



Kiwanis
CLUB OF CAREFREE

YMCA Partnership with Kiwanis helps students grow



Allie Avishai,
Associate Executive
Director of the Des-
ert Foothills YMCA
explains how the
TRRFCC Kids pro-
gram works. Photo
by Logan McDade

At the January 8th meeting, Allie Avishai, the Associate Executive Director from the Desert Foothills YMCA talked about what they do with the community and what their partnership with Kiwanis means.

The mission of the YMCA is "To put Christian principles into practice through programs that build healthy spirit mind and body for all." Avishai quizzed the audience on some interesting facts. For example, most people don't know that high schools were originally created in 1880 to curb delinquent behavior, and that the number of high schools increased by 750% from 1880 to 1890.

Avishai also provided some statistics about what the Y has accomplished locally, including

educating over 2000 kids about water safety, teaching 300 teens about leadership skills, subsidizing memberships for about 2000 seniors and over 200 military, and more.

Kiwanis has been involved with different programs at the Y over the years, including the Student Leadership club. This is a year-long leadership-development program for middle and high school teens. This program provides teens with extensive leadership training and volunteer opportunities that support YMCA programs and services to the community. In addition to teaching teens leadership through service, Leaders Clubs advisors introduce teens to all work the Y does to strengthen community.

Congratulations to the December TRRFCC Kids of Character

TRRFCC kids are nominated by their teachers and one student is chosen per grade level each month as a TRRFCC kid for demonstrating great character.

The Cave Creek School District is grateful to Kiwanis for sponsoring this important recognition!

Desert Sun Academy Kiwanis Terrific Kids, pictured from left to right; Cole Melton, Parker Wernes, Dalton Wood, Lindley Huguley, and Dylan Niessink.



Kiwanis Club of Carefree

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About the Kiwanis Club of Carefree

"Serving the Children of the World" is the mission of Carefree Kiwanis, a 501 (c) (3) service organization, and the larger Kiwanis International. Locally we demonstrate our passion for helping children recognize and develop their full potential by giving scholarship and merit awards, sponsoring Key Club, "Bringing Up Grades" (BUGs), summer art programs, and mentoring to establish a thriving and supportive community in the Desert Foothills area.

Visit www.kiwaniscarefree.org to learn more.

Speaker Warns About New Advertising Methods



Bill Davenhall, who studied demographics throughout his career, came to speak about how companies may use personal information for marketing purposes. *Photo by Avianna Hoppes.*

On January 15, Kiwanis welcomed guest speaker Bill Davenhall to the meeting. Davenhall, who has a background in demographic and marketing research, came to speak about how companies use specific neighborhoods in order to market profile their customers or consumers.

According to him, companies will use GIS, GPS, and study the shopping patterns of people of the same demographic, in order to effectively research marketing on these groups of people. They will then use this information to send the same advertisements (such as shopping magazines) to entire neighborhoods. Companies will base their research off of income, region, and the average age of people living there. This is called market profiling.

"Where you live is going to tell others a great deal of what you like and what you don't like," said Davenhall.

Market profiling is quickly becoming more common among companies to use for advertising.



Horse-shoe Trails Elementary School had their Kiwanis Marketplace Day on Saturday January, 26.

UPCOMING EVENTS

January 29: Regular Meeting

February 19: Regular Meeting

March 7: Western Night