

Week 1:

Over the next year, I will be sharing a short weekly message about The Rotary Foundation, its programs and the need for your support. Today, I have a quote from Paulo Costa, Past President of Rotary International, 1990-1991.

“Rotary International’s masterpiece is The Rotary Foundation. It transforms our dreams into splendid realities . . . it is the most generous expression of Rotarian generosity - a generosity that not only brings benefits but also brings help and cooperation to solve the problems that affect mankind. The Rotary Foundation achieves the best that mankind can possibly achieve.”

Thank you for supporting The Rotary Foundation and its work.

Week 2: WHAT IS THE ROTARY FOUNDATION?

The Rotary Foundation is the charitable arm of Rotary International. It is a non-profit that is supported solely by voluntary contributions from Rotarians and friends of The Rotary Foundation who share its vision of a better world. Its sole mission is to support the efforts of Rotarians through Rotary’s mission, and the achievement of world understanding and peace through local, national and international humanitarian and educational programs in your back yard and around the globe.

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Week 3: HOW DID THE ROTARY FOUNDATION GET STARTED?

The Rotary Foundation was founded in 1917 by Rotary International’s sixth president, Arch C. Klumph, as an endowment fund for Rotary “to do good in the world.” It has grown from an initial contribution in 1917 of \$26.50 from the Rotary Club of Kansas City, Missouri to more than \$4.4 billion dollars in total contributions. The Rotary Foundation made its first grant of \$500.00 to the International Society for Crippled Children in 1930, and to this day, it continues to “do good in the world” in the name of Rotary.

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Week 4: THE WRITTEN OBJECTIVE FOR THE ROTARY FOUNDATION IN 1945

1. The promotion of The Rotary Foundation fellowships for advanced study
2. The fostering of any tangible and effective projects which have as their purpose the furthering of better understanding and friendly relations between the peoples of different nations
3. The providing of emergency relief for Rotarians and their families wherever war or other disaster has brought general destruction and suffering

The Rotary Foundation continues to do “good work” today. How does our club do good work in our own community and in the world?

Week 5: WHAT IS “EVERY ROTARIAN, EVERY YEAR” ALL ABOUT?

This initiative by the Board of Trustees of The Rotary Foundation encourages “every Rotarian, every year” to:

1. Participate in a Foundation program that is making a difference in the world
2. Contribute to the Foundation’s Annual Fund at a sustainable amount

The Rotary Foundation even has banners for clubs where every member contributes at least US\$25 to the Annual Fund with a US\$100 per capita during the Rotary year.

Today, around 1/3 of Rotarians participate in this initiative. In 2020/21, The Rotary Foundation was able to award 1,957 global grants for large scale sustainable projects due to the generosity of these Rotarians. Think about how much more Rotary could accomplish in the world if all of our 1.2 million worldwide members each gave at least US\$25 to our Foundation’s Annual Fund.

<http://unitedwayrocfly.org/landing-pages/equity-challenge/>

THE 21-DAY EQUITY CHALLENGE IS A POWERFUL OPPORTUNITY TO DEVELOP A DEEPER UNDERSTANDING OF HOW INEQUITY AND RACISM AFFECT OUR LIVES AND OUR COMMUNITY.

You, along with thousands of others in the Greater Rochester region, commit to deepening your understanding of and willingness to confront racism, bias and other social inequities.

- Community members can participate as **individuals or as a part of a workplace, place of worship, professional association** or more.
- The Challenge is **100% FREE**.
- Daily topics include **Understanding Bias, Levels of Racism, Housing Inequities, Building a Race Equity Culture** and many more.
- Challenges include links to recommended articles, videos, podcasts, reflections and more.

CHALLENGE DAILY CALENDAR

The 21-Day Racial Equity Challenge has been implemented in dozens of markets across the country. To localize the content and ensure it relates to our community, more than 50 community partners – including leaders in diversity, equity, and inclusion; community leaders; and human service organizations – proposed, vetted, and selected the content that will be used in our regional Challenge. **See below for the focus for each day of the Challenge.** You can take the Challenge at any time by downloading the daily challenge below.

Are you leading the Challenge at your workplace? Visit the [Equity Toolkit](#) for articles to support conversations on race and equity, a sample email for your colleagues, a Challenge FAQ and more.

Pre-Challenge: [What to Expect](#)

Day 1: [Race and Equity](#)

Day 2: [Understanding and Reflecting on Our Bias](#)

Day 3: [What is Privilege?](#)

Day 4: [Talking About Race is Challenging for Some. Here's Why.](#)

Day 5: [Levels of Racism](#)

Day 6: [Race and Discrimination](#)

Day 7: [Trauma to Healing](#)

Day 8: [Housing Inequity](#)

Day 9: [How Your Race Impacts your Health](#)

Day 10: [Environmental Justice](#)

Day 11: [Racial Wealth Gap](#)

Day 12: [Behind the Starting Line - Racialized Outcomes in Early Childhood](#)

Day 13: [Adverse Childhood Experiences](#)

Day 14: [Education & School-Aged Children](#)

Day 15: [Tale of Two Cities](#)

Day 16: [Opportunity](#)

Day 17: [Building a Race Equity Culture](#)

Day 18: [Being an Ally](#)

Day 19: [Tools for the Racial Equity Change Process](#)

Day 20: [A Racial Equity Lens](#)

Day 21: [Committed to Equity](#)