



**Jan Fregulia  
Executive Director  
Moose Charities**

***2009 International Convention  
Chicago, Illinois  
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Yes – we are all in this together – and together we are making a difference.

Brothers and Co-workers – I am delighted to have this opportunity to address you – to tell you how proud I am to be a member of this great fraternity. You make me proud!! You get the job done. You give from your heart - that is exactly why we designed the new Moose Charities Logo – to properly depict the love we give in service (donations of time and money) to our Fraternal Units and to Mooseheart and Moosehaven.

Other nonprofits have suffered – but we believe we are making headway. And – it is because of you.

**THANK YOU!!!!**

We thank the Chapters, Lodges, Moose Legions, Councils of Higher Degrees and Associations for holding functions that generate the funds needed to maintain and support our two cities. Working together, you hosted dinners, dances, bazaars, rummage sales, raffles, auctions, 50/50's, walk-a-thons, rock-a-thons, bowl-a-thons, book sales, bake sales, golf

tournaments, motorcycle events. The donations sent to Moose Charities from your fundraising efforts totaled \$6,275,050.05.

AND - thank you for "Farkeling" for our future. Your desire to "Farkel" not only raised funds for Moose Charities – but, as always, you had fun while you "Farked"....didn't you?

This year we discontinued the services of the Direct Mail companies who had been in charge of the letters of appeal mailings. Although we decreased the cost of this program, the donations decreased as well. Always know we are grateful for the donations received. The net income from the 2008 Fiscal Year Direct Mail was \$428,651.38. I sincerely thank those of you who donated in response to the various appeals you received.

We also give our heartfelt thanks to our departed members. They may have left our Defending Circles but many left a final expression of their love for our Child City and School and our Retirement Community through their wills and trusts. Gifts received from these very dedicated members totaled \$1,488,641.88. Their compassion and generosity remain as testaments of true fraternalism.

Many people are beginning to donate to Moose Charities in memory of their departed family members and friends instead of purchasing flowers. They believe this is a better way in which to show their love, friendship and respect for the departed. From the memorial donations, we have received \$82,435.77. Each member and Fraternal Unit may want to give this further attention. Memorial envelopes may be requested from Moose Charities. We encourage every Fraternal Unit to have a supply of these readily available.

Moose Charities is responsible for raising funds through letters of appeal, grant writing, corporate funding, corporate partnerships, Charitable Gift Annuities, bequests and special events. If you would like to learn more, please visit our Display Booth and our website.

At this time, I am pleased to introduce Pam Amundsen, Associate Director of Development, who oversees our special events and our recognition and partnering programs. She also worked closely with the Department of Communications and Public Affairs in designing our new Moose Charities website and will maintain the e-newsletters each of you can receive if you wish to sign in. Pam brings knowledge, enthusiasm and dedication to Moose Charities. If you have not visited our display booth, please do so – stop by and say hello to Pam – I am sure you will be pleased you did.

It gives me great pleasure to introduce to you the Moose Charities Board of Directors. These dynamic individuals have worked tirelessly for our organization. Their love for our children and seniors is evident in all their deliberations.

Chairman: Ray Kesling, Nitro WV Lodge 1245

Board Members: William B. Airey, Whitehall OH Lodge 1245

James J. Gallagher, Vallejo CA Lodge 468

Warren Black, Grants Pass OR Lodge 2454

Sandra L. Thompson, Colorado Springs CO Chapter 373

Wallace F. McLamb, Newport News VA Lodge 1119

Charlene Welch, Taylor Township MI Chapter 992

John R. Sipes, Galion OH Lodge 303

Milton E. McGinnis, Vallejo CA Lodge 468

You each have my sincerest thanks for the encouragement and support you have given to me during this transition period.

In addition, I sincerely thank the volunteers who have been helping us this past week, as well as all Gimme 5, Fraternal Fundraising, Endowment Fund and Scholarship Fund

Chairmen. Your continued dedication and commitment to our various programs exemplifies the true meaning of volunteerism.

Yes – we are all in this together and we have recognition programs in place to recognize our donors. They are posted on our website as are other donor opportunities.

Partnering programs continue to be a source of income that do not require our members to have to dig into their finances to donate. Each starts off slowly but continued communication and exposure is bringing the desired results of increased income. We are pleased with the increase in funds we have received from: Recycle for Mooseheart (\$12,549.61 – twice as much as last year); Goodsearch (\$904 to date), Goodshop, Campbell's Soup Labels (194,000 points that enabled our school to select many necessary items), General Mills Box Tops for Education (\$2,305.52), Nestle's Pure Life Label Program; My Coke Rewards; and the list for these donor opportunities will continue to increase. One very dedicated and generous member has raised \$4,193.28 for Moose Charities through his sales on E-Bay Giving Works.

We re-established the Mooseheart and Moosehaven Wish Lists on our website. They have definitely met with your approval as almost all Wish List items have been completely funded. But – don't give up – both Executive Directors Scott and John will continue to supply us with items they deem necessary for their residents. It has made an outstanding difference – and, again, we thank you.

We have with us some very dedicated members who are among our most loyal constituents. They are members of the League of Guardians. We are proud of the newly designed lapel pin the Guardians are wearing. And it gives me great pleasure to present the pin to our CEO. Our Director General believes in leading by example. Mr. Airey, I am honored to present you with this pin in recognition and thanks for your very generous donations to Moose Charities.

Would the members of the League of Guardians please stand? Brothers and Co-workers, please join with me in a warm round of applause as we recognize these Guardians for their continued financial support and dedication of service to our children and seniors. We extend our heartfelt thanks to each of you.

When donations for a fiscal year for an individual or a couple total \$1,000 or more, the donors qualify for the League of Guardians. You may think you could not achieve this status. However, you would be surprised how quickly your donations add up. You, too, could be a member of this prestigious group.

Remember - for more information regarding this recognition program and others, please visit our website at [www.moosecharities.org](http://www.moosecharities.org).

Knowing that we are all in this together – and together we can and do make a difference in the lives of others – a program designed to encourage donations from all members was introduced at the 2007 Orlando International Convention. Its purpose was (and still is) to show every member the need to contribute to the Endowment Fund. When explained how a member could do so without suffering financially, it was (and is) truly feasible.

.By setting aside a nickel in the morning and a nickel in the evening – simply a dime-a-day - every member can afford to donate \$36.50 per year. In doing so, the Endowment Fund can be increased to a level that could generate the necessary income to operate the Child City and School and the Moose Retirement Community. Once accomplished, it would minimize the financial burden placed upon our Fraternal Units.

We offer sincerest thanks to International Co-chairmen Grand Chancellor Emeritus Tonie Ewoldt and Past Supreme Governor Tom Hatcher, and to all Gimme 5 Chairmen who have given so much effort to this program. I am pleased to report that, from the inception of this vital program to April 30, 2009, we have received \$2,809,763.00 from 22,633 donors – almost

twice the number of donors as in the 2007 Fiscal Year. While donations have not met the original goal, we would not have received these donations if not for Gimme 5. We extend our heartfelt thanks to each and every donor for his and her tremendous compassion and generosity.

You may also have noticed several of our Guardians wearing another new pin. It was developed for members who have exceeded the fifth 5-year level of donations – in other words, their total Gimme 5 donations have reach \$1,095.00 or more. We are calling this the “High 5” level of Gimme 5.

As I said – Gimme 5 was introduced as a program to enable personal donations from each member. And it remains just that – a program for personal donations. We do not expect our Fraternal Units, Councils of Higher Degrees or Associations to bear the burden of Gimme 5. However, we are very fortunate that many Fraternal Units and Councils of Higher Degrees have donated to this program. And we extend to them our sincerest thanks.

A program of this magnitude takes time to shift into high gear. We need to reach the 98% of our members who have not yet participated – either because they cannot afford to (which we understand), do not wish to (which we do not understand), or, possibly, because they are unaware of the program.

We all know personal communication is usually more successful – easier to explain why and how - and less easy to be ignored. We also know personal recognition is extremely important and, quite often, a challenge or competition can stimulate more action and better results. Our members also need to be recognized for their accomplishments....with special recognition to those who excel above all others.

We are introducing a new opportunity to reach more members. It is similar to the sponsor recognition program. Simply stated, we invite every donor to become a Gimme 5

sponsor of new donors. Each of you should have received a 'referral card' when you entered the room. We are asking you to "put your heart" into helping to increase the Endowment Fund through Gimme 5. We ask that you:

1. Download a page of 10 'referral' cards from the Moose Charities website
2. Write your name and ID# on the 'referral' cards
3. Talk to members, relatives, and friends about Gimme 5. Invite them to donate \$36.50 or more. Remember – this is a tax deduction and anyone, including non-members, can donate to Moose Charities
4. Give the 'referral' card to each first time donor and ask that it be included with the donation of \$36.50 or more
5. New donor sends 'referral' card and donation to Moose Charities (credit card donations can be made and the donor can type your name and ID number in the referral box)
6. The donor's name and donation will be entered as well as your name
7. When we receive the referral card, we will post your name on the Moose Charities website and update it each time we receive a new donor whom you have referred.
8. To be a contender for top recognition, a minimum of five referrals is necessary - then the member with the most referrals over five will be notified
9. The top two members in each Association (one LOOM/one WOTM) will be recognized at the end of the 2009-2010 fiscal year

We hope this new incentive will help us reach more members and have them join us in our continuing efforts to increase the Endowment Fund. And we hope each of you will be active in this new referral program. Remember – "If it is to be, it is up to me".

Have you visited our newly designed website? We believe it is easier to navigate and it contains new information. Viewers can sign in to receive e-newsletters. The recognition programs are attractively listed. The Brag Board recognizes our members, our Fraternal Units, Councils of Higher Degrees and Associations for their efforts in fundraising for Mooseheart and Moosehaven. We have also simplified donations via the website.

This week we introduced an opportunity for our members to win an exciting week for two in Florida. We have two one-bedroom time-shares on the beach of the Gulf of Mexico in the Tampa area that will be available from October 30 to November 6, 2010 to the lucky two couples whose names are drawn. In addition to the time-share, we are including round-trip economy coach airfare for two and giving \$500 to each couple to help offset their week's expenses. The information will also be available at your Annual Conventions. The drawing will be held December 15, 2009. I do hope you will take a chance to win this lovely Vacation Getaway and let other members know they, too, can have a chance to win this vacation. A week in Florida in November is definitely not to be ignored.

In late January, we mailed receipts and a 'soft appeal' to approximately 84,000 individuals who donated to Moose Charities during the 2008 Calendar Year. Because these very generous members had made at least one donation of some amount during the year, we had hoped each would donate again. We have received \$94,717.63 from 3,150 donors. Although this is less than we had hoped, we are very grateful for the donations we have received. We also believe donations from this mailing will continue to come in. Another letter of appeal will be mailed in July and we ask our members to be as generous as their personal finances permit.

The 2009 Moose Calendar was well received and we are still receiving donations. **Total donations received from the mailing of that calendar are \$538,264.71.** We are finalizing our 2010 Moose Calendar and are planning a September mailing.

Brothers and Co-workers, we **ARE all** in this together. This **is** a **TEAM EFFORT**. You are the movers and the shakers. I ask that you continue to serve this great fraternity – be the motivator, the mentors to others – help them to understand the important role they play in our program of service to children, seniors and our communities. And, above all, I ask that you continue to give as much as you can to securing the future of our beloved cities, Mooseheart and Moosehaven. We are the Moose – the heart of the Moose is our Child City – the haven of the Moose is our retirement community. Please – continue to give from your heart. We hold the future of both in our hands.

And, now - let us proceed with the March of Checks for donors of \$500 or more.