



District Council Agenda June 13, 2019



Join Zoom Meeting

<https://zoom.us/j/97110364214?pwd=ZU9yMlZhN2MvT3RpZVloVjZRXFVZz09>

08:50	Check-in	
09:00 - 09:30	Call to Order & Welcome Invocation Rotary Moment Introductions	Bob Artis, DG Bob Artis, DG Pene Hutton, Exec Secretary All
09:30 - 09:45	Consent Agenda – approve reports by motion <ul style="list-style-type: none">a. Secretary's Report<ul style="list-style-type: none">• District Council Meeting Minutes of April 2020b. Treasurer's Report<ul style="list-style-type: none">• Financials as of April 30, 2020c. District Governor Reportd. District Governor Elect Reporte. District Governor Nominee Reportf. District Foundation Reportg. Youth Services Reporth. Membership Reporti. Service Projects Reportj. AG Report	
09:45 – 10:10	Healthy Communities Initiative	Kevin Crosby, PDG
10:10 – 10:40	Strategic Plan	Anne Bermingham, DGN Melisa Schrock, IPDG
10:40 – 11:00	Thank You	Bob Artis, DG
11:00 – 11:30	District Governor Elect <ul style="list-style-type: none">• District Goals 2020 - 2021• Presentation of District Leadership Team• District Conference News	Frank Adamson, DGE
11:30 PM	Adjournment	



District Council Minutes Saturday, April 4, 2020

Location: Zoom Online Meeting

No. of Attendees: 73

Call to Order: 09:00 a.m. by Governor Bob Artis, welcoming all members and guests.

Invocation: Donna Saskowski, AG asked for a moment of silence for the many who have lost their lives from the COVID-19 pandemic, then she asked for collective strength for Rotarians to help our communities with the tools made available to us and special blessings on our front line essential personnel.

Introductions: DG Bob asked all participants to give their name, club name and role in the district and club.

Rotary Moment: DGN Anne Bermingham shared how thrilled she is to have so many Rotarians online for the meeting. She then related how as a new Rotarian she was in a serious car crash in 1995 when mobile phones were just coming into use. Upon arriving home from the hospital she was asked if she would be up for a phone call. The club then consisting of upwards of 250 members, called her on the mobile phone and 250 Rotarians said “Hello Anne” and “Get Well Soon Anne”. Anne said, “It was a really special moment to have so many people care.”

Consent Agenda:

MOTION TO APPROVE THE CONSENT AGENDA BY RALPH MONTESANTO, DG, SECONDED BY MARLEE DIEHL, PDG.

MOTION TO REMOVE THE SERVICE PROJECTS REPORT FROM THE CONSENT AGENDA PRIOR TO APPROVAL BY PENE HUTTON, SECONDED BY REG MADISON, PDG. MOTION CARRIED. CONSENT AGENDA APPROVED WITHOUT SERVICE PROJECTS REPORT SPECIFICALLY THE MOTION WITHIN THE REPORT.

MOTION TO APPROVE THE ADOPTION OF THE PROPOSED DISTRICT 7090 LAND ACKNOWLEDGEMENT FOR USE AT DISTRICT AND CLUB GATHERINGS BY LISA BISHOP, DIRECTOR OF SERVICE PROJECTS, SECONDED BY PHIL SHAMES, AG. LISA WITHDREW THE MOTION AFTER DISCUSSION INDICATED THAT DEVELOPMENT OF THIS COMMITTEE AND ITS WORK NEEDS TO BE PUBLICIZED AND PERHAPS THE MOTION REWORDED TO ADD THE WORD

“CAN” OR OTHER VERBIAGE PROVIDING MORE FLEXIBILITY FOR CLUBS AND DISTRICT TO USE THE ACKNOWLEDGMENT IN LIGHT OF THE DIFFICULTY TO MONITOR SAME.

Programs of Scale Grant Proposal: Kevin Crosby along with Sarah and Ben Baird shared the project in Uganda. See attached proposal.

MOTION BY KEVIN CROSBY, PDG, TO APPROVE A PROGRAMS OF SCALE GRANT PROPOSAL, SECONDED BY ROBERT MORROW, AG COORDINATOR. MOTION CARRIED.

Strategic Plan: Anne Bermingham, DGN, presented the amended plan. Anne noted that the Strategic Plan had been reviewed and amended slightly as about 70% of the actionable items needed tweaking and improving.

MOTION BY ANNE BERMINGHAM, DGN TO APPROVE THE STRATEGIC PLAN AS AMENDED, SECONDED BY FRANK ADAMSON, DGE AND MELISA SCHROCK, IPDG. MOTION CARRIED.

Financial Report: John Bartlett, Treasurer (absent) Pene Hutton, Executive Secretary and Bookkeeper indicated the interim financial reports as attached to the back of the agenda packet. She noted the balance sheet bank accounts total \$320,361.73. She also noted the year to date budget, which shows Net Income of \$61,830.99, which will be mostly expended by Rotary year end June 30 in keeping with our not for profit status.

Break: 15 MINUTES UNTIL 10:25 AM.

Town Hall: Susan Czynry, Trainer moderated this discussion about what clubs are doing during the COVID-19 pandemic. Club representatives shared how they have continued to meeting using virtual software as well as email. Additionally, there was discussion about projects for front line essential personnel.

Membership: Angela Carter, Director, noted that with all the activity she heard from the clubs on today’s meeting, she believes it is definitely possible to attract members during this pandemic. She noted the weekly Rotary Web Talks, Open Mic Chats, Keeping Your Rotary Spirit Alive, Zoom meetings coming up. All Rotarians will receive notice. She opened discussion about opportunities to increase membership and to retain engagement of current members. AS stated in the Chat by Trainer Sue Czynry – “The District is here to support clubs. We are working to deliver innovative ways to recruit, engage, connect and promote the work of Rotary.”

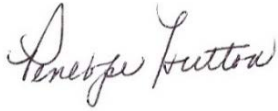
Project Connect: DG Bob Artis is encouraging all Rotarians is join him in reaching out daily to at least 3 people in his/her circle of influence to lift up spirits, check in.

For the Good of the Rotary: Angela Carter, Membership Director, commented, “Leadership at this time has the most weight on their shoulders. Whether it is province, county, country or town.” She commended DG Bob on his leadership of the District.

DG Bob adjourned the meeting at 11:24 a.m.

Next Meeting of the District Council: Saturday, June 13, 2020.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Penelope Hutton".

Penelope Hutton
Executive Secretary

Reports Attached:

Consent Agenda:

- DG Report
- DGE Report
- DGN Report
- Foundation Report
- Membership Report
- Training Report
- Youth Services Report
- Finance Committee Report
- Nominating Committee Report
- AG Coordinator Report
- Friendship Exchange Report

Other Reports:

- Service Projects Report
- Programs of Scale Grant Proposal
- Strategic Plan 2020 - 2023
- Balance Sheet
- Profit & Loss Statement
- Year to Date Budget

Rotary District 7090

BALANCE SHEET

As of June 7, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10001 Key Bank (US)	133,451.28
10002 BoM (CDN)	165,051.91
Total Bank Accounts	\$298,503.19
Accounts Receivable	
11001 Accounts Receivable (A/R) - US	0.00
11002 Accounts Receivable (A/R) CND	167.40
Total Accounts Receivable	\$167.40
Other Current Assets	
10004 Undeposited Funds	0.00
11003 Account Receivable - Loan	0.00
11004 A/R - Cdn - prior difference	0.00
11005 RYLA Receivable	0.00
11006 SlapShot Receivable	0.00
12001 Restricted Grants Committee	77,350.73
13001 Prepaid Expenses	-379.70
13002 Prepaid District Conference	379.70
Total Other Current Assets	\$77,350.73
Total Current Assets	\$376,021.32
TOTAL ASSETS	\$376,021.32
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20001 Accounts Payable (A/P) - USD	0.00
Accounts Payable (A/P) - CAD	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
20002 A/P - USD - prior difference	0.00
20300 Accrued Expenses	0.00
21001 Future Rotaract Deposits	90.00
23250 District Grants Payable	77,565.02
23500 Unearned / Deferred Revenue	3,600.00
Total Other Current Liabilities	\$81,255.02
Total Current Liabilities	\$81,255.02
Total Liabilities	\$81,255.02
Equity	
30000 Opening Balance Equity	0.00
31000 Retained Earnings	251,875.29
Net Income	42,891.01
Total Equity	\$294,766.30
TOTAL LIABILITIES AND EQUITY	\$376,021.32

Rotary District 7090

PROFIT AND LOSS % OF TOTAL INCOME

July 1, 2019 - June 7, 2020

	TOTAL	
	JUL 1, 2019 - JUN 7, 2020	% OF INCOME
Income		
40000 Operating Revenue		
40010 General Assessment - Dues	109,601.21	70.33 %
40020 General Assessment - Conference Support	6,200.21	3.98 %
Total 40000 Operating Revenue	115,801.42	74.31 %
41000 Training Revenue		
41010 Club Assessment - PETS	15,828.61	10.16 %
41030 RLI	6,638.88	4.26 %
41040 Grants Training Income	11,049.95	7.09 %
Total 41000 Training Revenue	33,517.44	21.51 %
42000 District Conference Revenue		
42010 DCONF Reg. Current Year	2,870.00	1.84 %
Total 42000 District Conference Revenue	2,870.00	1.84 %
44000 Miscellaneous Income	2.93	0.00 %
46000 Youth Services Income		
46001 RYLA Income	0.00	0.00 %
46002 SlapShot Income	771.56	0.50 %
46004 Youth Services Conference	2,968.30	1.90 %
Total 46000 Youth Services Income	3,739.86	2.40 %
47000 District Event Revenue		
47001 DG Changeover	-90.00	-0.06 %
Total 47000 District Event Revenue	-90.00	-0.06 %
Total Income	\$155,841.65	100.00 %
GROSS PROFIT	\$155,841.65	100.00 %
Expenses		
60000 Operating Expenses	0.00	0.00 %
60010 Banking Fees	373.11	0.24 %
60020 Credit Card Fees	2,224.51	1.43 %
60030 IT/Software Expense	516.00	0.33 %
60031 Club Runner Software	2,257.00	1.45 %
60032 Website Administration	120.17	0.08 %
60033 Zoom Software	1,523.00	0.98 %
60034 QB Software	815.40	0.52 %
Total 60000 Operating Expenses	7,829.19	5.02 %
60040 Insurance		
60041 US Insurance	2,250.00	1.44 %
60042 CA Insurance	18,966.54	12.17 %
Total 60040 Insurance	21,216.54	13.61 %

Rotary District 7090

PROFIT AND LOSS % OF TOTAL INCOME

July 1, 2019 - June 7, 2020

	TOTAL	
	JUL 1, 2019 - JUN 7, 2020	% OF INCOME
60050 Finance & Audit	5,300.00	3.40 %
60060 District Council	1,024.87	0.66 %
61000 Administrative Expenses		
61010 Admin Services	20,000.00	12.83 %
61020 Office Supplies	58.22	0.04 %
61022 Postage	139.59	0.09 %
61030 District Newsletter	2,000.00	1.28 %
61040 Phone Charge	1,000.00	0.64 %
Total 61000 Administrative Expenses	23,197.81	14.89 %
62000 Directors and Committees		
62100 Director of Training		
62103 PETS Training	1,994.73	1.28 %
62105 RLI	3,812.30	2.45 %
Total 62100 Director of Training	5,807.03	3.73 %
62200 Director of Foundation		
62202 District Simplified Grants	7,881.95	5.06 %
62204 Grants	2,218.85	1.42 %
62206 Zone Training	614.61	0.39 %
62207 Foundation Dinner	52.44	0.03 %
Total 62200 Director of Foundation	10,767.85	6.91 %
62400 Director of Youth Services		
62401 RYLA	-44.00	-0.03 %
62402 SLAPSHOT	8,239.49	5.29 %
62403 Rotaract	47.39	0.03 %
62407 Youth Conference	5,350.64	3.43 %
Total 62400 Director of Youth Services	13,593.52	8.72 %
62500 Director of Public Image		
62502 Badges	217.42	0.14 %
Total 62500 Director of Public Image	217.42	0.14 %
62600 Director of Membership		
62603 Membership Materials	181.50	0.12 %
Total 62600 Director of Membership	181.50	0.12 %
62700 District Governor		
62701 Training	203.04	0.13 %
62702 RI Convention	2,037.55	1.31 %
62703 Governor Awards	790.17	0.51 %
62705 President Meetings	1,517.54	0.97 %
Total 62700 District Governor	4,548.30	2.92 %

Rotary District 7090

PROFIT AND LOSS % OF TOTAL INCOME

July 1, 2019 - June 7, 2020

	TOTAL	
	JUL 1, 2019 - JUN 7, 2020	% OF INCOME
62800 District Governor Elect		
62801 Training	1,597.87	1.03 %
62802 RI Convention	3,239.89	2.08 %
62803 Theme Items	2,351.58	1.51 %
Total 62800 District Governor Elect	7,189.34	4.61 %
Total 62000 Directors and Committees	42,304.96	27.15 %
63000 District Conference Expenses		
63010 General Expenses (current year)	5,890.55	3.78 %
Total 63000 District Conference Expenses	5,890.55	3.78 %
64000 Miscellaneous Expenses		
64040 Rotarians in Action Day	35.49	0.02 %
64050 Other Miscellaneous Expenses	5,195.00	3.33 %
Total 64000 Miscellaneous Expenses	5,230.49	3.36 %
Total Expenses	\$111,994.41	71.86 %
NET OPERATING INCOME	\$43,847.24	28.14 %
Other Expenses		
Unrealized Gain or Loss	0.00	0.00 %
Exchange Gain or Loss	956.23	0.61 %
Total Other Expenses	\$956.23	0.61 %
NET OTHER INCOME	\$ -956.23	-0.61 %
NET INCOME	\$42,891.01	27.52 %

Rotary District 7090

BUDGET VS. ACTUALS: 2019 - 2020 ROTARY BUDGET - FY20 P&L

July 2019 - June 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
40000 Operating Revenue				
40010 General Assessment - Dues	109,601.21	116,769.00	-7,167.79	93.86 %
40020 General Assessment - Conference Support	6,200.21	6,525.00	-324.79	95.02 %
Total 40000 Operating Revenue	115,801.42	123,294.00	-7,492.58	93.92 %
41000 Training Revenue				
41010 Club Assessment - PETS	15,828.61	16,080.00	-251.39	98.44 %
41030 RLI	6,638.88		6,638.88	
41040 Grants Training Income	11,049.95		11,049.95	
Total 41000 Training Revenue	33,517.44	16,080.00	17,437.44	208.44 %
42000 District Conference Revenue				
42010 DCONF Reg. Current Year	2,870.00		2,870.00	
Total 42000 District Conference Revenue	2,870.00		2,870.00	
44000 Miscellaneous Income	2.93		2.93	
46000 Youth Services Income				
46001 RYLA Income	0.00		0.00	
46002 SlapShot Income	771.56		771.56	
46004 Youth Services Conference	2,968.30		2,968.30	
Total 46000 Youth Services Income	3,739.86		3,739.86	
47000 District Event Revenue				
47001 DG Changeover	-90.00		-90.00	
Total 47000 District Event Revenue	-90.00		-90.00	
Total Income	\$155,841.65	\$139,374.00	\$16,467.65	111.82 %
GROSS PROFIT	\$155,841.65	\$139,374.00	\$16,467.65	111.82 %
Expenses				
60000 Operating Expenses	0.00		0.00	
60010 Banking Fees	373.11	500.00	-126.89	74.62 %
60020 Credit Card Fees	2,224.51	4,500.00	-2,275.49	49.43 %
60030 IT/Software Expense	516.00	290.00	226.00	177.93 %
60031 Club Runner Software	2,257.00	2,200.00	57.00	102.59 %
60032 Website Administration	120.17	21.00	99.17	572.24 %
60033 Zoom Software	1,523.00	1,950.00	-427.00	78.10 %
60034 QB Software	815.40	645.00	170.40	126.42 %
Total 60000 Operating Expenses	7,829.19	10,106.00	-2,276.81	77.47 %
60040 Insurance				
60041 US Insurance	2,250.00	3,613.00	-1,363.00	62.28 %
60042 CA Insurance	18,966.54	26,000.00	-7,033.46	72.95 %
Total 60040 Insurance	21,216.54	29,613.00	-8,396.46	71.65 %
60050 Finance & Audit	5,300.00	7,000.00	-1,700.00	75.71 %
60060 District Council	1,024.87	2,500.00	-1,475.13	40.99 %
61000 Administrative Expenses				

Rotary District 7090

BUDGET VS. ACTUALS: 2019 - 2020 ROTARY BUDGET - FY20 P&L

July 2019 - June 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
61010 Admin Services	20,000.00	24,000.00	-4,000.00	83.33 %
61020 Office Supplies	58.22	600.00	-541.78	9.70 %
61022 Postage	139.59		139.59	
61030 District Newsletter	2,000.00	2,400.00	-400.00	83.33 %
61040 Phone Charge	1,000.00	1,200.00	-200.00	83.33 %
61050 Treasurer Expenses		200.00	-200.00	
Total 61000 Administrative Expenses	23,197.81	28,400.00	-5,202.19	81.68 %
62000 Directors and Committees				
62100 Director of Training				
62101 DLT Training		400.00	-400.00	
62102 AG Training		400.00	-400.00	
62103 PETS Training	1,994.73	16,080.00	-14,085.27	12.41 %
62104 District Training Assembly		400.00	-400.00	
62105 RLI	3,812.30		3,812.30	
62106 Visioning Training		600.00	-600.00	
62107 Zone Training		2,000.00	-2,000.00	
Total 62100 Director of Training	5,807.03	19,880.00	-14,072.97	29.21 %
62200 Director of Foundation				
62201 VTT		450.00	-450.00	
62202 District Simplified Grants	7,881.95		7,881.95	
62203 Paul Harris Society		100.00	-100.00	
62204 Grants	2,218.85		2,218.85	
62205 Rotary Scholars		200.00	-200.00	
62206 Zone Training	614.61	700.00	-85.39	87.80 %
62207 Foundation Dinner	52.44		52.44	
Total 62200 Director of Foundation	10,767.85	1,450.00	9,317.85	742.61 %
62300 Director of Service Projects				
62301 International Community Service		100.00	-100.00	
62302 Community Service		75.00	-75.00	
62303 Vocational Service		75.00	-75.00	
Total 62300 Director of Service Projects		250.00	-250.00	
62400 Director of Youth Services				
62401 RYLA	-44.00		-44.00	
62402 SLAPSHOT	8,239.49		8,239.49	
62403 Rotaract	47.39	2,500.00	-2,452.61	1.90 %
62404 Interact		1,000.00	-1,000.00	
62407 Youth Conference	5,350.64		5,350.64	
62408 Youth Program Promotion		1,500.00	-1,500.00	
Total 62400 Director of Youth Services	13,593.52	5,000.00	8,593.52	271.87 %
62500 Director of Public Image				
62501 RI Materials		250.00	-250.00	
62502 Badges	217.42	250.00	-32.58	86.97 %

Rotary District 7090

BUDGET VS. ACTUALS: 2019 - 2020 ROTARY BUDGET - FY20 P&L

July 2019 - June 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
62503 Advertising		250.00	-250.00	
62504 Zone Training		200.00	-200.00	
Total 62500 Director of Public Image	217.42	950.00	-732.58	22.89 %
62600 Director of Membership				
62601 Zone Training		200.00	-200.00	
62602 Regional Training		2,500.00	-2,500.00	
62603 Membership Materials	181.50		181.50	
Total 62600 Director of Membership	181.50	2,700.00	-2,518.50	6.72 %
62700 District Governor				
62701 Training	203.04	1,900.00	-1,696.96	10.69 %
62702 RI Convention	2,037.55	7,000.00	-4,962.45	29.11 %
62703 Governor Awards	790.17	500.00	290.17	158.03 %
62705 President Meetings	1,517.54	2,200.00	-682.46	68.98 %
Total 62700 District Governor	4,548.30	11,600.00	-7,051.70	39.21 %
62800 District Governor Elect				
62801 Training	1,597.87	1,900.00	-302.13	84.10 %
62802 RI Convention	3,239.89	7,000.00	-3,760.11	46.28 %
62803 Theme Items	2,351.58	2,500.00	-148.42	94.06 %
Total 62800 District Governor Elect	7,189.34	11,400.00	-4,210.66	63.06 %
62900 District Governor Nominee				
62901 Training		1,900.00	-1,900.00	
Total 62900 District Governor Nominee		1,900.00	-1,900.00	
Total 62000 Directors and Committees	42,304.96	55,130.00	-12,825.04	76.74 %
63000 District Conference Expenses				
63010 General Expenses (current year)	5,890.55	6,525.00	-634.45	90.28 %
Total 63000 District Conference Expenses	5,890.55	6,525.00	-634.45	90.28 %
64000 Miscellaneous Expenses				
64020 DGND Interviews		100.00	-100.00	
64040 Rotarians in Action Day	35.49		35.49	
64050 Other Miscellaneous Expenses	5,195.00		5,195.00	
Total 64000 Miscellaneous Expenses	5,230.49	100.00	5,130.49	5,230.49 %
Total Expenses	\$111,994.41	\$139,374.00	\$ -27,379.59	80.36 %
NET OPERATING INCOME	\$43,847.24	\$0.00	\$43,847.24	0.00%
Other Expenses				
Exchange Gain or Loss	956.23		956.23	
Total Other Expenses	\$956.23	\$0.00	\$956.23	0.00%
NET OTHER INCOME	\$ -956.23	\$0.00	\$ -956.23	0.00%
NET INCOME	\$42,891.01	\$0.00	\$42,891.01	0.00%



KeyBank
P.O. Box 93885
Cleveland, OH 44101-5885

Business Banking Statement
April 30, 2020
page 1 of 2

750755911

31 T 929 00000 R EM AO
ROTARY DISTRICT 7090
800 LAKEVIEW AVE
JAMESTOWN NY 14701-3106

Questions or comments?
Call our Key Business Resource Center
1-888-KEY4BIZ (1-888-539-4249)

Enroll in Online Banking today at Key.com.
Access your available accounts, transfer funds and view your transactions right from your PC.

Key Business Reward Checking
ROTARY DISTRICT 7090

Beginning balance 3-31-20	\$141,212.96
2 Subtractions	-168.26
Ending balance 4-30-20	\$141,044.70

Subtractions

<i>Withdrawals</i>	<i>Date</i>	<i>Serial #</i>	<i>Location</i>	
	4-2		Bankcard Merch Fees948908732439435	\$18.36
	4-15		Direct Withdrawal, Paypal Inst Xfer	149.90
			Total subtractions	\$168.26

Your branch address:

P.O. BOX 129
61 JARVIS STREET
FORT ERIE, ON L2A5M6

Business Banking**Your Branch**

FORT ERIE
Transit number: 0315

**For questions about your
statement call**
(905) 871-4710

Direct Banking

1-877-262-5907
www.bmo.com

ROTARY INTERNATIONAL DISTRICT 7090
DONALD DE MEO
617 MAIN STREET SUITE 105C
BUFFALO NY 14203
UNITED STATES

Business Banking statement

For the period ending April 30, 2020

Summary of account

Account	Opening balance (\$)	- Total amounts debited (\$)	+ Total amounts credited (\$)	= Closing balance (\$) on Apr 30, 2020
Community Account XXXXXXXXXXXX	225,402.04	7,033.99	644.76	219,012.81

Ransomware occurs when cybercriminals hold and block access to your information until a ransom is paid. Avoid clicking on phishing emails and keep your information stored on an external hard drive. For more security tips, visit bmo.com/security.

Transaction details

Date	Description	Amounts debited from your account (\$)	Amounts credited to your account (\$)	Balance (\$)
------	-------------	---	--	--------------



Community Account XXXXXXXXXXXXXXX

Business name:
ROTARY INTERNATIONAL DISTRICT 7090

Apr 01	Opening balance			225,402.04
Apr 01	Pre-Authorized Payment No Fee, MON FEE01452309 MSP/DIV	12.95		225,389.09
Apr 06	Direct Deposit, ROTARY E-CLUB 0 EDI/EED		644.76	226,033.85
Apr 07	Cheque, NO.1476	5,921.48		220,112.37
Apr 09	Cheque, NO.1466	1,099.56		219,012.81
Apr 30	Closing totals	7,033.99	644.76	

Number of items processed 3 1

Number of cheques or related items enclosed in your statement..... 2

Business Banking statement

ROTARY INTERNATIONAL DISTRICT 7090
For the period ending April 30, 2020

Business Banking




ISN: 4312700948
Cheque #1476

5,921.48

ROTARY INTERNATIONAL DISTRICT 7090
617 MAIN STREET 1400
BUFFALO NY 14203

DATE 2020-03-10
Y Y Y Y M M D D

PAY to Frank Alencen
the order of Five thousand - nine hundred - twenty - one 48 DOLLARS 

BMO Bank of Montreal
61 JAMES STREET TEL: (416) 597-4710
FORT ERIC, ONTARIO L2A 3M6

ROTARY INTERNATIONAL DISTRICT 7090

RE: [Signature]

XXXXXXXXXXXXXXXXXXXX

003132900017 TD2086 2020-04-07 13:07:40
KeyAmt: 5921.48
000000000005204868
589297XXXXXX0376

Printer ID# 1021

Endorsement - Signature or Stamp

BACKVERSO


TDCT ATM/GO TOR
3008497 ISN: 31472563-1
C.R. 342 RE-3184858

ISN: 4312881047
Cheque #1466

1,099.56

ROTARY INTERNATIONAL DISTRICT 7090
617 MAIN STREET 1400
BUFFALO NY 14203

DATE 2019-12-19
Y Y Y Y M M D D

PAY to John Teibert
the order of one - thousand - ninety - nine 56 DOLLARS 

BMO Bank of Montreal
61 JAMES STREET TEL: (416) 597-4710
FORT ERIC, ONTARIO L2A 3M6

ROTARY INTERNATIONAL DISTRICT 7090

RE: [Signature]

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From: **Bob Artis** <bobartis7250@gmail.com>

Date: Sun, Jun 7, 2020, 2:50 PM

Hi Pene, Here is my report and thanks for this friendly reminder.

This past few months has been somewhat of a downer. However, there are key and willing Rotarians who made this dark period one of brightness. They are my unsung heroes, too many to share in this report, however, three that bears mentioning: Angela Carter, Director of Membership; Susan Czyrny, Director of Training and Al Lutchin, Chair of PETS. This incredible group kept our members engaged and inspired during eight weeks of COVID-19.

Other exciting notables: President Mark Maloney appeared in a virtual Town Hall Meeting to close out our year.

With few exceptions, this has been a remarkable and fantabulous year serving as your District Governor.

Thank you for your support and unwavering dedication.

DG Bob

DGE Report:

As DG Bob wraps up his year amid COVID-19 and I begin mine the landscape has changed drastically. We have already adapted in how we communicate and meet virtually.

I will be presenting my goals for 2020-2021 at our last District Council Meeting next Saturday. One of my goals was to have virtual Club Visits utilizing the Zoom platform and to spend quality time with Clubs helping with Service Projects, Fundraisers, Celebratory events such as St. Catharines and Welland Club's 100th Anniversary, Paul Harris Dinners, etc. R I President Elect Holger Knaack has encouraged DG's to Open Opportunities and to challenge traditions, which are stale and possibly outdated. Thanks to COVID all of my Club Visits will be virtual. It is my hope that 2021 will see an open border and an opportunity to meet face to face.

I am delighted to be a part of the new DG chain with Bob, Anne Bermingham and Lisa Bishop, who bring a wealth of experience and leadership to the District.

Traditionally, the District gavel has been passed at the June Council Meeting, but this year Bob and I will meet on the Rainbow Bridge in Niagara Falls to do the ceremonial handover. We are excited about this opportunity, which none of us envisioned three months ago. I was delighted to be hosting the official Changeover at the new home of Wellspring Niagara Cancer Support Services in my hometown of Fonthill. The meeting will be virtual, but I will be there with the Executive Director and you will have a virtual tour. Over the past three years Rotarians, Rotaractors and friends of Rotary have raised almost \$250,000 for this organization by circumnavigating Lake Ontario on bicycles to raise money for them. In addition the Rotary Club of Fonthill and members from Welland and Fonthill have donated in excess of \$200,000.

The Zoom meeting will start at 19:00 a.m. on the 27th. Please plan to join us.

Our District Conference has been postponed to the Spring with the hopes that it can be in person in Niagara on the Lake. However, we are planning a Pedal for Polio fundraiser, which I hope will involve members from all of our Rotary and Rotaract Club to be held on World Polio Day on October 24th in NOTL.

I look forward to serving you over the next year and thank all of you who have mentored and encouraged me to take on this role. And thanks to District Governor Bob for his leadership in trying times.

Frank Adamson,
DGE

For District Governor Nominee Report:

- Been busy getting self oriented to all that is currently going on in the District
- Have started own personal document noting who I know in each club and working to ensure that I have at least 2-3 connections per club
- Have helped create best practice document for emails and meetings
- Been active in revising District Strategic plan and getting everyone involved in moving it forward (including our directors and DG team)
- Have led the development of a survey for input from all the clubs - going out this week to President Elects to complete
- Excited with the many opportunities that await us with the virtual meetings and easier connections with all clubs

End of Report.



Anne Bermingham
2WA Consulting
905.719.1225 | 2waconsulting.com

District 7090 Rotary Foundation Committee
District Council Report June 13, 2020



The Rotary Foundation “Doing Good in the World”.

John Teibert, Director, District 7090 Rotary Foundation
The reports from the Chair persons are copied below for your review.

Annual Fund and Polio Plus – Chair – Sandi Chard

Annual Fund – Chair – Sandi Chard

Our Annual Fund for the district as of June 1 is down approximately \$60,000 from last year. Pat and I have contacted many clubs this past week to remind them how important the Annual Fund is for district in three years to provide for all the great projects in the communities and world we accomplish as Rotarians. I am hopeful that individuals as well as clubs will help donate to the annual fund. At this time, only 610 members that have given \$25.00 to foundation which is down substantially from 912 last year. Our goal is \$100 per member in the district which at this time we have 410 members that achieved this. We have 11 clubs at this time that have not given to the Annual Fund.

This is also the time for club President Elects to enter their goals for Annual Fund and Polio in club central. This year we had less than 50% of the Presidents setting a goal. The hope is for 2020-21 clubs Presidents will achieve this.

Thank you to all individuals and club that help make Rotary Foundation a charity of choice

Respectfully submitted,

Sandi Chard, Annual Fund Chair

End Polio Now – Chair – Sandi Chard

The District Polio Now has been successful this Rotary year. We still have 19 clubs that have chosen not to participate financially in the campaign that we Rotarians promised to eradicate polio in the children of the world. As of June 1, the district overall has donated \$123,952 compared to \$96,772 the previous year. We do believe it was successful due to Thie Convery matching in late fall.

Respectfully submitted,

Sandi Chard, End Polio Now Chair

District Grants – Chair – Paul Saskowski

This is a busy time for the District Grants Committee, they are currently approving the final reports received from clubs for their projects completed this Rotary year. Normally, as the reports are approved, we try to do club visits to present the cheques, but unfortunately due to the restrictions placed on us by COVID 19, we can't do that, so... the cheques are in the mail.

The District Grant Committee is also in the process of approving club applications for projects they would like to do in the 2020-2021 Rotary year. These projects, once approved will become a part of the District Foundation Committee's 2020-2021 District Foundation Committee Spending Plan.

COVID-19 District Grant Designate – Sandi Chard

Due to the Covid-19 a subcommittee of the District grants was formed.

With \$10,000 repurposed from VTT, given the cancellation of the exchange and \$10,000 from the District Grant contingency fund, the grants committee quickly approved a redistribution to grants to be used for much needed help in communities with reimbursement based on itemized receipts and/or a letter from any applicable agency clearly stating use of funds for COVID-19 related activities. It was not a match with clubs, simply a reimbursement of expenditures.

In a record 6 days from the initial letter to clubs in District 7090, we are thrilled to confirm that we authorized 20 completed grant applications from clubs within our district.

The committee approved 17 different “Food banks” consisting of food pantries, backpack programs, food drives as well as 3 grants specifically meeting the needs to supply masks, face shields, hand sanitizers to local hospitals. The program was successful in both the USA and Canadian side of our boundaries truly showing we are District 7090, the best of friend’s district.

Question has been asked how did club become a qualified club? All Rotary Clubs in the district have available to them district and global grants from the Rotary Foundation, which address needs in your community and communities abroad. To qualify each year two ACTIVE members of your club must attend a work seminar on grants plus submit their MOU form by the annual communicated deadline.

The deadline for all reports and projects completed was June 1.

Respectfully submitted,

Sandi Chard

Endowment “Permanent” Fund – Chair – AJ Block

The Endowment Fund Committee is still at work. They were planning to hold another Million Dollar Dinner event in the 2020-2021 Rotary year, but as with all things the pandemic has thrown a wrench into those plans.

Nevertheless, we always encourage all Rotarians to consider making Rotary’s Endowment Fund a part of your estate planning. Please contact A.J. Block if your club is interested in learning more about this fund.

Global Grants – Chair –PDG Karen L. Oakes

Primary Goal:

Facilitate global grant approvals to maintain our district long legacy to successful approved club grant applications.

Action: serve as key resource for global grant questions and concerns.

Current status:

Approved Global Grants:

20 global grants in various stages of completion with ongoing reporting tracked for timely submissions. All current, excepting ONE that the final report is not yet submitted.

Submitted Global Grants:

3 Global Grant applications in play pending satisfactory address to the concerns of the grant officers.

Draft/Pending Global Grants:

9 grant applications in various stages of development with dialogue/discussions ongoing with the primary contacts as these grants require DDF monies, thus necessitating our District authorization.

Closed Global Grants:

32 grant applications have been closed since July 1, 2013 with final reporting accepted in good order and in a timely fashion.

Dedicated Club Visits

Since last council meeting, I have meet Face 2 Face with grant sponsors on a few occasions to discuss TRF opportunities, and 2 club presentations. As well, there has been numerous online & telephone meetings with grant officers to further TRF Grant developments.

Respectfully submitted,

Karen L. Oakes

Karen L. Oakes

UPDATE June 2, 2020

An important change is being implemented to global grant funding.

The global grant program has been very successful and has grown at an incredible pace since its launch in 2013. This growth, however, means that we expect the demand for global grants to dramatically exceed the capacity of the World Fund.

Because of this, the Trustees of The Rotary Foundation have decided that World Fund resources will be used to match only District Designated Fund (DDF) contributions. This match will remain at 100 percent. **The match on cash contributions to grants will be eliminated, effective 1 July 2020.**

Global Grant Scholarship

For the first time our District offered a Global Grant Scholarship. The value of the scholarship is \$15,000US and no matching funds are required by the sponsoring club. Applications were due April 20.

The selection committee, chaired by Karen Oakes, received 3 applications. The successful candidate is Dona Geagea, sponsored by the Hamilton after 5 Rotary Club. The club's next task is to get the Scholarship Global Grant Application submitted by June 30

Paul Harris Society – Chair – Jim Ellison

During the 2019-2020 year, the Paul Harris Society has remained a strong group of 58 dedicated and committed Rotarians who give selflessly at a rate of at least \$1,000 annually. DG Bob sent emails to recognize all current members and encourage those Rotarians who are leaning toward the Paul Harris Society of support. Once we have conquered the COVID 19 virus, we will continue our push to expand the Society.

Please contact Jim Ellison for more information at jdellison@gmail.com or 717-503-5749.

Service above Self,

Jim Ellison
(C) 717-503-5749

Scholarship – Chair – Mike Randall

The scholarship committee is in the process of reviewing 10 Peace fellow candidates. Our District's endorsement of the candidates to the Rotary Foundation is due June 30, 2020.

Stewardship – Chair – Shefali Clerk

Shefali and her committee are responsible for ensuring that our District Foundation Committee comply with the rules of the Rotary Foundation as it applies to the administration of our Grants process. It is an important role and one that does get much notoriety. If you or your club have any questions regarding independence, conflict of interest, documentation, and record retention, please feel free to contact Shefali.

Vocational Training Team – Chair – Dan Smith

Since Covid-19 forced the cancellation of the Thailand District 3330 VTT originally scheduled for April-May, consideration has been given to perhaps pursue this VTT in Rotary Year 20-21.

Here in our District, I have met with the incoming District Governor Frank Adamson and the incoming Foundation Director Patricia Castiglia to review how we could approach VTT during the upcoming Rotary year 20-21. DG Frank has indicated that Rotary has not allowed any international travel as well as travel within the United States and Canada, which would not allow any VTT travel. The border between US and Canada is still highly restricted as well.

Given all these restrictions and unknowns, we have determined that the Thailand VTT Team visit here will not be available in 20-21. However, it may be possible to have online remote meetings or visitations as opposed to traveling here. This alternative also has many technical issues as well as time zone differences that would have to be overcome.

If the Thailand District would find this to be a potentially acceptable alternative, we would pursue this possibility with our various universities and educational institutions. While we realize this would not allow for much social and cultural interaction, perhaps some of the educational sharing of information could be beneficial to all.

We are waiting to hear of their acceptable alternatives, if any.

We have decided there will not be a VTT otherwise given the many obstacles and impediments to the entire process. Should this happen, the proposed Budget of \$8,000 will go back to the District Committee to be partially or completely appropriated elsewhere.

Daniel F. Smith
VTT Chair

Year to Date Summary

This has been an interesting year and I would like to thank all of the committee chairs and their committee members for their hard work and flexibility as the sand continued to shift. We've had our challenges and we will continue to encounter them, but we have a strong group of individuals providing leadership in each of the areas of the Foundation, we will continue to adapt and we will continue to succeed as we've have throughout this past challenging year

The grant management seminar will be held this fall – it is a requirement – but it will not be face to face. We are working to see how we can do that in an effective and rewarding manner for everyone. As I've been hearing a lot lately, stay tuned.

The purpose of our committee is to provide a service to our clubs, it is up to our clubs to use these services. My view is not to impose ourselves, but to let you know that we are there to help. We are there to help make your projects bigger and better, if you desire. We are there to help educate on the works of Rotary Foundation internationally.

I've completed my three year term as your Foundation Chair and have found this to be a very complex but rewarding experience. I would like to thank everyone that I have encountered over the last three years, without exception, you have all made this journey memorable.

Pat Castiglia is next year's Foundation Chair, I know that you will give her the same support that I received. She will do a great job in serving you.

Yours in Rotary,
John Teibert
Chair,
District 7090 Rotary Foundation Committee

Youth Services Report for District Council - June 2020

General

I have to apologize for completely forgetting to follow up with my crew for reports. Due to the Covid situation, most programs are more or less in a hiatus...

Long Term Youth Exchange

Jill Norton, Chair

We have decided that there will be no 2020/21 long term exchanges happening. Almost all kids have now returned home. We had a Zoom YE celebration yesterday.

Those that were accepted as outbounds for this year have been promised a placement for next year, provided they have not aged out.

A new YE 7090 website was launched and we're actively pursuing promotion options to ensure a good crop of candidates for the 2021/22 season!

Short Term Youth Exchange (STEP) for 2019

Connie Forsyth, Chair

STEP for the summer of 2020 has been cancelled. Refunds have been given.

RYLA

Sherry Kerr, Chair

As you know RYLA has been cancelled for the June session.

Our deposit for 2020 will be carried over in full to 2021.

SLAPSHOT

Rob Nagy, Chair

Sarah Bradshaw will be taking over from Rob, as Rob will assume my role.

INTERACT

John Heise, USA chair

Dave Berry, Canada chair

No report

EARLYACT

Dick Earne, Chair

No report

ROTARACT

Larry Coon, Chair

Dan Hamlin has found a new DRR for 2020/21 in Rebecca Balyk from the Brock University Rotaract Club. Dan has promised to be an active past-DRR so that Rebecca has every chance to succeed in her role as DRR.

Any questions on the Youth Services Report, email or call me:

Aad Vermeyden

(519) 717-1570

aad@blueprintagencies.com

DISTRICT MEMBERSHIP REPORT

REPORT DATE	QUARTER	PREPARED BY
June 7, 2020	April - June 2020	Angela Carter

REPORT SUMMARY

MEMBERSHIP GOALS OVERVIEW

GOALS	DATE	CURRENT STATUS	YET TO ATTAIN	NOTES
2250 Rotarians by June 30, 2021	June 2020	2082 Members	168 New Members	We anticipate numbers to drop at June 30 as this is typical each year at this time.
35% of Rotarians are female	June 2020	35%	Goal has been reached	No change since July 1, 2020
Average age is 57 years old	June 2020	4.27% under 40	Unknown	A high percentage of members do not disclose their year of birth making it difficult to track.
25% increase in traffic to Membership Resources	June 2020	Unknown	Unknown	Tracking has yet to be done.

BUDGET OVERVIEW

CATEGORY	SPENT	% OF TOTAL	ON TRACK?	NOTES
Membership	50.00	0%	Yes	Will end the year with a surplus

MEMBERSHIP PLAN SUMMARY

MEMBERSHIP PRIORITY	STATUS	NEXT STEPS
Have more regional membership presentations	Rotary Web Talks established and run successfully for 9 sessions.	Based on feedback from survey, determine what presentations will be most important for our clubs
More clubs are accessing materials and resources available to them	Unknown how many are using it	Hoping the survey gives us some results on this. With new Digital Technology role in place we are hoping to measure the use.
Implement a revised 7090 website that is easier and more relevant for membership resources	Review and updates underway. Added a COVID-19 tab to support members	Make clubs aware of all the resources and increase the number who use them
Promote new and different types of memberships	District membership team has assessed the clubs under 15 members and plans are underway to host a meeting with all of them together.	Connect with clubs and schedule the meeting for the fall.

From: [Lisa Bishop](#)
To: [Penelope Hutton](#); [Penelope Hutton](#); office.d7090.org@clubrunner.email; [Pene Hutton](#)
Subject: Service Projects Director Report to District Council June 13/20
Date: Saturday, June 06, 2020 4:39:50 PM
Attachments: [843EC684-165D-47A3-BC36-ECED4ECB27F4.png](#)

Hello Pene,
Please find attached my report.
Included is a NOTICE OF MOTION from the International Service Committee for Club to Club by The RC of St. Catherines for fundraising solicitation.
Thank-you for all you do,
Lisa

Service Projects Report for District Council June 13, 2020
Respectfully Submitted
Lisa Bishop

ACTIONS:

Reviewing with the 6 Committee Chairs their renewal for 20/21 and committee engagement. Determining with the Chairs, the committees Strengths and Opportunities to create and maintain a vibrant District committee. Assist with development & Coach as required.

Attended District Strategic Planning Zoom Mtg June 1, with Co-Chair Anne Birmingham DGN, who led us through discussion of actions with a focus to achieve & capture success with goals for 20/21. Currently inputting to spread sheet with Anne's Guidance.

I have been asked by DGE Frank Adamson to continue in this role during his year as DG 20/21.

1. INTERNATIONAL SERVICE COMMITTEE

Minutes of the International Service Committee (ISC) 7090 Wednesday May 27, 2020

In attendance: , Lezlie Murch (St. Catharine's), Patrick MacNeill (NOTL), PDG Karen Oakes (Delhi), PDG Ralph Montesanto (Dundas Valley Sunrise), Barbara Ochterski (Buffalo Sunrise), PDG Art Wing (St. Catharine's), Patrick MacNeill (NOTL), Martin Quick (NOTL), , Jackie Van Lankveld (St. Catharine's)

Guests: Alison Hyde, Rick Vanderkuip(St. Catharine's), Sarah Baird (BSR)
The meeting was opened at 6:30 p.

Barbara Ochterski read the following message on behalf of Chair Cathy Henry, who was unable to attend the meeting:

Dear Fellow Rotarians,

Thank you for joining us tonight. As Rotary continues to connect around the world, it is so wonderful to see so many of 7090 connecting together tonight for fellowship and helping other countries.

Thank you to Barb and Karen for connecting us together.

On a sad note- Lisa Bishop- our DGN is unable to make it tonight as her mother passed away last week. On behalf of our committee- I sent a Deepest Sympathy card from our committee.

Project updates:

Rotary South continues to receive donations for our RUTF project in Pakistan. Thank you to all clubs for their support.

Closing remarks: I wish you all well as you continue to strive to complete your goals. It will be a wonderful demonstration of connecting globally when we hang our global map at the next meeting and hopefully our conference in October if things settle down. I so regret being with you tonight but unforeseen circumstances have not allowed it. Stay Safe, Stay healthy- play it by the scientific rules and we will get through this together.

Cathy

Minutes: A motion was made by PDG Ralph and seconded by Lezlie Murch to accept the Minutes of the March 25,2020meeting. Carried unanimously.

Updates:

El Carrizal Water Project, Guatemala - Martin Quick and Patrick MacNeill

This project was the choice in last year's Cluster Grant selection process among S. Ontario Rotary Clubs. A new National Bank was found to answer an RI financial concern. The well was just recently drilled – 960 feet down and the results of the pump test are anticipated to be positive. The hope is for 150-200 gallons per second to serve 400,000 community members. There is a need to ensure that the health and sanitation program is completed and it will take 8-9 months before toilets can be installed and distribution tanks are put into place.

This has been a frustrating project taking an additional 3-4 months due to Covid-19 delays and the onset of the rainy season.

A question was asked about feedback to the Rotary clubs that contributed to the project.

A short discussion followed on the importance of letting contributing clubs be a part of the successful projects – having them share in the “joy of the experience” of the receiving club through photos and ample information. Another avenue is to use Rotary Showcase on the RI website.

Martin also spoke to the need to support Rotary's Shelter Box program especially since the recent devastating weather events in Bangladesh.

Let There Be Light International - “Safe Births and Healthy Homes” – Uganda Sarah Baird

The purpose of this project ,which will hopefully be accepted for a Global Grant application, is to raise awareness of the need for solar lighting in sub-standard areas in Central Uganda, to electrify homes and to electrify birthing clinics. The project was originally intended as a Program of Scale but did not make the final list. 1600 lights have been installed in Uganda in homes and clinics recently bringing the total to 97,200 lights, rather than the expensive, dirty kerosene community members have been using. Regarding the clinics, 270,000 will be served in electrified birthing clinics, per the Rotary focus of improving maternal and child health.

Entebbe School Project – Jackie Van Lankveld

Jackie is delighted to report that the last of the Global Grant money has been released and that there are just a few details to be resolved. The review from RI with an inspector from Italy went wonderfully! Congratulations to Jackie for her persistence and hard work on this important school project.

New Business:

Niagara Healthcare - Covid-related Sanitizing Machine – Rick Vanderkuip, Lezlie Murch (See Attached)

St. Catharine's Rotary Club is looking for a global grant to purchase PPE equipment for use at hospitals, long term care facilities and hospice care facilities. In the Niagara Health System (NHS)region. The CleanFlow Healthcare mini,designed and made in Beamsville, ON. Can clean and sanitize 895 N95 masks per hour. For re-use. 99.9% of the pathogens are removed. This will also help to stabilize care costs for the NHS. The NHS collects masks, sanitizes and returns them. The expected return on investment is about 10 months. The machine can also be used to sanitize gowns and there are other multiple other potential uses. For the Global Grant application the International partner is the RC of Gerano, Bolivia, as reported by Lezlie Murch.

A motion was made that ISC recommend to the District Council that the Rotary Club of St. Catharine's efforts to raise money for Niagara Health System to purchase a sanitizing machine for mask sanitizing for hospitals, hospice and long term care facilities during and beyond the Covid-19 epidemic be approved for club-to-club solicitation.

Motion was made by Patrick MacNeill and seconded by Barbara Ochterski. The motion was passed with one abstention.

Grant Update: PDG Karen noted that there are currently 7 Global Grants in process.

Announcement: PDG Ralph recommended that Rotarians join in on a ZOOM meeting featuring RI President Mark Maloney June 9/20..

Meeting adjourned at 7:35 p.m.

Respectfully submitted, Barbara E. Ochterski, ISC Secretary

MOTION from INTERNATIONAL SERVICE COMMITTEE

A motion was made that ISC recommend to the District Council that the Rotary Club of St. Catharine's efforts to raise money for Niagara Health System to purchase a sanitizing machine for mask sanitizing for hospitals, hospice and long term care facilities during and beyond the Covid-19 epidemic be approved for club-to-club solicitation.

2. LITERACY COMMITTEE

District 7090 Literacy Committee Report - June 13, 2020

Respectfully submitted by Margaret Andrewes, Chair

905-563-4639; andrewes@sympatico.ca



As reported previously, the committee's top priority is the development of an **INVENTORY of District 7090 Literacy Projects** (local community or beyond – regional, national, international). Having this resource will enable us to showcase District 7090 Clubs that are contributing to the advancement of Rotary's **BASIC EDUCATION & LITERACY** goal and serve to encourage more Clubs to get involved in literacy initiatives.

A CALL TO ACTION included in the May 2020 issue of the D7090 Newsletter garnered good response. With the information being gathered from some 14 clubs (2 US + 12 Canadian), a profile for each project is being created for the inventory, which will soon be ready to upload to the recently refreshed [Literacy Committee Page](#) on the District Website. *Thank you, Pene!*

Last month, I was very pleased to attend a Rotary Club of Brantford Sunrise virtual meeting featuring a presentation by Jeanne Smitiuch, Canada Director for the Dolly Parton Foundation and Regional Director for Canada of the **Dolly Parton Imaginary Library**

(DPIL) - <https://imaginationlibrary.com/> Kudos to Brantford Sunrise Rotary for its total contribution of \$30,000 in support of this far-reaching early literacy program, available in its immediate community through Kids Can Fly - <https://www.kidscanfly.ca/what-is-the-imagination-library/>

Since this meeting, I was very excited to discover that **Dolly Parton Imaginary Library** is in its second three-year term as an official **Service Partner with Rotary International** with the goal to increase the number of local Rotary Clubs who collaborate with in helping to bring the Imagination Library to their

communities - <https://imaginationlibrary.com/ca/partners/>

Let's see what we can do to get another Rotary Club to 'jump on the bandwagon' with Dolly Parton and support early literacy and language development in another community in our Best of Friends District.

3. HIP (HONOURING INDIGENOUS PEOPLE) COMMITTEE

The D7090 HIP committee has started a new web page on the district website devoted to Rotary HIP activities. It presently has a brief explanation of the origin of the Honouring Indigenous Peoples Rotary organisation and has a section on the five purposes of the District Committee. We have also included a page with an explanation of the recommended Land acknowledgement and a brief explanation of its intent and use for clubs.

We plan to continue to meet at least quarterly although with the pandemic there are fewer activities and events to share. With racism much in the news of late there is much work to be done to improve the relationship with our neighbours in First Nation communities. We continue to look for opportunities for joint projects to foster mutual understanding.

The outdoor education project with the Mississaugas of Credit LS King School- District Grant DG155 was recently completed and the report submitted. The outdoor education materials were supplied and distributed to classrooms just prior to the COVID19 shutdown.

Jim and Marjorie Dawson, Co-chairs

4. GIFT OF LIFE COMMITTEE

April 18/20 in person meeting cancelled. As COVID restrictions prevent in person meetings, determining use of Zoom conference call to reconvene in June or later.

5. COMMUNITY SERVICE COMMITTEE

No report

6. VOCATIONAL SERVICE COMMITTEE

No report

Rotary Connects the World in 2019-20!

Lisa

Lisa Bishop
Director Service Projects
D7090
C 226-931-1787

Assistant Governors

District Council Report, June 2020

Well...this has been an interesting time for sure! For some of us, and for our Rotary Clubs, the situation has been a very difficult one. At the same time, in general, the clubs have shown a resiliency to the context in which they operate as a result of COVID-19. As expected, those with a younger median age have tended to jump right into on-line (mostly ZOOM) formats; smaller clubs and those with a higher median age have struggled, but most are keeping in contact with members through a variety of formats. Many have stepped back and looked at themselves – what is it that their clubs represent? What do our communities need most at this time? How can we follow the theme for this year (Rotary Connects) and reach out to others in Rotary and engage in conversations with care, concern and compassion? Many are coming to the conclusion that their strength lies within the club – with the building of deep and meaningful relationships – and that, when the world opens up again, they will be able to do so with a solid base upon which to serve others.

Many clubs are reporting higher percentage attendance at virtual (ZOOM) meetings than had been the norm at regular live meetings. One club is using “breakout” sessions to encourage participation (something like a committee meeting OR just talking around your table at breakfast (Hamilton AM).

Many clubs have reached out well beyond their borders for speakers who can now join in with clubs from afar. In some ways, the move to a virtual meeting has been a bonus for clubs in terms of the acquisition of speakers.

As co-ordinator, I have met regularly with the Assistant Governors, either in a group or individually to keep them informed about District initiatives related to the pandemic (like the “open mic” sessions so well received) and to share the events and activities in their areas.

Some of the highlights coming out of the areas (and groups of areas) in the most recent reports include:

- ⊕ a “regional cooperation” among the areas in the Niagara peninsula to provide tablets for seniors in long term care facilities (seven clubs in three areas contributed);
- ⊕ an area-wide event for all the clubs in area 10 involved in a food drive
- ⊕ asking members to contribute the money they are “saving” by having to buy a meal with their Rotary Club meeting. Several different varieties of this concept have emerged with monies going to various needy causes (Amherst, Dundas Valley Sunrise, Hamburg, West Seneca, Hamilton AM);
- ⊕ the purchase of PPEs, disinfectants and lunches for front-line workers (area 8, area 7, Westfield-Mayville, area 1, St. Catharines South, Dundas Valley Sunrise, Orchard Park, Ellicottville, Hamilton, Lockport);
- ⊕ the purchase of meals for food banks/centres and places of refuge for the needy (Welland Rotary Club; Grimsby, Lincoln, Lancaster-Depew, Niagara Falls (USA), Hamburg Sunrise, Ellicottville, Tonic After 5, Easter Hills, Lockport, Buffalo Niagara Medical Centre, Kenmore);
- ⊕ attracting new members (Dundas Valley Sunrise added seven new members through two Corporate memberships and one new member), Batavia, Grimsby, Amherst);
- ⊕ contributing money to local Food Banks (Brantford Sunrise, Caledonia, LeRoy, Batavia, St. Catharines Lakeshore, Buffalo, Kenmore);

- ⊕ connecting local Police force with children in a reading program (Falconer);
- ⊕ donating chocolate and candies on special occasions (e.g. Easter) – Jamestown AM)
- ⊕ supporting local COVID Relief programs (Jamestown, Westfield-Mayville, Dunkirk-Fredonia);
- ⊕ supporting agencies like the Salvation Army which have traditionally stepped up in times of dire need (Dunkirk-Fredonia, Batavia, Grand Island, Buffalo Niagara Medical Centre);
- ⊕ planting trees [pre-COVID] – Norfolk Sunrise;
- ⊕ taking the time to participate in visioning exercises and reviewing Strategic Plans (Dunville, Norfolk Sunrise, Waterdown, Hamilton AM);
- ⊕ Engaged in virtual social activities such as cocktail hours (Norfolk Sunrise, Amherst South, St. Catharines South);
- ⊕ held car parades to celebrate birthdays (Norfolk Sunrise did this for their exchange student), Holley, Clarence;
- ⊕ providing assistance for front-line workers (Dundas);
- ⊕ adapted fundraiser into a virtual one (Dundas Sunrise);
- ⊕ helping local small businesses (LeRoy);
- ⊕ opened up their ZOOM meetings into a speakers' series and invited other clubs to join with them (Lincoln, Amherst);
- ⊕ repurposing "little libraries" to include food donations (Amherst South, Hamilton);
- ⊕ helping Rotarians and other seniors with grocery shopping (East Aurora);
- ⊕ helping children with ADHD and their families (West Seneca);
- ⊕ coordinating a "Service Club Challenge" to raise money in the community for COVID-19 support (Olean).
- ⊕ social opportunities on ZOOM (Hamilton – Talk to Me, Thursdays),

It will be interesting to "look back" when the next District Council report is filed (around the end of August) to see how we have actually fared with COVID-19 and how clubs are reacting to the "new normal" if it has arrived by then. Will Rotary maintain some of the elements of organization and direction acquired during this difficult time? How will the face of Rotary look in 2020 – 2021 compared to previous years?

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Promoting Healthy Communities in District 7090 A Multi-year Strategy to Support Membership Development

1. The Goal

District 7090 will implement a multi-year initiative to encourage all Rotary clubs in the district to become actively involved in efforts to promote the overall health and vitality of their communities, based on documented needs, and in collaboration with other community partners.

2. The Rationale

One of the five Avenues of Service in Rotary is Community Service, which Rotary International defines as encouraging every Rotarian to find ways to improve the quality of life for people in their communities. Surveys have shown that the primary reason people join Rotary clubs is to perform community service. This initiative is the essence of improving the quality of life for people in a Rotary club's community.

This "Healthy Communities" initiative is not only central to the mission of Rotary, it is very much in line with the [United Nations 2030 Agenda for Sustainable Development](#) which includes 17 Sustainable Development Goals ("SDGs"), including Good Health & Well-being, Sustainable Cities & Communities, Clean Water (& Sanitation), and Climate Action.

In regard to the benefits for our clubs, this initiative should support the development of membership in Rotary, which has been declining in North America. Rotary has adopted a variety of strategies to give clubs greater flexibility and alternative club formats in order to attract more members, particularly younger people. Rotary also is actively reducing the gap between Rotarians and Rotaractors, including the promotion of dual membership for young adults. As part of the effort to attract new members, many clubs are seeking ways to present a newer, more progressive image of Rotary and move away from traditional stereotypes and common images of Rotary as "clubs our grandfathers used to join."

By updating the public image of Rotary as an organization actively engaged in promoting the health and wellness of citizens in our local communities, we can become more attractive to younger people. Also, this will provide a common area of focus for Rotarians and Rotaractors. Even Interact clubs are likely to find a common interest in the promotion of health promotion activities.

Another benefit would be the potential for collaborative projects among Rotary clubs, Rotaract clubs and perhaps Interact clubs in the same community. Collaboration among clubs will multiply the resources available for projects and provide more of a critical mass of activity that will reinforce our public image.

The investment of time and effort by Rotary clubs in promoting the health and wellness of the local community is consistent with Rotary's mission and will build "social capital" that will enable communities to become more cohesive, productive and help citizens achieve a higher sense of well-being. This will benefit the communities we serve and the Rotarians as well. This initiative may encourage clubs to pay more attention to the health and well-being of their own members.

As a bonus, District 7090 could become a model and "thought leader" for other districts by undertaking this initiative. Although individual clubs may have pursued related efforts, we might be the first district to adopt a community health and wellness strategy across all clubs in the district.

3. The Plan

a. Year 1 Commitments

- i. The District establishes a permanent committee to oversee the implementation of this initiative
- ii. District presents an overview of the strategy, rationale, and implementation plan to Assistant Governors & solicits their suggestions for successful implementation of the initiative
- iii. "Healthy Community Champions" are identified in each club. These will be the main points of contact for information about this initiative.
- iv. A presentation for clubs is prepared and speakers identified across the district to present at club meetings. Club presentations are actively solicited.
- v. Metrics are developed and monitored with progress reports made at each District Council meeting.
- vi. District Membership and Public Image committees incorporate "promotion of healthy community activities" into their messaging/tools/resources

b. Year 2 Commitments

- i. Measures of the initiative's success continue to be monitored and shared with the clubs and district leaders
- ii. The District committee overseeing this initiative prepares an article about the initiative and submits it to The Rotarian magazine

c. Year 3 Commitments

- i. Continue to monitor and report success of club efforts
- ii. The District committee overseeing this initiative prepares a guide of best practices for other districts that would like to implement this type of initiative

4. The 3-year Measures of Success

- a. 100% of clubs have at least one member identified as the "Champion" of healthy community activities
- b. 100% of clubs have sponsored or supported community activities or community resources, independently or in collaboration with one or more organizations, that are directly associated with promoting the health and wellness of their community
- c. Success stories are shared, recognized, and celebrated through district communication vehicles (e.g. the district newsletter) and events (e.g., district conference, PETS, and club leadership training)

5. The Scope of “Healthy Communities”

The concept of “Healthy Communities” is a large umbrella, encompassing many facets of community infrastructure, resources, and activities. For the purpose of this initiative, we recommend focusing on four groups of factors that contribute to the health of a community and its citizens:

- a. Healthy behaviors – e.g., exercise, good nutrition, reduction of obesity, reduction of negative behaviors like smoking, drug abuse, domestic violence, and adequately addressing the mental health needs of the community
- b. Healthy environment (natural & built) – e.g., clean air and water, “walkable” communities, access to locally sourced food, access to parks and trails for walking and cycling, safe neighborhoods, year-round recreational options
- c. Economic health – e.g., reduction of poverty & homelessness, full employment, adequate investment in community infrastructure and services
- d. Civic health & Social Capital – e.g., active collaboration of government, businesses, community service agencies, schools, faith-based organizations, volunteers and private citizens in efforts to promote community health and well-being.

6. Sample of Available Resources

There is a wealth of resources available to clubs that can inform their assessment of local community needs and priorities and the development of appropriate interventions. Following is a sample of such resources.

A. Relevant Community Health Data Sources

1. Upstate New York
 - a. Niagara Regional Institute at UB
 - b. <https://www.ahealthierupstate.org/a-healthier-community/>
 - c. <https://www.sciencedirect.com/science/article/pii/S1353829200000137>
2. Niagara - indicators
 - a. <https://www.niagararegion.ca/health/statistics/default.aspx>
 - b. http://www.niagaraknowledgeexchange.com/wp-content/uploads/sites/2/2014/05/NIAGARA_REGION_NEIGHBOURHOOD_PROFILES_2009.pdf
 - c. <http://www.livinginniagarareport.com/>
 - d. Niagara Community Observatory at Brock U (see <https://brocku.ca/niagara-community-observatory/policy/>) - publishes policy briefs on interesting topics
3. Hamilton, Haldimand, Burlington and area (western part of D7090) - indicators
 - a. <https://www.hamilton.ca/moving-hamilton/community-profile/hamilton-community-wellness-indicators-social-wellness>
 - b. <https://www.halton.ca/The-Region/Projects-and-Initiatives/Community-Safety-and-Well-Being-in-Halton>
 - c. <https://hnhu.org/>
4. State/Provincial and National Sources
 - a. <https://www.sac-isc.gc.ca/eng/1100100016579/1557319653695>

- b. <http://www.fnha.ca/Documents/FNHA-Wellness-Indicators-Rebecca-Lee.pdf>
- c. <https://health-infobase.canada.ca/fnih/>
- d. <http://www2.uregina.ca/fnh/Combined%20Domains%20-%20Jun-07.pdf>
- e. <https://health-infobase.canada.ca/indicators/>
- f. <https://communitydata.ca/>
- g. <http://cip-icu.ca/Healthy-Communities>

B. Information from NGOs, other Districts, other service clubs

- 1. 211 - community information line - leads to a database of groups - eg.: Information Niagara
- 2. YMCA
- 3. Age-friendly communities initiative
 - a. Active transportation groups - some are former cycling committees
 - b. Aging Portal at McMaster U - daily blogs and information on and for older adults
 - c. Niagara Parents
 - d. Environment and nature (some examples):
 - 1. <https://niagaraenvironmentalnetwork.ca/>
 - 2. <https://haltonenvironet.ca/>
 - 3. https://www.environmenthamilton.org/contact_us
 - 4. Green Venture

C. Community Service Agencies, and Programs

There are organizations that fund a broad range of community needs such as United Ways, Community Foundations, plus local Charities, Foundations, and Trusts. Others are formed around institutes that convene their work from a focused or broad spectrum of knowledge.

D. Local Colleges

- 1. Colleges may be allies if we can enlist Health & Wellness students to participate / launch outreach programs.
 - a. May be a way to further the Rotaract clubs, and link back to high schools for more interest in Rotary.
 - b. Outreach to health care practitioners in the field from the college students as a way for them to make connections with a purpose, and enroll community advocates who already have a following
 - c. Perhaps a project for college wellness promotion programs to partner with us to identify the needs
- 2. College / Universities do outreach to high schools for student enrollments - could we partner to encourage our program of choice?
- 3. How to connect and make it an attractive program to get involved with - could we partner with fundraising efforts at the schools, use their facilities to host awareness or events

7. Guiding Principles When Identifying & Developing Projects

- a. Intentional Inclusion
 - i. Proper planning (no bias, agenda, cultural fragility/guilt)
 - ii. Proper presentation (respecting religion, gender/cultural dignity)

- iii. Community respects (giving what is needed, not what is convenient)
 - iv. Advocate for community after program leaves or closes
 - v. Community-involved stakeholders
- b. Accessibility
 - i. Physical (differently-abled, visual/audible acuity programs included)
 - ii. Communal (Tribal, Cultural, Religious, Orientation)
 - iii. Full spectrum care for health/medical services (offerings of Specialists that are needed in community, with follow up and after care resources).
 - iv. Offering of Time that is convenient to the community not the care providers.
 - v. Spatial access (being accessible to those that are needing the care, in the community that is being serviced)
- c. Affordability
 - i. Short and Long Term (Sustainable Public Financing with protections)
 - ii. Access to equity (Financial Accountability to the community; transparent auditing)
 - iii. Investment in Healthcare emulations that cap costs in communal offering. (name-brand vs. generic)
- d. Protections
 - i. Public oversight to the program (communal and stakeholder)
 - ii. Data Protections (ownership and collections)
 - iii. Local appropriate targets for future investments (allowing next generation to be able to continue program – New doctors and nurses within community to take over program)
- e. Partnerships
 - i. Local community resources to be added to care plans and program (restaurants, pharmacies, schools, etc)
 - ii. Local communal delegation to be included in your permissions to serve. (making new program a community action plan (CAP) with local leaders; involve elders, retirees and differently-abled in the planning and the troubleshooting.
 - iii. After-care projects to be offered to the community to sustain program and the collaborations.

8. Other Considerations

- a. This initiative cannot be pushed on to clubs as a mandate. It should be presented as an opportunity and a strategy to help clubs attract new members and retain current members. (You might say a club is like a piece of cooked spaghetti: You can't push it, you need to find ways to pull it toward the goal.) We will not prescribe what clubs should do. We hope to inspire clubs to embrace a role, or expand their concept of their role, as important contributors to the well-being of their communities and future generations. Ultimately, clubs will decide what project or projects are most needed in their own communities.
- b. It's very important for each club to find appropriate ways to measure their progress and impact, to monitor and report on these metrics regularly to their members, the district, and the public. It's critical for people to see the impact of these efforts in order to sustain the effort and avoid burnout or discouragement.

- c. It's important for Rotarians to see themselves as active proponents of healthy communities first, then work on ways to help the community to see Rotary in the same way.
- d. Rotary clubs should deliberately seek partnerships with Rotaract, Interact clubs, and EarlyAct clubs and other community organizations in order to amplify the resources available for projects
- e. Public image and member recruitment campaigns should be developed around this initiative
- f. There is a role for every Rotarian in this initiative, regardless of age or physical fitness. You don't need to be a marathon runner to advocate for healthy lifestyles, clean air and water, and walkable communities.
- g. Although Rotary clubs do not become involved in local politics, Rotary clubs often play an important role as partners with local government agencies that are responsible for developing or maintaining infrastructure or enforcing codes and standards that contribute to the health and well-being of the community (e.g., safe bike lanes, planning walkable communities, ensuring water quality, pollution abatement, etc.). In addition to engaging in community needs assessment activities, clubs may choose to engage with local government agencies to support (and hold them accountable for) their efforts to protect and promote the health and wellness of the community.

Rotary District 7090 Strategic Plan Update

Small Revision to Plan for Approval:

The Strategic Planning committee met and are delighted to present the Strategic Plan - which has been revised since last being presented for approval at the April District Council meeting.

The revision relates to Strategy #3 - third tactic. This tactic has been rewritten to better reflect the emerging work from the "community health task force" led by Kevin Crosby. We will be asking for this revised version to be approved by District Council.

Action Plan to Move Strategic Plan Forward:

The Directors along with District Governor Elect Frank Adamson, DGN Anne Bermingham and DGND Lisa Bishop met on Monday June 1 to review the plan and determine how best to move forward so that we truly deliver on the plan.

There are some overall benchmarks that we will be reporting on as we monitor and measure progress. We will meet six times a year to monitor our progress going forward and seek to find more ways to work interdependently to achieve our goals. For the September District Council, we will provide an update on the following measures:

On Membership:

- ☐ Number of Rotarians in the District by June 30, 2021 - goal is 2250 members
- ☐ Average age is 57 years or younger by June 30, 2021 and 35% are female
- ☐ 25% increase in traffic to District webpages where membership resources are available to clubs / membership representatives

On Training:

- ☐ 90% of our clubs accessed district leadership training in some form or other by June 2020 (will update on % accessing training in 2019-2020)
- ☐ Have a 25% increase in number of Rotaractors accessing training provided by District (will have baseline number to report from 2019-2020)

On Public Image:

- ☐ 30% of clubs have identified and engaged a member of District PI team to help them with their social media and public image activities
- ☐ 30% increase in number of hits on public image pages on website

On Foundation:

- ❑ 90% of clubs as Every Rotarian Every Year members
- ❑ Generate significant GPEI fundraising dollars as part of October District Conference
- ❑ Solicit and support from DLT and Foundation team for a million-dollar campaign in 2020-2021
- ❑ Have Foundation giving up 2% per person as a result of greater understanding of all that we do as People of Action

On More involved with Youth:

- ❑ Have 15 active chartered Rotaract clubs by June 30, 2021.
- ❑ Implement a delegated leadership structure. Rather than have a single DRR, have regional DRRs in Niagara, Buffalo, Hamilton, Brantford / Norfolk and Fredonia / Jamestown.
- ❑ Rebuild youth exchange to have at least 20 students going out on long term for 2021/2022 and 20 students going out on STEP in the summer of 2021.
- ❑ Relaunch RYLA in 2021 with a new program and at least 40 participants.

Also outlined below are the agreed upon actions that each Director will focus on achieving between now and our September council meeting

Strategy #1: Educate and guide clubs on innovative ways to recruit and retain new members

- Focus on how to best help the smaller clubs - developing actions to support them is a summer priority action (relates to Tactic 1)
- Also to ensure that each club's membership lead or President is well versed in the different type of memberships that clubs can be offering members and potential members (relates to Tactic 4)

Strategy #2: Train club members to provide strong leadership at the club level

- Review input being received from District 7090 President Elect Survey on types of training topics and mediums most preferred to develop a list of fall offerings (relates to Tactic 1).
- Develop or promote more bite-sized training (using RI training materials or own) to respond to identified club needs (relates to Tactic #2)

Strategy #3: Assist clubs to enhance their public image and awareness of all Rotary does in local and global communities

- ☐ Find one person in each club that is willing to learn more about social media and public image (part of Tactic 1)
- ☐ Model the best that we can be by having district website, district Facebook and other tools up-to- date and filled with good messages that enhance our image and build greater awareness of all that Rotary does in 7090 (part of Tactic 4)
- ☐ Community service is working to capture best practices in literacy and the other five key areas - so that more of the story of what clubs / district is doing can be shared (part of Tactic 3)
- ☐ Get a handle on the amount that the website is currently being used for public image best practices by examining google analytics (part of overall benchmarking)

Strategy #4: Motivate and Guide Clubs to increase their understanding and support for The Rotary Foundation (TRF)

- ☐ Contact clubs that are not giving to the Foundation to find out more of their reasons why and to see how we can re-engage them (relates to Tactic 2)
- ☐ Increase profile of foundation projects - especially using the ease of getting speakers (relates to Tactic 1)
- ☐ Work to get grants training online for autumn (relates to Tactic 1)

Strategy #5: Inspire clubs to get more involved with youth

- ☐ Share stories in District Newsletter from Youth Exchange, RYLA and Early Act (relates to Tactic 1)
- ☐ Promote more short-term youth exchanges and other youth programs - develop presentation that can be given to clubs looking for speakers (relates to Tactic 5)

Rotary 7090 Strategic Plan – 2020 to 2023

Vision: Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities and in ourselves.

District 7090 Mission

Inspiring and supporting all the clubs in Rotary District 7090 to be the best that they can be

Strategies

1. Educate and guide clubs on innovative ways to recruit and retain new members

2. Train club members to provide strong leadership at the club level

3. Assist clubs to enhance public image and awareness of all Rotary does in local and global communities

4. Motivate and guide clubs to increase their understanding and support for The Rotary Foundation

5. Inspire clubs to get more involved with youth

3-year Measures

1. Number of Rotarians in District will be 2500 by June 30, 2023 with 40% female and average age 55 years
2. Increase by 25% the number of Rotarians accessing training provided through district (e.g., both the traditional types of training and food truck and other new offerings)
3. 50% increase in amount of traffic going to district website to access resources
4. Have 50% of clubs highly involved in youth programs
5. Have a 4/5 rating on how relevant district is (up from 3.6/5 in 2018)

Rotary 7090 Strategic Plan – 2020 to 2023



Strategy #1: Educate and guide clubs on innovative ways to recruit and retain new members			
April 2020 to June 2021 Actions	<ol style="list-style-type: none"> 1. Have 4-6 regional presentations that bring local clubs together to learn about best practices and some new and different ways to recruit as well as retain members. These could be offered in geographic locations (food truck concept) or virtually. 2. Find some new and more effective ways to promote the membership resources found on the District website. This includes District membership team connecting directly with club membership chairs to help them address their specific questions and needs. 3. Arm Assistant Governors with questions to ask at area meetings as well as presentations that they could use at club meetings that engage Rotarians to use the ideas and district membership resources 4. Create more information for clubs to use on the different types of membership offerings they might consider – from passport to satellite to e-clubs. Put these resources on district website. 5. Membership committee to work with District Governor Frank Adamson to determine where we could add more clubs – whether they are in new geographic regions not currently served by Rotary or satellite and other types of clubs that RI is encouraging us to consider. 6. Hold 3 new member orientations (for those who join from 2019 onward) where the new members in a geographic region come for a cross-club meet and greet and ask questions about Rotary. 		
	Year One Measures of Success	Number of Rotarians is 2250 by June 30, 2021 35% are female and average age is 57 Years	25% increase in traffic to District website pages where membership resources are made available to clubs

Rotary 7090 Strategic Plan – 2020 to 2023

Strategy #2: Train club members to provide strong leadership at the club level			
April 2020 to June 2021	<ol style="list-style-type: none"> 1. Use some different mediums and messaging when promoting some of the current offerings such as PETS, Club Leadership Training and Rotary Leadership Institute. We will work to confirm with our target audience that the messages answer “what is in it for me to take part in these training opportunities. 2. Develop more bite-sized training (podcasts, short videos, interactive virtual learning) based on current club requests. Have promoted and implemented 3-5 new offerings by June 2021. 3. Increase the number of Rotaractors being invited to District training offering as well as provide at least two offerings that are customized to unique needs of Rotaract. 4. Start providing some bite-sized learnings like a “rotary lesson of the month” where a current leaders (e.g., Club President) shares something they are doing that is making a difference in their club or community – make it a short video that can be easily accessed by all 		
Year One Measures of Success	90% of our clubs accessed district leadership training (webinars, events) in some form or another	Identify 5+ club leadership stories from our own district that were profiled and shared with other current and future leaders in our district	A 25% increase in the number of Rotaractors accessing training provided by District

Rotary 7090 Strategic Plan – 2020 to 2023

Strategy #3: Assist clubs to enhance their public image and awareness of all Rotary does in local and global communities			
April 2020 to June 2021	<ol style="list-style-type: none"> Find one person in each club that is willing to learn more about social media and public image. Engage and support each of these people to implement 2-3 actions within their club (e.g., on website, Face Book, Instagram) that enhances club image and awareness Create a number of best practices including templates that can be shared with clubs to help them see first-hand what other clubs are doing and how they could implement these ideas Encourage all clubs to be involved in “community health” initiatives in their local communities (e.g., ideas might include Buddy Benches, Multidistrict Waterside Clean-up Day, Little Lending Libraries, Wellness Initiative and a District Blood Donor Day). This will start with an ad hoc committee formed to get this idea off the ground. Model the best that we can be by having district website, district Facebook and other tools up-to-date and filled with good messages that enhance our image and build greater awareness of all that Rotary does in 7090 Do even more promoting of the Rotary International videos and resources that are available and can be used by clubs to enhance their image as well as the awareness of Rotary 		
	Year One Measures of Success	70% of clubs get involved in at least one of the District led public service projects by June 2021	<p>30% of clubs have had a person engaged in accessing help from District team that helps them to learn more about social media</p> <p>There is a file of best practices on Rotary 7090 website and there is a 30% increase in hits to this section from June 2020 to June 2021</p>

Rotary 7090 Strategic Plan – 2020 to 2023

Strategy #4: Motivate and Guide Clubs to increase their understanding and support for The Rotary Foundation (TRF)				
Year One Measures of Success	April 2020 to June 2021	<ol style="list-style-type: none"> 1. Increase the Profile of the District Foundation Team and Programs 2. Target Clubs who have traditionally not supported TRF and encourage modest financial support 3. Identify Foundation Ambassadors in each club and provide them with the resources required 4. Challenge every member to add TRF as their charity of choice in addition to other charities 5. Continue to support the Global Polio Eradication Initiative (GPEI) soliciting support from clubs and members 6. Encourage smaller clubs to meet EREY / Sustaining club status by appointing a portion of their revenue to TRF or to indicate a portion of their clubs dues to TRF. 		
		90% of clubs as Every Rotarian Every Year members	Generate significant GPEI fundraising dollars as part of the October District Conference	Solicit support from DLT and Foundation team for a million-dollar campaign in 2020-2021. Have Foundation giving up 2% per person as a result on greater understanding of all that we do as People of Action

Rotary 7090 Strategic Plan – 2020 to 2023

Strategy #5: Inspire clubs to get more involved with youth			
April 2020 to June 2021	<ol style="list-style-type: none"> 1. Encourage clubs to support existing or start new youth programs within their clubs, through the sharing of stories, testimonials etc. aimed at creating enthusiasm in particular with clubs less involved with youth. For example, use these opportunities to share how Rotaractors transition to Rotarians, how Youth Exchange students lives are changed, etc. 2. Work actively with the membership committee to develop strategies on how best to launch new Rotaract clubs. Find at least 2 clubs willing to engage with these strategies. 3. Resurrect the club youth involvement survey. Obtain at least a 75% club response rate Identify “youth” ambassadors in at least 50% of responding clubs. 4. Provide more training to clubs on how to develop youth programs. This includes how to get involved in youth exchange, SLAPSHOT, setting up EarlyAct, Interact and Rotaract clubs. Provide more resources to help build up the youth programs – includes developing how to handbooks and other guidelines so it is easier for clubs to learn and get involved with youth services. 5. Promote more short-term youth exchanges as a way to introduce club members and families to the benefits of getting involved in (long term) youth exchange and Rotary. 		
Year One Measures of Success	Have 15 active chartered Rotaract clubs by June 30, 2021. Implement a delegated leadership structure. Rather than have a single DRR, have regional DRRs in Niagara, Buffalo, Hamilton, Brantford / Norfolk and Fredonia / Jamestown.	Rebuild youth exchange to have at least 20 students going out on long term for 2021/2022 and 20 students going out on STEP in the summer of 2021.	Relaunch RYLA in 2021 with a new program and at least 40 participants.

Rotary 7090 Strategic Plan – 2020 to 2023



The following are the commitments that have been made to ensure the Strategic Plan is successfully implemented.

1. The goals that the District Governors, for the next three years, will focus largely on this strategic plan. This plan reflects what we, as a district, want our leadership to do to help clubs be inspired and supported to be the best they can be.
2. The District Governor, Past District Governor, District Governor Elect and District Governor Nominee plus the 5 Council Directors will meet regularly to review the strategic plan. They will go strategy by strategy to determine what has been done to date and what is to be done in the next few months to drive the plan forward.
3. The Strategic Plan will be on every district council agenda – to discuss what has been done to date and to gather input on how to further advance the plan. This includes an update relative to the one-year measures by strategy that are captured in this plan.

