ways to do them virtually.

"We all agree to do a project in our own area, and possibly one committee takes the lead and we all take part in our own communities," said Jordan. "Our club also discussed some fun trips to different areas and meeting up for a project, let's say one or two hours away."

The club is planning upcoming conferences, meeting in Birmingham and Irondale, and many are planning to attend Exchange's National Convention in Memphis, TN, in July at the Peabody Hotel.

The January club meeting consisted of holding a planning session to discuss goals for the new year. The club is also planning a recruitment meeting to discuss ideas for keeping up its membership. Recruitment ideas will include hanging flyers, posting on social media, and working with professors to promote the club. McKenzie would like to incorporate

testimonials at meetings as to why current members joined Exchange.

McKenzie simply wanted to give back to those in need. She mentioned that she encountered kids in her grade school through high school years that were going through changes such as divorced parents, loss of parents, adoption, foster care, and so many other situations where she wanted to reach out and help, or just have a meaningful conversation, and didn't know how. Exchange helps to organize these efforts. She said she has always had a soft spot in her heart for helping others and is so happy to be a part of this club.

Many of the members attach the Exchange member pin on their bags to use as a conversation piece about Exchange. They also wear protective masks with the Exchange Emblem during events. McKenzie proudly stated that the club recruited a new member by simply inviting them to join the group for cake and learn more about the club! She stated the importance of keeping it fun! They would like to sustain membership and increase to 25 members at the two-year anniversary with a goal of obtaining "Rewards Dollars" from The National Exchange Club's mentoring rewards program.

"This club has been a fun and enlightening experience," Makenzie added. She hopes others will join this club in its efforts to help the community and help the country during this time of pandemic and riots. "We can spread more joy into the world."





# New Committees Help Exchange Thrive Amidst Change

Since March 2020 when the global pandemic became widespread in the United States, The National Exchange Club immediately began outreach efforts. Phone calls were made to clubs and members nationwide to check on their safety and well-being, and to assist with club operations.

Clubs responded well, recognizing that communities needed their support more than ever before. In order to deliver services and support, clubs have discovered the benefits of meeting virtually. Members reported that the virtual club meeting filled the void of human contact during this time of social distancing. Members needed this engagement and contact, and longed to see a friendly and familiar face. Many clubs accelerated recruiting efforts, inviting people who previously could not work a meeting into their busy schedules. As Exchange has displayed for decades, clubs fill a need in our society, especially in times of crisis.

As the pandemic lingered and states were at different levels of restriction, we began focused efforts with the assignment of "ad hoc" committees. These committees have been tasked with focused efforts in the areas of outreach, Excel and Collegiate Clubs, virtual memberships, and new club building.

The Outreach Committee contacts clubs that may not be meeting in this virtual environment, to assist and encourage them to meet and deliver support to members and communities. If needed, clubs can ask for assistance in scheduling Zoom meetings, and even request Zoom training.

The Excel and Collegiate Committee contacts advisors to check on students, assist with roster management, and to work toward meeting and keeping clubs operating.

The Virtual Membership Committee is exploring ways to make it available for each district to have a virtual club, as an option for those not able to attend in-person meetings. And, of course, the New Club Building Committee encourages club building efforts continue, recognizing that the benefits of membership in Exchange fulfill needs people are experiencing right now.

Look at the ways your club can help someone by extending an offer to join. You may be filling a void in that person's life, that begins a lifelong fulfilling journey of service and fellowship. Please contact National Headquarters if your club needs assistance.





# Good News:

## 20 Positive Things That Happened in 2020.

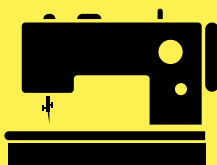
- Drive-in movie theaters made a comeback.



- Restaurants shared their secret recipes so we could make them at home.



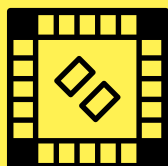
- People around the country brushed up on their sewing skills, making masks for people who need them most.



- Americans rushed to adopt and foster pets in need amid the pandemic.



- Puzzles and board games became cool again and offered a much-needed break from our screens. There are even games you can play over Zoom!



- Distilleries, both small and large, around the country used their resources to produce badly needed hand sanitizer.



- Crayola launched a box of crayons with diverse skin colors for children to "accurately color themselves into the world."



- We learned that homeschooling is HARD and finally recognized teachers for the heroes that they are. Health care workers and essential workers, also heroes.



- Bike trails became one of the few places in the country that were open.



- We came up with creative ways to celebrate big milestones like drive-by birthdays and Zoom parties.

- Celebrities surprised graduates at virtual commencement ceremonies.



- Virtual wine tastings! Because we can't all afford to visit California or Italy, even if we weren't in a pandemic.



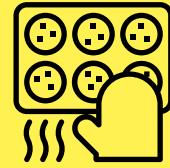
- You can also now virtually explore national parks, zoos, even Mars!



- An opera in Barcelona performed to a beautiful audience of house plants and then donated the plants to health care workers.



- People got creative about reimagined vacations.



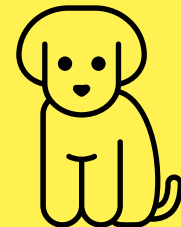
- Americans rediscovered our love for old hobbies like baking and gardening.



- Families had play dates through windows for grandparents to see their grandchildren.



- We watched some of the things we planned on getting around to, and there were some great shows and movies released this year.



- A stuffed puppy lost in the Cincinnati airport was returned to his family after spending days exploring the travel industry.



- Musicians took to social media to give us personal concerts from home.

# MILESTONE ANNIVERSARIES

CLUB NAME		ANNIVERSARY MONTH
Exchange Club of Lafayette, IN	95	January
Exchange Club of McMinnville, TN	95	January
Exchange Club of Clinton, SC	75	January
Exchange Club of Bridgeton, NJ	75	January
Exchange Club of Madison, CT	70	January
Exchange Club of Stillwater, OK	50	January
Exchange Club of Prattville, AL	10	January
Exchange Junior Excel Club of Whale Branch Middle School, Seabrook, SC	5	January
Exchange Excel Club of McComb High School, McComb, MS	5	January
Exchange Club of Southwest Michigan, MI	100	February
Exchange Club of the Enchanted Mountains, NY	90	February
Exchange Club of Mooresville/Lake Norman, NC	30	February
Exchange Excel Club of Tiftarea Academy, Chula, GA	5	February
Collegiate Exchange Club of Albany State University, GA	5	February
Exchange Club of DuPage County, IL	5	February
Stars and Stripes Exchange Club of Killeen, TX	5	February
Exchange Club of Detroit, MI	110	March
Exchange Club of Sturgis, MI	100	March
Exchange Club of Muncie, IN	100	March
Exchange Club of Saginaw, MI	100	March
Exchange Club of Monroe, MI	100	March
Exchange Club of Penns Grove, NJ	75	March
Exchange Club of Quincy, IL	75	March
Exchange Club of Fuquay-Varina, NC	55	March
Exchange Club of Steele County, MN	50	March
Internet Club of Exchange, CA	45	March
Exchange Club of Mattoon, IL	45	March
Sunrise Exchange Club of Erie-Niagara, NY	35	March
Noon Exchange Club of Copperas Cove, TX	25	March
Exchange Club of Trenton, TN	20	March
Exchange Club of Manasota East, FL	15	March
Exchange Club of Warren County, NJ	10	March
Exchange Club of Pacific Coast, CA	10	March
Exchange Junior Excel Club of Meigs Middle School, Shalimar, FL	5	March





# MEMORIALS

Joann Aeger  
Allyce Arsenault  
Charles Aydlette  
David Barr  
Bill Bergenson  
Suzanne Blakesley  
Charles Braun  
Jerome Bruning  
Cheri Bunker  
William Burger  
Mike Busen  
Jerry Cohen  
James Cook  
Robert Corette, Jr.  
Jerry L. Davenport  
Michael DeNegris  
Charles Earnest  
Lawrence Frisch

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George Smith  
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Bobby D. Thompson  
Kathryn R. Tickle  
Rodney L. Webner  
Vernell Whitaker  
Franklin Whitten  
O. Layne Wilcock  
Woodrow Yonts



The National Exchange Club is sharing three new tip cards for National Child Abuse Prevention Month in April. Copies of these tip cards can be printed from Exchange's website. [NationalExchangeClub.org](http://NationalExchangeClub.org)

## Parents: Taking Care of Yourself During Unique, Stressful Events

Parents experience stress for many reasons. The Covid-19 Pandemic is a uniquely challenging and stressful traumatic event that has led to many parents and caregivers feeling overwhelmed and exhausted. And, in the midst of juggling everything, it's easy to overlook the importance of taking care of yourself. These small practices can help make a huge difference:

- Stay connected with family and friends through phone calls and virtual get-togethers; these personal connections can provide both support and comfort.
- Manage your expectations – the house doesn't have to be spotless and you don't have to be the perfect teacher.
- Find some quiet time for yourself.
- Keep a routine and include exercise, relaxation activities, and adequate sleep.
- Laugh with your family!

## Helping Preteens and Teens During Uncommon Stressful Times

Stress can occur at any time due to traumatic events, including the Covid-19 Pandemic. Many everyday activities have changed, including extracurriculars and personal contacts with friends. These missing connections are important physical and emotional aspects of your child(ren)'s life that can't be ignored.

- Allow them to talk about the changes and the loss they are feeling
- Help them find ways to connect with friends through virtual games or get-togethers.
- Model relaxing activities such as a walking, yoga, exercise, crafts, etc.
- Ask how they are doing and what they are missing.
- Help them learn a new skill such as painting, baking, writing stories, etc.

## Helping Young Children During Our Stressful Times

Young children may show regressive behaviors when they are feeling stress. Regression could include increased frequency of tantrums, wetting the bed, and changes in eating habits. Help your young child by:

- Explaining, in simple language, what is happening in the world. Explain that "the helpers" are trying to take care of the problems and help people be safe.
- Keeping a routine/schedule, understanding that you may need to be flexible at times. It's also important to remember that new schedules may take some time for every one to adjust to.
- Make time to laugh and to be quiet together.
- Check in with your child frequently and *listen* to them.
- Help them identify a "comfort" blanket or stuffed animal.

Share these Tip Cards, and others produced over the years, electronically!  
[NationalExchangeClub.org/cap](http://NationalExchangeClub.org/cap) > Downloadable Resources.

# GAME NIGHT!

Minute to Win It Games for the whole Family to enjoy!

**1 KNOCK IT OUT** *You will need:* orange (or tennis ball or an apple) and nylons. Put the orange in the nylons and put it on your head. **Challenge:** try to knock over water bottles placed on the floor. Silly, but fun! So fun!

**2 DEFYING GRAVITY** *You will need:* balloons. **Challenge:** Bounce 2-3 balloons (depending on age and abilities) at the same time with your hands without them falling on the floor. Who wins? Time it and see who can bounce balloons the longest

**3 DOODLE NOODLES** *You will need:* Spaghetti and penne (or rigatoni) pasta. **Challenge:** Get the penne noodles on the spaghetti. Without your hands. Only using your mouth. Who wins? Whoever fills up spaghetti noodle with the penne noodles wins the game!

**4 STRAW STACK** *You will need:* thick straws (thin ones work too), small sheets of paper. **Challenge:** Using straw players will need to suck the paper sheets and transfer them from one pile to another. Whoever does this first WINS the game.

**5 PAPER PULL** *You will need:* (For one player) 4 paper (or plastic) cups, 3 slips of paper, and a timer **Challenge:** Stack cups on top of each other with paper slips between each. Starting from top try to pull each paper without the cup falling and destroying your tower. First to finish wins!





# Donations

The National Exchange Club wishes to recognize all of the generous and loyal supporters! Through the generosity of these donors, Exchange is able to make a difference in the lives of children and communities across the nation.

*Levels as of June 30, 2020.*

## LIFETIME GIVING

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(\$100,000+)

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Angel Gaud-Gonzalez  
Maria Gaud-Velez  
Barbara Geiger  
Jorge Gonzalez-Cruz  
Vita Goodell  
Linda Grzebyk  
Brian Henry  
Grace Hermetet  
Jeffrey Hodgman  
Jonathan Holland  
James Holliday, Jr.  
Anna Holmes  
Robert House  
Tim Hubbard  
Jon Hull  
S. Qaisar Imam  
Charles Kallstrom  
Charles H. Kard  
John Kelly  
Ed Klosowski  
Leonard Kowalski  
Henry Lange  
Bob Lanning  
Stuart Levin

Esther Lozada-Hernandez  
Ivan Maldonado  
John Martin  
William Martin  
Kena Mathews  
Amy McCauley  
George Mohn  
Rosita Motta-Mendez  
Dennis Nath  
James Nebel  
Nydia Ortiz  
Tyler Osborne  
Beth Packard  
Chris K. Parker  
Mark J. Payleitner  
Vanessa Perez  
Julie Pettinato  
Roger Picard  
Jill Pietrzak  
Noberto Prosper Rios  
Dale W. Ritchie  
Anibal Rodriguez  
Betzaida Rodriguez-Lugo  
Richard Rohlfing  
Gina Roy  
Sydney Savino  
Gladys Sebastian  
Rosa Sepulveda-Mandia  
Alan Sewell  
Arnette Shaffer  
Bradley Shake  
August Shearouse  
Leslie V. Sherwood  
Amber Shirley  
Courtney Stephens  
Bruce Stevens  
Susan Stompanato  
Shelley Stringer  
Kimberly Svevo-Cianci  
Renay Teper  
Christianne Tiemann  
James Tyson  
Elsie Velez-Valentin  
Jill Wade  
Chuck Walker  
Linda Walkup  
Marie Watts  
Sherry Weinstein  
Bob Wilson  
Jimmy Wilson  
Kristen Wilson  
Thomas Wilson  
Brenda Yenchus

### 2019-2020 NEW BERKEY FELLOWS

John Blake  
Bob Bochi  
Bonny Clark  
John Covington  
Cynthia Cullen  
Mark Feldman  
Kathie Finney

Chelsea Gilman  
Leslie Grigg  
LaDonna Hilton  
Sharon Howard  
Vernon Hunt  
Kathy Johnson  
Cotton Ketchie  
Rita Kipp  
Mary Mee-Wilson  
Rick Olig  
Tyler Osborne  
Kenneth Owens  
Linda Owens  
Beth Packard  
Don Price  
Cyndi Richards  
Gerson Rodriguez  
Margaret Sharlow  
Neal Smith  
Sharon Tabor  
April Walters  
Randall Walters  
Linnea Wells  
Billy Wineholt  
Jesse Wood  
Exchange Club of Dayton, OH  
Exchange Club of Quad Cities, IL  
California-Nevada District Exchange Clubs  
**2019-2020 RENEWED  
BERKEY FELLOWS**  
Victor Apat  
James Brewer  
Susan Brewer  
Nancy Britt  
W. James Brown (posthumously)  
Michael Brownlee  
Rhonda Busby  
Linda Carlson  
Ray Carlson  
Claude Carmack  
Larry Carter  
Malcolm "Buzz" Chambers  
William Deason  
Steven Douglas  
Joseph Dudek  
Steven Edwards  
Tracey Edwards  
Michael Elliott  
Marjorie Evans  
Cindi Farrar  
Russ Finney  
Evelyn Franklin  
Gerald Franklin  
Joyce Franklin  
William Gouker  
Elizabeth Grantham  
Paul Grantham  
George Gray

Dennis Griffith  
 Judi Hartman  
 Hazel Hendrix  
 Gaylin Hodges  
 Kim Hodges  
 Thomas Holliman  
 Floyd Holm  
 Phil Howard  
 George Hubbard  
 Mark Hyde  
 Janet Jacobs  
 Craig Kachmarik  
 Dennis Koch  
 Teri Koch  
 Judy Landgrave  
 Yvonne Ledoux  
 Gary Leonard  
 Barbara Lockard  
 Anne Marie Logue  
 Kerry Mazoch  
 Caroline McQueeney  
 Dan McQueeney  
 Paul McShane  
 Carlisle Metts  
 Kathy Mize  
 Lou Molitor  
 Patricia Molitor  
 Barbara Orr  
 Pamela Oster  
 Carlos Perez  
 Annette Petruzzi  
 Julie Pirk  
 Dawn Portner  
 Donald Patrick Ramsburg  
 Michael Reichel  
 Dorothy Ruzon  
 James Ruzon  
 Kimberly Saragoni  
 Bo Schupp  
 William Schupp, Sr.  
 Marc Schwartz  
 Susan Schwartz  
 Kathleen Smith  
 William Solder  
 Sandra Southworth  
 James Suddath  
 Kenneth Sullivan  
 Kenneth Sweeney  
 Paul Swenson  
 Charles Swinton  
 Sandra Thomas  
 Gerald Thompson  
 Susan Thompson  
 William Trimble  
 Donald Tuttle  
 Dan Wakeley  
 Nancy Wakeley  
 Brenda Walker  
 Scot Warren  
 Charles Weidendorf  
 Leif Welhaven  
 Stephen Wells  
 Alan White  
 Thomas Williams  
 Donald Wright  
 Melissa Wright  
 Jeffrey Young  
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 of St. Petersburg, FL  
 Exchange Club of  
 Albany, GA  
 Exchange Club of  
 Cleveland, MS

Exchange Club of Durham  
 and Middlefield, CT  
 Exchange Club of Fort  
 Bend, TX  
 Exchange Club of Greater  
 Newtown, PA  
 Exchange Club of  
 Hanover, PA  
 Exchange Club of  
 Lynchburg, VA  
 Exchange Club of  
 Missouri City, TX  
 Exchange Club of  
 Montgomery, AL  
 Exchange Club of  
 Mooresville/Lake  
 Norman, NC  
 Exchange Club of  
 Naperville, IL  
 Exchange Club of North  
 Jackson, MS  
 Exchange Club of  
 Paradise, CA  
 Exchange Club of  
 Shelton, CT  
 Exchange Club of  
 Southwest Michigan  
 Exchange Club of  
 Springfield, OH  
 Exchange Club of  
 Waverly, IA  
 Exchange Club of  
 Western Lehigh, PA  
 Connecticut District  
 Exchange Clubs  
 Florida District  
 Exchange Clubs  
 Georgia District  
 Exchange Clubs  
 Lincolnland District  
 Exchange Clubs  
 Mid-Atlantic District  
 Exchange Clubs  
 South Carolina District  
 Exchange Clubs  
 Texas District  
 Exchange Clubs  
 Texas-Louisiana Gulf Coast  
 District Exchange Clubs  
 Yellowstone District  
 Exchange Clubs  
 Class of 2016-2017  
 District Presidents

**The following list  
 reflects donations made  
 September 1 –  
 December 31, 2020**

AmazonSmile  
 Freddy A Arencibia  
 Tammy J. Arment  
 Terry D. Auman  
 Miles Baker  
 Debbie Baldwin  
 Kevin Barker  
 Patricia Bentson  
 Susan E. Berry  
 John Blythe  
 Jan Bohling  
 Richard Bradley  
 Maggie Brazeau  
 Susan Z. Brewer  
 James D. Brewer  
 William Camlin

Nancy Campbell  
 Ray and Linda Carlson  
 Claude W. Carmack  
 Malcolm Chambers, Jr.  
 Brad Clapp  
 Judi A. Clark  
 Bonny L. Clark  
 C. Christopher Comstock  
 Vincent Cordone  
 Nadine Couper  
 Deborah Crockett  
 Janell Darby  
 William H. Deacy  
 William E. Deason  
 Sam W. Dick  
 William G. Dorward III  
 Jill W. Douglas  
 Steven Douglas  
 Michael J. Doyle  
 Michael J. Doyle III  
 Thomas Drake  
 Sharon K. Droste  
 Doug S. Earle  
 Tracey and Steve  
 Edwards  
 Cindi Farrar  
 Russ and Kathleen Finney  
 Julie Fournier  
 Tom Fowler  
 Gerald and  
 Evelyn Franklin  
 Judith H. Friday  
 Deborah A. Fuglie  
 Fergal P. J. Gallagher  
 Alfred J. Garner  
 Richard Gilman  
 Trevor Godfrey  
 Nancy F. Gollnick  
 Vita Goodell  
 William R. Gouker  
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 Dennis Griffith  
 Leslie M. Grigg  
 Peg Haemmerle  
 Julie K. Harman  
 Judi Hartman  
 Harold W. Hebb  
 Debra L. Hebert  
 Dunnith R. Heenan, Jr.  
 Thomas A. Helligso  
 Jeffrey Henry  
 Arnie Himelstein  
 Archie T. Hobbs  
 Kim and Gaylin Hodges  
 Faye Hoenes  
 Thomas Holliman  
 Floyd W. Holm  
 Mark B. Holmes  
 Jean M. Holst  
 Michael Horvath  
 Robert G. House  
 Sharon H. Howard  
 George T. Hubbard, Jr.  
 John W. Hummel  
 Todd L. Jacobs  
 Max Jaeger  
 Charles Jenkins  
 Mike, Lesa, and  
 Mackie Jernigan  
 Jacey Jetton  
 W. David Johnson  
 Joan Jones  
 Craig Kachmarik  
 Louise Kachmarik

Charles C. Kallstrom  
 Charles and Carole Kard  
 Thomas Edmund Karnes, Sr.  
 Ed Kerollis  
 Vickie Ketchie  
 J. Luther King, Jr.  
 Margaret E. King  
 Mason King  
 John Bryan King  
 Steve Knapp  
 Don E. Knipp  
 Max Lambdin  
 Lyn Lamison  
 David M. Lanagan  
 Judy Landgrave  
 Ron and Shirley Lashmett  
 Leasa Lee  
 Yvonne M. Ledoux  
 Gary O. Leonard  
 Jackie Lewis  
 Kristie Lindau  
 James Love  
 Hal L. Lynch, Jr.  
 Gary W. Manville  
 Gasper F. Marino, Jr.  
 Joan Mcadoo  
 Dan and Caroline  
 McQueeney  
 Paul D. McShane  
 Albert S. Mead, Jr.  
 Andrew Mehling  
 Margie Miller  
 Kathy Mize  
 Michael Mokate  
 Lou Molitor  
 Patricia A. Molitor  
 Aramil Cruz Monell  
 Douglas Montgomery  
 Joe L. Moreno  
 Marlin Mueller  
 Maureen Kendrick Murphy  
 Dorothy Nall  
 Alden R. Neifert  
 Robert Herman Ogilvie  
 Donna Okerblom  
 Rick E. Olig  
 Sharilynn Oros  
 Barbara A. Orr  
 Jonathan F. Orser  
 Beth Packard  
 Christina Pawlaczyk  
 PayPal Charitable  
 Giving Fund  
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 Charles L. Pigg  
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 Don Price  
 Jim Ragatz  
 Donald Patrick Ramsburg  
 Larry Rannals  
 Lawrence C. Rolfe  
 Evelia Morales Rosso  
 Laurie Karnes Rothe  
 R. David Rumsey  
 Kimberly Saragoni  
 Dominic Sarvello  
 Darla Schlimpert  
 William F. Schupp, Jr.  
 Susan B. Schwartz  
 Marc Schwartz

Ronald C. Sciandra  
 Rebecca Scott  
 Lynn E. Seay  
 Ernest Seay  
 Jerry Weldon Sewell, Jr.  
 Margaret L. Sharlow  
 Robert L. Sharp  
 Edward Sharr, Jr.  
 Neal H. Smith  
 William M. Solder  
 Sandra V. Southworth  
 Linda Spivey  
 Wendy Spoerl  
 Pamela Spray  
 Courtney Stephens  
 Bruce W. Stevens  
 Fred Stout  
 Denise Strub  
 Genevieve E. Stults  
 James F. Suddath  
 Grant M. Sumsion  
 Kenneth Sweeney  
 Brooke Thompson  
 Maureen E. Tobin  
 Peter Tomas  
 William F. Trimble, Jr.  
 Donald L. Tuttle  
 Alexander Vainstein  
 Claudia Vaudreuil  
 Veolia Water Technologies  
 Karen Walsh  
 Linda H. Walkup  
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 April K. Walters  
 Scot W. Warren  
 Leif Welhaven  
 Laura White  
 Thomas Williams, Sr.  
 Thomas R. Wilson  
 Billy J. Wineholt  
 Jesse W. Wood  
 Carol Wood  
 Donald M. Wright  
 Jeffrey L. Young  
 Kevin Zeitler  
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 Exchange Club of Camden, AL  
 Exchange Club of Greater  
 Newtown, PA  
 Exchange Club of Greater  
 Candlewood, CT  
 Exchange Club of Macon, GA  
 Exchange Club of Mooresville/  
 Lake Norman, NC  
 Exchange Club of Southwest  
 Michigan, MI  
 Exchange Club of Springfield, OH  
 Harbor Exchange Club of  
 North Pinellas, FL  
 Class of 2016-2017 District  
 Presidents - Grantham's Galaxy

## IN MEMORY

### ART MCCONNELL

Susan and Jim Brewer  
 Kay Brown  
 Tracey and Steve Edwards  
 Gerald and Evelyn Franklin  
 Bob and Cindy Hinske  
 Ron and Shirley Lashmett

Kerry and Peggy Mazoch  
Lane Schmitt  
Jim and Janet Stevenson  
Larry M. Street  
Scot W. Warren  
**BONNIE FRANKLIN**  
Pamela McKinnon  
**STEVE AMES**  
Pamela McKinnon  
**BERNIE WINEHOLT**  
Tracey and Steve Edwards  
**JACK GORMAN**  
Ron and Shirley Lashmett  
**CHARLES MULLINS**  
Donald M. Wright  
**CHARLIE BRAUN**  
Michael and Jackie Reichek  
**DAVID DUDEK**  
Tracey and Steve Edwards  
Donald M. Wright  
**DAVID HOKE**  
Donald M. Wright  
**DEBBIE SEARCY**  
Ken and Diane Sullivan  
**DENNIS BLACK**  
Kay Brown  
**ED KOHLMEIER**  
Charles and Celia Weidendorf  
**GENEVIEVE FOLLINGSTAD**  
Linda and Ray Carlson  
**HAROLD WARREN**  
Frank and Georgia Alberico  
**HENRY R. HERMIS, JR.**  
Kerry and Peggy Mazoch  
**HUNTER FRANK**  
Tracey and Steve Edwards  
Janet E. Jacobs  
Scot W. Warren  
Donald M. Wright  
**JANE FREEMAN**  
Ron and Shirley Lashmett  
**JERRY HICKERSON**  
Four Corners District  
Exchange Clubs  
**JIM BROWN**  
Daniel and Caroline  
McQueeney  
Charles and Celia Weidendorf  
**JIM COOK**  
Tracey and Steve Edwards  
Sandra V. Southworth  
Donald M. Wright  
Scot W. Warren  
**JOAN COLE JOHNSON**  
Tracey and Steve Edwards  
**KATHRYN TICKLE**  
Ron and Shirley Lashmett  
Exchange Club of  
Millington, TN

Tracey and Steve Edwards  
Donald M. Wright  
**KATHY LAWRENCE JONES**  
Ken and Diane Sullivan  
**LARRY HYDER**  
Ray and Linda Carlson  
**MARY BETH CHARLONNE**  
Ron and Shirley Lashmett  
**NEAL COX**  
Ron and Shirley Lashmett  
**PATTY MADSEN**  
Ray and Linda Carlson  
Ron and Shirley Lashmett  
**PEGGY SUE CLAPP**  
Tracey and Steve Edwards  
Scot Warren  
Donald M. Wright  
**R. PATRICK WELSH, DDS**  
Ken and Diane Sullivan  
**RONALD PRESSWOOD, DDS**  
Kerry and Peggy Mazoch  
**STEVE GAGLIANO**  
Ron and Shirley Lashmett  
**SUSAN & JIM BREWER'S DOG**  
**MISS ASHLEY**  
Tracey and Steve Edwards  
**SUZANNE HOLM BLAKESLEY**  
Tracey and Steve Edwards  
Exchange Club of St. George, UT  
Donald M. Wright  
**THOMAS P. BROWN**  
Exchange Club of Norwalk, CT  
Sylvia Tarifi  
**TOM NAUGHTON**  
Ron and Shirley Lashmett  
**TRACEY & STEVE EDWARDS'**  
**DOG SCARLET**  
Debbie Baldwin  
Susan and Jim Brewer  
Michael and Jackie  
Reichek  
**WAYNE TUCKER, SR.**  
Donald M. Wright  
**IN HONOR**  
**ABBIE JACKSON'S BIRTHDAY**  
Abbie Jackson  
**ANNE BARR CRUZ'S**  
**BIRTHDAY**  
Anne Barr Cruz  
Tracey and Steve Edwards  
Alan Hallman  
George T. Hubbard, Jr.  
W. David Johnson  
James Jordan  
John Sanchez  
April K. Walters  
**APRIL WALTERS' BIRTHDAY**  
Elizabeth Grantham

John Miller  
Ken and Diane Sullivan  
April K. Walters  
Jeffrey L. Young  
**ARAMIL CRUZ**  
**MONELL'S BIRTHDAY**  
Jan Bohling  
George T. Hubbard, Jr.  
Jose Maymi  
Aramil Cruz Monell  
Robert Quintero-Negron  
Manuel Rodriguez  
Ileana de la Torre  
**ELIZABETH GRANTHAM'S BIRTHDAY**  
Jan Bohling  
Connie Covington  
Karen Doggett  
Elizabeth Grantham  
George T. Hubbard, Jr.  
Alma-Katherine Hunter  
W. David Johnson  
Mark Feldman  
Angelica L. Flewelling  
Barbara A. Orr  
Ellen Ruja  
April K. Walters  
Melody Yale  
**EXCHANGE CLUB OF**  
**WEST CHESTER, OHIO**  
James Kuhn  
**KEN SULLIVAN'S BIRTHDAY**  
Katherine C. Gould  
W. David Johnson  
Jim Mozingo  
Kenneth G. Sullivan  
Tim L. Sullivan  
April K. Walters  
Ashley G. Wright  
Donald M. Wright  
**KEVIN BARKER'S BIRTHDAY**  
Farha Ahmed  
George T. Hubbard, Jr.  
Stewart A. Jacobson  
W. David Johnson  
Scot W. Warren  
**LISA STRINGFELLOW'S BIRTHDAY**  
Patricia Bentson  
Michelle Blundo  
Lori Kapwell  
Evelia Morales Rosso  
Christine Shackel  
Mary Jacinta Silva  
John Stelling  
Lisa Stringfellow  
Ardyce Swenson  
Raul Vega  
Mina Ward  
**MARGIE MILLER'S BIRTHDAY**  
Jan Bohling



Nancy F. Gollnick  
Margaret Miller  
Dixie Smarszcz  
Kenneth Warner  
Donald M. Wright  
George T. Hubbard, Jr.

**MARK FELDMAN**

Rebecca Ann Becknell  
Sheryl Bidwell  
Joseph F. Dudek  
Mark Feldman  
Elizabeth Grantham  
W. David Johnson  
Mark Mandel  
Randy Wilson

**NEW MEMBERS OF THE EXCHANGE  
CLUB OF BATON ROUGE, LA**

Richard M. Flicker

**RANDALL WALTERS' BIRTHDAY**

John Miller  
April K. Walters  
Randall J. Walters  
Jeffry L. Young

**RAY CARLSON**

Darin Carlson

**SCOT WARREN'S RUN FOR EXCHANGE**

Farha Ahmed  
Jon Arena  
Jan Bohling  
Mark Feldman  
Jeffrey Gering  
Elizabeth Grantham  
Robert L. Hewitt  
George T. Hubbard, Jr.  
Scot W. Warren

**WILLIAM TRIMBLE'S BIRTHDAY**

Patrick Garvey  
Thomas Edmund Karnes, Sr.  
George T. Hubbard, Jr.  
Bonnie Madre  
Beverly O'bryan  
James Puckett  
Sarah Puckett  
Larry Sewell  
Betsy Trimble  
Elizabeth Jane Trimble  
Karen Trimble  
William F. Trimble, Jr.  
Jean Wilkinson

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## Fledging North Mecklenburg Perseveres Despite COVID-19 Restrictions

When the Exchange Club of North Mecklenburg, NC, was formed in fall 2019, none of its organizers had any idea their biggest challenge wouldn't be finding members, but rather dealing with a pandemic that was only a few months away.

"We were really on the upswing when COVID-19 hit," said club president Lisa Turley. "But, somehow we've held steady at around 23 members, after losing a few but gaining some."

The club got its start when Lisa connected with club builder Beth Packard, president of the nearby Exchange Club of Mooresville-Lake Norman, NC. Lisa wanted to get involved in Exchange and Beth suggested she start a club in nearby Cornelius that would encompass communities bordering the southeast side of Lake Norman.

The club met virtually through Zoom during 2020. Despite all the restrictions related to COVID-19, members wanted to plan a community activity. The result was a Veterans Day breakfast held on November 14.

Names of area veterans were secured through an advertising campaign and posting flyers, along with help from Beth's club, which has hosted a veterans' luncheon for years.

A North Mecklenburg club member offered his business parking lot, where the group, all masked, set up their kitchen – grilling pancakes, sausage, eggs, and other goodies.

Approximately 60 vets drove through the parking lot to pick up their food. The son of a local veteran played taps and patriotic music played continuously throughout the event; a full-sized American flag flew in a light breeze on the beautiful, sunny day. In addition to the breakfast, the vets were treated to ditty bags containing gift cards to a local coffee shop, baked sweets, and thank you cards hand-crafted by first-graders from a local school, one of whom is the grandson of a club member.

"Everyone loved it," Lisa said. "The vets were greatly appreciative. We hope to do it again next year."

The club didn't stop with that activity. For the holidays, members connected with Ranson Ridge Assisted Living & Memory Care, delivering gift packages to 75 residents. The gifts were determined after asking the residents what they needed.



Beth said deciding to support the seniors was simple.

"Everyone in the club feels seniors often are forgotten. We do a lot of things for kids, so we felt like we needed to do something for the seniors."

A third project involved providing nearly 100 Christmas stockings filled with presents such as candy, hand warmers, crossword puzzles, and bodywash for the homeless. For this effort, the club partnered with Watchmen of the Streets, a ministry that aids the area homeless. Club member, Heath Burchett, also a Watchmen member, helped facilitate this project.

Looking back at its first 15 months and everything that was accomplished under trying circumstances, Lisa said she feels good about where the club is today.

"I'm proud of the way we stuck together. It was not easy," said Beth. "As a new club, it would have been so easy for the members to get frustrated and discouraged. But they actually grew during COVID. I am so proud of them."



## Exchange Club of San Jose, Undeterred by COVID Restrictions, Modifies its Holiday Giving Tradition

When it came time for members of the Exchange Club of San Jose, CA, to plan their annual Christmas project, benefitting local disadvantaged children, they were at their wit's end. COVID-19 restrictions made it impossible to host their usual party, during which they prepare a feast and have Santa pass out gifts, among other things.

A new idea emerged, according to Simranjeet "Simi" Nieva, coordinator of the club's Sunshine Special, which encompasses all the club's programs for area children.

"We organized a much smaller event," she said.

The club, belonging to the California-Nevada District Exchange Clubs, focused on one organization, the Parisi House On the Hill, a residential drug and alcohol treatment center for mothers who can stay there with their young children and babies.

Club members turned up at Parisi in a caravan. They dropped off a meal for 13 mothers and 17 children. In addition to the meal, club members delivered Christmas stockings, pajamas, handmade teddy bears, blankets, and gingerbread house kits so the mothers could give their children a proper Christmas.

Among the gifts for the mothers were fluffy socks, lotion, bath spray, shower gel and assorted handmade jewelry passed out through a number drawing. To top it all off, club members sang a Christmas carol.

Simi called the event a success, thanks mainly to the many friends of the Exchange Club who donated all the items except the meal, which was paid for by the club.

Simi said COVID-19 has hit the club hard, making it difficult for a number of members to stay active. As one of the club's younger members, she's in her 30s, she said she had worked hard in recent years to boost its Sunshine Special program. For instance, when she started working on the annual Christmas program five-six years ago, there were approximately 50-60 kids involved. In 2019, 180 children benefited from the club's Christmas benefit.

"We are trying to do a lot of things to maintain Exchange's Core Values, but we want to modernize as well, to attract new and younger members," Simi said.

The club didn't stop with the Christmas project. It staged a virtual club fundraiser, December 16-20. Utilizing Facebook and Instagram, the club held an online raffle during which three donated prizes were awarded: \$200 in cash, a \$350 Target gift card, and a self-care package.



Simi said she was surprised by the results. The club raised \$1,050 through the effort. That was followed by an idea for a virtual craft project, for which the club is preselling tickets to a variety of craft workshops with experts presiding in areas like magic, playing guitar, and making jewelry. Anyone can sign up and pay for the classes, which will be offered monthly for a year. The club is still working out the details on this project.

Also in the works is a virtual walk-a-thon fundraiser, during which people will log in on their individual fitness apps. Simi said the club is discussing how to make this work.

Already in place is the club's mentoring program for students at Ocala Middle School involving English as a second language. However, with COVID-19 restrictions in place and the students now at home, the club has been asked to help supply computers and printers to these students, many of whom come from disadvantaged homes.

"We have been pro-active in helping the kids with whatever they need," Simi said.

Despite the adversities of dealing with pandemic, Simi said she and her fellow club members have gained a lot of satisfaction coming up with new ideas to continue the club's mission.

"What I love about Exchange is that everyone I have worked with is humble. They never think about what they can get out of Exchange. Rather, it's all about how they can help," she said.





## 6th Graders Launch Exchange Junior Excel Club Amid Pandemic

### - 60 Members Already Onboard

When Davidson Fisher's mother, Karen, asked him last fall if he would consider starting an Exchange Junior Excel Club at his new school, Pine Lake Preparatory Middle School in Mooresville, NC, it didn't take him long to decide.

"I thought it was very important to give back to the community, and I knew if I started at a young age it would continue for a long time."

Quite the reasoned thought from an 11-year-old. But, in fact, Davidson already had considerable experience with Exchange when his mother popped the question.

"He was 7 years old when I took him to his first meeting," said Karen, treasurer of the Exchange Club of Mooresville-Lake Norman and vice president of communications for the North Carolina District Exchange Clubs. "So, he grew up in Exchange."

Karen had done some research on other Exchange Junior Excel Clubs and had some idea of how to proceed. Her first goal was getting school officials on board. Initially, there was some resistance.

"They wanted to know how we were going to organize a new club during COVID-19 and how they were going to meet," Karen said. "There were a lot of unknowns."

Karen persevered. It turned out that the school's counselor, Natalie Goodwin, had already started a community give-back program with 12 students, but the program halted during COVID. So, she was supportive of the club idea. Once it was explained to them how the club would work, through virtual meetings and community events, school administrators approved the idea.

The next challenge was Davidson's. He had transferred to Pine Lake from a different school and didn't know many students. That problem was solved when he was introduced to fellow 6th-grader Taylor Pike, who knew many of their classmates. Taylor's mother and Karen are good friends; Taylor's sister is a member of Exchange Excel Club of Pine Lake Prep.

With Davidson as president and Taylor as president-elect, the new friends set about recruiting members. As most children their age, they are tech savvy. So, they took to social media, texting and emails to recruit students to their initial "interest" meeting in September. They also used a

standard marketing ploy: give away something for free. In this case it was gift cards to Chick-fil-A. Thirty-six classmates turned up for the first meeting, held virtually, while 54 turned up for the charter meeting in October, making the Exchange Junior Excel Club of Pine Lake Prep, Mooresville, NC, official. That event was held outside with strict COVID-19 guidelines in play.

Davidson chaired the meeting, a first for him. "I was a little bit nervous," he admitted.

With 54 new members counting on them for direction, Davidson and Taylor, already busy with other school activities, had a lot to learn in a short amount of time. They had help. Karen schooled them on the ABCs of Exchange. Kelley Parker, whose husband works at the school as a police officer, signed on as the club's mentor. And Natalie Goodwin, the counselor, also pitched in.

Once organized and with a few meetings under their belts, the club was ready for its first project.

For the holidays, club members donated 115 toys for hospitalized children. Following that success, they decided to pay tribute to the Mooresville Police Department, which had overcome a difficult couple of years and emerged stronger, gaining considerable respect in the community. Club members produced a video thanking the department for all they do for the community. And they hung a large banner in front of the school that read "We Love the Mooresville Police Department." Each of the club members signed the banner.

Next up is a Candygram fundraiser with proceeds going to Pharos Parenting, part of the sponsoring Exchange Club of Mooresville/Lake Norman's prevention of child abuse initiative.

It has been a whirlwind beginning for the Exchange Junior Excel Exchange Club, but for Davidson it's been well-worth it. Membership has now topped 60.

***"I love it," he said. "It's been fun hosting meetings. I'll do it as long as I can."***





## Exchange Clubs Honor Veterans - November 11, 2020



### *A message from Ken Leslie, Veterans Matter*

Fellow Exchange Club members,

The ache for home exists in all of us. And we want to thank you all for providing that home with your support of our Veterans Day 11/11@7 rallies in your community, state and the nation. Exchange's CEO Tracey Edwards and I enjoy the unity of Exchange working to help house America's heroes when they need us most. The national format of creating live Zoom content you can use in your local communities is something we should look at every year.

We especially enjoyed seeing all the member veterans who were honored in the Honor Wall as part of the rally. That, too, we want to do again. If you haven't seen it, go to Exchange's website and check it out.

I want to say to the clubs helping us house our nation's heroes, it is exciting that you are creators in becoming a national movement for local clubs to support the housing of our nation's homeless heroes - during this time when they need us most!

I think sometimes clubs, and even regular Americans wonder how they can give back to those who risked all for us, and know they REALLY had an impact. I think your vision to give your local municipalities at least the opportunity to honor all of their community's veterans by housing their brothers and sisters in the direst need in their community, state and nation, is an inspiration to others.

For those clubs not yet participating, we stand-by to help you get involved. You can find info like how many homeless veterans in your community at [VeteransMatter.org/NEC](http://VeteransMatter.org/NEC).

I thank you all! I look forward to being on the other side of this damn-pendic and meeting all of you again in person.



*The Exchange Club of Needham, MA, collected essential items and funds for homeless veterans.*



*The Aloha Exchange Club of East Hawaii, HI, worked with a local crane company to hoist a U.S. flag in Hilo.*



*The Exchange Club of Jackson, TN, planted 953 American flags to honor veterans, first responders, and victims of child abuse.*



*The Exchange Club of Monroe, MI, partnered with the River Raisin National Battlefield Park to host a ceremony and recognition featuring a 500 American flag display.*



*The Sunrise Exchange Club of Erie-Niagara, NY, honored 120 veterans with plaques and gifts at a breakfast meeting.*

# Growing Exchange Together

## A District Plan for Success

"The purposes of the district shall be to strive for the attainment of the ideals and purposes of The National Exchange Club by the building of local Exchange Clubs."  
- Article I, Section 1A of The National Exchange Club District Bylaws.

As members, we each belong to a district within The National Exchange Club network, and we must assist in the creation of new Exchange Clubs. This is a group activity, whether you are directly or indirectly involved in a club building project. We are all Exchange Club builders!

The Texas/Louisiana/Gulf Coast District Exchange Clubs has a large scale plan to make this purpose a reality. This district has four very active club building projects targeted for completion within the next six months, and several others in the pipeline. Its focus is to involve members in building clubs from a position of strength!

With eight Exchange Clubs and two Exchange Excel Clubs within the greater-Houston area, and one of the eight being the largest club in the district, members decided to begin with a focus on this area. District President Carlos Perez says that club building starts with active and strong people who want to grow Exchange. He encourages different members to participate as lead club builders on each project, and builds teams by pairing people who know Exchange's procedures with newer members who have a lot of excitement and fresh ideas. It is all about finding the right people to get involved who are open to new ideas and are willing to work together to achieve the goal of building and mentoring new clubs.

This district strives to communicate, engage members and get everyone involved. This includes helping to recruit members, inviting prospective members to attend existing club activities, and working together to cover the cost of chartering a club. The goal is to move with urgency, maintain momentum, and build excitement in the area. The first project the district considered was in the Greatwood Neighborhood of Sugar Land, TX. Members soon realized that a couple of key prospects had different ideas about the type of club they wanted, so the project was split into two club building projects. The Brazos River is focusing on business professionals and the Sugar Land/Rosenberg is a hybrid concept with both-in person and Zoom meetings. This is a great illustration of how members get to choose the direction of their club, as well as how multiple clubs can exist within the same area to offer prospective members more options.

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The district and Brazos River Exchange Club scheduled a meeting with the National Headquarters to discuss the marketing and public relations campaign going forward. They have also already started planning the club's projects. When the club charters, it will be off to a strong and active start! The district hopes to have the Club Opening Event for the Brazos River area very soon, immediately followed by Sugar Land/Rosenberg, TX; Fulshear/Katy, TX; Cypress, TX; and possibly others, with Meadows Place, TX, targeted for the 2021-2022 Exchange Club year.

The Texas/Louisiana/Gulf Coast District Exchange Clubs is a great example of a district working to share Exchange and fulfill its purpose. These members have laid the foundation for success and designed a blueprint that others can follow. To discuss more about how you can implement this strategy in your own metro area or Exchange Club District, contact National Headquarters.

**"If everyone is moving forward together, then success takes care of itself."**  
– Henry Ford



## Donations for Prevention of Child Abuse Education

Every year donors help change the lives of thousands of children, parents, and families through the Exchange's National Project, the prevention of child abuse. Through the support of Exchange, the Exchange network of Centers for the Prevention of Child Abuse:

- Assisted more than 800,000 families;
- Created safer homes for nearly 2 million children.

With so many communities experiencing stay-at-home orders, the work of the network and donor support is more important than ever. Not every home is as safe as it can be, but with the help of your donations through the National Exchange Club Foundation, Exchange's proven education programs can make a continued powerful difference in the lives of children and families.

### **Your generous contributions support and sustain:**

#### **The Annual Prevention of Child Abuse Symposium:**

Compelling national speakers who are experts in their fields deliver proven, researched, and recent information to local-level Exchange Club Prevention Center directors and staff at this event, which coincides with Exchange's National Convention. Your donations enable Exchange to cover the costs of speakers, meals, and scholarship offers to more than 65 Exchange-sponsored centers to make the broadest impact across our communities.

#### **New Director Orientation:**

Exchange offers and sponsors annual three-day training sessions for new Exchange Club Prevention Center Directors. These directors and their staff are the frontline workers making a difference in lives every day, and this training helps equip them in the Exchange Parent Aide model, center administration, staff development, fundraising, and accreditation standards.

#### **National Child Abuse Prevention Month Support Materials:**

Exchange produces and distributes Believe in the Blue Kits, which include parent Tip Cards and other materials that encourage parents and families during April. This year, we are providing digital kits and materials as well.

The impact of your donations to these programs, all of the great people who make them happen, and the thousands of families who receive these benefits, is too great to measure. Thank you for your continued support, especially during this year!



# How COVID-19 is Impacting Child Abuse and Neglect

For many years, experts in child welfare have done significant research regarding risk factors contributing to child abuse and neglect. One category of risk factors addresses environmental issues that increase stress for parents. These can include lack of income, isolation, unstable housing, alcohol and substance abuse, lack of social supports, and health and community issues. Unfortunately, the effects of the COVID-19 pandemic have exacerbated all of these challenges for many, many families.

Understanding these factors might lead to the conclusion that child abuse rates would have increased over the past ten months; however, this has not been the case. Many states and jurisdictions are reporting that their rates of child abuse have decreased at rates of 30% -50%, or more. Most experts conclude that child abuse is not happening at a lesser rate, but that reports of abuse have decreased. Their reasoning is that children are spending much less time outside their homes than normal; therefore, people who would normally have contact with children and notice abuse/neglect indicators – such as teachers, coaches, community centers staff, and neighbor – are not seeing them. The concern is that abuse is still happening, but interventions are not.

This fear seems to be supported through collection of data studied by the Center for Disease Control regarding emergency room visits and hospitalizations. The data was reported from across the United States regarding children 0-18 years of age from the period of January 2019-September 2020. The results showed that visits to emergency rooms related to child abuse and neglect decreased from 2019-2020; however, hospitalizations for child abuse and neglect significantly increased. This could indicate that severe injury due to child abuse continues to increase.

This data is alarming and feels more challenging during this pandemic. But, there is also much research on preventing child abuse and neglect. There is much we can still do. Please consider steps to assist in decreasing the stress families are experiencing.

- **Give to food banks regularly and volunteer to assist in delivery them to families in need.**
- **Stay in touch with family members and neighbors through phone calls, Facetime, and/or Zoom. You will provide much needed support.**
- **Volunteer at an Exchange Club Center for the Prevention of Child Abuse or another community agency.**
- **Advocate for social policies that can minimize challenges for families, such as extended unemployment benefits and delaying eviction proceedings.**
- **Donate facemasks, sanitizer, paper towels, and soap that can prevent the spread of COVID-19 and other health issues.**
- **If you see any signs that could indicate a child is being abused or neglected, call your local child protective services or police. You don't need to be certain – if you suspect anything, call.**

*Many programs that provide support to parents and families – such as Exchange Parent Aide and domestic violence, substance abuse, and counseling programs – are still working virtually and possibly directly. If you see someone struggling, please refer them to one of these services.*





# What Centers Need from Clubs

This past year has been most challenging for Exchange Clubs and Exchange Club Centers for the Prevention of Child Abuse. We all had to learn how to adjust to this pandemic. It impacted how we provide services and how we raise funds. We have had to be strong, change our thought processes, and focus on new and inventive ways of doing things. Exchange Club Centers have been especially concerned about how to move forward while keeping the doors open. The centers need the support of Exchange Clubs now more than ever before.

Many centers were not able to host their spring fundraisers, which has significantly impacted them financially. One Exchange Club Center, the Exchange Club Carl Perkins Center for the Prevention of Child Abuse of Jackson, TN, has been especially grateful for the support of its local Exchange Club members.

Members of the Exchange Club of Jackson, TN, worked with staff of the prevention center to develop a plan that allowed the center to host its August telethon. The event was held in a smaller, donated location; all participants wore facemasks; production hours were reduced; temperatures were taken; social distancing was maintained; and no more than 50 people were allowed in the facility at a time. These changes also meant the event cost less money to hold. Of course, center staff was anxious about the event; but, the Exchange Club members turned out and the event raised more money than it ever had before! Exchange Club members were calling others, and even increased their own pledges.

***"They did not miss a beat," said Pam Nash, President and CEO, Exchange Club Carl Perkins Center for the Prevention of Child Abuse of Jackson, TN. "They did even more than ever before!"***

Members of the Exchange Club took charge of getting the facemasks, sanitizer, thermometers, toilet paper, and personal items for the families. Other members would let Pam know when funds were available to be applied for, and then actually helped secure those funds. One Exchange Club member, being a CPA, knew that donors could give up to \$300 more in tax reductions; so, the center sent out an email blast and appealed to donors. Within five minutes of sending the email, the center had received more than \$5,000 in donations. In fact, the prevention center's end-of-the-year donations, Christmas donations and projects, and match challenges raised more money than in any other year.

"We had to change the way we were doing things. We had to be more creative and adjust to the COVID-19 challenges. We tried new things and created our first on-line auction," said Pam. "But, the Exchange Club of Jackson was with us every step of the way. The Exchange

Clubs in our surrounding counties have given the same level of support to the local centers. This demonstrates to me even more, how the centers and Exchange Clubs should work together."

Regarding the mutual benefits of the partnership, Pam added, "If there are areas that do not have an Exchange Club, but there is a center, perhaps one could be started. In our local counties we have started Exchange Clubs by having our volunteers, board members, and staff get it started – then we have watched it grow. It is amazing how much Exchange Clubs can do for the centers and the partnership is a blessing to everyone. If there is an Exchange Club in your community and you do not have an Exchange Club Center, please consider supporting a center within the Exchange Club network.

With the prevention of child abuse being Exchange's National Project, and so many children needing your help, you can make a huge difference. Support a center, start an Exchange Club, and let us work together to make this world a better place. When we focus on the good things in life, the good becomes better."



# 2021 National Child Abuse Prevention Month

**#ExchangeCares has never been so true!** This year we have shown passion, collaboration, and heart for our family, friends, communities, Exchange Club Centers for the Prevention of Child Abuse, and fellow club members. We have been reminded each day how much we can accomplish together. We have empowered our diverse families by promoting peace, justice, freedom, and dignity for every family that steps foot into our circles. For it is together, that we, THE NATIONAL EXCHANGE CLUB and our Exchange Club Centers will persevere for the prevention of child abuse throughout our entire nation.

This year our mission to prevent child abuse must continue to be at the forefront of everyone living in the beautiful land of The United States of America. This is our job; this is our commitment; this is our time. So, let this be the year we make this message, stronger than ever—together. It is for the children we cry to the nation, ***“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”*** (Theodor Seuss Geisel, 1971)

So, this year we call upon all Exchange Clubs and Exchange Club Centers to creatively and strategically bring together your time, talents, and treasures in April for National Child Abuse Prevention Month. The Exchange Club of Naperville, IL, and its Exchange Club Center, Project HELP powered by YWCA Metropolitan Chicago, IL, have offered to share how they came together to strengthen this message; they hope you will join them in a similar effort. Consider submitting your creative idea; so, we may collaborate to make this year unforgettable in the minds, and hearts, of our nation.

Everyone involved with the Exchange Club of Naperville and Project HELP brings a lifetime of professional and personal skills and talents to the table; they work to collaboratively create awareness and bring in the funds needed to get the work done. Club members volunteer as parent mentors, subject experts, community networkers, and so much more for the club and for the center. Center staff also share their individual skill sets with the club, providing fundraising expertise, social media support, and leadership. Staff members are on the board for the club, and club members are on the advisory board for the staff. To be unashamedly cliché, this collaborative team work truly makes the dream work.

## **Collaboration in 2021:**

- Cleaning Supply Drive-Through
- Thanksgiving Meals and Clothes
- American Flag Sale Fundraiser
- Facebook Live Concert
- Silver Linings Live: Go Blue Child Abuse Prevention Month
  - a. <https://www.youtube.com/watch?v=2uAxpvhxuf4&t=1237s>
  - b. <https://www.youtube.com/watch?v=cEibaDxE8EY&t=4s>
- Family Story Vignettes
- Pop-Up-Fundraiser
- Virtual Bingo 2021

This year, for National Child Abuse Prevention Month, they will host a joint fundraiser and prevention of child abuse awareness campaign: ***“Count Me In”***. Club members and staff members alike take a photo with a blue heart hand written on their hand and the hashtag #CountMeIn, tagging and challenging three family and friend groups to do the same. In the post they will commit to offering, time, talent, or treasure to the club and or center for the prevention of child abuse. This joint fundraiser will support the Exchange Club Center and the Exchange Club. Together, this campaign will create awareness and support for the prevention of child abuse.



# Ramifications of the Pandemic on Children

*Dr. Christie Jenkins, Core Faculty for Walden University and CEO of the Family and Child Abuse Prevention Center, serving Lucas and Ottawa Counties in Ohio. She has more than 25 years' experience working with survivors of abuse and their family members. She is licensed in two states, has supervisory designation, and is a national board-certified clinical counselor.*

Parents are finding themselves ill-equipped to handle the pandemic and their new teaching responsibilities. Many parents have multiple children in different age ranges and they may not have any idea how to help their children. This leads to a great deal of frustration. There was a meme that came out that said, "we are raising an entire generation who were homeschooled by day drinkers".

I know that I am one heck of a great professor, but I am terrible at teaching kindergarten. I seriously got to the point where I would do an entire week's worth of work with my 6-year-old in one day and bribe her with toys to get the work done. Am I proud of this? Maybe. She passed.

As for counselors, we are having a hard time engaging itty bitties (3-6-year-old range) via online counseling. Some agencies are closed and are not seeing people in person. Our children's services partners are having a hard time, as well. Data was recently released that purported that child abuse was down 51%. Those of us in the field knew that this data was incorrect. Reporting may have been down, but that is because children are sheltering in place with their abusers. They are unable to tell anyone what is happening to them. Child abuse is much worse during the pandemic. As schools and sports are starting to open up, we have had a huge influx of reports. We will not even know the true impact of the damage until we are completely operational again.

Signs of child abuse can be harder to ascertain in the virtual world. It can be easier to hide these pieces as children can blend into a classroom of 30 kids on Zoom. People can cover bruises, sit a certain way, have limited lighting, or go into a room or space that does not show the hole in the wall. It is our job to report any suspected child abuse. It is not our job to prove it. That is children's services job.

My best advice is to be kind to yourself and others. We are all just trying to figure it out, and it truly is awful. All of it. There are no winners here, even when we get better at it with time. Even if we can navigate our virtual world successfully, kids are missing their social connectedness and may not have the same buy-in to their studies. With this being said, they are at least still able to get an education.

Other thoughts: staying home does not always mean staying safe. For families with interpersonal violence, they are sheltering in place with their abusers. Be aware! You may be the only person who notices that something is wrong with a child. You may be their only life line. Children do not have a voice or a choice in the situation. Therefore, it is imperative that we advocate for them.

## **Anxiety and depression can be especially hard when parenting with the pandemic. Here are some tips for better mental health:**

- 1.) Set realistic goals for yourself. Make a list of the things that you must do. Do not ruminate about what you did not accomplish. Give up the feeling of trying to be everything to everyone.
- 2.) Be in the moment. Do not fixate on the ghosts of times' past. You are not there anymore. Make the best of each day going forward.
- 3.) Share your time. Do community service. Volunteer at an animal shelter, soup kitchen, etc. Giving back can make you feel very good.
- 4.) Get outside: go for a drive, make a snowman, go to shops, and check out the parks.
- 5.) Start new traditions. We often get bogged down by trying to live up to a fantasy of a perfect world before COVID. If that is not working out for you, do something different that is your own.
- 6.) Make and keep plans with your social circle. Even when you want to back out, reaching out on those days is especially important. Those are the days that you need the extra support.
- 7.) Watch your alcohol intake. Alcohol is a depressant and will increase any feelings that you already are in.
- 8.) Invest in self-care; what recharges your batteries? Go for a walk, get a massage/pedicure, play games, see your therapist, watch a movie/show, attend church, etc.
- 9.) Budget your money; figure out what you can afford to spend and do not go above that amount.
- 10.) Don't let people get to you. Try to let go of your differences at this time. If someone wants to bother you, tell them that now is not the time to handle baggage.



## Prevention Creates the Future by Transforming Culture

– Dr. Jeff Linkenbach

*Author's note: My view of preventing child abuse and neglect is shaped by what I term the Science of the Positive—a framework which seeks to transform cultures by integrating spirit, science, and action. I believe positive solutions exist in every community, but are often hidden. When this hidden goodness is revealed in a way that does not simply change culture, but transforms it, safer, healthier communities emerge.*

*What follows is a description of how this process works and how it can lead to a culture in which child abuse and neglect are not only unacceptable, but also one where prioritizing the needs of children is the key to positively transforming society.*

### Prevention Creates the Future

The best way to prepare for the future is to create it. Prevention is the process of proactively cultivating positive cultures, leading to a better future for children and their families. To create that future we must challenge some of the ways that we view, discuss and fund prevention. For example, while intervention policies and ways to stop incidents of child abuse and neglect are critical, such policies are by definition reactive. Prevention must move ‘upstream’ from the problem and address norms in the culture. This is where we must combine the ‘spirit’ of being proactive with prevention science to drive best practices.

### Prevention Begins in the Community

Everyone who is part of a community is an active participant in creating that community’s culture. Communities, by their nature, want the best for their children, and citizens are driven by a strong sense of doing what is good. But there is often a drumbeat of negative conversation about parents and young people that hides this sense of goodness. The culture of a community can in-part be understood by the conversations that members have about themselves. It is critical that our community’s conversations reflect strong norms of prioritizing the needs of children. We must align our talk with our values.

### The Science of the Positive™

When cultures of health and safety are transformed in positive ways, one result will be prevention of child abuse and neglect. The Science of the Positive is an important framework for bringing about this transformation by aligning the three core domains of spirit, science, and action.

- Spirit refers to meaning, essence, and values.  
We all share a common spirit of care and concern for the wellbeing of children.
- Science refers to understanding, investigation, and knowledge. Science guides discovery.
- Action refers to behaviors, practices, and habits. Best practices are actions guided by science.

Transformation occurs through the alignment of spirit followed by use of science to drive actions that improve conditions for children. Spirit first, then Science drives Actions.

*Continued on next page...*



## Transformation versus Change

It is not enough to simply change behaviors that already exist. For prevention of child abuse and neglect, behaviors that damage children have to be stopped before they begin. In other words, change is often a temporary solution, the result, perhaps, of throwing money at a problem. When the money stops the problem returns. Change works within an existing framework and simply supports existing perceptions and definitions.

Transformation, however, involves a process of shifting frameworks based upon careful consideration and then alteration of the underlying assumptions of those frameworks. It includes structural changes in the way people think about an issue and in the structures of society. The process of transforming cultural norms involves critical reflection in order to create a deep, structural shift in basic premises of thoughts, feelings and actions. This is how we begin to completely shift norms.

An effective approach to prevention of child abuse and neglect must address both change and transformation. Change is necessary because abuse and neglect exist and the factors that cause them must be altered. Prevention is the goal because at its best, abuse and neglect will not exist, and when that happens, transformation will have taken place.

## How to Bring about Transformation

Many people do not recognize the factors in their community that are essential in protecting children from abuse and neglect. These misperceptions are a problem because cultural norms exert a tremendous influence on conversations, attitudes, and the way people govern themselves.

Transformation of culture involves bringing about a clear view of prevention factors—factors that already exist and need to be expanded. For example, most lawmakers and a majority of the public want to pass laws that increase support for early education. Standing in the way are the outspoken statements of special interest groups that skew the debate. The result is legislation that is less than effective in transforming antiquated laws into those that are aligned with deeper values of concern for children and the desire to do what is best for them.

The transformation of culture involves transforming peoples' views, mental structures, beliefs, conversations, and assumptions in ways that uncover the goodness and solutions in the community, leading to a healthy future. It's not magic—it's intentional and planned.

## Prevention Matters Because Children Matter

America needs leaders who recognize the difference between transformation and change and act boldly to transform culture in a positive way. This means creating conditions through health and safety legislation that allow children and their communities to thrive. Prevention of child abuse and neglect represents a transformation of culture, one in which families are strong and children thrive because they feel safe, stable, and nurtured.

This vision of safer communities, healthier people and a more democratic society is the hope and dream of America. The factors that are needed to accomplish this vision may be hidden, but they already exist and they can be revealed. When they are, we will find that prevention is at the core of our values.

### *About the Author*

*Dr. Jeff Linkenbach is the Director of the Center for Health and Safety Culture at Montana State University. His research and consulting always seek to challenge the traditionally negative and typically ineffective ways that institutions approach issues associated with health—instead he stimulates a dialogue about how we can utilize “the Science of the Positive” as a framework for approaching all social health issues. Jeff lives in Bozeman, Montana with his wife Cindy and his two children who bring joy and meaning to his work and life. Visit his website at [www.mostofus.org](http://www.mostofus.org)*

## Questions with the Author

### Prevention Creates the Future by Transforming Culture

*Author: Dr. Jeff Linkenbach, Director of the Center for Health and Safety Culture at Montana State University*

#### ***Q. Why Does Prevention Matter?***

A. Prevention matters because it transforms culture. It is only through a process of transformation that we actually get 'deep enough' to shift the underlying structures of our assumptions. Our shared assumptions are the taproot of everything else that happens in society and how we treat children. It is from our assumptions that we form perceptions, frameworks, beliefs, feelings and actions. Effective prevention is a pro-active process that challenges and transforms assumptions and this is "Why Prevention Matters".

#### ***Q. How Is Transformation Different from Change?***

A. Change is a process that works within a current paradigm or framework. Change stays within the boundaries of the current paradigm and builds on or adds to this existing view. It utilizes the same language, stories and solutions to problems. Change is critical and easier to quantify and scientifically measure than transformation. Transformation is different because it creates a new form, and impacts underlying structures. This new form results in a shift of assumptions, worldviews, language and culture. Transformation is an entirely different framework. Prevention matters because it transforms culture and makes change possible and sustainable. We need both—change and transformation.

#### ***Q. Why is Transformation More Difficult than Change?***

A. At the heart of transformation is the challenge of facing ourselves and reinventing individual and cultural assumptions. As a society, we have difficulty seeing how we participate in constructing the norms that surround us. This is why transformation is more difficult than change—but it is also why we have hope to change. Since we co-created the norms and frameworks that we live in, we can also alter them. That means that while we are shaped by our environments and social context—we can also act upon and transform them. In essence, we are both the painters and the paintings.

#### ***Q. Is Transformation of Culture Really Possible?***

A. Transformation is happening all the time and is what defines us as humans and gives us hope as a society. America is built upon intentional transformation from the

original colonists transforming taxation and government to more recent social and health movements such as social justice, women's suffrage and tobacco prevention. Culture is constantly alive and ready for transformation into more positive possibilities. The Science of the Positive joins with this readiness by aligning spirit, science and action.

#### ***Q. How Does the Science of the Positive View Prevention?***

A. According to the Science of the Positive prevention is a process of transforming cultures. Accordingly, cultural transformation involves the process of 'praxis' which engages people in a process of critical reflection, critical dialogue and actions. This process involves examination of 7 Core Principles that then translate into actions that make a difference. People must be engaged in a process of examining the norms that matter to them.

#### ***Q. Doesn't Prevention Already Have Frameworks?***

A. The prevention field has many frameworks and, so too does the public when it comes to preventing child maltreatment. A framework, like the development of any worldview is an on-going iterative process—not a one-time event. This dynamic is precisely why a transformative learning process is needed. Conducting research into common frames and then marketing those frames to different audiences is important, but it is only one part of an on-going process of engaging critical reflection and dialogue regarding assumptions we all hold about the wellbeing of children. Cultural transformation is the prevention process-in-action and is needed to ensure that this dialogue about challenging policies and practices is effective.

#### ***Q. What is the Science of the Positive™?***

A. The Science of the Positive is a transformative theory to improve community health and safety cultures. It works by integrating the three domains of Spirit, Science and Action to achieve lasting results. It is based upon 7 Core Principles that translate into 7 Key Steps. The Science of the Positive transforms culture by creating conditions for critically examining core assumptions, perceptions, beliefs and actions. These are integrated through a process of aligning core principles. The Science of the Positive has had dramatic impacts on a variety of health and safety issues.

*Questions with the Author  
continued on next page...*

***Q. How Quickly Can We Transform Culture?***

A. Cultural transformation is not a quick fix change. Culturally endorsed values are deeply seated and shifting these assumptions takes years. Any short-term view of “using culture” as a “strategy” to quickly change behaviors must be dissolved against the reality of the work and dedication that is involved. When we talk about transformation of culture we are not talking about a media campaign, toolkit or drive through therapy. Transformation requires dedicated work.

***Q. What Makes People Actually Want to Take Action? How Do We Do That?***

A. People are inherently good and want to participate in making the world a better place. The problem is that with a focus on negativity and fear, we often withdraw and engage in conversations and voting that is against our heart-felt desire. People want to take action when they feel hopeful and realize that they can make a positive difference. By exposing positive norms and ways for people to engage in these norms and programs more and more people will want to participate in a shared solution. This is the essence of all positive social movements—connecting to the positive values that already exist and giving people clear directives for how they can become involved. The key is to make it visible—because the untold goodness often remains hidden.

***Q. Is Funding Prevention More Important Than Funding Intervention?***

A. Prevention and intervention are two sides of the same coin. Prevention is proactive and intervention is reactive. They both have different aims that work together to promote cultures that care and heal. Proactive-prevention funding is long-term oriented and designed to create conditions that support families and reduce the likelihood of child abuse and neglect. However, when people fall through our system—interventions to reduce harm and restore broken lives are needed. Currently our culture tends to react with our funding and priorities. This pendulum must swing toward the preventative side because interventions are not designed to transform culture. At this time it is critical that we increase funding and attention to proactive prevention.

***Q. Why Do We Tend to Misperceive the Goodness in our Communities?***

A. Misperceptions of positive norms is pervasive due to a number of cultural factors and why we need a “Science of the Positive.” Research demonstrates that in spite of serious problems, an overall goodness and protection prevails in our society. However, due to a hyper-focus on negative issues through sensationalized media, public conversations and the focused attention of prevention advocates—misperceptions

of these positive, protective norms perpetuate. This environment creates what I call ‘cultural cataracts’ – dark, negatively skewed views of our young people, families and communities.

***Q. What Is the One Thing We Should Focus on to Reduce Child Abuse?***

A. Prevention science demonstrates that no single solution exists to reduce child abuse and neglect. Instead, a comprehensive approach of strategies must be employed to create safe, stable, nurturing relationships and environments. Strategies must include policies, enforcement, media communications, intervention, education and skill training to give examples. The “one thing” that we should focus on to reduce child abuse is communicating cultural norms that make the well-being of children the benchmark for the health of our society.

***Q. Can't We Stop Child Abuse by Locking Up the Perpetrators Forever?***

A. Reactive strategies like arresting and locking up perpetrators will not work to create a healthier culture or future for children. Clearly enforcement remains very important, yet proactive strategies are needed to break the cycles of abuse. Proactive strategies are designed to prevent the abuse from happening in the first place. It is here where we must increase funding and attention in order to cultivate positive cultures characterized by protective norms.

***Q. Doesn't Taking a Positive Approach Just Hide the Pain and Suffering of Child Abuse?***

A. Effective positive approaches don't deny or hide the pain and suffering associated with child abuse. It is critical to acknowledge the reality of the hurt and damage caused by child abuse and at the same time we must instill hope that we can overcome these problems. The Science of the Positive framework stresses both concern and hope as a balanced approach to serious issues like child abuse. Growing positive norms is the best strategy for reducing harmful ones. Prevention is about creating conditions that stop problems before they start.

***Q. Aren't We Powerless to Move Forward until More People Realize the Devastating Impacts of Child Abuse?***

A. This is the classic question of “aren't we just in denial?” The answer is “no.” Child abuse prevention has made tremendous progress in the past few decades and this momentum must continue. Understanding the negative impacts of child abuse is important—but so too is increasing the widespread understanding of protective solutions. Just focusing on the devastating impacts will do little to further advance child abuse prevention in a general public that goes numb to bombardment of health terrorism advertising. Our research demonstrates that people are hungry for solutions and positive ways to engage—not just focus on the problem. This is how we can turn social concern into social action.

Reprinted with permission of Prevent Child Abuse America. It can also be found here:

<https://preventchildabuse.org/resources/prevention-creates-the-future-by-transforming-culture-dr-jeff-linkenbach/>

# 2020 Holiday Season

The **Exchange Club of Tustin, CA**, purchased gifts for 20 previously homeless veterans as the Tustin Veterans Outpost, and treated the vets and their families to some Christmas Day activities. Members also adopted a family and donated to Friends Feedings Seniors.



Members of the **Exchange Club of North Will County, IL**, president-elect Christine Mayer, her sister and club secretary Lori Fink, and their mom Arlean Fudala, along with many members at their own homes, baked more than 2,000 cookies, chocolates, and fudge this past holiday season! Junior Exchange members then delivered the goodies to individual mailboxes at a local senior apartment complex.



The **Exchange Club of Antietam-Hagerstown, MD**, delivered gifts and resources to local families participating in the Washington County Health Department's Healthy Families Program. The deliveries took place of the club's annual Christmas party benefitting the same organization.



The **Exchange Club of Bristol, CT**, hosted an online photo holiday display and Christmas tree contest to raise funds for its Programs of Service projects. The contest helped supplement funding not raised in its annual Mum Festival held in October.




The **Exchange Club of Lima, OH**, revised the look of its annual Christmas party at Freedom Elementary School this year, with students coming to Santa rather than him visiting classrooms. The event followed social-distancing guidelines and still allowed for 210 children to receive gift bags that included snacks, socks, a blanket, and more.





# NOMINATE A HERO

We want to recognize our **Exchange Club member Frontline Heroes!** To recognize a fellow member, please email their name, area of service, club name, and few words telling us about their outstanding service to ***commun@NationalExchangeClub.org***.



Thank You  
Very Much

**Back for  
2020-21**

**YOU will each receive a  
complimentary  
Memphis, TN, 2021,  
Convention  
All-Events Package!**

(Includes all ticketed meal  
and entertainment activities.)

**CLUB  
BUILDING  
INITIATIVES**

***Guidelines***

- Exchange Club must charter  
July 1, 2020 - June 30, 2021.
- Charter club president and charter club  
president-elect may not have served in  
this leadership role previously.
- Includes 2019-2020 Charter Club Presidents

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***ALL Club Builders will be  
reimbursed up to \$500 for  
new club building expenses!***

- Reimbursement will be awarded once the new  
club has chartered and an expense report  
has been submitted.



\*These awards do not apply to new Exchange Excel Clubs  
and Collegiate Exchange Clubs.

# The Exchange Strong

## AWARD AND GRANT

The Exchange Strong Award and Grant are purposed to spread a wealth of generosity, growth, and financial support for all Exchange Clubs, the great work of the National Exchange Club and strengthen communities across the nation.

Each Club that donates a designated \$1500\* gift to Exchange through the National Exchange Club Foundation will receive the Exchange Strong Award. In addition to the award, each of those clubs will become eligible to apply for a grant\*\* approved by the Exchange Strong Grant approval committee – A body made of diverse individuals from across the nation that holds the mission, vision, and values of Exchange dearly and who will govern a nonbiased and impartial grant approval process for all Club applicants.

The number of grants awarded and amounts awarded each year will not be determined until all applications have been received. However, Exchange encourages Clubs of all sizes and for all projects or programs to apply. Please note, that the more Clubs that participate, the greater the grants will be in size and number of recipients! Also please note, while we have goals to fund as many Club programs and projects as possible, we desire for the grants to be significant to the recipient clubs. Clubs are encouraged to plan and dream big, regardless of size or funding history.

The grant application and all attachments for the club's need, project, or program should be submitted by June 1, with the cumulative donation being gifted by June 30.

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Grant applicants should follow the following guidelines when submitting for an Exchange Strong Grant:

### **A) WRITE A COVER LETTER**

Write a one-page cover letter (using the application format cover sheet) that includes the following:

- Name of the Club and Club program/project
- Purpose of the program/project
- Amount needed for the program/project
- Time period of the program or project
- Name of the Club contact person and contact information

### **B) WRITE AN EXECUTIVE SUMMARY OF THE PROJECT or PROGRAM**

Write an executive summary that includes:

Brief description of the project

Outcomes you plan to achieve

Who the project serves and why it is important

Why your Club should receive the funds to implement the project and how the funds will be spent

### **C) WRITE A COMPREHENSIVE BUDGET FOR THE PROJECT OR PROGRAM**

Create a projected line-item budget for each expense of your program or project

### **D) REPORTING**

Club grant recipients are required to report the results of their program or project within 12 months of receiving the grant funds.

\*The \$1500 donation made to Exchange is not cumulative with the Berkey Fellowship donation. Clubs wishing to participate as Berkey Fellow and qualify for the Exchange Strong Award will gift a total of \$2500.

\*\* Clubs are not required to submit to the grant in order to receive the Exchange Strong. However, only those eligible Clubs that do submit an Exchange Strong Grant Application will be considered for a funded grant.



# Plan for National Child Abuse Prevention Month

#ExchangeFitsCommunities

#ExchangeCares

#ExchangeStrong



**Order Now for Blue Mondays!**

Wear Blue every Monday in April and start a conversation  
about the prevention of child abuse.



**BUYEXCHANGE.ORG**