

HOPE RESALE BOUTIQUE PARTNERS WITH ROTARY

It didn't take long for the Rotary Club of Vero Beach to realize that its charities and community projects could benefit from a partnership with the Hope Resale Boutique. It also didn't take long for the Boutique thrift store to realize that they too could benefit from Rotary's strength in numbers and ability to spread the word about the store.

Hope Resale Boutique is located at 8860 North U.S. Highway #1 in Wabasso (a few blocks north of CR510). The Boutique is a popular thrift store that collects and sells gently used, quality resale goods. Now, all five of the Rotary Clubs in Indian River County receive 100% of the net proceeds from the store. The partnership has become a "Win-Win" for all parties involved. As an example, over the past 20 years the IRC Rotary Clubs have contributed well over \$250,000 towards education, poverty, and needy children in our local community, and another \$75,000+ towards polio eradication. This Hope/Rotary partnership will allow Rotary to expand their giving even more in all of these categories.

The idea was conceived by John Meikle, a member of the Rotary Club of Vero Beach (Vero's first Rotary club, established in 1926). He and Michael Kanuka, President of the Club, often meet to brainstorm ideas for club activities and fundraisers. Several ideas were discussed, but the possibility of an alignment of their Club and the Boutique clicked.

Warren Schwerin, a philanthropist, supporter of several charitable causes, and Trustee of the Foundation that owns the Boutique, loved the idea of having the store benefit from Rotary's outreach. By spreading the word among members from the local Rotary Clubs, more residents and visitors can learn about the store, bring their resale goods there, and have a better understanding of all the good things that Rotary is doing in the community.

Kanuka brought the idea to Rotary International, the Rotary District, and the four other Clubs in Indian River County (Sunrise, Oceanside, Sebastian, and Orchid Island). The positive feedback led to the signing of an agreement, and a large sign has been erected in front of the store along U.S. Highway #1, which advertises the collaboration among the Rotary Clubs and the Boutique. Rotary manages the distribution of proceeds to local charities, including the Daisy Hope Community Center (after which the Boutique was named when it opened in 2009). Many other local charities are expected to benefit from this partnership now and for years to come.

Those wishing to volunteer at the Boutique or require large furniture items to be picked-up, should contact Colleen Flaherty, Store Manager, at (772) 918-4640. Charities wishing to apply for grant funds and those interested in Rotary membership are welcome to contact one of the IRC Rotary Clubs.

The Public is invited to attend a ROTARY DAYS event to celebrate the Hope Resale Boutique/Rotary Partnership on Saturday, April 13 from 10:00am – 2:00pm. Bring your gently used merchandise and furniture and come shop at the store. All five County Rotary Clubs will be in attendance, answering questions about their clubs and programs that benefit the local community.

Rotary Clubs of Indian River County Florida

Article copy by: Jeffrey Powers, Vero Rotary Media Coordinator

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Names in Photo

with 4 People: Colleen Flaherty (Store Manager), Warren Schwerin (Trustee of the Hope Foundation), Michael Kanuka (President of the Rotary Club of Vero Beach), and John Meikle (Member of the Rotary Club of Vero Beach)