

History

St. James Service Club

1997 – 2022

“Thank you for helping provide care for these most vulnerable children. Your generous and heartwarming gift from the St. James Service Club and applied to the Residential Clothing and Personal Supplies Fund will help meet the needs of the children at Boys and Girls Homes.

Because of your gift, our children have continued to find comfort and reassurance. These most resilient children have been able to participate in on-campus activities that keep them safe through the necessary social distancing orders in place.

This COVID-19 pandemic has created a changing landscape of uncertainty, and even as you experience the same uncertainty, your generosity provided relief and safety for vulnerable children in our care.”

-Gary Faircloth, President/CEO - Boys and Girls Homes of North Carolina



First Printing – April 2022

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St. James Service Club

As of 2022

SJSC By the Numbers

Start Date	1997
501(c)(3) Tax Status	1998
Date of Incorporation	2002
Original Membership	15
2022 Membership	406
Entities Supported Since 1997	>80
Average Annual Grants	\$100,000
Funds Raised Since Inception	\$2,000,000



St. James Service Club

Foreword



Cheryl Graham, President, 2021-2022

It is such an honor to have my tenure as President of the Service Club coincide with the Club's 25th Anniversary. Being able to give back to the community in which I live has always been important to me, and I hoped I would find an organization that would provide an opportunity to do that when I moved to St. James. I attended my first Service Club meeting just one week after moving to St. James, and I knew immediately that I had found the organization for me. Whether you are looking to help out financially, get involved in fundraising events, or volunteer directly with local nonprofits, the Service Club has something for you.

Through strong leadership, hundreds of dedicated volunteers and an extremely generous community, the Service Club has been able to donate over \$2M in grants and gifts-in-kind to deserving nonprofits in Brunswick County. And that is something to celebrate! I hope that you find the information on the history of the Service Club to be informative and that you enjoy the celebration recognizing the accomplishments of the past 25 years!



Lucy Williams – Vice President, 2021-2022, and Chair of the 25th Anniversary Celebration

The Anniversary Committee decided to share the April 9, 2022, 25th anniversary celebration with the St. James community, as a gesture to thank them for their continual and enthusiastic support of the Service Club in its mission to assist Brunswick County nonprofits. It was my privilege to chair this event. I applaud the many volunteers who shared their time and talents to bring it to fruition. They are examples of the type of dedicated members the Club is fortunate to have among its ranks. We hope that it was a memorable event, and that it inspires support for the next 25 years.

St. James Service Club

Preface

25th Anniversary Communications Committee

The following are responsible for the creation of this history document:

Betty Devins is a 20+ years member of the St. James Service Club as of 2022, having served on four Executive Committees and co-chaired a number of fundraiser and service projects over the years. Betty enthusiastically took on the task of writing the first ever history and narrative about the Service Club in connection with its celebration of 25 years of existence. Betty performed research and conducted interviews with key personnel and is responsible for most of the content of this book.

Margaret Butler joined the Service Club in 2018 and served as Secretary for fiscal years 2020-2021, and 2021-2022. Additionally, Margaret has been an active member of the Club's Communications Committee primarily producing press releases and communications for print media. She was the catalyst behind developing the history and co-chaired with Lynn Maloney. Margaret authored several sections of the book and served as editor.

Lynn Maloney has been a Club member for two years and chairs the Communications Committee creating electronic communications such as eblasts, social and electronic media notices, and videos.

Lisa Kahn joined the Service Club in 2021 and shared her skills for the 25th celebration by creating the graphics that also appear in this publication.

Throughout the document, the **St. James Service Club** may be referred to as - "Club", "The Club", "The St. James Service Club", "Service Club", "SJSC", and "SJSC, Inc."

St. James Service Club

The following pages describe the origins and function of the St. James Service Club. The Club's grant distribution policy has evolved since its inception. Over the years, more emphasis was placed on supporting nonprofit organizations in communities throughout Brunswick County, North Carolina with volunteers and financial support. All funds raised and goods collected flow through the Club and are distributed directly to vetted nonprofit organizations in need. There are no paid employees, and no facilities to maintain. The Town of St. James as well as the Troon organization, which manages the golf and athletic venues, donate facilities and resources to SJSC, which allows the Club to donate 100% of net receivables. All monies are distributed by the end of each fiscal year. Any administrative expenses are covered by annual membership dues. (A minimal fund is carried over for anticipated fundraising expenses for events that take place prior to collecting dues.)

Without the generosity of St. James residents, the Service Club would not be as successful as it has been. Residents have supported events and drives enthusiastically since the Service Club was conceived.

The Service Club has attracted dedicated and talented volunteer members throughout its 25 years of existence and through them has raised over \$2million to date.

Genesis

Original Organization

Marie Howlett was the inspiration for organizing a club for "all women interested in making a difference within the community surrounding St. James" when she discussed the idea with friends around her kitchen table in early 1997. In **February 1997**, Marie arranged a luncheon meeting at St. James golf clubhouse formerly known as the Gauntlet (currently named Founders Club) to discuss her idea with 14 other women. All were enthusiastic about forming a group and selected the first project which was furnishing the kitchen at the newly constructed teen emergency shelter called *Dosher House* (later renamed *Providence Home*).

A second exploratory meeting was scheduled on **March 12, 1997**, and was advertised in the Town of St. James, March 1997 news magazine, *Cat-Tales*, to reach all St. James women interested in community service. At this meeting, a steering committee was formed to get the process moving; but the group still did not have a name, officers, or even a mission statement. To discuss the organizational structure, a more formal meeting was scheduled for **April 9, 1997**.

During the April meeting, a name was selected, St. James Service Club, and four officers were elected to serve as the first Board until December 31, 1998. The original Board consisted of President, Joan Madsen; Vice President, Marie Howlett; Secretary, Gail Chisholm; and Treasurer, Lois Viertel. Future meetings were scheduled for the second Wednesday of the month at 10 a.m. General Membership Meetings are still held on that day each month, excluding July and August.

In December 1997, the first annual Christmas luncheon was held, with a summer luncheon initiated the following June 1998.

Mission Statement

The original Mission Statement was - “The St. James Service Club is a nonprofit organization dedicated to identifying and supporting the unmet needs of the Brunswick County community through volunteer participation and fundraising.”

NOTE: After 25 years, SJSC remains **dedicated to giving** with only minor changes to the original mission statement. Currently, it is, “The St. James Service Club, Inc., is a nonprofit corporation dedicated to identifying and supporting the needs of our communities through volunteer participation, service projects, and fundraising.”

Community Support

Members can function both within and without the Service Club as a volunteer. For fundraisers and service projects that the Club sponsors, it depends on the generosity of the St. James community, and on occasion, those who live in surrounding communities. Without their support, the success of events would not be possible.

Structure

Early Leadership - At the onset in 1997, an appointed five additional members supported the four elected officers to assist with the organization - “Service Project”, “Major Fundraiser”, “Mini Fundraiser”, “Calling Committee Lead”, and “General Liaison”. The business year was established as a calendar year, with the first term running from April 1997 through December 1998.

Leadership in 2022 - SJSC evolved with the changing community brought on by the exploding population within St. James and the surrounding communities, as well as developing technological advances and an internet presence. Currently, SJSC has four/five elected officers, who comprise the Board of Directors selected annually by the general membership in May. The President appoints an Executive Committee, who chair committees such as - Communications/Publicity, Community Organizations, Fundraising, General Membership Meetings, Membership, Service Programs and Technology. These chairs are voting members of the Executive Committee. Additionally, there are seven non-voting members. They include the previous President who acts as an advisor to the current President, the Connections Coordinator, three NAEIR co-chairs, the Educational Support Chair, and the Welcome Reception Coordinator. In 2022, there were 19 members comprising the Executive Committee, 10 more than in 1997. (The official composition of the Executive Committee includes the Board and the committee chairs listed.)

Business And Fiscal Year

In 2013, the Executive Committee voted to change the business year from calendar to fiscal. Becoming president in the middle of a fundraising year was detrimental to consistent leadership, whereas moving to a fiscal year allowed the new Board to work on plans during the summer rather than inheriting half a year of the prior administration’s plans.

Membership



Membership in St. James Service Club

St. James Service Club members are not paid. All leadership and Executive Committee members volunteer their time and talent. Annual dues are collected from members. Those funds pay administrative expenses, such as PayPal and website fees and insurance, so that 100% of net proceeds from fundraising events and special projects go to intended recipient agencies and toward awarded grants.

Statistics

At the first exploratory meeting in February 1997, there were **15** women present to begin the process of creating the SJSC. At the end of the business year, December 1998, the membership had “skyrocketed” to **79**. According to first President Joan Madsen, club members were “ignited” to become active with nonprofits in Brunswick County.

By the year 2002, SJSC had reached membership of **200** residents. This was also the year of the first “Welcome Coffee” for interested new members. Later this periodic event became known as a “Welcome Reception” for new St. James residents and prospective new members.

By 2012, the total membership had grown to **300** members. Between 2013 and 2019, average membership was **350**. That number declined to 250 in fiscal year July 2020 - June 2021 due to restrictions imposed by COVID-19 for meeting and active fundraising efforts. Currently, membership in 2022 has reached over **400**.

Membership Reassessment

The initial goal was to create a women's organization to inspire community service and meet new friends. In April 1997, *Cat-Tales* published an article entitled, "Women Organize", advocating that "all interested St. James women are welcome to attend" the first meeting of the now named St. James Service Club. In May 1997, *Cat-Tales* published information about the Club including its first project, as well as, again, inviting all St. James women to join, noting that "individual and group volunteer activities are available."

Although the inspiration and early publicity identified SJSC as a women's organization, there was no restriction included in the Bylaws or Policies and Procedures documents supporting that only women could join. With increased activities receiving male support, a decision was reached, during business year July 2014 – June 2015, to recognize men's contributions with membership in the club. Seventeenth President Jean Toner announced that, "Any St. James property owner or resident of the Town of St. James is eligible for membership in SJSC." With this public announcement, men joined, primarily new residents along with their wives/partners.

NOTE: Further investigation in 2020 revealed that the Internal Revenue Service (IRS), when designating SJSC's nonprofit status, also assigned the Club an NTEE (National Taxonomy of Exempt Entities) code S81 indicating SJSC a "Women's Service Club". In August 2020, SJSC Treasurer, Mary Gretton, requested, on behalf of the Club to have the IRS change the designation to S80, indicating SJSC as a "Community Service Club".

Best Practices

Welcome Receptions - Periodic Welcome Receptions for new residents provide a wealth of information, putting them in touch with other "newbies", and informing them about volunteer opportunities with the Service Club and other nonprofits.

Volunteer Fair – A Volunteer Fair is held each business year for the purpose of providing members with information regarding anticipated events (both Fundraisers and Service Projects), and the opportunity to sign up for such activities.

Vetting Supported Nonprofits - SJSC has a disciplined process of vetting Brunswick County nonprofits so that members (and other residents), who want to help county communities, can give to the Club knowing their dollars will go where they are most needed.

Membership Culture – The Service Club helps members demonstrate and develop talents while encouraging leadership and team member culture. Surveys and focus groups help the Club maintain a continuing positive atmosphere in which to work with other like-minded volunteers. While volunteer work is a serious endeavor, members are encouraged to experience the enjoyment of working with others in a cordial and fun atmosphere.

A Legal Entity

501(c)(3) Designation

In April 1998, the Club applied for and received tax-exempt status under Internal Revenue Code Section 501(c)(3). The IRS notification also expressed further classification as a public charity under Code Section 509(a)(3).

Incorporation and Bylaws

On August 5, 2002, the fifth SJSC Board filed “Articles of Incorporation” with the North Carolina Department of the Secretary of State and created the initial Bylaws document. Bylaws were subsequently updated in 2008, 2009, and 2012. Last update on record is September 3, 2012.

Policies and Procedures

Between 1997 – 1999, SJSC created a “Policy and Procedures” document to reflect the operational activity instituted each business year. In 2000, the basic document was revised to expand the Board’s voting members, and to outline specifics regarding money distribution and fundraising planning/execution activities.

In 2008, the 11th SJSC Board created a detailed “Policies & Procedures” document for the expanding corporation. (NOTE: This effort was initiated in 2007 with the prior Board and completed with major legal assistance from Judy Harper.) A number of updates have occurred through the years, e.g., to clarify membership is open to all; add more Executive Committee members, including a second Vice President if needed; change to no meetings in July and August; provide for a SJSC “Accident/Incident” Report form; include current rules for Flea Market merchandise presales, etc. Last update on record is May 6, 2021, with a new revision underway in April 2022.

It is the Club’s intention to continue to modify and add new policy and procedures as warranted by changing technology and new practices that need to be documented.

Strategic Plans

In 2014, the 16th SJSC Board created the first “Strategic Plan” to summarize its vision for the next five years in support of the fundraising and volunteering mission. In 2020, the second “Strategic Plan” was developed after the 22nd Board conducted a survey of membership and the community at large. This current plan is for three years, and views SJSC’s strategic goals through five distinct lenses: club members, St. James’ residents, local business leaders, community leaders, local nonprofits, and the individuals they serve in Brunswick County. The September 2020 Plan can be found on the Club’s website.

Logos Over the Years

The Service Club’s logo has been modified several times in 25 years. At the onset, the logo was 2 large holding hands, with the Club name below. By 2007, it had changed to the Club name with cattails on each side, and “Our Volunteers Supporting the Community” underneath. In 2019, the logo became 1 smaller open hand over the Club name, with “Dedicated to Giving” underneath. In 2022, a logo to celebrate the Club’s 25th anniversary was created.

Communication

Membership Communication

Meetings - The Service Club recognizes the importance of maintaining communication with the membership. General membership monthly meetings allow members to gather for opportunities to hear from nonprofits that benefit from their fundraising and service project efforts. Other speakers are invited to address the membership for purposes of informing about other areas of community interest. Meetings also engage members in team projects, thus cultivating friendships within the town and enhancing residents' lifestyles.

Newsletter, eblasts, and videos

During the COVID-19 outbreak, members were sent videos presented by the Club's Board and various chairpersons to maintain connections and continue the Club's business.

Eblasts notify members of meetings, communications from the President, and other important notices.

In 2020-2021, a newsletter was created called *The Link*. Publication is two to four times per year and focuses on featuring members, nonprofits, those who support the Club, and other areas of interest.

Website

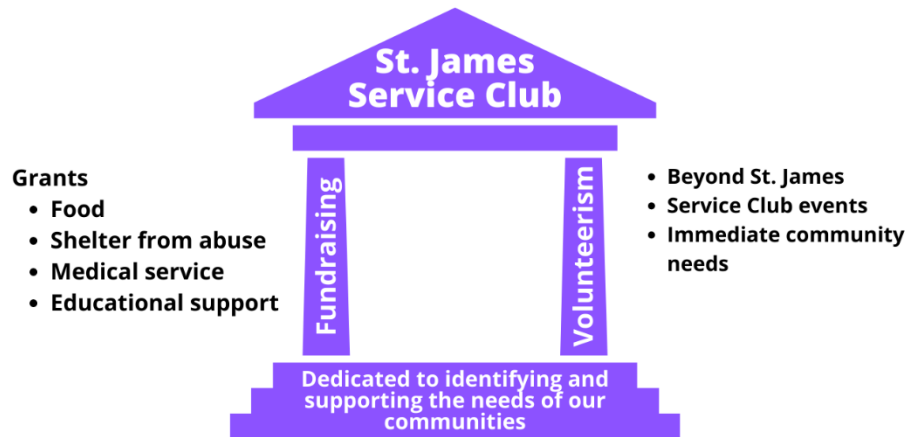
In 2019-2020, one of the goals for the year was to develop a Club website. With leadership from President, Geri Margin, a team got the site up and running. Since its inception, the site has continued to evolve and expand functions to serve members as well as residents who consult it for information about the Club, and to process monetary transactions.

Public relations

Without the support of the community, the Service Club would not be able to fulfill its mission. To keep the community informed of Club activities and successes, submissions to electronic and print media are critical. The Club depends on such electronic sources as *What's Up St. James*, *This Week St. James*, *Just Judy*, *NextDoor*, and social media such as FaceBook and Instagram to publicize activities. Print media includes press releases and articles submitted to *St. James Living* magazine, *Cat-Tales* magazine, and *The State Port Pilot* newspaper. Communications committee members work closely with editors to publicize the Club's dedication to its mission in supporting Brunswick County nonprofits.

Volunteerism

The Service Club is an organization that promotes and encourages volunteerism within the Club as well as on an individual basis directly with nonprofit organizations. During Holly Mayberry’s tenure as President, a graphic was developed to illustrate that concept.



“Inside the Gates”

In the beginning, monthly general meetings and the *Cat-Tales* publications were the prime sources of identifying volunteer opportunities within the Club. At each General Membership Meeting, the Fundraising and Service Project coordinators discussed all upcoming SJSC events and noted the specific areas needing volunteers. That practice continues with tables set up at meetings for each project to recruit volunteers. Other resources include the annual Volunteer Fair and the Club’s website. Members need only to click on “Volunteer for Service Club Event or Project” page to facilitate demonstrating their interest.

“Outside the Gates”

From the onset, speakers representing community service organizations have been invited to attend General Membership Meetings throughout the year to discuss their programs and needs, to suggest ways The Club can assist their organizations, and reveal opportunities for individual volunteerism. The first speaker was from the Providence Home, followed by Hope Harbor Home, Brunswick County Hospice, Literacy Council, Oak Island Turtle Watch, and Communities in Schools throughout 1997 – 1998.

As SJSC grew, a **Community Organizations Chair** was appointed each business year to research and develop information regarding volunteer opportunities for organizations serving Brunswick County, as well as manage the grant process. The Chair maintains a list of already vetted nonprofits and performs the vetting process for any new Brunswick County nonprofit organization that desires financial or volunteer support from SJSC. The Chair brings that information to the membership during meetings, or, during crisis situations, and directly to the membership through direct contact. Examples of crisis support would be after disastrous weather events such as hurricanes. With the Service Projects Chair,

they organize an annual “Nonprofit Fair” in the fall to allow invited nonprofits the opportunity to showcase their organizations while detailing direct volunteer opportunities.

In 2020, SJSC partnered with many nonprofits to identify areas where individual volunteers are needed. As a result, a page was added to the website (Volunteer “Beyond St. James”) by category of interest. The following categories have been identified: Animals, Arts, Community Development, Education, Environment, Food Insecurity, Health Care, Human Services, and “Unsheltered”.

Volunteerism in the Community

Above all, SJSC has become a recognized leader in identifying and serving the needs of the local community, thus promoting a positive image of the town of St. James in Brunswick County. Its successful event planning and execution have resulted in raising at least \$100,000 on average per year from fundraising and service projects. The average is even higher in the last 5-10 years.

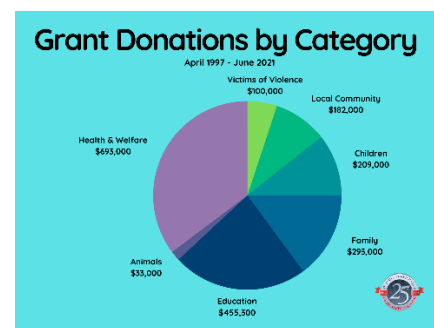
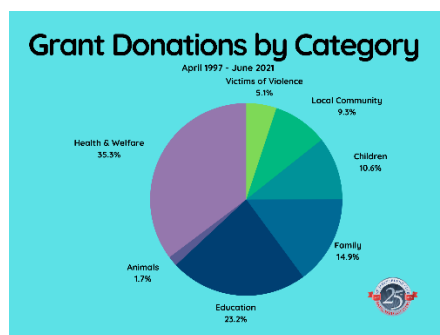
Nonprofits

Initial Business Year

SJSC began “giving back” in August 1997, after a kitchen shower for Providence Home, providing many gifts-in-kind as well as \$1,040 toward equipment. In November, Brunswick Family Assistance Agency (BFAA) was contacted for families/seniors needing assistance. Two families (total 11 children) and a recently widowed senior citizen were “adopted” for the club’s first Angel Tree project. Besides the gifts-in-kind, \$825 was donated for this second effort. In 1998, three other organizations were added to SJSC’s list of supported nonprofits - Hope Harbor Home, New Hope Clinic, and Southport Elementary School PTA.

On-going

As of June 2021, in addition to ongoing volunteerism in a variety of organizations, SJSC has provided financial support to over **80** nonprofits. Five of these nonprofits have received funds in excess of \$100,000 through the years: American Cancer Society (local “Relay for Life”), Brunswick County High Schools (scholarship program), St. James Fire Department, Southport/Oak Island Interchurch Fellowship (SOIICF) Food Panty, and New Hope Clinic. Refer to Appendix A for the “Top 25 Grant Recipients April 1997 – June 2021” in order by grant totals, and Appendix B is a complete list of Agencies provided assistance over 25 years.



Service Projects

Definition

Service Projects are defined as short-term projects assisting or benefiting targeted nonprofits, utilizing volunteers from the SJSC and the St. James community. SJSC supports such projects to assist recognized charities with donations of goods and funds, to recruit volunteers to staff special projects and events, and to provide SJSC members/St. James residents with hands-on volunteer opportunities

Initial Service Projects

Initial SJSC sponsored projects included a kitchen shower luncheon for Providence Home. Not only did the project result in completely furnishing the kitchen in the new teen emergency shelter, but it also raised \$1,040 that Providence Home applied to kitchen equipment purchases. In December 1997, a “Teddy Bear” luncheon was held to contribute to the Southport Women’s Club “Bears for Sheriffs” program for distribution to children in crisis. Also, that year, the first Angel Tree project was initiated providing gifts-in-kind to two families with 11 children total and one recently widowed senior. This project also resulted in raising \$825 in donations.

In 1998, SJSC continued with another Teddy Bear Luncheon, and began a regular collection of clothes and household goods for both Providence Home and Hope Harbor Home. Two other service projects were conducted. They included creating valentines to mail to VA hospitals in Durham and Fayetteville and baking 24 dozen cookies to give to prisoners at Men’s Central Prison.

Projects over the Years

During the second business year in 1999, service projects included a food drive for BFAA; school supplies for Southport Elementary School, Providence Home, and Hope Harbor Home; two Angel Trees that supported eight BFAA families with 23 children total, and eight seniors. Also, a Baby Booty luncheon was held in December to provide layette collections for BFAA.

Each successive business year has included food drives, school supply collections, and holiday Angel Tree (renamed “Cindy’s Angels” in 2020) gifts for families and seniors. In 2007, SJSC enrolled in the NAEIR (National Association for the Exchange of Industrial Resources) program that provides periodic catalogs of excess business merchandise. Interested nonprofits can order needed office supplies and other merchandise, with SJSC covering the annual usage fee and shipping costs. All four of these service projects continue today.

Extra service projects have been held through the years as needs arise, for example, hurricane relief drives (Floyd in 1999; Florence in 2018), personal care product collection for servicemen in 2007, SJSC shower luncheon for 50th Brunswick County Habitat for Humanity homeowner in 2014, helping feed military personnel attending local training, providing meals for families with loved ones in hospice care, and periodic pet food drives.

Two of our recurring Service Projects, Angel Tree, (renamed “Cindy’s Angels” in 2020 in memory of longtime chair, Cindy Kirwan), and the annual Food Drive, also qualify as major fundraisers. Although the bulk of each project provides gifts-in-kind, there is always a cash component associated with both collections. Angel Tree cash donations are generally converted to gift cards, and Food Drive funds are given to the SOICF Food Pantry to purchase perishable foods. NOTE: For the 2021 holiday year, “Cindy’s Angels” project raised over \$10,500 in cash donations as well as gifts-in-kind approximating

\$13,000. In the first quarter of 2022, the SJSC Food Drive partnered with the food insecurity group called *Full Shelf* to raise over \$4,500 in cash donations, in addition to collecting over 2,000 food items. In 2021, during the COVID pandemic, over \$15,000 in cash was raised for SOIICF.

Fundraising

Definition & Types

The purpose of SJSC fundraising events/projects is to raise money for grant distribution to nonprofit organizations that serve Brunswick County residents (including scholarship programs). All net funds raised are awarded in the form of grants, typically provided at the end of the fiscal year.

The types of fundraising events sponsored by SJSC through the years cover a spectrum of events including: Flea Markets, Golf Tournaments, Bows Sales (Purple/Orange/Patriotic), Tours of Homes, Gardens, and Man-Caves, and a major fundraiser called “Celebrating the Holidays in St. James”, Trivia Nights, Bridge Tournaments, Fashion Shows, Boat Cruises, Belly Dancing Events, Treasure Hunts, Halloween Dances, Table Decorating Events, Variety Shows, “Football 101 – 501”, Beauty Bash, High School Cap/Gown Benefit, Dog Fairs, and various raffles.

Merchandise Sales

SJSC has added a number of Merchandise Sales in its 25-year history to raise additional funds. These include items where SJSC receives a percentage of the sales, as well as all net proceeds, such as: local artists’ prints, SJ Christmas ornaments, White House ornaments, Sally Foster gift wrap, Odell Williamson season ticket subscriptions, Annual Attractions & Dining Guide, SJ shirts and calendars, and more recently, “Share the Joy” hummingbirds and RADA cutlery. In 2005, SJSC created a cookbook representing a collection of residents’ favorite recipes, where sales went directly to CIS.

In 2019, SJSC initiated its newest merchandise sale, “Another Woman’s Treasure,” which was repeated in 2022. This highly successful fundraiser depends on donations of jewelry and accessories from residents and retail entities. The items are organized, priced, and sold through silent auction and from displays. In 2022, the event raised more than \$35,000.

Initial Fundraising Events

In 1998, a Fall Fest was held to raise funds for Hope Harbor Home (\$5,000) and a Buffet/Concert to benefit Providence Home (\$1,790). By the close of its first business year, SJSC had raised over \$11,500 and donated \$10,000 to five nonprofits.

1999 saw the beginning of perhaps the most popular fundraiser: the annual spring Flea Market, which raised approximately \$6,000 for the new fire department (see below). SJSC members also organized a Calling Campaign for the fire department which contributed to it raising \$20,000. Other events included the first fashion show, “Welcome Aboard”, to benefit Hope Harbor Home (\$3,500); and “Home for the Holidays” (raising \$1,700, \$1,000 of which was donated to New Hope Clinic). Three merchandise fundraising sales were also begun - Odell Williamson theater subscriptions, Sally Foster gift wrap, and local artists’ prints and ornaments.

Evolution of Grant Practices

When the SJSC was officially established in April 1997, the guidelines were simple: meet in a social environment to identify/support community needs via active volunteer participation. Fundraising efforts were earmarked for specific organizations, with activities as defined by the membership. Records show that in 1999 the Club's general operating Policy and Procedures were first revised to outline specifics regarding grant distribution and the planning/execution of fundraising activities.

Through the years, the annual process has evolved regarding how recipients are selected and how grants are awarded. In the early 2020 decade, a process that includes Community Organizations Chair recommendations, working with the Treasurer, and Grant Committee, is used to determine which nonprofits will be awarded grants and how much they will receive. From the outset, **100%** of the net proceeds have been donated to the nonprofits.

As a historical note, in 2014, SJSC received more grant requests than fundraising events could support. Prior to 2014, most fundraising proceeds were designated for a particular recipient. In order to fund all of the requesting organizations, the Board decided to ensure that at least **70%** of the funds raised for a designated organization(s) was distributed to them but held **30%** to pool and fund other nonprofits that met SJSC criteria. The only exception was the Flea Market, where 100% net proceeds were distributed to county scholarship programs.

In 2018, all fundraising earmarking (except Flea Market) was removed to be replaced with pooling of proceeds and distribution through the grant process as determined by the Grant Committee.

History of Recurring Major Fundraisers

Some events have become recurring annual favorites: Flea Market, Fall Orange Bow sales, and "Celebrating the Holidays in St. James" activities. The longest running fundraiser, the annual Flea Market, began in 1999 to raise funds for the new St. James Fire Department. For six years, all net proceeds were granted to the Fire Department. In 2006, the SJSC decided to change the Flea Market to a fundraiser for school scholarships, which it remained for the next 14 years. NOTE: Due to the COVID-19 pandemic, Flea Market was last held in 2019. Donations were collected for 2020 Flea Market, but the pandemic resulted in the event cancellation. Instead, approximately \$18,000 of gifts-in-kind were distributed to Habitat for Humanity and Boys and Girls Home of Lake Waccamaw.

Fall Orange Bow sales began in 2012 as a fundraiser for children's charities and has continued for 10 years. The brightly colored bows create an impressive image in the community during the fall months.

"Celebrating the Holidays in St. James" began in 1999 with "Home for the Holidays", changed to a "Holiday Home Tour" in 2004, and was further enhanced in 2013 with St. James Community Center holiday displays. During this event, residents are treated to a tour of homes beautifully decorated for the holidays. Companion events include a Holiday Reception featuring music and hors d'oeuvres, and a Holiday Festival that displays holiday inspired decorated trees, table settings, and many other activities.

In the past, two major annual fundraising events were held multiple years for the American Cancer Society/Brunswick County "Relay for Life" initiative: Spring Purple Bow sales from 2000 - 2013 and Fall Golf Tournaments from 2001 – 2009. (NOTE: SJSC decided to stop golf tournaments which were targeted to support cancer research in favor of conducting other fundraisers to support the growing list of needy county nonprofits. It did continue with Purple Bow Sales for the American Cancer Society until

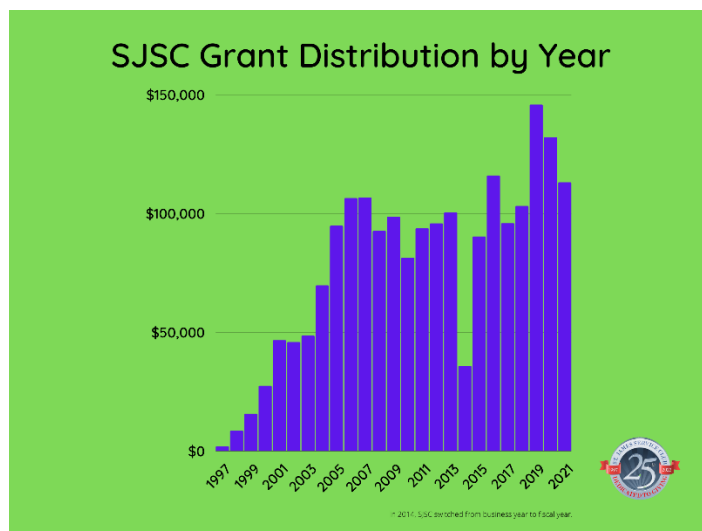
2014. A change in Club fundraiser/service project monetary allocations in that year precipitated the county Relay team to assume sponsorship.)

Patriotic Bow sales were added to the Purple Bow effort from 2008 - 2013 as a means of raising funds for the growing Operation at Ease (OAE) organization, mostly to finance weekend marina condominium stays for military families. SJSC stopped operating this bow sale in 2014, and OAE assumed the fundraising. (See sales allocations above.)

One of the Club's merchandise sales projects, "Tidal Tastings", a SJSC cookbook (copyright 2005), was a major fundraiser for over 4 years for the local Communities in Schools (CIS) organization, bringing in over \$50,000 by 2009.

For a list of fundraisers, service projects, and merchandise sales over the years, see Appendix C.

Grants



Overview

Through the years, only nonprofit organizations within Brunswick County or serving Brunswick County have become eligible for grants from the SJSC. Under current rules, each must submit an annual funding request to qualify for a grant in the specific business year. State and national nonprofits that provide local level services and benefits are eligible for fundraising assistance, as are projects supported by the Town of St. James or the St. James Property Owners Association.

Types of Grants

In 1997, SJSC provided its first grants to Providence Home and BFAA, based on cash donations received from two service projects. By 2000, SJSC’s fundraising efforts enabled additional grants for scholarship programs in the county. Currently, SJSC administers four types of grants: (1) Scholarships, (2) “Goodwill” Grants, (3) “Program” Grants for nonprofits for specific current or prospective use, and (4) “General” Grants for unspecified nonprofits’ use or general operations in a current year. Majority of grants are awarded at the annual General Membership Meeting brunch held at the close of the fiscal year in June.

(1) **Scholarships** – SJSC initiated scholarships for high school seniors in 2000, and also, from 2005 – 2018 it provided scholarships to Brunswick County Community College nursing and other students. During COVID pandemic years 2020 – 2022, the annual Flea Market event, whose proceeds were designated for scholarships, could not be held so SJSC’s scholarship program was temporarily halted. In the 2021-2022 fiscal year, it was decided to discontinue a formal scholarship program and rename it “Education Support”. The policy change allowed for more flexibility in supporting students and their educational needs.

(2) **Goodwill Grants** – In some years, the SJSC Board votes to approve a nominal contribution to a qualified 501(c)(3) nonprofit in the form of a “Goodwill” grant. In such case, it determines the total amount of SJSC funds to be made available for Goodwill grants that business year (up to \$2,000), and

the maximum amount allowable for each individual request. Goodwill grants typically are awarded for an agency's immediate need such as after storm damage or unusual circumstance.

(3) Program and General Grants – The Board has developed a grant process to ensure that awards are given only to vetted nonprofits who fall within the parameters of the SJSC vision. The Community Organizations Chair position was added to the Executive Committee with the responsibility of being the conduit between the Service Club and those agencies seeking support. The vetting process includes investigating agency financial transparency and evidence of substantive impact in Brunswick County. At times, some agencies received support on the basis of producing significant community service but not having the same type of resources as larger nonprofits. Annually, the Chair distributes grant request forms to each of the previously vetted (and approved) 501(c)(3) organizations. Grant request forms are also sent to non-prior recipients when SJSC becomes aware of their needs. If the Chair determines a new organization is fundable (e.g., a qualified 501(c)(3) nonprofit serving Brunswick County), it is added to the SJSC's eligibility list. Documentation returned by the deadline is reviewed by the Chair and other Executive Committee members to approve grant recipients.

Through the years, the grant award process has been adjusted to address special needs, e.g., to support disasters like Hurricane Floyd and Florence, and most recently, the COVID-19 pandemic. During COVID-19 related community challenges, the Board decided not to wait until June to distribute the funds raised and to grant awards only to nonprofits assisting families with food, shelter, and other needed services.

Also, in response to the current membership request to identify the grant recipients prior to implementing fundraising events, the process was modified beginning with the 2021-2022 fiscal year. The revised process provides for the SJSC President to announce in September the eligible grant recipients for the fiscal year at the General Membership meeting, followed by announcements in various publications and electronic media. In April (first time April 2022), for June grant distribution (first time June 2022), the Treasurer provides the amount of money available for grant allocation, as well as any historical financial information pertinent to the grant process.

Refer to Appendices A and B for the top 25 recipients and a full list of agencies and programs receiving grants from inception through June 2022.

Sponsors and Major Supporters

Major Supporters

The Service Club has been the recipient of significant support from individuals in the St. James community who have generously provided their time, talents, and treasure to the success of the Club. Two such individuals are Dave Pearce and John Muuss.



Dave Pearce

In 2008, Dave was chatting with a friend and Service Club member who was struggling to produce a program for the fundraiser connected with the Holiday Home Tour. Dave offered to assist her and that began his continual support in the form of producing tickets, programs, flyers, posters, signs, banners, bid sheets, and much more for the Club. Dave has created thousands of items in the years he has supported the Club, donating all the materials used, and his time to the Club.



John Muuss

When the Service Club was looking to document activities in photos, John Muuss, a retired New York detective and professional photographer, volunteered to capture those moments that have become important to the Club's history. John took photos even before he was allowed or invited to become a member.

Sponsors

Besides the support from community minded individuals like Dave and John, the Service Club has been fortunate to obtain services from the Troon organization which manages the golf courses, clubs, and fitness centers in St. James. They have donated their facilities, food and beverages, and “Dinner for Eight” raffle events. The Town of St. James provides space for meetings and events on a continuing basis.

Other major sponsors include St. James Properties and many home builders, including Hagood Homes, and Logan Homes. Also, Sentry Storage and Premium Movers donated services especially connected with the Flea Market. In 2022, sponsors also included FOCUS Broadband. Numerous local retailers have contributed many coupons and items to the Club for raffles, auctions, and events. The Club is incredibly grateful for all the continuing support.

St. James Service Club

St. James Service Club Foundation

Origin and Organization

Through the years, Board members have shown an interest in establishing a foundation to advocate for private, charitable gifts to further support the Brunswick County community. In 2012, the possibility was discussed but the prospect of such an immense undertaking halted any progress until 2018, when Board members (President Lynn Dutney and Vice-President Geri Margin) decided to revisit the idea. They enlisted the support of Jean Toner, a former Service Club president and 2022 Town of St. James Mayor, to assist with the investigation. SJSC member, Susan Neupauer, who had past experiences with foundations, also offered her help in exploring all possibilities. Establishing a foundation with the North Carolina Community Foundation (NCCF) was identified as the best resource, with its ability to provide all investment services (accepts a variety of donations, including securities, real estate, wills/bequests, retirement asset plans), legal aid, and tax assistance. The biggest obstacle was raising the \$25,000 required to establish a foundation with NCCF.

In June 2019, the founding fathers of the developers of St. James Plantation contacted the SJSC Board to discuss providing a one-time donation of \$50,000. Both the Board and the family representatives (Homer Wright, Martha Hopkins, Margaret Wright Wills, Kenan Wright, Edward Wright, Kenneth and Claudette Robinette, and John Atkinson) agreed that this would be used to establish the foundation. On July 1, 2019, St. James Service Club Foundation was officially established.

During the 2019 - 2020 business year, a ten-person committee was organized to discuss the mission, vision, and guidelines. The committee included four past SJSC presidents - Joan Madsen, Ruth Smith, Jean Toner, Lynn Dutney; seated president, at the time, Geri Margin; three additional SJSC members - Susan Neupauer, Teri Harrison, and Jeff Mount; and two nonprofit representatives - John Waters, resident, and president of WAVES 4 K.I.D.S., and Craig Chancellor, resident, and member of Doshier Foundation Board.

Although COVID-19 pandemic has affected continual meetings of the SJSC Foundation, it has accumulated additional donations of \$26,000 since its creation.

Mission

In keeping with the purpose of the SJSC to support local charities, the St. James Service Club Foundation seeks to help youth in Brunswick County reach their full potential, for example, enhancing learning opportunities to improve educational outcomes. Investing in the youth will further improve the quality of life for all county residents.

St. James Service Club

Appendix A

TOP 25 GRANT RECIPIENTS 4/1997 –06/2021

1. American Cancer Society (9 Golf Tourn; 14 Purple Bow Sales)*	\$341,200
2. Brunswick Co High School Scholarships (Flea Markets)	\$177,000
3. St. James Fire Department (over \$90,000 from Flea Markets)	\$126,500
4. Southport Oak Island Interfaith Food Pantry	\$108,200
5. New Hope Clinic	\$104,000
6. Brunswick Community College/BCC Foundation**(Flea Markets)	\$ 92,000
7. Communities in School (over \$50,000 from SJ Cookbook)	\$ 87,500
8. Brunswick Family Assistance Agency (BFAA)	\$ 86,400
9. Hope Harbor Home	\$ 79,100
10. Boys & Girls Home of Lake Waccamaw (B&GH)	\$ 72,900
11. Mathews Ministry	\$ 66,500
12. Habitat for Humanity	\$ 60,600
13. "Angel Tree" *** (represents cash donations)	\$ 56,800
14. WAVES 4 K.I.D.S.	\$ 54,900
15. National Assoc. for Exchange of Industrial Resources/NAEIR****	\$ 44,600
16. Operations at Ease (6 Patriotic Bow Sales)	\$ 43,400
17. Brunswick County Literacy Council	\$ 41,000
18. Providence Home	\$ 34,700
19. Lower Cape Fear Hospice	\$ 29,400
20. Smart Start	\$ 27,400
21. Brunswick Senior Resources, Inc. (BRSI)	\$ 27,300
22. Rape Crisis: Brunswick Coastal Horizon	\$ 21,000
23. Doshier Memorial Hospital (Cardiac Rehab+ Nursing Center)	\$ 15,500
24. Pretty in Pink	\$ 14,000
25. Brunswick Christian Recovery	\$ 12,500

*Fundraising for the ACS was suspended in 2014 after very successful campaigns. Philosophy change occurred at that time to concentrate on nonprofits which serve Brunswick County programs and residents more directly.

**Total includes BCC Nursing Scholarships granted prior to Foundation.

***Long-standing Service Project benefits 3 nonprofits: Brunswick Family Assistance, Brunswick Senior Resources, Inc., and Boys and Girls Home of Lake Waccamaw

***NAEIR provides periodic catalogs of excess merchandise available for business use by nonprofits; total represents fees (annual usage + shipping costs) paid on behalf of variety of nonprofits for last 15 years.

Appendix B – All Recipients – 1997-2022

American Cancer Society	Going Beyond the Pink
American Legion Post 543	Habitat for Humanity
Aquatic Wellness Center	Hope Harbor Home
Artisans of St. James	Kiwanis
Assoc. Artists of Southport	LC Outreach
Babies Learning Center	Lower Cape Fear Hospice
BCCC Early Childhood Education Center	Matthew's Ministry
BCCC Nursing Scholarships	Museum of Coastal Carolina
BCCC Peer Tutors	New Hope Clinic
BCCC Piano for Odell Arts	Oak Island Sea Turtle Rescue
Boys and Girls Home of Lake Waccamaw	Oak Island Senior Center
Brighter Tomorrows Unlimited	Operation at Ease
Brunswick Adult Medical Clinic	PAWS Place Animal Rescue
Brunswick Christian Recovery	Paws-Ability
Brunswick Co. Center - Computers 4 Kids	Pretty in Pink
Brunswick Concert Band	Providence Home
Brunswick Cty. 4H Enrichment Fund	Rape Crisis Brunswick Coastal Horizon
Brunswick Cty. College Foundation	Samara's Village
Brunswick Cty. Dept. of Social Services	Sea Biscuit Shelter
Brunswick Cty. H. S. Scholarships	Smart Start
Brunswick Cty. Literacy Council	South Brunswick Middle School
Brunswick Cty. Master Gardeners	Southport Elementary School
Brunswick Cty. Sheriff's Office	Southport Lions Club
Brunswick Family Assistance Agency	Southport Maritime Museum
Brunswick Interagency Program	Southport Middle School PTA
Brunswick Little Theater	Southport Oak Island Interfaith Food Pantry
Brunswick Senior Resources, Inc.	Southport Oak Island Animal Rescue
Cape Fear United Way	Southport Women's Club - Centennial
City of Southport Film Festival	Southport-Oak Island Counseling Center
City Works Foundation	St. James Armed Services Memorial
Communities in Schools – local chapter	St. James Chapel
Dosher Memorial Hospital Card Rehab	St. James Fire Department
Dosher Memorial Hospital Nursing Center	St. James Quilters
First in Families	St. James Waterway Park Pavilion
First Tee	Susan G. Komen Breast Cancer Foundation
Friends of NC Maritime Museum	Town Creek Vision Corporation
Friends of Oak Island Lighthouse	Town of Oak Island Hurricane Fund
Friends of the Library	WAVES 4 K.I.D.S.
Furever Friends	Wilmington Health Access for Teens
Garments for Grads	Women's Expo

Appendix C

Fundraising Events, Service Projects, & Merchandise Sales from 4/1997 – 6/2022 With Year(s) *, **

1997 - 1st Fundraiser: Kitchen Shower for Providence Home
1997 - ongoing - 1st Angel Tree Project”, BFAA originally, then added BSRI & B&GH
1998 - “Fall Fest” Benefit for Hope Harbor Home
1998 - “Classic Jazz” Buffet/Concert for Providence Home
1999 – 2000 - “Booty Baby Layette” Luncheons for BFAA
1999 - “Home for the Holidays”
1999 - “Welcome Aboard” Fashion Show for Hope Harbor Home
1999 – ongoing - 1st Food Drive (initially designated for BFAA; then SOIICF)
1999 - 1st sale of “Sally Foster” Gift Wrap, 1999 (multiple years)
1999 - 1st sale of Odell Williamson Theater Season Subscriptions, 1999 (multiple years)
1999 – ongoing - 1st sale of Annual Entertainment Book/Attractions Guide, 1999
1999 – ongoing - 1st collection School Supplies, 1999
1999 – 2019 - Spring Flea Markets (**Largest Fundraiser**)
2000 – 2013 - Spring Purple Bow Sales for “Relay for Life/ACS
2001 - 2009 - “Tee-Off Against Cancer” Golf Tournaments for ACS
2001 - “Casino Party Cruz”
2003 - 1st Trivia Night, 2003 - ongoing
2003 - Sunset Waterway Cruz
2004 - “Basket of Sunshine” Fashion Show (Island Breeze)
2004 - 1st Holiday Home Tour; now part of “Celebrating the Holidays in St. James” - ongoing
2005 – 2009 - “Tidal Tastings” (SJ residents” Cookbook) Sales for CIS
2007 – ongoing - “National Assoc. for Exchange of Industrial Resources” Catalog (NAEIR)
2007 - “St. James Supports our Troops”
2007, 2008 - Habitat for Humanity Homes #18 & #19 co-sponsor
2008 – 2012 - “Football 101” Evening (“201”- “501”)
2008 – 2013 - Spring/Summer Patriotic Bow Sales for Operation at Ease
2008, 2009, 2010, 2012 - Spring Garden & Porch Tours
2009 - “Your Beautiful Heart” Fashion Show
2010 & 2011 - “Tip-Toe Thru the Tables”
2011 - Treasure Hunt
2011 & 2012 - Ladies Belly Dancing
2012 - Fall Fashion Show
2012 - ongoing - Fall Orange Bow Sales for Children’s Charities
2012 - “From Stage to Screen”
2013 - “Bridge to Wellness” (5K Run/Walk & Health Fair)
2013 - ongoing - “Celebrating the Holidays in St. James”
2013, 2016 - “Wags & Woofs” (Dog Fair)
2014 - Habitat for Humanity Home #50 Shower
2014 – ongoing - 1st Bridge Tournament
2015 & 2016 - Halloween Dance

2019 & 2022 - "Another Woman's Treasure"

2019 - "Cinco de Mayo Scavenger Hunt"

2020 - "Beauty Bash"

2021, 2022 - "Dinner for Eight" at the Reserve Club

* Listing is not all-inclusive but represents a large sample of SJSC-sponsored events, projects, and sales over 25 years. There were a number of other one-time fundraising events through the years, including a "SJ & Friends Variety Show at Odell"; "Man Cave Tour"; "An Elegant Evening on Titanic"; "Flowers, Fantasy, Boughs & Berries Workshop", and "Garments for Grads". Other merchandise sales have included a percentage from Susan Dade prints and Pat Bittenbender's Christmas ornaments, White House ornaments, Calendars, RADA cutlery, and more recently "Share the Joy" hummingbirds.

** Due to the COVID-19 pandemic that caused in-person gathering restrictions, many fundraisers and service projects were suspended between March 2020 and June 2021.

Appendix D

SJSC Boards of Directors 1997 – 2022

<p>April 1997 – Dec 1998 (distributed \$10,285) President - Joan Madsen Vice President - Marie Howlett Secretary - Gail Chisholm Treasurer - Lois Viertel</p>	<p>1999 (distributed \$15,565) President - Beth Bleakney Vice President - Gail Chisholm Secretary - Pat Moore Treasurer - Lois Viertel</p>
<p>2000 (distributed \$27,345) President - Gail Chisholm Vice President - Pat Tucker Secretary - Pat Moore Treasurer - Carolyn Leonard</p>	<p>2001 (distributed \$46,587) President - Pat Tucker Vice President - Dana Erbe Secretary - Dawn Hazlett Treasurer - Carolyn Leonard</p>
<p>2002 (distributed \$45,779) President - Dana Erbe Vice President – Karen Anderson Secretary - Dawn Hazlett Treasurer - Barbara Walker</p>	<p>2003 (distributed \$48,430) President - Karen Anderson Vice President - Carol Levesque Secretary - Carol Martin Treasurer - Sue Dinsdale</p>
<p>2004 (distributed \$69,657) President - Carol Levesque Vice President - Jayne Mathews Secretary - Carol Martin Treasurer - Sue Dinsdale</p>	<p>2005 (distributed \$94,731) President - Jayne Mathews Vice President - Ruth Smith Secretary - Betty Devins Treasurer - Lydia Kelso</p>
<p>2006 (distributed \$106,389) President - Ruth Smith Vice President - Pattie Accordino Secretary - Betty Devins Treasurer - Lydia Kelso</p>	<p>2007 (distributed \$106,622) President - Pattie Accordino Vice President - Betty Lewis Secretary - Debbie Parker Treasurer - Fran Martin</p>
<p>2008 (distributed \$92,625) President - Betty Lewis Vice President – S. Keenan/D. Parker Secretary - Debbie Parker/Mary Page Treasurer - Fran Martin</p>	<p>2009 (distributed \$98,513) President - Debbie Parker Vice President - Mary Page Secretary - Mary Jane Corn Treasurer - Fran Martin</p>
<p>2010 (distributed \$81,258) President - Mary Page Vice President - Julie Coddington Secretary - Mary Jane Corn Treasurer - Claire Lavin</p>	<p>2011 (distributed \$93,656) President - Julie Coddington Vice President - Susan Flynn Secretary - Pat Campagnone Treasurer - Claire Lavin</p>

<p>2012 (distributed \$95,737) President - Susan Flynn Vice President - Carol Szot Secretary - Pat Campagnone Treasurer - Deb Lipsen</p>	<p>1/2013 - 6/2014 (business year change) (distributed in 2013: \$100,336; 2014: \$35,664) President - Carol Szot Vice President - J. Beaumont/J.Toner Secretary - Gladys Bris-Bois Treasurer - Deb Lipsen</p>
<p>7/2014 - 6/2015 (distributed \$115,904) President - Jean Toner Vice President - Stephanie Macaluso Secretary - Gladys Bris-Bois Treasurer - Donna Richards</p>	<p>7/2015 - 6/2016 (distributed \$115,904) President - Stephanie Macaluso Vice President - Barbara Bliss 2nd Vice President - Joanne DeHaven Secretary - Bonnie Westbrook Treasurer – Donna Richards</p>
<p>7/2016 – 6/2017 (distributed \$95,827) President – Barbara Bliss Vice President – Eileen DeSerio Secretary – Bonnie Westbrook Treasurer – Jeff Mount</p>	<p>7/2017 – 6/2018 (distributed \$103,059) President – Eileen DeSerio Vice President – Lynn Dutney Second Vice President – Sandy Bednarczyk Secretary – Patricia Dashiell Treasurer – Jeff Mount Asst. Treasurer – Rick Perrotta</p>
<p>7/2018 – 6/2019 (distributed \$145,749) President – Lynn Dutney 1st Vice President – Geri Margin 2nd Vice President – Sandy Bednarczyk Secretary – Pat Dashiell Treasurer – Mary Gretton</p>	<p>7/2019 – 6/2020 (distributed \$131,987) President – Geri Margin Vice President – Holly Mayberry Secretary – Arlene DeLong Treasurer – Mary Gretton</p>
<p>7/2020 – 6/2021 (distributed \$113,037) President – Holly Mayberry 1st Vice President – Cheryl Graham 2nd Vice President – Debby Cole Secretary – Margaret Butler Treasurer – Mary Gretton</p>	<p>7/2021 – 6/2022 (distributed \$TBD) President – Cheryl Graham Vice President – Lucy Williams Secretary – Margaret Butler Treasurer – Mary Gretton</p>

Epilogue

How to become a member

The growth in numbers of those who wish to become members of the St. James Service Club has been gratifying to this organization. Many have been members for over 20 years, and from its inception. The greatest benefit is knowing that any effort to assist with Club business, or volunteering for projects and fundraisers, has a major impact in the county where residents live. Members have made lifelong friends working in teams sharing their time and talents with the Club.

To qualify, one only needs to be a resident of the Town of St. James and pay a small annual membership fee. Interested residents are encouraged to attend Welcome Receptions that are periodically hosted by Club members and managed by Club leadership. Another way to find out about the Club is to attend a General Membership Meeting which is held the second Wednesday of each month except July and August. Announcements of upcoming meetings are posted on POA electronic media. One can go directly to the Club's website, sjserviceclub.org, and navigate to the membership portal to sign up.

How to become a sponsor

The Club welcomes and announces sponsors at every General Membership Meeting. Should an organization wish to become a sponsor, they are encouraged to contact the Club president or other Board of Directors member

How to contribute to the St. James Service Club Foundation

Should a person or other entity desire to donate to the Service Club's Foundation, they are encouraged to contact the Club president or other Board of Directors member.

Acknowledgments

The 25th Anniversary Communications Committee would like to thank all those who dedicated their time to provide information and memories about the history of the St. James Service Club. We hope that this document will preserve important data that can be shared with members in the future, potential sponsors, and nonprofits seeking Service Club support.