

12 July 2013

Dear District Governor Moore,

The Rotary Peace Centers Major Gifts Initiative (RPC-MGI) raises endowment and term (one-time) gifts to support six Rotary Peace Centers at seven universities throughout the world. The original goal set in 2005 was for US$95 million, to be achieved by 30 June 2015. To date, approximately US$90 million in gifts and commitments have been raised for the initiative. There are gifts and commitments for 29 Peace Fellowships at the two-year institutions and 8 Peace Fellowships for the certificate program. Our expectation is we will achieve the original US$95 million sometime this calendar year (18-24 months ahead of schedule).

As part of the current strategic planning process for the Rotary Peace Centers, the Trustee Finance Committee has projected that the real costs of operating the Centers will require an endowment of approximately US$146 million, with some adjustment to account for spendable earnings, number of Rotary Peace Fellows, and other variables.

**In recognition of this, at their April 2013 meeting, The Rotary Foundation Trustees voted to** **increase the RPC-MGI goal to US$125 million**. The target date for completion of the initiative remains 30 June 2015.

The increase of the goal to US$125 million will ultimately reduce the amount of World Fund needed. Although the emphasis is on building the endowment, it is expected that approximately 10 percent of the contributions will be designated for immediate use.

The primary emphasis of the RPC-MGI is to seek **outright gifts, pledges and bequests of US$100,000 or more**. District leaders throughout the world have played a major role in identifying, cultivating, and soliciting prospective donors, and it is my hope that you will continue to work with your district teams on this initiative, which is one of Rotary’s highest educational priorities.

There are materials and staff available to support your efforts. The RPC-MGI case statement, ***Peace Is Possible***, is available in most Rotary languages. A list of naming opportunities is included in the case statement and is available as a stand-alone document. The blue dove Peace Pins are popular throughout the world. Your major gift officer or international staff officer will be happy to provide you assistance. Peggy Asseo, Rotary’s manager of campaigns, will assist as well.

The 14-member RPC-MGI Committee, representing eight countries, hosts a series of large and small events to promote support for the Centers. The Committee members are often available to attend district conferences to talk about the Rotary Peace Centers and the Major Gift Initiative. Please reach out to a Committee member (the list is attached) or to me, personally, to let us know how you might be able to help. In addition, many Rotary Peace Fellows are available to speak about their experiences – and there is no one more compelling at making the case for support.

The RPC-MGI Committee and I are delighted to share the news of this increased goal with you, and look forward to working with you to attain the new US$125 million goal.

Best wishes,



Paul A. Netzel, Chair

Rotary Peace Centers Major Gifts Initiative Committee

CC: Trustee Chair D.K. Lee

Trustee Stephen R. Brown

**2013-14 Rotary Peace Centers Major Gifts Initiative**

Provides leadership and coordination of efforts to raise US$95 million in cash and commitments to endow the Rotary Centers for International Studies in peace and conflict resolution. (Terms expire 30 June 2014)

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