



NEWSLETTER

PRESIDENTIAL MESSAGE

By Gary C.K. Huang, President 2014-15



I find many traditional Chinese values reflected in Rotary: values of service and responsibility, of respect for family and for others. Sometimes I call Confucius the world's first Rotarian, because even though he died 2,500 years before Rotary was founded, his ideas are very much Rotary ideas. And one of the things he said was: 與其抱怨, 不如改變.

In English, you say, "It is better to light a single candle than to sit and curse the darkness."

I think that one line sums up the way we in Rotary approach the problems of the world. There is so much difficulty. There are so many people who need help. Many people look at this and say, "There is nothing I can do." So they do nothing -- and nothing changes.

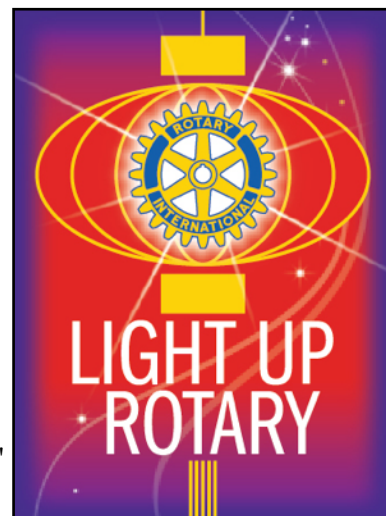
But this is not the Rotary way. The Rotary way is to light a candle. I light one candle, you light one candle -- and so do 1.2 million other Rotarians. Together, we can do so much more than we could ever do alone. Together, we can light up the world.

In 2014-15, I am asking each of you to light your own Rotary candle -- and *Light Up Rotary* together.

There are so many ways to *Light Up Rotary*. I hope many of you will choose to host a Rotary Day, to show your community what Rotary is and what we do. I hope you will involve your Rotaract and Interact clubs in your service, to bring the new generation of the Rotary family closer to Rotary membership. And I hope you will keep Rotary strong by inviting new members into Rotary -- including your own spouse and family.

Perhaps the most important thing we can do to *Light Up Rotary* is to finish the job we've been working on for more than a quarter of a century: the eradication of polio. We are so close to our goal. But we will get there only if we keep up the fight, keep up the momentum, and close the funding gap for the polio endgame plan.

Light Up Rotary is our theme for this year, but it is more than just a theme. It is how we in Rotary see the world and our role in it. We believe that no one should sit alone in the darkness. Instead, we can come together, all 1.2 million of us, to *Light Up Rotary*. This is our goal -- and my challenge to you.



To Club PR Chairs: Please submit articles about your club fund raising and community service projects, fellowship events, member awards, and other items that would be of interest to District 7870 Rotarians. Include photo's to help catch readers' attention. We are limited by space. Short (½ to 1 page) articles are more likely to be published. Email to dennis@mcmann.net.

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NEW MEMBER RETENTION IS THE TRUE MEASURE OF SUCCESS

By Richard S. Robe, Membership Chair, Rotary Club of Rutland

Past District Governor David Hoopes encouraged Rotarians to “share the gift of Rotary though the simple act of membership.” Sharing Rotary by welcoming new members is an important primary goal and as a membership chair I recognize that it is only the first step in building a steadily growing club of active and engaged Rotarians. It is also imperative that new Rotarians remain Rotarians.

We are all Rotarians because someone, a Rotarian, thought highly enough of our character to sponsor us for membership. Finding prospects that are likely to share our passion for Rotary is one predictor for retention success, and we want to maintain our 95% retention rate, so we have implemented the following initiative.

The Rotary Club of Rutland, Vt. has just established a sub-committee of the Membership Committee that is comprised of members with less than three years of service. The objective is to provide a comfortable group environment so they will have a collective voice to express concerns and identify opportunities for club enrichment, in order to assure that their individual expectations are being met.

This “freshman class” of new Rotarians has named themselves, “Gears In Motion” after our Rotary wheel. They very cleverly chose a collective descriptive that projects engagement. They are encouraged to bond together, provide constructive input and recommend changes that will enhance their Rotary experience. The member with the most senior tenure is leading the group.

New members join the group and after three years they would drop off. They can meet whenever, wherever and as often as they wish. Each member is assigned a mentor, usually the sponsor. Active participation will provide a core part of their

orientation, Rotary knowledge, and assure that each new member feels welcome.

This group is empowered and encouraged to speak up and become active, engaged Rotarians. We want to hear their views, respect them and demonstrate willingness to consider change that will meet their expectations and seamlessly guide their beginning Rotarian years into a life-long commitment to “service above self.”

The only constant is change. And change is working well. Membership has increased 30% in the last 13 months. The leader of this group has been elected Secretary of the club; another elected Sgt. at Arms for the new term. One is also the editor of our weekly newsletter and another serves as chair of the Community Service Committee. I will share additional results of our program as our club continues to manage growth.



GO FOR THE GOLD

By Ruth Zax, Rotary Club of Henniker



Is your chili of Olympic caliber? Would you like to brag to friends that your chili is an honest-to-goodness gold medal "award winning" recipe? Or, do you just love to eat the stuff? If you can say "yes" to one or all of those, you don't want to miss this year's edition of the annual Henniker Rotary Club "Fire on the Mountain" Chili Fest.

Hot off last year's record-breaking success, this year's Chili event, scheduled for Sunday, August 24, 2014 at Pats Peak in Henniker will be better than ever with live music, food, beer, concessionaires, children's activities and of course, lots and lots of chili.

That's where you come in. Go to www.chilinelnewhampshire.org and check out the entry guidelines, the judging criteria, and fill out your application for either the amateur or professional division. It couldn't be easier, or more economical. Just \$15 per chili recipe entry and all entries received prior to August 1st will receive a Chili Fest 2014 Commemorative pilsner glass and be entered in a raffle to win a Hannaford's Gift Card.

Cash awards will be presented to the top four winners in the amateur division and trophies, banners and bragging rights will be accorded to the top four winners in the professional category. Chili will be judged by our Celebrity panel: Mike Morin, WZID Morning Host, Chef Nicole, Cactus Jacks/TBones and Rick Broussard, Editor, NH Magazine, along with the coveted Peoples' Choice Awards in both divisions.

Check out our web site for updates on all the events scheduled for this year. New activities added daily. For more information, contact 2014 Chili Chair, Mary Krotzer at mskrotzer@yahoo.com

Calendar

August - Membership & Extension Month

Aug 10, 2014

Rotary Cruz-In Peterborough

Aug 23, 2014

Rotary Night at the Fisher Cats

Manchester NH

Aug 24, 2014

Chili Fest Henniker

Pats Peak Ski Area

September - New Generations Month

Sep 18, 2014

District Golf Tournament

Eastman Golf Course Grantham NH

October - Vocational Service Month

Oct 13-19

Zone Institute & Forum

Toronto Canada

Oct 25, 2014

District Membership Conference

Brattleboro Retreat

November - The Rotary Foundation Month

Nov , 2014

District Foundation Dinner

Crowne Plaza, Nashua, NH

Nov , 2014

District Foundation Dinner

Jackson Gore Inn, Brattleboro, VT

December - Family Month

January - Rotary Awareness Month

February - World Understanding Month

March - Literacy Month

Mar 06 - 08, 2014

PETS, Framingham MA

April - Magazine Month

May 29 - 31, 2014

District Conference - Marriott Sable Oaks

S. Portland, ME



TEN THINGS TO KNOW ABOUT THE NEW ROTARY FOUNDATION FUNDING MODEL

By Ian Riseley, Rotary Foundation Trustee, Foundation Finance Committee chair

I've been very involved in the development of our Foundation's new funding model and have closely followed the questions being raised about it in social media and elsewhere. The new funding model for The Rotary Foundation was developed because our ability to continue "doing good in the world" depends heavily on the Foundation having long-term financial stability. In the interests of improved communication and understanding of the changes, here are 10 important things to know about the new model, which becomes effective on 1 July 2015.

1. Rotarians and clubs will benefit

Rotary's strength lies in the talents and dedication of its members and clubs. The recent recession showed that we must have adequate reserves in our Rotary Foundation to ensure that we don't have to cut programs and services in times of poor investment returns, and the increased volatility in financial markets emphasized the need for an adequate level of reserves. The new funding model is necessary to ensure resources are available to support the work of Rotarians now and in the future. The Foundation's current policy is to maintain an operating reserve equal to three years' worth of operating expenses.

2. PolioPlus Fund contributions are not affected in any way

3. Endowment Fund Contributions are not affected in any way

4. District Designated Funds are not affected in any way

5. Five percent of Annual Fund contributions are set aside from the World Fund

After Annual Fund contributions are invested, 50% will continue to go to District Designated Funds (DDF) and 50% to the World Fund. The 5% being set aside to help pay for the Foundation's operating expenses will come from the World Fund, but will only be used if needed to pay those expenses or to fully fund the operating reserve. If they are not needed for those purposes, they may remain in the World Fund for grants.

6. Five percent of cash contributions for global grants set aside

Under the current system, cash contributed in support of a grant by clubs and districts requires administration, but provides no investment income to meet the cost of that administration, because the funds are not retained by the Foundation for any length of time and therefore do not generate investment income. The 5% set aside from cash contributions for global grants will help pay the costs of processing, etc. It is not uncommon for many clubs to support a single global grant, and some clubs include payments from many members, thus requiring donor recognition to be processed for each contribution. Cash may also need to be converted into one of the 28 official Rotary currencies and then transferred to an international bank account for the project to be implemented.



TEN THINGS TO KNOW ABOUT THE NEW ROTARY FOUNDATION FUNDING MODEL (CONTINUED)

7. Up to 10% of corporate gifts set aside

Using up to 10% of large corporate contributions for operating expenses is a well-accepted practice among donors to charities. By obtaining such gifts, the Foundation can increase support for the projects in our areas of focus. Our polio eradication efforts, for example, have benefitted greatly from the Bill & Melinda Gates Foundation's support. Up to 10% of these gifts will contribute to our administration costs, thus leaving more funds to support the grants for clubs and districts.

8. A communication plan is in place

The Trustees recognize that open, clear communication fosters Rotarians' continued support of, and active involvement in, Foundation programs. The first step in the funding model communication plan was an announcement on rotary.org with a link to Securing Our Foundation's Future. Watch for more information in Rotary media, coming soon.

9. Training and resources are being developed

Training manuals for officers and committees at the district and club levels are being updated, and webinars and e-learning modules are being developed. For details, contact fundingmodel@rotary.org.

10. The Foundation has a record of financial stewardship and transparency

Our Foundation has consistently earned high ratings for sound fiscal management from Charity Navigator and other agencies. Find more on Foundation finances and ratings.

Questions or comments? Please, contact fundingmodel@rotary.org.

I hope you will continue to make our Foundation one of your preferred charities. Every contribution is important and deeply appreciated. The projects and work we accomplish together as Rotarians are life changing.

