



Santa Clara

Rotary Foundation

January 22, 2019

Santa Clara Rotary Foundation, (SCRF)
Silicon Valley BBQ Championships, (SVBBQ)

Rotary International of Santa Clara

History

- a) The Rotary Club of Santa Clara was formed in August 1936, under Rotary International
- b) The Rotary Club is a 501 (c) 4, service club
- c) The mission of the club, is "Service Above Self" to the community of Santa Clara
- d) The club donates between \$10,000 and \$15,000 a year to Santa Clara Schools and local charities
- e) It's the club members that volunteer thousands of hours to the Santa Clara Rotary Foundation programs and fundraisers
- f) Integrity

Santa Clara Rotary Foundation

History

- a) The SCRF was formed October 7, 1994
- b) Nonprofit Organization Exempt from Income Tax
 - a. 501 (c) 3
- c) See attached Exempt letters
 - a. IRS-Final February 12, 2001
 - b. FTB, October 7, 1994

Purpose

- a) Raise funds for SCRF programs as they pertain to Children in the City of Santa Clara

Organization

- a) The SCRF Board of directors is made up as follows:
 - a. Current President of the Santa Clara Rotary Club, (SCR)
 - b. President elect of SCR
 - c. Four Past Presidents of SCR
 - d. Major fund-raising event chair-SVBBQ
- b) The SCRF is a 100% volunteer organizational



Santa Clara

Rotary Foundation

- c) Indirect Overhead is less than \$600 a year, four quarterly BOD lunches

Programs

- a) Scholarships: Each June, the SCRF awards \$32,000 in annual college scholarships. The funding is granted in increments of \$2,000 to 16 eligible City of Santa Clara high school students. Each student is awarded \$2000 per year for four years
- b) “Steps for Success”: In September & October of each year; the SCRF, in partnership with the Santa Clara Unified School district gives approximately 550 pairs of shoes, socks, goodie bags and age appropriate books, to elementary school children, in need, within the Santa Clara Unified School District.
- c) “Christmas for Kids”: In December, in a partnership with Lexus of Stevens Creek; this event provides 150 low-income students in the Santa Clara Unified School District, with a warm coat and age/gender appropriate gifts for the holiday season; and a picture with Santa Claus, for some, their first.
- d) Enterprise Learning Conference, (ELC): In March, the SCRF will fund this three-day, overnight, business conference for 24 local high school Juniors, in partnership with other South Bay Rotary clubs. The funding allows all accepted City of Santa Clara high school juniors to attend the conference, free of charge, while learning critical business and interpersonal skills.
- e) Rotary Youth Leadership Awards (RYLA), Rotary Youth Leadership Awards is a leadership program coordinated by Rotary Clubs around the globe. Each year, thousands of young people participate in this program. Young people ages 13–30 are sponsored by Rotary Clubs to attend the event run by the club's district committee. The SCRF will fund six students to attend RYLA in the summer of 2019

These are children of the hidden class of Silicon Valley and the SCRF is doing our part to make sure these children are not forgotten.

Funding

- a) There are two main sources of funding for the SCRF Programs
 - a. SVBBQ, See attached five Income Statement
 - b. Santa Clara Art & Wine
 - i. Beer (Keg) management, procurement, & draft equipment



Santa Clara

Rotary Foundation

ii. SCRF Volunteers-Beer/Sports Bar & Pavilion Bar

Silicon Valley BBQ Championships

History

- a) The SVBBQ was conceived in the fall of 2011,
- b) The first SVBBQ was June 2012
 - a. Mervyns Parking lot, Scott/El Camino
 - b. 35 Professional BBQ teams
- c) Santa Clara City Council approached SVBBQ team and the event was moved to the Santa Clara Central Park as a joint venture between SC Parks and the SCRF
 - a. 2013 thru 2018, six years

2019 SVBBQ

- a) The 2019 SVBBQ will be the 8th
- b) City of Santa Clara Parks department Co-Sponsored Family event
- c) Attendance, 12,000-15,000
- d) A free Community Family Event
 - a. Live Music
 - b. 32,000, Pro BBQ samples
 - c. Craft Beers, Wine, Kamikazes, Soda's, & Water
- e) One of the largest (KCBS) Kansas City Barbeque Society, Master Series Sanctioned BBQ Championships on the West Coast-See West Coast Map
- f) The only Bay Area KCBS Master Series
- g) Qualifier for
 - a. **The American Royal World Series of Barbecue®** is a longstanding tradition in Kansas City. 2019 will mark the 40th year of fire and smoke! Competitors from around the world join in the world's largest barbecue competition to be crowned the grand champion in the Invitational Competition, Open Competition, Sides Competition, and Kids Que!
 - b. **"The Jack"** is a combined 103 domestic and international teams from countries including Austria, Australia, Canada, Czech Republic, Germany, Italy, Poland, Scotland, Switzerland, and the United Kingdom convened in Lynchburg to compete for the coveted Grand Champion title. To compete in The Jack™, domestic teams must win a state championship with at least 25 teams or a competition of 50 teams or win one of the premiere barbecue competitions in the U.S.—Memphis in May, American Royal Open or Houston World's Championship Bar-B-Que—which qualifies a team for an automatic berth. At The Jack, each team competes in seven



Santa Clara

Rotary Foundation

categories – Pork Ribs, Pork Shoulder/Butts, Beef Brisket, Chicken, Dessert, Cook's Choice, and Jack Daniel's Sauce.

- h) 70 professional BBQ teams
- i) 30 Back Yard BBQ Teams
 - a. Including the Mayors Cup
 - i. A Backyard context amongst SC City departments
- j) 2250-2500 volunteer hours-see attached

Santa Clara Art & Wine

- a) Spinoffs from SVBBQ
 - a. Beer Garden-Sports Bar
 - b. Craft Beers
 - c. Draft Equipment
 - d. Draft pouring Volunteers

New 5 Year Contract

- a) See attached proposed Contract-working document