

The *Every Rotarian, Every Year* effort embodies [seven marketing goals](#) to encourage Rotarians worldwide to participate fully in their Rotary Foundation through both their spirit of volunteerism and their generosity. Endorsed by the Foundation's Trustees and the Rotary International Board of Directors, the purpose of the *Every Rotarian, Every Year* initiative is twofold:

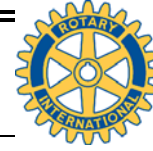
- Encourage *Every Rotarian* to participate in a Foundation humanitarian or educational project that truly makes a difference in the world, *Every Year*;
- Encourage *Every Rotarian* to contribute to the Foundation's Annual Programs Fund toward the worldwide US\$100 per capita annual giving goal by 2005, Rotary's 100th Anniversary, and *Every Year* thereafter.

The Rotary Foundation of Rotary International, throughout its history, has prided itself on being responsive to the challenges that confront humanity. As global leaders for doing good in the world, Rotarians through their spirit of volunteerism and generous philanthropy, remain at the heart of the Foundation's mission to eradicate polio and further its humanitarian, educational and cultural exchange programs worldwide. Each day, they work together to change lives in meaningful ways. Each day, they bridge the divide among people to foster world understanding and peace.

In 2004-2005, each month we will post new information and materials for Rotary clubs and districts to use to share the *Every Rotarian, Every Year* message toward achieving success in their Annual Programs Fund goals.

We hope that *Every Rotarian* will take this opportunity to participate in their Rotary Foundation and help to grow and sustain the Foundation's many wonderful programs. The generous support from *Every Rotarian, Every Year* to the Annual Programs Fund is the key to advancing the Foundation's life-changing programs that help rebuild impoverished communities and nations by resolving conflict, championing human rights, eradicating disease, feeding the hungry, and educating children and adults.

Contributions to the Annual Programs Fund ensure a brighter future for all. Imagine how much more good we could do with the participation of *Every Rotarian, Every Year*.



The Four Way Flasher

Rotary Club of
MeadowRidge Newsletter

Vol. 11 Issue 11
Sept. 14, 2004

Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings:	Tuesday 12pm, Gourmet Hideaway Restaurant	
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NO REGULAR MEETINGS ON SEPT. 28 AND OCT. 5

INVOCATION

Sept. 14	Debi Pearce	Sept. 21	Dot Ralston
Oct. 12	Chad Reed	Oct. 19	Dave Rempel



BINGO SCHEDULE

	6:15-8:15	8:00-10:00
Oct. 07	Walter Volpatti	Vladimir Cukor
Nov. 04	Murray Davelaar	Chad Reed



Call Peter at 604-465-3392 for assistance or e-mail peter.boekhorst@telus.net

TODAY'S PROGRAM: Who's Who: Carol Bartolomie, Brian Fox

NEXT WEEK: New Members Meeting

CALENDAR OF CLUB AND DISTRICT 5050 EVENTS:

Date	Time	Event	Venue
Sept. 16	noon	Wine Zest Meeting	Laurie's office 22311-119 th Ave M.R.
Sept. 21	noon	New Members Meeting	Gourmet Hideaway Restaurant
Sept. 28	12:30pm	Golf Tournament	Meadow Gardens Golf Course
Oct. 5		Sports Banquet	Meadow Gardens Golf Course
Nov. 6	5:30pm	Rotary Foundation Dinner	Bellwether Hotel in Bellingham

Sept. 19: Happy Birthday Mina Park

50 / 50 draw - Jackpot at \$493 + 1/2 of today's sales, 35 cards left, Jackpot on "Queen of Hearts" only!

2004 BC Lung Association CycleTrek

A note of thanks to all those Rotarians, who supported me with donations to the 2004 BC Lung Association CycleTrek. With your help I raised over \$600. The route stretches from White Rock to Cultus Lake where we stay overnight and then return the next day. Some highlights this year were that there were 363 riders, over 100 more than last year. It is expected that proceeds will exceed \$300,000 for the weekend. The money is used by BC Lung Assoc for research into lung disease, promotion of anti-smoking programs in schools, kids asthma camps and clean air advocacy -- all programs that Rotary would approve of.

Thanks again,
Ken Paterson

LAST WEEK'S MEETING

SPORTS BANQUET IS SET FOR TUESDAY OCTOBER 5TH. MARK YOUR CALENDARS AND BUY YOUR TICKETS! AS GORD LIKES TO SAY WE ARE ALMOST SOLD OUT!! (he has sold 16 tables already, and these tickets do move fast so don't be disappointed.... buy early)

Leonie, our German Exchange Student has now registered and attended her first day of school with classes going into full swing on Wed. She enjoyed it very much and looks forward to her school year.

Dave Noness, the GM of the Canucks (replaced Brian Burke) has confirmed he will be attending the Sports Banquet and the entertainment has also been booked. It will be Mr Nosworthy for those of you who attended a couple of years ago. A very entertaining ventriloquist. The Field at Samuel Robertson High School is hoped to be completed by end of October, this is where our Sports Banquet dollars are going for the past couple of years.

Gord was also our Guest Speaker this week and he spoke eloquently on the topic of Club Service. He urged all members to keep our attendance numbers up by either attending other club meetings and receiving a make up, by attending a committee meeting or by logging on to www.rotary.org and signing in and receiving a make up. You will need to know your District, Club and Membership numbers; it's District 5050, Club 26807 and your membership number is the first 8 digits of the number above your name on The Rotarian's address label.

He also reported that our membership numbers continue to grow with new members joining our ranks. We will be having a New Member Info meeting next week (Sept. 21st) so if you can think of a good candidate, invite them (Let Gord know in advance so we can let the Restaurant know how many meals to prepare) and propose them for membership.

Submitted by Debi Pearce

WINE ZEST MEETING

All members are invited to attend the first Wine Zest meeting of this year. The primary purpose of this Wine Zest meeting is discuss the use of the funds which were raised at the Wine Zest which was held in the Spring of 2004. All member of last year's committee, all members who worked on the event, and all members who are interested in serving on the committee for the coming year, are asked to attend, as we want those persons who have worked on the Wine Zest, to make the recommendations as to the fund expenditures. My office (Vernon & Thompson Law Group, is located at 22311 - 119th Avenue, Maple Ridge, on the north-east corner of 119th Ave. and 223rd street.

Laurie - 604-463-6281



Canadian Rotary Committee for International Development

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June 7, 2004

CRCID, as a Rotary organization, has developed a new CRCID strategic plan to meet the goals and objectives of Rotary International's strategic plan. It has also been developed to ensure CRCID continues to receive Canadian Government funding that has greatly assisted Canadian Rotary clubs implement their poverty reduction vision since 1985.

The strategic plan provides a framework for poverty reduction in the developing world that matches what Rotarians are already doing in many communities in these countries. What is now being recommended is that these many community projects be linked to the goals and objectives outlined by the governments and other national organizations within the specific developing countries under a unified CRCID program in Healthcare Concerns; Literacy and Education; and, Water Management.

In order to make the transition to this program-based approach to development CRCID will not be accepting any new project applications during the 2004/05 Rotary year. This was a very difficult decision to make but was prompted by the necessity of ensuring that as many of the currently approved projects be funded under the current contribution agreement. CIDA has graciously extended the current agreement for one year to enable CRCID to wind down its current project-based program and make the transition.

The reason behind this dramatic change is due to an evaluation by the United Nations and the OECD (Organization for Economic Cooperation and Development) countries on the impact of international development on poverty reduction in the developing countries. It concluded that small independent projects were not making a significant impact upon poverty while requiring an inordinate amount of the developing countries human resources. It was felt that a program-based approach would have a greater impact upon poverty reduction and be more efficiently implemented.

Canada, as a member of OECD, has endorsed this new program-based approach to international development and CIDA, Canada's international development agency, is recommending that each of its partner NGOs (non-governmental organizations) also adopt this new approach. CRCID was informed of CIDA's new mandate in September 2003.

In response, CRCID consulted with CIDA for clarification and formed an ad hoc Strategic Planning Steering Committee to draft a new strategic plan to be ratified by the Board and then the members.

It is anticipated that under this new mandate, CRCID will continue to fund projects but they will be coordinated under an overarching program within one of the priority countries. These priority countries are Bangladesh, Bolivia, Ethiopia, Ghana, Honduras, Mali, Mozambique, Senegal, and Tanzania.

(Extract from June 2004 CRCID Newsletter)