



HEARTBEAT

ELKS NATIONAL FOUNDATION NEWS

ISSUE 67 | SUMMER/FALL 2020



Gabrielle Bradley practices her free throw at the 2019 Hoop Shoot National Finals. This photo predates the pandemic but is a good example of social distancing.

2021 HOOP SHOOT SEASON GAME PLAN

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You don't have to be the fastest, biggest or strongest athlete on the court to sink one free throw after another. It's all about practice, precision and grit. When you step up to the free throw line, you step up to a level playing field.

The Hoop Shoot itself is a gritty program. For nearly 50 years, youth across the country have stepped up to the line. In March, when we made the difficult—but necessary—decision to cancel the 2020 Hoop Shoot National Finals, we knew the program would bounce back.

And it has. Heading into the 2021 season this fall, Lodges and Districts that can safely host contests may do so. State Contests may be held at the discretion of the state associations.

The ENF decided to forego the Regional Contests and the National Finals for the 2021 Hoop Shoot season. When viewed in a vacuum, the decision to cancel next spring's signature Hoop Shoot events may seem premature, but those contests do not occur in a vacuum. They're not standalone events—they're the final contests in a five-round tournament. We cannot predict how the pandemic will continue to unfold, but we do know that *right now*, many, if not most, parts of the country cannot hold local Hoop Shoot contests.

see Hoop Shoot, continued on page 2





Regional Director Brandon Wilkins and 2019 National Finalist Derks Kiegler share a high five at the 2019 National Finals. If Lodges are hosting a Hoop Shoot, social distancing should be practiced; stay at least eight basketballs—6 feet—apart.

Hoop Shoot, continued from page 1

IMPORTANT DATES

NOVEMBER 15:
MVS Application Deadline

DECEMBER 31:
CIP Grant Applications Deadline

FEBRUARY 5, 2021:
Legacy Awards Application
Deadline

A business-as-normal approach to the Hoop Shoot season means we'd be forging ahead on an unlevel playing field.

A level playing field is critical. And so is the safety of Hoop Shooters, their families and friends, Elks volunteers, and all others who make the contests possible.

The 2021 Hoop Shoot contest will feature mandated safety guidelines following CDC recommendations. The CDC recommends that youth sports programs forego travel, and the Hoop Shoot can adhere to that through the District contests.

The District winners will receive new incentives, and Hoop Shooters will have a chance to engage with the program off the court through the Service Scorecard, a new opportunity to connect youth with the Elks' dedication to service and volunteerism. In addition, Hoop Shoot staff member Makenna Cannon will bring us interviews with special Hoop Shoot guests on the ENF's newest YouTube show: *Hoop Shooting the Breeze*.

Learn more about the 2021 Hoop Shoot season at elks.org/HoopShoot.

This season when Hoop Shooters step up to the line, like Aiden Karo of New York did in 2019, they'll be safely social distanced.



Scott White of Milwaukie-Portland, Ore., Lodge No. 142 speaks with community members after wildfires in September forced people to leave their homes.



St. George Dixie, Utah, Lodge No. 1743 donated their \$2,000 Spotlight Grant to the Utah State Food Bank. The food bank can purchase \$7 worth of food for every dollar donated, resulting in the purchase of 7,350 meals to help families impacted by the pandemic.

ELKS OFFER WILDFIRE RELIEF

Since the middle of August, wildfires have raged across the West Coast, spreading through California and the Pacific Northwest.

“It’s nasty here, to put it mildly,” says Emma Pletz, the Secretary of the Oregon State Elks Association. “The smoke is awful. It looks dark at noon. We have about a quarter mile visibility all around us.”

Pletz’s Lodge, Milwaukie-Portland No. 142, has mobilized to help people affected by the fires. In September, thousands of Oregonians had evacuated or were preparing to do so. The Lodge opened its parking lot and property for evacuees to park their RVs or set up campsites.

The Lodge rooms filled up quickly with donated necessities—clothing, diapers, food and produce, and bedding and toys for children.

“People have had to flee their homes, some with only minutes’ notice,” Pletz says. “Some got out with only the clothes on their backs.” The Lodge received so many donations that they provided the surplus of items to a local food pantry, women’s shelter, Humane Society and a veterans organization.

The Ashland area, in southern Oregon, has been hit hard by the fires, too. Ashland Lodge No. 944 has become a hub for meals and donations. The Lodge opened its doors to the public so evacuees can find respite from the smoke, a warm meal, and any necessities they need, from toiletries to toys.

“I just need for people to come in and know that they are welcome to take these things,” says Colleen Hanson, an Ashland Lodge member who is coordinating the Lodge’s disaster relief efforts.

see Wildfire Relief, continued on page 4

CIP + COVID

For many Elks, the early days of the pandemic were especially difficult; the Best People on Earth aren’t used to standing on the sidelines! Then in April, the Community Investments Program began its gradual grant rollout with more flexible guidelines designed to allow Lodges to safely serve their communities in a time of drastic need.

The response from Lodges has been overwhelming. So far, we have awarded more than 2,100 grants totaling more than \$5 million, the vast majority of which is going toward pandemic relief.

The CIP has adapted to this new normal. It has always been easy to apply for CIP grants, but now it’s easier to receive one, and there has never been a better time to show that #ElksAlwaysCare. Applications for Beacon, Gratitude and Spotlight Grants close December 31, 2020; apply today! Learn more at enf.elks.org/CIP.



Carol and Fredric Berger, members of Ashland, Ore., Lodge No. 944, stand with their dog in front of what remains of their home.

YouTube GET CONNECTED ON YOUTUBE

Over the past few years, we've produced dozens of incredible films showcasing the ENF's programs—and there's always more to share! Stay connected by subscribing to our YouTube channel to watch Elks scholars share what #ElksFamily means to them, see Elks build stronger communities across the nation, and much more!

- Follow these steps to subscribe:
1. Log in or create a YouTube account using your email address.
 2. Visit our channel at enf.elks.org/YouTube.
 3. Click "subscribe."
 4. Tap the bell to be notified when we post new content.

Stay tuned for brand-new ENF films premiering all the time.

Wildfire Relief, continued from page 3

Calpine, Calif., Lodge No. 2432 donated its Beacon Grant to the Plumas Crisis Intervention and Resource Center instead of hosting its annual Christmas party.

"Besides COVID, the communities of Plumas County have been impacted by wildfires that are currently causing evacuations of small communities," says Ellen Vieira, the Lodge's grants coordinator.

In July, one of PCIRC's largest resource centers burned down. The organization lost its emergency baby supplies. The Calpine Lodge's donation will help replace those supplies and provide funds for the PCIRC's efforts to place evacuees in motels for emergency shelter.

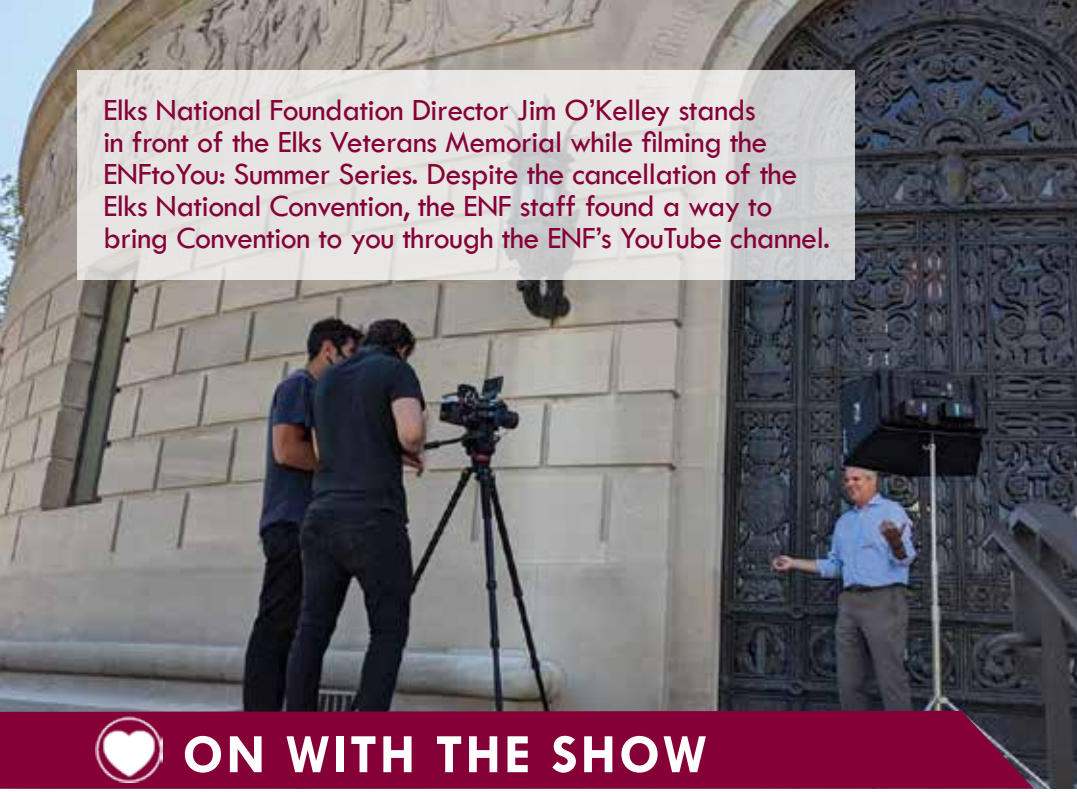


The Milwaukie-Portland Lodge opened its parking lot and property for evacuees to set up campsites and park their RVs to create temporary homes for themselves.

"The fires are impacting local residents like never before," Vieira says. "This is the worst fire season in our history, and funds to assist the local residents are greatly needed."

Lodges on the West Coast have proven that no matter the circumstance, the Elks will always step up and support their communities.

Elks National Foundation Director Jim O’Kelley stands in front of the Elks Veterans Memorial while filming the ENFtoYou: Summer Series. Despite the cancellation of the Elks National Convention, the ENF staff found a way to bring Convention to you through the ENF’s YouTube channel.



SPREAD THE WORD!

The 2021 ENF scholarship contests are in full swing! Most Valuable Student and Legacy Awards scholarships are open to high school seniors who are U.S. citizens. Legacy Awards applicants must be the children or grandchildren of dues-paying Elks.

We need your help to spread the word. Tell the high school seniors in your life about these scholarship opportunities, and consider sharing the application with your social media networks. You’ll find the applications and guidelines at enf.elks.org/MVS and enf.elks.org/Leg.

Also, check to ensure that your Lodge is on top of promotion. If the schools around you are closed for in-person classes, encourage your Lodge to post on social media or email the application link to your local high school guidance counselors. Email is the primary way guidance counselors are communicating with students during the pandemic, so send them a message that they can quickly forward.

Thanks for your help!

ON WITH THE SHOW

Every year at Convention, the Elks National Foundation hosts workshops and meets donors at the ENF booth, making for a yearly #ElksFamily reunion.

Since the pandemic deprived us of this year’s reunion in Baltimore, we did what Elks do and adapted. In lieu of the in-person connections that take place at Convention, the Foundation introduced the ENFtoYou: Summer Series, a virtual experience for Elks to learn more about the ENF and its programs. The series premiered on YouTube on June 28 with a virtual version of the show the ENF would have presented during Opening Ceremonies.

ENF Director Jim O’Kelley and Assistant Director Debbie Doles kicked off the Summer Series with the help of the top winners of the Most Valuable Student scholarship contest, Sarah Harper and Santiago Alvillar.

Harper, sponsored by Athens, Tenn., Lodge No. 1927, joined The Show via Zoom to share her story. She spoke about her passion for horses, band, 4H, NJROTC and community service. Harper recently began her first year at the University of Tennessee, where she is majoring in industrial engineering.

“To the Elks . . . thank you so much for making this opportunity possible,” Harper says. “I’m able to confidently look forward to a successful future. I’m proud to be Elks family.”

Alvillar, sponsored by Montebello, Calif., Lodge No. 2051, sat down for an interview as part of the *20 For 20* series, a new YouTube show featuring the 2020 top 20 MVS scholars.

Alvillar shared that he is the first in his family to receive a formal education. Initially, he struggled at school, but he went on to become

see The Show, continued on page 6

TWO GRANDS

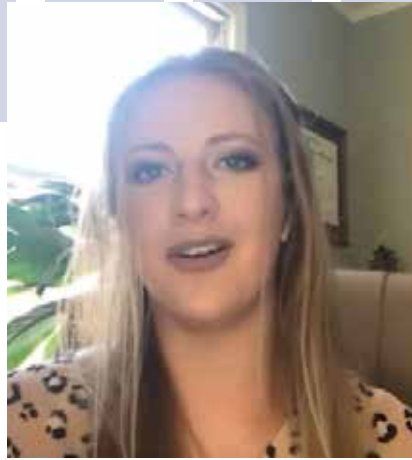
During the ENFtoYou: Summer Series, Jim O’Kelley and Debbie Doles spoke with Past National President Bob Duitsman and National President Paul Ryan. Their respective terms as National President concluded and commenced during the pandemic.

“The Elks National Foundation is just such a tremendous vehicle to help Lodges do good work in their communities,” said PGER Duitsman, who visited 36 states before the pandemic halted his travel. “There are great-hearted Elks across this land.”

Some state visits are canceled, but GER Ryan is hoping to see Elks in action with the help of Community Investments Program grants.

“There’s no reason we can’t continue our benevolence and figure out ways to keep the enthusiasm,” said GER Ryan. “The [CIP] grants are going to be absolutely essential in what we’re doing these days.”

The entire virtual interviews can be found at enf.elks.org/TwoGrands.



MVS top winner Sarah Harper would have spoken at the Elks National Convention Opening Ceremonies. Instead, she appeared virtually via a Zoom interview with ENF Director and Assistant Director Jim O’Kelley and Debbie Doles.

The Show, continued from page 5

valedictorian. He started at Stanford University this fall.

“In the long run, I hope you can recognize that this award acts as a representation of being able to conquer terrifying circumstances—to my younger family members, to the students in similar situations, and to anyone who thinks school has become impossible if faced with extraneous circumstances,” says Alvillar. “Thank you.”

Hear more from Harper and Alvillar and catch up with the Summer Series at enf.elks.org/SummerSeries.



Top winner Santiago Alvillar recorded a special message for the Elks in lieu of speaking at Convention. View it at enf.elks.org/SummerSeries.

ASK THE ENF...

Q

Meeting the top Most Valuable Student scholarship winners at the ENF booth at Convention every year is always a highlight. I’m impressed by what these young adults have accomplished, and I’m eager to see what their futures look like. Will we have an opportunity to meet the 2020 top scholars?
—Missing MVS in Missouri

A

Dear Missing MVS:
We’re so glad you asked! ENF staff virtually sat down with each of the 2020 top 20 MVS scholars to chat with them about their plans for the future and what makes them an Elks scholar. You can meet the top winners, Sarah Harper and Santiago Alvillar, and the rest of the top 20 on the ENF’s YouTube channel. Visit enf.elks.org/20For20 to watch the scholars’ interviews.

Have a question for the ENF? Email us at enf@elks.org.



From left, ENF Development Manager Kate Edsey, Director Jim O’Kelley and Assistant Director Debbie Doles went live on YouTube for Movie Night with the ENF, which included a screening of the film *Oildale*, a musical performance, and responses to viewers’ questions. They streamed live from the Elks Veterans Memorial’s exquisite Reception Hall.

MOVIE NIGHT WITH THE ENF

Social distancing can’t stop the ENF from honoring our donors or the Elks from having a good time!

Every year at the Elks National Convention, the ENF hosts an invitation-only event for donors who reached the Faith level or higher in the Foundation Fellowship—the ENF’s annual recognition program—or who joined the Malley Society by planning a gift to the Foundation.

Since an in-person event wasn’t possible this year, the ENF team found a creative way to celebrate those donors. We hosted a virtual movie night featuring an exclusive screening of the not-yet-released film *Oildale*. The film shines a light on veteran homelessness with the backdrop of a quintessential American town and some catchy country music.



Kate Edsey brought the popcorn and reminisced about past donor events.

After the film, the ENF offered a live reception where attendees could ask questions of ENF Director Jim O’Kelley and Assistant Director Debbie Doles.

The reception also featured a Zoom appearance by ENF Board Chair Jim Grillo, an interview with the *Oildale* producers, a special musical appearance, and thank-you videos from Scholar Advisory Board President Brandon Dawson and other Elks scholars.

Watch the event recording at enf.elks.org/YouTube. For more information about how to score an invitation to the ENF’s next annual donor event, you can visit enf.elks.org/AnnualRecognition or enf.elks.org/MalleySociety.

CH-CH-CH-CH-CHANGES

On March 31, 2021, we’ll make the biggest change to our cumulative recognition program since 2001—we’re discontinuing the three cumulative recognition levels below \$1,000. The change will align our recognition programs with our fundraising priorities and help us better control costs.

Donors have until March 31, 2021, to attain one of these levels. In the spring, we will mail the recognition pieces for Participating Member, Sustaining Member and Distinguished Member for the last time.

Though the lowest levels of cumulative recognition are going away, other recognition programs are growing. More and more donors are earning Fidelity Club pins, for example, upon making their 12th gift through our monthly giving program. Joining the Fidelity Club costs as little as \$60 per year—or about one fancy coffee or value meal per month.

For more information about our recognition programs, please visit enf.elks.org/Recognition. To learn more about the Fidelity Club, you can check out enf.elks.org/FidelityClub.



SUPPORT THE GREAT HEART OF ELKDOM!

Visit enf.elks.org/HBSummer, and your online donation will be put to work immediately in Elks communities!

A 501c3 public charity, the Elks National Foundation helps Elks build stronger communities through programs that support youth, serve veterans, and meet needs in areas where Elks live and work. **Heartbeat** is the Elks National Foundation's official newsletter. For more information about featured *Heartbeat* articles or to suggest items to be included in an upcoming issue of *Heartbeat*, please contact the ENF at 773/755-4728 or enf@elks.org.

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STAY CONNECTED!



Open this issue of *Heartbeat* to read about how Elks have helped those affected by the West Coast wildfires ... and much more!

