



District 5580 Annual Fund
Message from Jim McDonald
Annual Fund Chair

As at June 30, 2016

The new District Award for the EREY Challenge appears to have encouraging many clubs to increase the number of their members who have supported the Annual Fund. We had 14 clubs who have qualified for this new award. They have either maintained their 100% participation level for the number of members donating or have significantly increased the percentage of their members who have made a donation.

The TRF Banner Recognition Status Report, lists all donations including Polio Plus, whereas the prior EREY Report only listed only those members who donated to the Annual Fund. This may cause some confusion to some clubs that thought they were on target to meet their objective, not realizing only Annual Fund Donations count towards the challenge.

The 14 clubs include; Aitkin, Bemidji Sunrise, Bismark Far West, Bismark, Bowman, East Range, Ely, Fargo-Moorhear AM, Fergus Falls, Fergus Falls Sunrise, Grand Forks AM, Little Falls, Thunder Bay (Lakehead) and Williston. That represents about 20% of the clubs.

I believe that there is a significant growth area for Annual Fund donations by trying to encourage every member to make some level of donation each year. Our district still has 70% of our members who did not support the Annual Fund in 2015-2016 Rotary year. We still have 7 entire clubs whose members gave nothing this past year to the Annual Fund.

I was planning to continue the challenge again this year. Perhaps we should call it the Annual Fund Participation Challenge so clubs do not confuse it with the TRF Banner Recognition.

As soon as I have the go ahead from district executive I will be contacting all club foundation chairs and club presidents to set out each clubs goal for an award this coming year.