

SERTOMA HISTORY

The International History – Organization which Current Holds Group Tax Exemption

Sertoma International was established in 1912 in Kansas City, Missouri. It is not limited by boundaries, gender, race or religion. It is the third oldest service organization in the United States, and an avid investor in community progress and improvement.

A professional full-time staff is dedicated to the organization's administration and provides services to members, clubs, districts, states and regions.

For more than nine decades, mankind has been served by a special family of volunteers, originally known as Co-operators, and now as Sertomans (Service to Mankind).

“Make Life Worthwhile” was the slogan accepted by the organization in 1926. It was as good then as it is today.

The well-known Sugar Bowl classic in New Orleans had its beginning in Sertoma. In 1934 the New Orleans had its beginnings in Sertoma. In 1934 the New Orleans Club began this very successful project when former International Director, Warren V. Miller introduced the resolution that the Club Sponsor a football contest to be held in New Orleans during the Christmas holiday season.

In the early 1940's, confusion emerged between the Co-operative Club name and consumer cooperatives. A contest was announced with a \$500 cash prize offered for a name which might be selected. A total of 49 names were submitted. The Board of Directors narrowed the list down to seven for presentation to the 1948 Albuquerque Convention. Noble W. Hiatt, then President of the North Indianapolis, Indiana Club coined the name SERTOMA from the slogan, SERVICE TO MANKIND, and his name was selected. The official name change became effective on June 21, 1950.

The first Sertoma Club chartered in Canada was in Windsor, Ontario in 1946. The organization at this time became truly international.

The first international sponsorship recommended to Clubs by the International Board of Directors was in 1949 with the introduction of the YES Program (Youth Employment Service). Sertoma International holds the copyright to the name

“YES”, even though local, state and national government involvement in “employment services” has limited the need for Sertoma Club YES programs.

The first club chartered in Mexico City was 1956.

The first International Convention outside the United States was in 1964 held in Mexico City, Mexico.

The first Sertoma Club established in the Commonwealth of Puerto Rico was the San Juan Sertoma Club, chartered on August 14, 1965.

The most significant milestone of the 1970 was the introduction of Serteen and collegiate Sertoma Clubs.

Women were welcomed as members of sertoma in 1985 and currently comprise a vital part of the existing membership. In 1987, The International Board of Directors approved STAND (Sertomans Together Advocate No Drugs), an anti-drug education program, as an International Sponsorship.

In 1992 and 1993 the communicative Disorders and Hearing Impaired Scholarships were established. Further 1990 milestones included the 1997 introduction of the Sertoma Fantasy Baseball Camps.

The new century witnessed the introduction of the first city-wide service project – The Community Service Matching Grant, found enthusiastic support throughout Sertoma.

The Sertoma Foundation History – Other Sertoma Entity which Current Holds Group Tax Exemption

On November 15, 1960, the Sertoma Foundation was formed to strengthen the partnership between the international organization and the clubs. In 1963, after a long search for an appropriate international sponsorship, Sertoma clubs were encouraged to help more than the then 24 million Americans who had hearing disorders. Currently, there are over 50 million Americans with speech and hearing disorders.

In 1973, the Foundation began to establish Sertoma Centers for Communication Disorders.

In 1977, the Foundation began to encourage affiliation with existing speech and hearing facilities and departments. The Affiliate program was very successful, with over 300 facilities affiliated with Sertoma Clubs and the Foundation.

The Foundation provided the funding for scholarships and grants. It also created public educational materials and an advisory council of speech and hearing professionals. In 1986, the Foundation coordinated Better Hearing and Speech Month for the entire country.

In 1992, the Building a Legacy campaign was launched to grow the endowment. Pledge payments and new gifts perpetuate the benefits for Sertoma programs.

In 2000, The Legacy Wills campaign was launched with the philosophy “A will for every Sertoman, Sertoma in every will”. Throughout today, the Foundation continues to place strong emphasis on financially supporting the programs of Sertoma International through annual, planned and endowment giving.

The Gateway To The West Club History – Under a Group Tax Exemption With Sertoma International & Organization submitting the 1023 application

The Club was chartered on May 27, 1968 to raise money through local fund raisers to benefit the St. Louis Community needs.

From 1990 until December 31, 2005 The Gateway To The West Sertoma generated significant revenue with a weekly bingo which was discontinued. Consequently, the past sponsorships were more comprehensive than the present and the projected future.

The primary focus of Sponsorship(s) is communications – helping people with speech and hearing disabilities. Local clubs are also encouraged to choose sponsorship based upon community needs. Gateway to the West has participated within the community in the past by with support to the following –

- **Participating in the SHARP Foundation to provide and repair hearing aids.**
- **Underwriting the Mike Bush Field of Dreams Baseball Camp for several years.**
- **Working With the Central Institute for the Deaf.**
- **Assisting Operation Food Search.**

- **Donating to Our Little Haven (Home for chemically dependent & Aids babies).**
- **Providing financial help to the Judevine Center.**
- **Helping the Back Stoppers.**
- **Sponsoring the Special Olympics.**
- **Assisting Project Cope.**
- **Providing multiple years of financial assistance to The Employment Connection whose mission is finding jobs for parolees.**
- **Endorsing & providing financial support for D.A.R.E. (Police & School Drug Program).**
- **Providing start up financial support for the National Head Injury Foundation.**
- **Funding program support for the Pregnancy Resource Center.**
- **Responding to multiple requests from the St. Louis Veterans.**
- **Support for Child Haven.**
- **Various Donations to the South County Fair.**
- **Funding for Stray Rescue of St. Louis' second location.**
- **Responding to financial requests from The Sunshine Mission.**
- **Responding to financial requests from The Assistance League.**
- **Helping The Mary Culver Home for Blind Women.**
- **Responding to requests from Feed My People.**
- **Responding to a variety of requests from Five Star Senior Center.**
- **Providing Sponsorship to Multiple Golf Outings for the Independence Center for the Developmentally Disabled.**
- **Furnishing financial support to various chapters of the St. Louis Veterans Homes, Veteran's Hospitals and the Tenth District Services.**
- **Annual contributions to the St. Louis Post Dispatch's "100 Neediest Cases.**
- **Assisting with financial support for Friends of Kids with Cancer.**
- **Assisting with Scholarships for St. Mary's High School.**
- **Furnishing support for The Crestwood Elks.**
- **Providing financial support to Lambda Beta Lambda Alumni.**
- **Selected Support for The Bevo Area Community Improvement Association.**
- **Supporting the Doris Davis Helping Hand Shelter.**
- **Underwriting annual event for the Carondelet Community Betterment Federation.**
- **Supplying financial support for the James B. McDonnell**

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- **Supporting various Afton Athletic Teams – Afton Americans – Fenton Bulldogs.**
- **Assisting the Wings of Hope.**
- **Supporting the World Aquarium in St. Louis.**
- **Funding for Stray Rescue of St. Louis’ annual programs.**
- **Providing program support for the Salvation Army.**
- **Donating to the Super Bowl Party for St. Peter & Paul Church to feed the homeless.**
- **Funding for MVH Assistance League-St. James, Mo.**
- **Donating to St. Patrick’s Center.**
- **Special Request for the Peregrine Society.**
- **Donation to the Sisters of St. Joseph’s.**
- **Special Request for Barnes Jewish Hospital.**
- **Special Request from Sertoma International.**
- **Bingo Sponsorship for Our Lady of Providence Parish.**
- **El-Ritiro Sponsorship for Bingo.**
- **Donation to F.U.R.R.Y.**
- **Donations to The Salvation Army.**

Total four year Gateway To The West Sertoma Sponsorships \$141,097.

Future budgeting projects annual sponsorships at \$15,000 annually.

D. Funding Raising For The Gateway To The West Sertoma Club has occurred from multiple sources over the years. Please note, no professionals have been or are projected to be involved in the following activities:

- **Selling Golf & Entertainment Books from 1991 to 2001 – netted from \$250 to \$400 per year with 10 to 15 members participating. over all affect on revenues – very small.**
- **Collecting & Selling Aluminum Cans from 1990 to 2002- netted less than \$300 per year with 15 members participating, over all affect on revenue – very small.**
- **Tail gate Sale in 1997 – netted approximately \$300 with 30 members participating, over all affect on revenue – very small.**
- **Barbeques from 1994 to 2001 – netted approximately \$500 per year, with 20 members participating, overall affect on revenue – small.**

- **Collecting tickets for St. Louis County Parks at the Winter Wonderland from 1994 to 2000 – netted \$500 per year, with 20 members participating, overall affect on revenue – small.**
- **Various poker tournaments in 2004, 2005 & 2006 –with 20 members participating and netting \$1,146 in 2004; netting \$5,449 in 2005 and \$3,982 in 2006, overall affect on revenue - minor.**
- **Once a week Bingo in four different locations from 1990 thru 2005. This activity constituted the majority of the fundraising activities with up to twenty five members participating. Since the venues varied, the net profit ranged from \$20,000 to \$80,000 per year, overall affect on revenue – major.**
- **Interest and dividends over the last four years averaged \$18,000 annually, overall affect on revenue – medium.**

In accordance with a board approved motion, a reserve account was established in 1990 whereby 40% of the funds raised were retained for future usage. The funds were invested and the funds grew to approximately \$450,000 during the first quarter of 1999. The above funds permitted Gateway to the West to spend approximately \$30,000 in due diligence activities and make an advance of \$200,000 to the property described below.

E. During April, 1999, Gateway to the West Sertoma elected to accept a donation of a 108 unit section 8 apartment complex located in Decatur, Illinois with a long term land use restriction for Section 8 usage only. The donor also requested that the Gateway To The West Sertoma Club hold the property for a minimum of two years before disposal. The purpose of the property acceptance was a sponsorship for the 108 families housed at Greenwood Manor.

- **Subsequent to the donation, Sertoma immediately became engaged in a comprehensive analysis and raised \$605,599 for prioritized capital improvements for Greenwood Manor. The source of the improvements were as follows:**
 - A) **HUD New Approach Grant.....\$100,093**
 - B) **Rental Rehab Loan from
Decatur, Illinois CDA.....\$200,000**
 - C) **Greenwood Manor Tenant
Payments.....\$105,506**
 - D) **Gateway to the West Advance... \$200,000**

Total Sources of Funds	\$605,599
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The uses of the funds were as follows:

A) Camera System.....	\$39,472
B) Elevator Upgrades.....	\$24,156
C) New Doors/Gates/ Mag Locks/Wiring/ For Alarms & Window Replacements.....	\$50,915
D) Lock Replacements.....	\$19,754
E) Door Alarms.....	\$5,796
F) External Lighting.....	\$7,740
G) Intercom System.....	\$8,392
H) Roof Replacement/ Gutter/Downspouts.....	\$47,000
I) HVAC/ (Central).....	\$341,884
J) Stairwell Door Rehab.....	\$6,508
K) Playground/Wallways/Landscaping.....	\$4,185
L) Retaining Walls.....	\$6,993
M) ADA Ramp Replacement.....	\$7,640
N) Parking Lot Resurfacing.....	\$35,184
Total Capital Items	\$605,619

The non-for-profit ownership dictates that no distributions may be taken from the property. Advances are repaid ,if funds are available, and all residue is earmarked for capital improvements and other property uses. As of 10/31/2007 the balance of the Sertoma advance was \$158,217 and the balance of The City of Decatur Loan was \$174,357.

The current and future direction of the Gateway To The West Sertoma is to continue the Greenwood sponsorship activities in conjunction with the fund raising activities delineated on pages 5 and 6 of this document. As much as the members enjoyed donating large amounts of funds to the many worthwhile organization listed above on pages 3, 4 and 5, we are constantly examining activities employed not only by other Sertoma Clubs, but also other service organizations.