

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

MAY 2007

GIVE SOON, BEAT THE RUSH

Almost half of Rotarians' contributions to the Annual Programs Fund (APF) are made during the last quarter of the Rotary year. This means that the Foundation handles a large portion of its one million donation-related transactions during the last quarter, significantly impacting contribution reports and donor recognition processing.

You can help the Foundation reach its US\$120 million APF goal early by doing the following:

- All members, send in your contribution well before the 30 June deadline.
- Club presidents, *Lead the Way* by making your contribution today via Member Access (see "Check Your Contribution History," page 2).
- District governors, focus on remaining noncontributing clubs and those still short of their APF goal. Log on to Member Access to check the latest District Monthly Contribution Report for information. Look at each club's final report for 2005-06 to see which clubs performed better last year and may be able to increase this year's contribution.

Remember, reaching the APF goal is about more than dollars. **Every Rotarian** giving to the Foundation **Every Year** means meeting critical global needs such as immunizing more children against disease, providing safe drinking water to more people, and educating the next generation.



CLUBS STAR IN EREY SUPPORTING ROLE

For the past three years, Rotary clubs have landed starring roles in District 6780's EREY effort in Tennessee, USA. The district launched the STAR Club program in support of EREY in Rotary's centennial year (2004-05). To receive STAR Club recognition, a club must average US\$100 in annual contributions to The Rotary Foundation's Annual Programs Fund (APF).

District Annual Giving Chair Townes Osborn is enthusiastic about the STAR Club program: "It works and it is sustainable. It recognizes each club for its collective success. We see clubs as teams and everyone likes to be on a

winning team. We changed the fiscal calendar, by asking clubs to send in their annual fund contributions no later than March. We have some clubs that try to be the first STAR Club each year. When a club sustains its STAR Club giving for 10 years, the club will be anointed a SUPER STAR Club – and champagne will pop!"

Recognition includes a STAR Club certificate, blue and yellow cloth star that attaches to the club's banner, and listing of the club's name on the district's Web site and in the annual district directory. A club will only be recognized as a STAR Club at its April district

conference if its APF contributions are shown on the March Monthly Contribution Report.

In 2005-06, 41 clubs received STAR Club recognition, 26 of them for the second consecutive year. Clubs that continue to qualify can add a star for each year. The district's goal is to have all 64 of its clubs achieve STAR Club status every year.

"When you combine the STAR club concept with the Paul Harris Society, you see a real increase in the level of giving and more understanding about what The Rotary Foundation does and what our district can do with its increased *SHARE* funds," says Osborn.

THE BOTTOM LINE

2006-07 Interim Annual Programs Fund Contribution Totals

US\$62.27M

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

BOND. ROTARIANS BOND — FOR THE FOUNDATION

In celebration of Rotary Foundation Month, the Rotary Club of East Nassau, Bahamas, invited Rotarians and guests to attend the world premiere of the latest James Bond film, *Casino Royale*, in November. The club billed the event as A License to Help The Rotary Foundation, a take-off on the super spy's film.

Tickets to the film, which was partially shot in the Bahamas, were sold at a "charity" price, with all proceeds going to The Rotary Foundation's Annual Programs Fund. The fundraiser, together with the club's ongoing support for the Foundation, will enable the club to attain US\$250 in per capita giving in 2006-07 and

qualify as an Every Rotarian, Every Year Club. (A club can receive this recognition if 100 percent of its members contribute to the Foundation's Annual Programs Fund and the club has a minimum \$100 per capita giving level.)

"We have 17 of [the] 63 Paul Harris Society members in the district (7020), and 92 of the 102 club members are [Rotary Foundation] sustaining members," says Lindsey Cancino, the club's Paul Harris Society coordinator. "It is incredibly gratifying to know that the pleasure I got out of the release of the new Bond film also translated into [support] for The Rotary Foundation."



Rotarians and guests turn out for the world premiere of Casino Royale, in Nassau, Bahamas. From left: RI Director Barry Rassin of the Rotary Club of East Nassau and his wife, Esther; Trevor Sunderlund and his wife, Barbara, who both appeared in Thunderball, the first James Bond film shot in the Bahamas, in 1965; East Nassau club past president and club Foundation chair Lindsey Cancino; Andre Feldman of the Rotary Club of Grand Bahama Sunrise (District 6990); event host and East Nassau club member Leroy Archer and his associate.

YOUR CLUB'S GOAL MAKES A DIFFERENCE

Has your club set its annual giving goal for 2007-08? If not, be sure to do so as soon as possible and submit it to your district governor-elect. The 2007-08 Fund Development Club Goal Report Form is available at www.rotary.org/newsroom/downloadcenter/foundation/erey.html. The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.

How much of a difference does club goal-setting make?

Plenty. Here are a few reasons why:

- Over the past three years, the number of clubs that set APF goals has grown more than 10 percent annually.
- In the same period, APF contributions have increased more than 10 percent a year.
- Clubs that set APF goals participate three-to-four times more in Foundation programs than those without goals.

Your club can help EREY get off to a strong start in 2007-08 by setting a challenging, yet realistic annual giving goal.

WORDS FOR ACTION

"Today, one word clearly defines our Foundation, and that word is credibility."

— Rotary Foundation Trustee Chair Luis Vicente Giay

EVERY ROTARIAN EVERY YEAR

For more information about the Every Rotarian, Every Year initiative or to share examples of successful fundraising projects and challenge gifts, please contact:

Telephone: 847-866-3352

Fax: 847-328-5260

E-mail: erey@rotary.org

RI Web site: www.rotary.org

SIGN ME UP!

Keep up to date with the Every Rotarian, Every Year initiative and encourage other members of your club to become involved by receiving this quarterly newsletter. View or subscribe to the newsletter through the RI Web site at <http://erey.rotary.org>.

If you are a current subscriber and your e-mail address has changed, please subscribe using your new e-mail address.

CHECK YOUR CONTRIBUTION HISTORY

Go to www.rotary.org and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online. Enter your user name and password if you are registered. To become registered, enter your membership number (which appears on the mailing label of *The Rotarian* magazine in some countries), club number, and district number. If you don't know your club number, check with your club secretary.