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2002-03 Circle K International Service Initiative

Educating Children: *Open a Book, Show Them the World*



Focusing on the Future **CHILDREN**

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COLLEGE STUDENTS WITH A LIFELONG
COMMITMENT TO SERVICE WORLDWIDE

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General information

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The Service Initiative of Circle K International was designed to educate all Circle K members about the problems and issues that face children worldwide, ages six to 13. Through personal interaction and public awareness, we will enable children to develop the skills and ideals necessary to be successful. As Circle K International focuses on the future, we are committed to accomplishing the following:

1. Involving each Circle K member in a minimum of 10 hours of community service to benefit children ages six to 13.
2. Collaborating with other student organizations by having each club co-sponsor one service project that supports the Circle K International Service Initiative.
3. Performing more hours of service than any other collegiate service organization.
4. Targeting service projects that correspond with one of the Circle K International Service Initiative emphasis areas.
5. Participating in the Circle K International Community Service and Awareness Week, November 3-9, 2002. Celebrating the success of service with a final service project on International Service Day, November 9, 2002.



The emphasis areas of the Service Initiative are:

- **After-school Programs:** *Turn off TV, Turn on to Life*
Circle K clubs should provide service to already established after-school programs, initiate their own long-term after-school program, or participate occasionally in after-school program projects throughout the year.
- **Economically Disadvantaged Children:** *Building a Force for Change*
Circle K clubs should provide service through established networks that work with economically disadvantaged children.
- **Educating Children:** *Open a Book, Show Them the World*
Circle K clubs should become involved with improving scholastic achievement of children.





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• **Life Skills Training:** *Supplying the Tools for Life*

Circle K clubs should become involved in helping children adapt to their social environments.

• **Health and Safety Issues:** *On Call for the Future*

Circle K clubs should become involved in helping children take care of themselves.

Each year, the emphasis area changes, allowing Circle K clubs to change their area of focus and support new community needs.

In focusing on the future, Circle K members will become aware of their capabilities to effect change, as they better understand the issues and provide solutions to help today's children.

Circle K clubs learn about the issues. Circle K clubs educate their campuses and communities about current social issues. Circle K clubs think creatively about solutions facing communities. Circle K clubs commit time to implementing solutions. Circle K clubs inspire other collegians, faculty, administrators, and members of the community to reduce threats and increase opportunities within the community. Circle K clubs effect change through the thousands of projects they sponsor. Circle K clubs mobilize public support by approaching the media and sharing their concerns with legislators. Circle K clubs become a solution.



Now is the time for Circle K International to focus on the future by providing diverse programs so children may test their talents and develop new skills; training children to confront the issues they will face; educating the campus and community about the issues facing children six to 13 so they, too, can become involved; motivating children to stay in school by making academic work meaningful and enjoyable; improving children's abilities to protect themselves; and creating a better world in which to live.

For Circle K to have this impact, every Circle K club is asked to participate in Focusing on the Future: Children. Any project that addresses the needs of children ages six to 13 is a Service Initiative project. Circle K clubs are encouraged, however, to target their service efforts toward the emphasis area highlighted.





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Specific information for 2002-03 focus area

The Challenge

According to the National Center for Education Statistics, the percentage of fourth-grade students performing at or above the *Basic* level of reading achievement was 63 percent. Performance at or above the Proficient level, the level identified by NAGB as the level that all students should reach, was achieved by 32 percent of fourth-graders. This means that less than one third of fourth-grade students are proficient at reading while the highest level of performance, the *Advanced* level, is achieved by only 8 percent of fourth-graders.

The percentages of white and Asian/Pacific Islander students at or above the *Proficient* level exceeded that of other racial/ethnic groups.

Consistent with past reading assessments, the results indicated that students attending public schools had lower average reading scale scores than their peers attending nonpublic schools

Our global counterparts are excelling at math, science, and the adoption of multiple languages while the majority of American children are having trouble learning to read English.

Circle K clubs are challenged to become involved with improving scholastic achievement of children.

Circle K members are challenged to educate children by opening a book and showing them the world.

Members of your Circle K club can become child advocates and make recommendations to the court system of what is in the best interest of the child.



Open a book.
Show them the world





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The Solution

Your Circle K club can motivate other students, campus organizations, and members of the community to become involved with the issues facing educating children through ongoing awareness about the needs of these children and their families. Through education and action, Circle K can help reduce the risks and increase opportunities currently present for uneducated children.

You will find ideas for service projects that will help develop the scholastic achievement of children. Visit the Circle K International Web site for how-to bulletins that outline specific projects your club can implement to meet the needs of children during non-school hours. The bulletins are designed for easy application. They will take you step-by-step through the planning, promotion, and implementation of your service project. The projects presented online outline strategies your club can use to:

- Co-sponsor a Builders or K-Kids Club
- Co-sponsor an Aktion Club
- Create a library for children at a local homeless shelter or community center
- Encourage students to stay in school by implementing the College Bound program in a 3-6th grade class
- Implement the Terrific Kids program at your local elementary school
- Create flashcards for children
- Implement the BUG program at your local elementary school
- Collect books and host a book drive
- Read to students
- Mentor students
- Tutor students

Your club may also sponsor a variety of other service projects that will address the needs for educating children, such as organizing a toy and clothing drive, sponsoring children for summer camp, building homes for the homeless, organizing a child safety and crime prevention program, being mentors to children, and organizing athletic teams for disadvantaged children and youth. Your Circle K club should utilize its creativity to plan the projects presented online as well as to design innovative and exciting projects of its own.



www.circlek.org



Where to go for new project ideas Collaborating Organizations

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Even Start

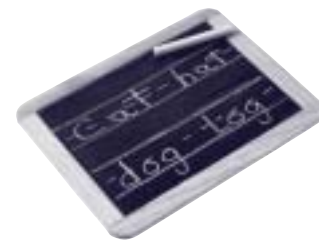
Even Start's premise is that combining adult literacy (adult basic education or instruction for English language learners), parenting education, early childhood education, and interactive parent and child literacy activities into a unified family literacy program offers promise for helping to break the intergenerational cycle of poverty and low literacy in the nation.

www.ed.gov/offices/OESE/CEP/evenstprogresp.html

U.S. Department of Education

Ensures equal access to education and to promote educational excellence for all Americans.

www.ed.gov



International Reading Association

Seeks to improve the quality of reading instruction through the study of reading processes and teaching techniques; works to increase literacy; promotes lifetime reading through professional development projects worldwide; serves as a clearinghouse for the dissemination of reading research through conferences, journals, and other publications.

www.reading.org

Reading is Fundamental

Develops and delivers children's and family literacy programs that help prepare young children for reading and motivate school-age children to read; provides books and other essential literacy resources to children, at no cost to them or their families; focuses its highest priority on the nation's neediest children, from birth to age 11.

www.rif.org





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Literacy Investment for Tomorrow

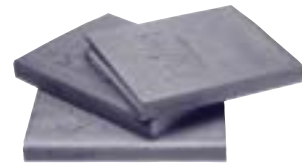
Develops and promotes resources to increase the literacy skills of Missourians so all individuals can reach their personal and economic potential.

www.lift-missouri.org

The Children's Book Council, Inc

Promotes the enjoyment and use of children's books and related products; works for the benefit of teachers, librarians, parents, authors, and illustrators; sponsors National Children's Book Week and Young People's Poetry Week.

www.cbcbooks.org



Books and Beyond

Works to improve attitudes towards reading and to foster a love of books; provides strategies that help teachers and schools develop an exciting atmosphere for reading; offers materials for preschool through 8th grade in English and Spanish.

www.booksandbeyond.org

Center for the Improvement of Early Reading Achievement

Improves the reading achievement of America's youth by generating and disseminating theoretical, empirical, and practical solutions to the learning and teaching of beginning reading.

www.ciera.org

*While these organizations are focused on projects and programs in the United States, there are similar and affiliate organizations serving the same needs in various countries. The aforementioned Web sites will serve as a starting ground for learning more about the programs. Often, the United States-based organization has information on various programs offered worldwide.





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Community Service and Awareness Week

Community Service and Awareness Week has been designed to provide Circle K clubs one specific opportunity each year to put forth extra effort to support the projects and programs of the current Service Initiative. There are many ways your club can support the Circle K International Service Initiative, Focusing on the Future: Children, during Community Service and Awareness Week, which this year occurs November 3-9, 2002, and ends with International Service Day on November 9, 2002.

Your club should have several goals in mind when planning activities for Community Service and Awareness Week. One goal is to heighten campus and community awareness of Circle K International and the Service Initiative. Another goal is to further educate club members on the Service Initiative, and motivate each member to become actively involved in related service activities. A final goal is to provide recognition for your club's efforts by obtaining a Community Service and Awareness Week banner patch.

“Across a wide-range of indicators – including family stability, educational achievement, health, employment and safety – we are not protecting children or ensuring the hopes to which every child is entitled. Our failure on behalf of poor and minority children is especially profound.”

---Center for the Study of Social Policy





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Planning Community Service and Awareness Week Activities

Clubs can participate in a variety of ways. The actual programming of workshops, service projects, and Kiwanis-family activities are the responsibility of each club. Following are a few recommendations to assist you. If possible, select a project for each day of the week, culminating in a service activity on Saturday.

Circle K Club Education

During the club's weekly meeting, show the Circle K International video *This is Circle K*. Through this vehicle, members will learn more about Circle K International and service. Follow up the video with a quiz about the Service Initiative.

Kiwanis Education

Take your show on the road! Arrange to be a program presenter at your sponsoring Kiwanis club's weekly meeting. You can present the same program that was used at your club's meeting. Include the Circle K video and a creative quiz. Make certain you identify some projects that could be implemented with both clubs and ways Circle K's Service Initiative and Kiwanis' Young Children: Priority One are related.





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The Key Club Connection

The Key Club International Major Emphasis Program titled, *Children: Their Future, Our Focus* is quite similar to the Circle K International Service Initiative. Combining efforts to serve the children of the world will benefit both Key Club and Circle K.

Community Education

Have a club member write an editorial for the local newspaper on the value of voluntarism. Include some examples of how your Circle K club is providing needed service to the community. Provide a testimonial from a community leader on the value of volunteer service. Editorials often are published and can motivate other community members to action and create publicity for your club.

Public Awareness

Let your campus and community know what this week is all about. Plaster the campus with posters about Circle K and the Service Initiative. Flood the campus and community newspapers, radio stations, and television stations with press releases about your club's activities. Send a letter to your university's president to let him/her know of your club's contributions to the campus, and request a proclamation.





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Set up Shop

Take this chance to set up a display table or booth in a central campus location. Obtain permission to set up a table in the student union, busy classroom building, or even outside if the weather permits. Use your club banner to draw attention to the display and hand out an inexpensive publicity item.

Service Activity

Community Service and Awareness Week is the perfect opportunity to implement a campus or community-wide service project. A widespread project will help achieve your goal of greater public recognition of Circle K. Some of the suggested Service Initiative projects that are easily adaptable for a large-scale audience are a collection drive for coats, hats, mittens, clothes, or school supplies for economically disadvantaged children. Another idea is to plan a field day for an elementary or middle school. Use the other service bulletins to obtain more information on these specific projects.

Your Circle K club can help develop individual self-esteem by enabling children to express their creativity through craft and science fairs.





Recognition Application

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Club Recognition

Regardless of how your club participates in Community Service and Awareness Week, make certain you receive appropriate recognition. Simply submit the following information to the Circle K International Office. Your club will be presented with a banner patch at your next district convention.

Let Circle K International know what the club's activities were for the week.

Community Service and Awareness Week Project Form

Name of Club Contact Person

Club Name

District

City,State/Province, Country, Postal Code

Telephone

E-mail Address

Summarize the Service Initiative activities your club sponsored during Community Service and Awareness Week. Your club did not need to sponsor an activity every day to be awarded a banner patch. Briefly describe each project conducted during the week and evaluate each project's success.

For each Service Initiative program your club sponsored during the week, outline the following information: name, date, goal, number of members involved, Kiwanis-family involvement, total service hours, total funds raised (if applicable).

Describe the impact of your club's participation in Community Service and Awareness Week had on your club members, other members of the Kiwanis family, the campus, and the community.

Please attach newspaper clippings, photographs, or other media coverage of the project. All materials submitted will become the property of Circle K International and may be used for Circle K publications.

Return form to:

Circle K International Community Service and Awareness Week

3636 Woodview Trace

Indianapolis, IN 46268-3196 USA

Or e-mail information to cki@kiwanis.org

Or go on-line and submit the form electronically.

