



"This march is just the beginning of a movement that will last a very long time. We understand that this is a marathon and that we'll be fighting for years. We're just getting started; now we have to use our rights as voters to make things change. Politicians will see that we aren't going away."
—Rebecca Schneid, 16, Parkland survivor

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Zone 32: Bermuda,
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www.rotaryzones24-32.org
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April 2018

Watching the news coverage of the March for Our Lives and listening to the powerful passion of the youth that lead and drove this movement, I could not help but reflect on the lesson they are teaching us.

This is their time – they have a powerful voice and huge passion to fight for what they need, for what they think is right and what they deserve — and for a world they want to be part of.

This is a huge lesson for Rotary. The youth and children of the world are our future Rotarians. Their needs and desires must be met if we want them to join us in Serving Humanity. What shone brightly for me was the message that the youth are looking for a clear path to action without bureaucracy and tardiness — an action to correct a wrong without delay — an environment that will change so as to deliver a product they will be happy with.

The time has come in Rotary to stop talking about how we should change, what small tweaks we can make to our Rotary meetings to make them palatable, or even how we can attract younger members. We know what has to be done but still we procrastinate and continue in our old ways.

The youth movements in Rotary such as Rotaract and Interact are growing in numbers and effectiveness. Our partnership with them should be close and embracing. We need to start inviting them to sit on the Boards of our Rotary Clubs – to help us develop the Rotary that will be comfortable for them and to mentor them as they grow and as they mentor us in the changes we need to make. They are equal partners in our organization — they are our future — and as such we need to give them the credence and environment they deserve.

I have great hope for the world — because I have great hope and trust in our youth. I have great hope for Rotary, because our youth are our future and they will continue our legacy their way.

"Spread the word! All across the nation, we are going to be a great generation!"

—Yoland Renee King - Age 9

Dean

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Jeffry's Journey

This Time It's Different

It's impossible for me to believe that it is April. For each of us who begin a new assignment on July 1 the annual ritual of turning our clocks ahead has made the days longer and meanwhile the time to our new assignments is beginning to compress.

It has been gratifying to travel across the U.S. and into Canada attending numerous Presidents-elect Training Seminars. Oh my. The energy, the enthusiasm that emanates from those events. The incoming presidents, like the incoming governors, are well into that "unspectacular preparation" that will lead to the "spectacular achievement" of their respective teams.

Springtime gives us a glimpse each year at nature's renewal, its rebirth. It gives us the same glimpse in our organization. Innovative ideas blooming everywhere. New leaders sprouting up. Fresh starts. New beginnings.

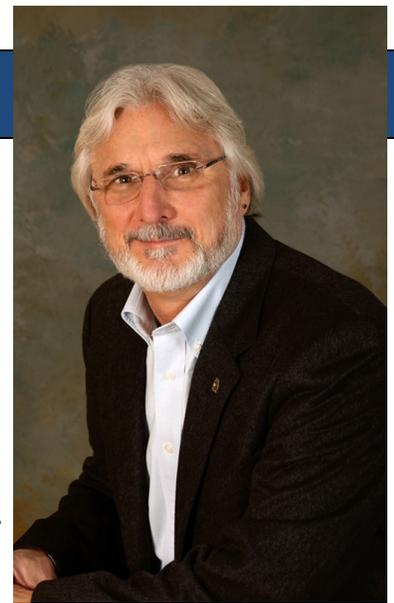
There is, though, something different in the air this year. It is almost palpable to me. It is within our organization and at all levels of our organization, a recognition of — and a realization of — the need for change. Not change for change sake. Change that is necessary to stay relevant and vital for the coming decades. That is in fact the most gratifying thing to observe.

Each of us has invested our time, talent, and resources into Rotary. Each of us has had a return on that investment. (For me personally, that is an incredible understatement!) We can no longer take for granted that same opportunity will automatically be there for others going forward. Each of us has observed firsthand how the service we provide can change and save lives. Now, the world needs us to scale up. We need more capacity. Our communities need us now more than ever.

This time, these years, in our organization, are no less pivotal than that first Rotary meeting held 113 years ago. Paul Harris and his friends had no way to know the scale of the organization they were laying the foundation for. There is no way they could have visualized what it would become. Similarly, there is no way for you to see the impact your work and decisions today will have on our organization of tomorrow.

It is your turn now. 50 years from now Rotarians will look back at this time and note that the Rotarian leaders of today (that would be YOU!) had the vision and the courage to make the necessary alterations and tweaks that allowed our organization not just to survive, but to thrive.

I'm proud to be a part of your team. I'm honored to be on this journey with you. Renewal. Rebirth. It's time. It's your turn. ...



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Membership Matters

Passport Clubs Reimagine Rotary For a Second Century of Service



The first Rotary Passport Club was chartered in Sacramento, CA (D-5180) in 2015 by then Governor Glenn Fong and Charter President Mike Reneiro. It chartered with 60 members, and grew to 90 within one year.

The concept? Remove barriers of time and expense to people who want to become Rotarians by offering greater meeting flexibility and lower costs. The Passport club encourages members to be engaged in service in ways that fit their time, talents and finances, and finds ways to encourage them to fit Rotary within their family, work and life commitments. The Sacramento club meets only four times per year, while other Passport clubs choose to meet monthly.

Passports clubs differ from e-clubs in that members live within a defined geographical region, so that members can get together for regular meetings — just not as often as traditional clubs.

Rotary Passport club members are full Rotary members, with the same privileges and rights as Rotarians in traditional clubs.

Why “Passport”? Membership in a Passport Rotary club is a passport:

- ◆ Into Rotary for people who have busy lives and other commitments.
- ◆ To other Rotary clubs by encouraging members to visit local Rotary clubs and to take part in their service projects, fundraisers and other activities;
- ◆ To the local community. Members who already volunteer in other community groups become Rotary ambassadors to those groups, and bring ideas for projects back to the club.

The target membership group for the Passport club are:



- ◆ Former Rotary members who are ready to rejoin
- ◆ Current or past members of the Rotary family, including Rotaractors and Rotary scholars and other alumni.
- ◆ Young people who are early in their careers and/or have young families and conflicting time commitments.
- ◆ Retirees who now have time and talent to give back to their communities.
- ◆ Anyone who wants to do good in the world

We now have three Passport Clubs in our Zones—the D-7040 Rotary Passport Club, the Scarborough Rotary Passport Club in D-7070 as well as the ninth Passport club in the world and also the newest — the Pacific Northwest Rotary Club in District 5050, which held its Charter Night in early March. The PNW Rotary Club was installed by Vice President Dean Rohrs and welcomed by special guest PDG Glenn Fong.

—PDG Sean Hogan, Zone 24 West Public Image Coordinator and charter president, PNW Passport Club

Weekly Projects Create Growth

In the past year, the Chelan Rotary Club in District 5060 participated in more than 20 projects and donated 650 volunteer hours. This increased community awareness, engaged their members, and attracted new members. For many of these new members it was an opportunity to learn about the types of projects the club was able to accomplish, develop friendships, and find out what Rotary is all about.



Increase in Foundation giving might also be attributed to the engagement and gain in new members.

The club has projects scheduled out for the next 26 Saturdays, which will take the club into November. The club is divided into teams, each with a team captain. The club's schedule calls for Service Team 1 to do a project on the first Saturday of each month, Team 2 on the second Saturday, Team 3 on the third Saturday, and Team 4 on the fourth Saturday.

The Chelan club (now at 84 members) is one of the leading clubs in membership in the district, with a net gain of nine members to date this year, and a net 27 over the last three years. Maybe their projects have something to do with this?

—Jim Adamson
Assistant Rotary Coordinator, Zone 24
West

Membership Matters

Getting Local Grows Membership

By Bob Wallace, Rotary Coordinator, Zone 24 East

We all agree that membership in Rotary is Rotary's biggest internal priority; the problem is figuring out what to do about it. Perhaps it's time to think about membership stagnation as a *symptom* rather than as a *problem*.

If we look to the business world for an analogy, when retailers want to attract new members they change their product line to create new products that, in turn, they believe will attract new customers.

Think of the Ford Motor Company. In the sixties it developed a wildly successful car, the Ford Mustang. The buzz about this new car sent people flocking to the dealers wanting to buy! The legacy of the Mustang continues to this day as the auto industry continues



to come up with innovative products.

If we look at our Rotary clubs in the same way, then in order to attract new members we need to create a new product; that is; we need to enhance the Rotary experience. Many of our clubs have been doing the same things for years and seemingly expect new members to fit into a mold that was appropriate for membership a generation (or two) ago.

It was this that led the RCs of Port Hope and Toronto Sunrise (D-7070) and Bridgenorth-Ennismore-Lakeland (D-7010) to try out new ideas designed to attract new members. It's too early to measure results — but it's not too early to honor these clubs for recognizing that change is necessary to attract new members in a changing world.

These clubs are turning especially to local projects—projects that engage their members and create local “buzz” about the club. Projects include work with the local food bank, a community build for Habitat for Humanity, and taking responsibility to clean and maintain an area in the town. Other ideas include providing meals for those in need, and packaging birthday bags, and bags with items that could be used at a shelter.

There is an unlimited number of hands-on projects that a club can do to get its members engaged in their community and away from the legacy meeting structure. So take a close look at your Rotary club and decide whether you want it to be the Rotary equivalent of Amazon or Sears in your area.

Calendar of Events

Saturday, April 28—Presidential Peacebuilding Conference on Maternal and Child Health, Taranto, Italy. www.rotaryitalia.it/presidentialconference/

Saturday, June 2 — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. www.rotaryliteracy.org/

Friday, June 15—Deadline for submitting applications for Donald MacRae Peace Awards. *See page 8 for details.*

June 22-23, 2018 — Rotary Peacebuilding Summit, Toronto. <http://www.riconvention.org/en/toronto/rotary-peacebuilding-summit>

June 23-27, 2018 — RI Convention, Toronto. www.riconvention.org.

Sunday, June 24 — Beyond Borders Dinner, Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>

September 18-22, 2018 — Zone Conference 2018, Montreal.

January 12-19, 2019 — International Assembly, San Diego, California.

June 1-5, 2019 — RI Convention, Hamburg, Germany.

Sept. 19-21, 2019 — Zone 24-32 Conference, place TBA. **SAVE THE DATE!**

January 19-25, 2020 — International Assembly, San Diego, California.

June 6-10, 2020 — RI Convention, Honolulu, Hawaii.

June 12-16, 2021— RI Convention, Taipei, Taiwan.

Foundation Facts

Sustainable Projects and DDF: Together Like Jam and Bread

By Julia Phelps, Rotary Foundation Trustee

Over the past six weeks, I've had the opportunity to talk with several Rotarians and groups of Rotarians about the goals set by the Trustees for the 2018-19 year. In addition to our Number #1 priority of ending polio, I've also discussed the use of our District Designated Funds (DDF) and the creation of sustainable projects in one or more of the six Areas of Focus. In the month of April, it only seems appropriate to put these two goals in to focus with the cause of providing child and maternal healthcare.

It's estimated that 5.9 million children die every year from inadequate healthcare, malnutrition, and poor sanitation – all of which can be prevented. According to UNICEF, approximately 29,000 children die *every day* from some disease(s) – *that can be prevented*. WHO estimates that everyday 803 mothers die because of complications related to child birth – *all that is preventable*. We know that being a healthy woman leads to a healthy pregnancy, and that a healthy baby has a jump start on a healthy life.

This year, District 7430, and the Blue Bell (PA) Rotary Club, is submitting **Phase 3** of a Global Grant in the area of Maternal and Child Health. They are teaming with Drexel University, in Philadelphia, Makerere University in Kampala, Uganda, and the RC of Kampala North. This grant is projected to be in the neighborhood of \$350,000 (USD) including \$170,000 in DDF from the three districts. **Phase 2** of the grant was for \$130,000 with \$70,000 in DDF from four districts. The **first Phase** of the grant was for \$85,000 with \$40,000 in DDF from three U.S. districts (D-7430, D-7450 and D-7500) and one in Uganda (D-9211).

All three phases include two-way Vocational Training Teams as part of the grant. The grant focuses on the health areas: OB-GYN, pediatrics, nursing, and midwifery. There's also an IT component that allows for distance learning for healthcare professionals.

If I did my math correctly, about \$280,000 in DDF is being used and this is clearly a sustainable project. It's a project that took over two years of discussion and planning to get off the ground; but one that is *making a difference* in so many lives, now and in the future. I think Ron Smith, RRF, Zone 32 sums it up best when he says, "Our Rotary Foundation donors would be proud that their donations are being actively invested in such passionate, Rotarian-led projects. All made possible through thoughtful, strategic, and regular DDF allocations. I am so thankful for this, it has changed the lives of those who have participated and is now saving mothers and newborns in Uganda."

Projects like this exist throughout our two Zones, in all six Areas of Focus. We are only limited by our creativity and commitment. I challenge all of you to think big and make a difference by using your District Designated Funds and creating sustainable projects.



Foundation Facts

Literacy Alive! In Belize

By Dr. Lynne Paradis, RC Red Deer, Alberta

This Global Grant and Vocational Training Team experience was only possible because of the strong relationship developed over the past six years between the Rotary Clubs of Red Deer, Alberta (D-5360), and San Ignacio, Belize (D-7450). Literacy Alive! Is the fourth Global Grant and sixth project overall between these two Rotary Clubs during that period.

The project is based on strong pedagogy in learning and literacy development and is designed to provide quality resources and coaching on effective literacy strategies for Belize educators and volunteers. It is a strong example that **Engagement plus Service equals Impact and Sustainability**. Over \$250,000 and thousands of volunteer hours are expected to be donated during the 2018 project phase.

Many lessons have been learned from previous projects and this initiative was designed to be the best one so far! Literacy Alive 4 is supported by the Belize Ministry of Education, the Government of Canada and Rotary Canada, by Rotary District 5360, The Rotary Foundation and many dedicated volunteers in both Alberta and Belize.

This project involves Canadian literacy and community development experts working in teaching teams consisting of Belize educators, librarians and women in the community and local volunteers. The adult participants provide stimulating day camps for Belize children between the ages of 9 to 12. Camp activities promote reading, writing and wellness.

A Vocational Training Team of 25 members was selected based on their demonstrated experience in the areas of literacy and community development. They designed program materials and resources, and provided leadership and professional development. They prepared for the trip for six months. They were augmented by 15 companion "Volun-travel" participants. This group supported the VTT and worked on a construction project to improve San Ignacio's library. (Funding and labor for construction was separate from the Global Grant.)

The Literacy Alive! program thinks big. Approximately 50 teachers in Belize were scheduled to participate in training and literacy activities last month, and an additional 100 educators will participate in professional development training set for August 2018. There's more: 25 librarians from across the country will be trained to develop local literacy camps in their home communities. Another 40 volunteers who want to support literacy camps will participate in teaching and learning activities. In exchange for the training, each teacher is expected to share literacy learning with at least five other teachers in their own school.

Meanwhile, over 400 students were expected to participate in a four-day literacy camp last month, with an additional 400 children and adults expected to participate in follow-on programs in July and August of this year.

Expected impacts include improvement in literacy of school-aged children, better motivation of children as they enter high school, and greater numbers of high-school graduates. Program organizers also expect to see development of pre-school and adult literacy programs in local libraries; improved literacy teaching strategies, as well as literacy support programs in local libraries and greater resources to promote literacy.

For more information and to learn the six-year history of this collaboration, go to: www.literacyalive.ca

Beyond Borders/the Newsletter of Zones 24 & 32/April 2018/page 6



Public Image

These images and others that can be found throughout this newsletter were created by Sean Hogan, Public Image Coordinator in Zone 24 West, using the “People of Action” materials available on the Rotary website. You can make your own People of Action ads — starring members of your own club and district — via downloadable templates. Do it today!



Leadership in Action

Ready to make your own People of Action ads? Go to the Brand Center on rotary.org and follow the prompts. With the templates available, we can now make our own customized ads for print and social media at absolutely no cost —all it takes is a good action photo.

At top: President Ian Riseley and Juliet at the Vancouver Peace leadership conference; center: Vice President Dean Rohrs at World Polio activities in Seattle, and bottom: President-elect Barry Rassin at the International Assembly in San Diego.





Honor Your Peace Hero!

Do you know a Rotarian or Rotary organization that deserves plaudits for the international work it does?

Each of our Zones annually celebrates a person or organization for outstanding achievement consistent with the ideas expressed in the Fourth Objective of Rotary: The advancement of international understanding, goodwill and peace through humanitarian activity or international significance.

Every Rotary club and District in Zones 24 and 32 is encouraged each year to submit one application for the Donald MacRae Peace Award. The awards will be announced and presented at the Zone Institute in Montreal next fall.

Candidates for the awards will have demonstrated the advancement of international goodwill, understanding and peace through peace-making efforts or humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians, as well as to organizations, but the applicant must have a relationship with the club or District that is acting as nominator.

Complete details, a list of past recipients and application are available on the Zone website. Deadline for applications is June 15, 2018. Email the completed application to:

Zone 24 applications: PDG Joan Hayward; rhayward@sympatico.ca

Zone 32 applications: PDG Marty Helman; martyrotary@gmail.com

The award honors the contributions of Halifax Rotarian Donald MacRae who, at the International Convention in 1918, proposed that Rotary become an agent for the promotion of goodwill and peace among nations. This was the first time that an international vision of Rotary was publically expressed.

Polio Plus

Canadian Rotarians Visit Pakistan

By Editor Alina A. Visram for the Pakistan PolioPlus newsletter



Seven Canadian Rotarians from Districts 6400 and 7820 traveled to Pakistan last January to participate in National Immunization Day activities and cultural exchanges. The team was led by PP Aruna S. Koushik and her husband PE Sadashiv (Shiva) Koushik, from the Rotary Club of Windsor Roseland in District 6400 and included five other Rotarians from Windsor Roseland and Sidney Sunrise in District 7820.

The visitors were provided home hospitality by Rotary Clubs in Karachi. They attended Rotary Club meetings, visited schools, enjoyed a brief stint at the Karachi Literature Festival, a shopping spree and whole day of field activity. They visited the Permanent Transit Post, where all Pakistani children are immunized before their families travel onward, and they met local health volunteers and helped administer polio drops in the door to door campaign.

The team brought with them mosquito nets that had been purchased by PP Aruna and Rotarians in her home district. The nets were distributed in a community school and will help bring relief in areas with poor sanitation and hygiene resulting from mosquito-borne diseases including malaria and dengue fever. The visiting Rotarians also planted neem tree saplings to improve environmental conditions in the future.

Their next stop took them to Lahore in District 3272, where the local Rotarians provided home hospitality. District Governor Faiza Qamar made a special trip to Lahore from Islamabad to welcome the Canadian Rotarians. During their visit to Lahore, they distributed more mosquito nets, and distributed advocacy material on polio to marginalized children, in a project organized by RC Lahore. Again, they administered immunizations at the Paras Foundation School for street children. They toured the Shaukat Khanum Cancer Hospital and were guests at an inter-city club meeting in which 30 clubs from District 3272 participated. They also enjoyed a dinner hosted by RC Lahore City, a school aerobics competition, and a drug seminar.

The visitors' enthusiasm and dedication to the goal of polio eradication encouraged many local Rotarians to continue the struggle to win this war against a scourge that cripples children for life. We thank the Canadian team for their visit and hope they will encourage others to do the same.

Trust Us, We Love Everyone.



**That's Why We Made the 2018 Montreal Zones
24&32 Conference Different.**



September 18-22, 2018

Open to All Rotarians. It's more fun. It's more affordable. Plus, service events that you can be a part of...It's new & innovative! We suggest that you sponsor a young leader. For only \$275 you can change a future. Register today for yourself, and fund a future leader. #changetheirtomorrow

<https://portal.clubrunner.ca/50077/sitepage/2018-montreal-conference>

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Montreal 2018

Rotary NOW!

Youth Leaders Coming Together in Montreal

The Zone 24-32 Conference 2018 in Montreal is offering a unique experience for all Rotarians, including young Rotary leaders, to come together to be inspired, to learn, to grow and to inspire others to be leaders for change.

Do you know young Rotary leaders in YOUR District ages 18 to 25 who are stars leading the way? Rotary NOW will offer our young Rotary leaders a chance to interact with Rotarians and be part of innovative workshops, hear from guest speakers, along with important and engaging topics that will support the path to achieving Rotary's goals and objectives: ending poverty, human rights, education, employment, environmental sustainability, peace and justice and more.

Sessions will include:

- ◆ Be People of Action – share ideas and strategies; Be the CHANGE!
- ◆ Build A Rotary Career – exchange ideas with Zone Leaders
- ◆ Bridge the Gap – network with other Rotarians; build partnerships; Rotary Means Business!
- ◆ Connecting the Dots – engage, inspire & impact, teach & learn, INNOVATE, dream...
- ◆ Join a Service Project with Montreal Rotaract Leaders from McGill
- ◆ Design a plan (goals, strategies, team, timelines, results) to ... **Be the Inspiration!**



Sponsor a young Rotary leader to join us in Montreal!



The theme this year is *People Coming Together*. Help us bring our young leaders to Montreal. Cost is \$275 (plus GST) and an optional \$100 for the hostel should they need accommodation. Travel is an additional cost. YOUR sponsorship will truly make a difference and change lives!

Here is the link with details on speakers, events and so much more! <https://portal.clubrunner.ca/50077/sitepage/2018-montreal-conference>

For details and further information, please contact:

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