



The Bridge

District 6330

Tom Robitaille, District Governor

March 2013 Edition

Governor Tom's Message



The clock is ticking Daylight savings time March 10!

I had been told that once I got past the Official visits and through December the DG's activities would slow down. Well, I believe times have changed. Clubs in District 6330 continue to

work hard to complete projects undertaken this year in order to meet year end completion dates. In addition, with the changes in the Foundation guidelines clubs have also started to firm up details of projects to be undertaken next year. We have started to receive names of Rotarians who have completed the DG Challenge and forms from clubs who have completed the Presidential Citation application. It is all good!

On February 23, District 6330 participated in and cosponsored (with District 5370) the Chartering of Canada's first E-Club, The Rotary E-club of Canada One. The Rotary club of Sarnia Bluewaterland was the sponsoring club from our District.

On March 5 a new Interact club with over 20 members was chartered in Fort Gratiot, Mi. In addition plans are well under way for a new Interact club in Owen Sound and a Rotaract club in Stratford Ont.

As I am sure you are aware **MARCH is – Literacy month** and our District Chair Sue Storie is diligently working with and visiting clubs in an effort to ensure that as many clubs as possible qualify for the District and Zone Literacy Awards.

Also **March 22 is World Water Day** and our District Chair Lynn Clayton is looking for a minimum of 22 clubs to recognize the day in some way. A number of examples were outlined in a recent letter to all club presidents. Let's make that 61 clubs!

March – Literacy month

I asked you to imagine that we could fit the entire population of the world into a village consisting of 100 people and maintaining the proportions of all the people living on Earth, what the composition of that village would look like. Eighty people out of the 100 would live in poverty, 70 people would be illiterate, 50 would suffer from hunger and malnutrition, and only one would have a university degree. There is a very strong correlation between the level of literacy one has and the state of one's economic and health status. We take literacy for granted. However, if you can read this you are extremely lucky, because you are not part of the more than two billion people who can't read anything at all. (continued on page 3)

Rotarians for Peace Symposium –Huge success

The Symposium held in Toronto, March 2 which was supported by six Districts including 6330, attracted over 300 including RI President Tanaka and PRIP Wilf Wilkinson. Keynote speakers included Dr. Bob Scott, Dr Izzeldin Abuelaish, Marc Keilburger and the Honourable Julian Fantino.

Imlay City Rotary Club Celebrates 75th Anniversary

The evening of February 28, close to 100 Rotarians and guests gathered at the Countryside Banquet Centre to celebrate 75 years of Rotary service in Imlay City. Eight members with over 25 years of service were recognized. President Dr. Gary Richards presented seven organizations/charities with cheques to support their various projects. In addition, PP Randy Jorgensen gave an excellent overview of the club "Past and Present"

New Interact Club Chartered – Ft. Gratiot/ Pt. Huron

March 5 marked the inaugural celebration of the **BLUE WATER INTERACT CLUB**. Members of the new club along with Rotarians from the Ft. Gratiot and Pt. Huron clubs and parents and guests celebrated the event. Congratulatory comments were made by DG Tom and the Charter certificate and pins were presented by Interact co-chair Mike Wallace.

Membership Update Attention All Clubs!

In our District 6330 particularly, we need to continue our efforts to attract new Rotarians while continuing to retain all our terrific members. The latest numbers show us down more than any other District in our Zone. Please make sure that the Membership Committee in your club is active in an effort to ensure that "Membership" both attracting new and retaining existing is an on-going focus.

This is the last month of the Area-to-Area Membership Challenge, so a final chance to make a real attempt to increase your club's membership numbers in support of your Area!

Area	AG	Start	Feb 28	Trend	3% Goal	Achieved
1	Tony	138	143	+5	142	✓
2	Walt	158	155	-3	163	X
3	Stan	301	306	+5	310	X
4	Diane	269	258	-11	277	X
5	Lawrie	217	207	-10	224	X
6	Alice	190	186	-4	196	X
7	Jeff	397	385	-12	409	X
8	Nancy	156	155	-1	161	X
9	Jim	125	127	+2	129	X

At this point only Area 1 has achieved the goal of 3% growth, but the year isn't over! All areas have a shot at making their target!

It is proven that we can do anything we set our minds to! Let's set our minds on growth through attracting quality Rotarians for the good work of Rotary!

DISTRICT GOVERNORS CHALLENGE— MONTHLY DRAW WINNER FOR FEBRUARY -

Marion Thompson— Rotary Club of Markdale Congratulations Marion!!

District 6330 Paul Harris Society

This year marks the 5th anniversary of our District 6330 having its very own **Paul Harris Society**. This society honors Rotarians within District 6330 who commit to donate \$ 1000 or more each year to the Rotary International Annual Programs Fund or to Polio Plus.

Jamie Pole, of the Rotary Club of Sarnia, our District PHS Chair has the honor each year of publishing the list of Rotarians who qualify during the past year. Each Rotarian is then awarded the special PHS banner pin shown to be worn with the Rotary Pin.

The PHS within District 6330 continues to grow, and in 2012-2013 we are out to set a new record in membership.

To get more information about this prestigious honor, or to receive your pin when you qualify this year, you are welcome to phone Jamie Pole at 519-344-8118 or email him at jamiepole@hotmail.com.



Chesley Rotary Club –“ Don't Meth with US”

Chesley Rotary clubs latest project is the "Don't Meth With Us". This project was originally started by the San Juan Rotary Club in New Mexico, and promoted to us by Doug Belick of **the Mitchell Club**. The club is just getting up and running, but is already starting to gain momentum, having received an endorsement from our local Municipality, and some great press in our local paper. Here is a link to the "Don't Meth" website page: <http://www.chesleyrotary.ca/dontmeth.html> In addition please see the links to the great press coverage: <http://www.thepost.on.ca/2013/02/20/chesley-rotary-spearheading-anti-meth-program> <http://www.thepost.on.ca/> As the old saying goes, you can't buy publicity like that. The club is scheduled to do their first presentation to a local school on March 8, 2013 in Chesley. The club has already received inquiries from the other local Rotary Clubs and are confident that before long, they will have the "Don't Meth With Us" program well under way in their corner of District 6330.

Governor Tom's Message (continued from page one)

Literacy is so important that in 1985, Rotary declared basic literacy to be a pre-condition to the development of peace. According to Rotary International, more than half of the world's 34,000 Rotary Clubs are working on some project to improve literacy for primary, vocational, and adult learners as well as teacher training. The Rotary Foundation's mission is to enable Rotarians to advance world understanding, good will, improvement of health, the support of education, and the alleviation of poverty. To accomplish this mission, The Rotary Foundation has six areas of focus, one of which is basic education and literacy. The money we give to our Rotary Foundation helps to promote basic education and literacy by (1) insuring that children have access to quality basic education; (2) reducing gender disparity in education; (3) increasing adult literacy; (4) strengthening the capacity of communities to support basic education and literacy; and (5) supporting studies related to basic education and literacy.

With such importance being placed on literacy, Rotary International has designated March as "Rotary Literacy Month". Some Rotary clubs raise funds for schools or libraries, or for other literacy-promoting organizations. Many clubs take part in a reading program called "Rotary Readers", in which a rotary member spends time in a classroom with a designated student and reads one-on-one with them. Other Rotary clubs participate in book donations, both locally and internationally.

What is your club doing to promote literacy, either locally or internationally? During the month of March, I'm asking every club to evaluate what it is doing to promote literacy. If your club is not already involved in some type of literacy project, I am encouraging you to explore the many options available to you to join Rotary's efforts to promote literacy. A more literate world will more likely be a more peaceful one. Give a child the gift of literacy and help give the world the gift of peace.

In Memoriam

We are sorry to report the passing of PDG Dick Cordell (1984 – 1985). Dick accomplished much for our district. He extended Rotary and strengthened clubs. He was a warm, sincere and a welcome mentor for many. Dick had a wealth of valuable information on the history of our district and knowledge of RI. He served the district in many capacities after his term. He was generous with his time and exhibited a caring concern for others – it was infectious.

Dick, a devoted Rotarian, was a long time secretary of the Rotary club of Flint Mi.

A memorial service is planned for April 20, -10:00 am at the First Presbyterian Church, 746 S. Saginaw St. Flint, MI

NEW GENERATIONS

New Generations is the 5th avenue of service and there are many exciting programs which can engage young people in Rotary, introducing them to Peace through Service as well as the rewards of community involvement and volunteering. One New Generation opportunity is the New Generations Exchange, which is for young people ages 21-30. This is a vocational exchange where young people can go to another country and develop their vocational skills in a volunteer work placement. In the summer of 2012, Goderich hosted an NGE student who was completing her 3rd year of Criminology in England. She worked as an intern at the Probation and Parole office and was able to learn about the criminal justice system here in Ontario. She went to court, interviewed probation clients and observed how probation officers worked for 8 weeks. She also got to camp in Algonquin Park, make Canadian friends and see Niagara Falls! There are many opportunities for vocational exposure in her district in England and it would be great if a club knew a young person who would like to go to England. There are also opportunities in many fields in Brazil, Mexico and Europe, as well as other countries.

The length of exchange is typically 8 to 12 weeks, but it can be longer if the hosting club is willing or if visa regulations for the country permit it. The New Generations Exchange is generally a reciprocal program. There is no fee to the sponsoring or hosting club and the young person is responsible for their transportation and health insurance.

I hope clubs will publicize this opportunity to the young people they know as it is a wonderful way to increase cultural awareness and build bridges between cultures, communities and Rotary Clubs. At the moment, I am looking for a club who would have a young person to send to Belo Horizonte, Brazil for a New Generations Exchange. That club would host the young woman from there.

If you want more information, please feel free to contact me - **Rosanne Field** at rfield@hurontel.on.ca.

Effective July 1 2013 District 6330 clubs will have three types of humanitarian grants available to them. To participate in any TRF Grant clubs must be qualified each year by completing and filing with the district a Memorandum of Understanding.

DISTRICT GRANTS replace the previously named District Simplified Grants. For a full description and applications please go to the district web site or contact DGSC Ken Wilmott kwilmott@uniserve.com

GLOBAL GRANTS replace the previously named Matching Grants.

PACKAGED GRANTS, a completely new type of grant format. For a full description and applications please go to the district web site or www.rotary.org

GLOBAL GRANTS: Clubs which have previously applied for Matching Grants are encouraged to continue their International Humanitarian efforts by applying for one of the new Global Grants. The following provides a brief summary of this new grant model, an important difference being the application is now a two-stage process. For full description of Global Grants and complete details of the application process please go to www.rotary.org

GLOBAL GRANTS: are intended to fund large scale International projects and activities that:

- a) Align with an area of focus, b) Respond to a need the benefiting community has identified, c) Include active participation of the benefiting community, d) Are designed to enable the community to help itself after the Rotary club or district has concluded its work, e) Have measurable results

The minimum budget for a Global Grant is US\$30,000.

The application is a two-stage on-line process beginning with an outline proposal that briefly states the need the project will address, the activities planned to meet this need, a statement of how the project supports the areas of focus and a general budget (full details are not required until stage two of the process). Proposals can be submitted any time after January 15 2013. Following approval of the proposal by TRF the full application must be submitted within six-months. Proposal and application forms available at www.rotary.org

It is strongly recommended that clubs familiarize themselves with The Rotary Foundation Grant Terms and Conditions available at www.rotary.org before submitting a grant proposal.

District Grants were covered in the February issue and Packaged Grant details will be in the April issue.

Rotary Project Goes Canada-wide— Inspiring Students To Care

A New Generations Program is a district and zone-wide program sponsored by The Rotary Club of Warton in partnership with Spectrum Artistic and Educational Media, a non-profit, registered charity. The goals are to raise awareness about world issues and motivate students to action.

The program consists of two projects: **"No More Turning Away"**: Inspiring Student to Care about Hunger and Poverty, and **"Take It Back"**: Inspiring Students to Care about the Environment. Two DVDs, using classic rock music by Pink Floyd and John Mellencamp and music by high school students, have been produced and offered to school boards, first in Rotary District 6300, then across Ontario, and this year to school boards across Canada. So far 1,080 DVDs and Printed Guides have been placed in or purchased by 41 school boards in 6 provinces (Ontario, Manitoba, Saskatchewan, Alberta, B.C. and Nova Scotia), with the participation of 37 Rotary clubs in 5 Rotary districts.

Rotarians serving on Spectrum's Board of Directors include Bev Garinger, Nick Torra, Past District Governor Michael Atkins, District Governor Tom Robitaille, and Keith Martin. Providing a support committee within the Rotary Club of Warton are Bev, Nick, Paul Shirley and Ann Iles.

If you would like a copy of either DVD, you may purchase one at Rotary's discount price of \$20. If you would like to help place these engaging media resources in schools across Canada, contact Keith Martin, program coordinator (519-534-9188). For every \$100 you can help place 5 DVDs in 5 schools. Your name or your business name will be added to the Printed Guide that accompanies every DVD, as a Bronze, Silver or Gold contributor. For more information, visit www.spectrummedia.ca or www.facebook.com/InspiringStudentsToCare.

Help Rotary and Spectrum inspire students to do good in the world and for the world by caring about hunger and poverty and our environment!



"If we all have the fortitude to see this effort through to the end, then we *will* eradicate polio"
- Bill Gates



Rotary Club of London South

MP Joe Preston is presented with a special vase by Kathleen Murphy on behalf of the Rotary Club of London South. Kathleen travelled to Ethiopia with other club members (Cathy Brown-Swanton & Patti Lake) to administer the Polio vaccine, so was able to see first hand how the contributions from our government, Rotary, Bill & Melinda Gates and others is being used to eradicate this terrible disease from the world. The effort is getting close to ending Polio now with cases reported in only 3 remaining countries. The ongoing support of our government is crucial to finish the job that was started many years ago.



London Police Chief Brad Duncan shared with the Rotary Club of London South some of the new approaches to conflict resolution such as the involvement of mental health specialists to calls involving people needing that type of assistance instead of treating it as a police call. The people receive better assistance and it prevents engaging officers that could be used where they can be more effective. The Chief indicated that although many of the crime statistics are currently lower year over year, the guns and weapons issues are on the rise. The London Police Service has several new initiatives including a summer program for 8 students to work in the community with various ethnic communities. The London South club is currently considering how to best support the London Police in their work as a **peace program** in keeping with this year's Rotary theme "Peace Through Service".

Rotary Shines

June 6 - 9, 2013

We want to see **YOU** at the **District Conference** in Sarnia.

Early Registration Bonus!

Register and pay for the Rotary International District 6330 Conference in Sarnia by **April 30, 2013** and you will receive a **\$25.00 voucher** from **CRS Marketing** which can be used towards **clothing purchases** of **\$40.00 or more (before taxes)** at the District Conference.

Voucher is valid until the close of the Conference on **June 9th**.

Please note voucher **CANNOT** be used for the **POLOs** for **POLIO** campaign.

Voucher will be available at registration on or after June 6.

Conference Gala Entertainment June 8,

Fiddler extraordinaire, Jesse Grandmont, the crazy versatile fingers of Mark Payne on piano, and Canada's Phantom of the Opera, David Rogers, will blow the roof off with great singing, dancing and humour! This special presentation will bring the magic of music and the delight of beautiful singing to all. Along with the Starbright band and other special stars, **The Victoria Playhouse** is thrilled to showcase this wildly entertaining presentation of talent! Thank you for inviting us to celebrate Rotary. We are honoured to be amongst all of you who do great work. www.thevpp.ca



Conference RI President's Representative - Dr. Fred Hahn

Dr. Fred Hahn has been a Rotarian since 1973 and was President of the Independence, Mo club in 1986-87, District Governor District 6070 in 1992-93, has served TRF PolioPlus Partners since near its inception as Assistant Chair over six Zones. He has since served as Chair of a number of committees and has been President's representative on numerous occasions.

Fred and Marge have participated in medical supplies airlifts to St. Petersburg, Russia and Calcutta, India as well as NID's in Ethiopia. Fred has served on the council on legislation and attended 26 consecutive Rotary Int'l Conventions as well as many Presidential Peace Forums throughout the world. Fred was an RI Director 2009—2010.

Fred's Rotary awards include TRF District Service Award and the Meritorious Service Award, Service Above Self Award and RI Service Award for a Polio-Free World. Fred and Marge are Arch Klumph Society Members in TRF.

Fred is a recently retired Ear, Nose & Throat physician and serves on multiple boards. Fred & Marge have been married 57 years and have two daughters. Fred is a private pilot and enjoys snow skiing, singing and travel.

The Rotary Club of Markdale Celebrates 75 Years of Service

Seventy-five years ago in January 1938, steps were taken for the organization of a Rotary Club in Markdale ON by a group of 15 business and professional men who met at Hamilton's restaurant with H. W. Solomon, special representative, and 14 other members of Meaford and Owen Sound Rotary Clubs. This action united Markdale with more than 4,300 Clubs all over the world where Rotary was playing a leading part in the progress and development of the life of these communities.

The new Markdale Club wasted no time in getting started. Almost immediately they appointed a committee to conduct a survey to look for ways to support underprivileged children. And by August, plans were well under way for a fund raiser, the first Street Frolic on September 1, an event which has continued every year since.

Celebrating its 75th year, the Rotary Club of Markdale will once again this year conduct the Street Frolic (July 12), as well as three other major events – Ski-A-Round, Golf Tournament and the Mountain Top Jamboree. Funds raised will support both local and international projects.



This update provides information on current surveys, and offers key research findings from previous survey initiatives.

Research Insights:

Tens of thousands participated in surveys in 2012. Key research findings from 2012 surveys include:

- Why do Rotarians and Rotaractors join Rotary? Why do they stay? According to the research, the top two reasons are (1) local community service and (2) friendship and fellowship. Further, these are the top two reasons cited by every age group.
- The vast majority (90%) of district leaders (governors, committee chairs, and so forth) from non pilot districts say they support the Future Vision Plan.
- Strategic plans make a difference. Compared with clubs that don't have strategic plans, clubs with strategic plans are more likely to report significant improvement in the past three years in recruiting and retaining members, using social media, and maintaining a positive public image.
- New Generations participants are very interested in joining Rotary in the future. They say so at a rate of 80%!

Clubs that are participating in the 2011-14 pilot programs (Associate Membership, Corporate Membership, Innovation and Flexibility, and Satellite Club) had greater overall membership growth in 2011-12 than they did the year before the pilot, 2010-11. Their growth was also far above RI's 2011-12 overall membership growth rate.

**ROTARY LEADERSHIP INSTITUTE
SHINING WATERS DIVISION
(Districts 6330, 7010, 7070, 7080 & 7090)**

Saturday May 4th 2013, King's College, Epworth Avenue, London ON. 8:30AM to 4:00PM.

The Rotary Leadership Institute Program consists of three parts, I, II and III, to be taken progressively. Each part is a one day seminar, those taking Part II must have completed Part I; to take Part III, Part II must have been completed. The Parts are divided into 6 modules of approximately 55 minutes each. Attendees register for one part only at a cost of \$75.00 which covers welcome refreshments, breaks, lunch and materials.

TO REGISTER: Email to al@allanhardy.ca, and specify Part I, Part II or Part III, indicating that you will bring your check, payable to "R.L.I. District 6330", with you to the seminar. Classes are limited to 16 participants. Courses are fun, topical, interactive and contain very little lecture. They are geared toward busy business and professional community leaders who wish to be knowledgeable about Rotary and be more effective leaders in their Vocation and in their Rotary Club. Rotary Clubs are encouraged to select at least two candidates for R.L.I. training annually and to pay the registration fee. For more information please visit www.rotaryleadershipinstitute.org or contact:

**ALLAN HARDY, PDG, Rotary D6330.
Rotary Leadership Institute Chair
7 Glenview Crescent London ON. N5X 2P8 Canada**

**H 519 432 8168
C 519 434 1334
F 519 432 5828**

ROTARY MEMBERS: We're losing members as quickly as we're bringing new ones on board. We need your help!!! Contribute to your club's membership by bringing in qualified business and professional leaders who are interested in and committed to advancing the mission of Rotary. Together with your fellow Rotarians, you can help your club fully represent your community's business and professional life.

ENGAGE WITH YOUR COMMUNITY - It's as easy as 1, 2, 3 (taken from the Rotary website)

Proposing new members is essential to achieving Rotary's goals of providing community and international service. As a Rotarian, one of your primary responsibilities is to help identify and propose new members.

Consider the following approaches for finding future Rotarians:

- * Wear your Rotary pin to initiate conversations about your involvement with Rotary
- * Share stories of exciting club projects with colleagues, friends, and acquaintances
- * Distribute the Rotary publication you receive in the mail
- * Invite friends, co-workers, and colleagues to join you at our weekly Rotary meeting
- * Ask potential members to become involved with a club activity or service.

Encourage prospective members to tour the RI Web site, view membership videos, and complete a Prospective Member Form (www.rotary.org/membership/referral)

Kofi Annan quotes

"Literacy is a bridge from misery to hope. It is a tool for daily life in modern society. It is a bulwark against poverty, and a building block of development, an essential complement to investments in roads, dams, clinics and factories. Literacy is a platform for democratization, and a vehicle for the promotion of cultural and national identity. Especially for girls and women, it is an agent of family health and nutrition. For everyone, everywhere, literacy is, along with education in general, a basic human right.... Literacy is, finally, the road to human progress and the means through which every man, woman

Up Coming Club Events

March 16 & 17	Warton – Rotary Sugar Shack – Warton General Store \$5/10 per plate
April 25	Sarnia - Mysterion the Mind Reader – Guildwood Inn, 7:00pm tickets \$30.
May 4	St Thomas – Pony Poopin Bingo – Tickets \$5. Proceeds The Children's Hospital LHSC
May 25	Strathroy – 23 Annual Golf Tournament – Caradoc Sands Golf Club, Foursome \$400. Contact Ron Tyler 519 671 0776

March is Literacy Month!

March is Literacy Month and now is the time to evaluate your progress with your literacy projects for 2012-3. The District/Zone Literacy Award form is now available on the District 6330 website in the section "Downloads". Please send me (sue.storie@sympatico.ca) your completed forms before April 30. If you have 5 items listed you will receive the District Zone Award. If you have completed 10 projects you will receive the Zone Award. The awards will be presented at the District Conference in Sarnia.

Here are some projects to consider:

- * donate a book to your library to thank a speaker
- * invite a speaker from your library to celebrate literacy month
- * support an international project such as Back to School (<http://www.backtoschoolproject.org/>)
- * collect and donate books to organizations such as food banks
- * start a dictionary project
- * collect and donate board games
- * donate e-readers to libraries
- * start a project to match seniors with students who will assist them in using computers

Consider literacy components in existing projects. If you have a project involving a school you are already supporting literacy. Don't forget to invite me to your club as a speaker!

Please contact me if you have any questions!

Sue Storie - Rotary District 6330 Literacy Chair

Email sue.storie@sympatico.ca

Tel: 519-473-3077

Rotary Foundation (Canada) Post Office Box

The following information was recently circulated to a number of Rotarians in the District and it is being reprinted in part here in an effort to ensure that all Rotarians are aware of and use the correct office box. The P.O. Box listed below is recorded in both the District Directory and Website.

Rotary is continually searching for ways to improve our service to you and friends of The Rotary Foundation. In May 2012, Rotary changed its lockbox vendor in Canada to speed up your contribution processing times, improve data collection, and lower administrative costs. Our new partnership resulted in The Rotary Foundation (Canada) lockbox using a new address that began in May 2012.

Rotary has been working to secure a swift and easy transition, including outreach before the change began, updating forms and working with the new bank to forward all contributions sent from the "old" lockbox address to the "new" lockbox address. Unfortunately, we are still seeing almost **one third** of all Canadian lockbox contributions being sent to the "old" address. This is a growing concern since over the next few weeks, the agreement to forward contributions from the old lockbox will cease, resulting in contributions being returned to the donor/club treasurer, etc.

Please encourage use of forms located on www.rotary.org, www.trfcanda.org or through our [Member Access](#) site, as all of these resources provide the updated address:

THE ROTARY FOUNDATION (CANADA)

c/o 911600

PO Box 4090 STN A,

TORONTO, ON M5W 0E9

If you have any questions or concerns, please feel free to contact The Rotary Foundation Contact Center.

The Four-Way Test

1-Is it the TRUTH ?

2-Is it FAIR to all concerned ?

3-Will it build GOODWILL and BETTER FRIENDSHIPS ?

4-Will it be BENEFICIAL to all concerned ?

