

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

FEBRUARY 2006

NEW CLUB GOAL-SETTING FORM A KEY TOOL

The Every Rotarian, Every Year (EREY) effort is the pipeline that fuels The Rotary Foundation's Annual Programs Fund (APF), the primary source of funding for the Foundation's humanitarian and educational programs. Yet, the pipeline is only as effective as the funds that flow through it.

Club goal-setting is vital to the EREY effort. Now is the time for your club to set its goal in support of the APF goal for 2006-07.

All district governors-elect will be meeting at the International Assembly on 16-23 February in San Diego, California, USA, to discuss the process for setting club goals. The key tool in the goal-setting process is the *2006-07 Fund Development Club Goal Report Form*, which is available at <http://erey.rotary.org>. Clubs should submit the completed form to their

district governor-elect by 1 May. The Foundation Trustees will then review all club goals and the trustee chair will announce the APF goal at the 2006 RI Convention in Malmö-Copenhagen in June.

Rotary clubs that traditionally contribute less than US\$100 per capita to the APF are encouraged to set a minimum goal of \$100. Clubs above \$100 in per capita giving are encouraged to set an enhanced goal of 10 percent above their highest per capita achievement. Also, clubs can encourage members capable of making a challenge gift to consider doing so, as a way of inspiring others to contribute.

Your club's support for the EREY effort will enable The Rotary Foundation to run at peak capacity to help meet a world of needs.

REMINDERS

- Show your support for annual giving to the Foundation by wearing the Every Rotarian, Every Year appreciation sticker on your name badge at Rotary club meetings. The sticker is available to every Rotarian who becomes a Rotary Foundation Sustaining Member by contributing US\$100 or more to the Annual Programs Fund. Stickers are included in the *Every Rotarian, Every Year Club Success Kit* and are also available from Publications Order Services (refer to publication no. 956-MU) at RI World Headquarters (tel.: 847-866-4600; fax: 847-866-3276; e-mail: publicationsorder.services@rotary.org) or the international office serving your area. To find out how to become a Rotary Foundation Sustaining Member, log on to www.rotary.org/foundation/development/annualprograms/sustaining.html.
- Visit the RI Web site (<http://erey.rotary.org>) to find PowerPoint presentations, Fundraising Success Strategies, Annual Programs Fund Challenge Gift Examples, and other resources to help promote the Every Rotarian, Every Year effort.

As of 30 June 2005 in US\$
2004-05 data unaudited



Download *The Rotary Foundation Annual Report 2004-05* (187B-EN) and *2005 Facts* (159-EN) to see how much the Foundation spent on programs and learn about some of the outstanding humanitarian and educational efforts those funds supported.

THE BOTTOM LINE
HAS **YOUR** CONTRIBUTION BEEN COUNTED YET?

US\$36.4M

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

HOW DO YOUR INVESTMENT RETURNS STACK UP?

As you contribute to The Rotary Foundation, are you paying attention to what is coming back?

At their meeting in October 2005, the Foundation Trustees approved Matching Grants for projects in 15 different countries — a good reflection of where your contributions go to help meet international humanitarian needs. District Simplified Grants are an example of what comes back to your district and club from the Foundation to benefit your community.

For example, a visiting Group Study Exchange team can have a positive economic impact on your community through what it

spends locally. Has your club taken advantage of an opportunity like this? Ambassadorial Scholars further illustrate what your district has given and received back through the Foundation. Look at the return on your investment, for example, when your district contributes from its District Designated Fund to the Scholarships Fund Pool for Low-Income Countries. The scholar awarded the grant might choose to study in your community, thus enriching your local economy.

Are you contributing to the Annual Programs Fund so your club and district can participate fully in the Foundation's programs and take advantage of the opportunities they provide?

EVERY ROTARIAN EVERY YEAR

For more information about the Every Rotarian, Every Year initiative or to share examples of successful fund-raising 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

DISTRICT OPENS THE DOOR TO STARDOM

District 6780 (Tennessee, USA) is giving every one of its clubs the chance to be a star. As part of the Every Rotarian, Every Year effort and in honor of Rotary's centennial, the district launched its Star Club Designation Program in 2004-05. A club can become a star club when its annual level of contributions to The Rotary Foundation reaches an average of US\$100 per member.

Under the program, a club must report its annual contributions to the district by 30 March of each year, to allow enough time to determine which clubs will be recognized at the

district conference. Clubs that meet the \$100 per capita annual giving goal by 30 June will be lauded by the district governor during the annual visit to the club. Also, a special list of star clubs will be displayed on the district's Web site and included in the annual District Directory.

Each club can add recognition stars in succeeding years. The district's goal is to have all 64 of its clubs become star clubs every year as the best way to affirm its belief in the extraordinary value of the Foundation's programs.

SIGN ME UP!

Keep up to date with the Every Rotarian, Every Year effort and encourage other members of your club to do so by receiving this quarterly newsletter. Take the shortcut to view or subscribe to the newsletter by logging on to <http://erey.rotary.org>.

If you subscribed and your Internet service provider has changed, please be sure to let us know. (See contact information on this page.)

DO THE MATH

Each year, people in the United States spend a portion of their money on snack foods (US\$18 billion), candy (\$24 billion), ice cream (\$20 billion), cosmetics (\$30 billion), pet products (\$31 billion), weight-control products (\$33 billion), beer (\$45 billion), soft drinks (\$60 billion), fast food (\$103 billion), and legal gambling (\$550 billion). Together, these items total \$914 billion in spending.*

According to UNICEF and the World Bank, it would take about \$28 billion a year to end malnutrition, immunize all children against preventable diseases, and end illiteracy across the globe.

"The Rotary Foundation's literacy projects empower children to learn and rise up from poverty," Trustee Chair Frank Devlyn noted in his November 2005 Rotary International Web

site message. "Our clean water projects help prevent children in poor villages from dying of water-borne diseases. Our Ambassadorial Scholarship and Rotary World Peace Fellowship programs enlighten the next generation of world leaders to challenge the ravages of war and build bridges of peace and hope that link us all."

These programs are all made possible by our contributions to the Foundation. In 2004-05, the Foundation spent \$46.1 million on humanitarian grants projects, \$27.8 million on educational programs, and \$36.1 million on polio eradication efforts, for a total of \$110 million.

Would you be willing to give the Foundation the equivalent of a container of ice cream, a six-pack of beer, or a hamburger every week

to support its work? For example, just a \$100 contribution would help provide textbooks for an elementary school in Zambia, deworming tablets for more than 100 children in the Philippines, or three cataract surgeries in India.

In whatever country you live, think about your priorities, and let's support the Foundation's efforts to make a difference in the lives of people in need around the world by giving up just a few of the many things that we all take for granted.

Ray McKemie, District 6910 (Georgia, USA) Annual Giving Subcommittee chair, contributed to this article.

* Sources: Various trade, news, and public advocacy organizations