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### Zone 28 and 32:

a four country, two language  
community of Rotarians in Ber-  
muda, Canada, France and the  
United States spanning six time  
zones.

### August 2020



Day one – July 1<sup>st</sup>.

We all expected our new Rotary year to look a little different this year and I wasn't quite sure what to expect for the start of my term as Director. Our current global environment has certainly changed my schedule, so what to do? I poured myself a coffee, sat at my computer and opened my email. The very first email caught me off-guard, but truly brought everything into perspective for me.

The email was a letter from General Secretary, John Hewko, inviting all Presidents of Rotary Clubs in Zone 32 to submit a qualified Rotarian to be considered by the nominating committee for the Zone 32 Director 2022-2024. My successor, on the very first day of my term!

*"Succession Planning helps build the bench strength of an organization to ensure the long-term health, growth and stability"* - Teala Wilson

It all made sense! It's all about building our bench strength and the strength of our team in Zones 28 and 32. We are a leadership organization after all! The training we offer to all levels; clubs, districts, zones and international, is globally admired and revered in the NGO world and is also parallel to similar professional development training offered by top 100 corporations at a hefty price. We are developing great leaders of the future for Rotary.

COVID-19 has changed the way we meet, the way we learn, but more specifically the way we lead. This reset has allowed us to take steps in aligning our districts to provide a more cohesive team approach, concentrating on specific areas of support for our clubs and districts. It's pushed our members and leadership teams alike out of their comfort zones, and has identified leaders at every level within our organization.

Our number one internal goal and focus is to Grow Rotary. The opportunity is before us and we are seeing new club models evolving and developing. Clubs with a specific focus such as human trafficking, clubs that involve veterans, alumni and essential service workers.

Your cadre of experts are available and waiting to help. Direct your attention to the yellow box on the left of this monthly newsletter.

I want to congratulate each of the Coordinators and the teams currently in place, they are working hard to support you and are available as speakers to your meetings or training events. I would also like to introduce Doug Logan and Herb Klotz who have been named Rotary Coordinators for July 1, 2021, also Eileen Rau who will be a Regional Rotary Foundation Coordinator and Karen Oakes as Endowment Major Gifts Advisor. I couldn't be prouder, nor more optimistic for our long-term health, growth, and stability. Our bench is strong, and as my first month of Director is coming to an end, I am already looking forward to my successor being identified and for them to start this exciting journey!

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## Club and District Support Americas North

### YOUR KEY CONTACT

Providing personalized service, training, and regional guidance on: Rotary resources and services; Administrative procedures; Board policy and Rotary constitutional documents; Navigating [www.MyRotary.org](http://www.MyRotary.org) and doing your business online.

**DISTRICTS:** 5000, 5020-5030, 5080-5340, 5390-5520, 5730, 5770-5930



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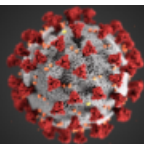
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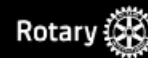
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**Read** how Rotary is responding to the impact of the global COVID-19 crisis.



<https://www.rotary.org/en/rotary-monitors-coronavirus-outbreak>

## Calendar of Events

**July 1**—First day of the Rotary year 2020-21

**September 23-25**— Zone 28/32 Summit Online open to all Rotarians

DG, DGE, DGN training online, see p. 8 below

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

**June 4-8, 2022** — RI Convention, Houston, Texas

**2023** — RI Convention, Melbourne, Australia

**2024** — RI Convention, Singapore (tentative)

**2025** — RI Convention, Calgary (tentative)

### Zone 24 & 32

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### Find the answers

Don't forget our electronic and social media communications tools for the Zone.

Website:

[www.rotaryzones28-32.org](http://www.rotaryzones28-32.org)  
(Note new URL)

Facebook:

[Rotary Zones 28 and 32](https://www.facebook.com/RotaryZones28and32)  
(Note new Facebook page)

## Congratulations!

The following people in our Zones received a Service Above Self Award in 2019-20.

5050	Rod	Thomson
5370	Wendy	McDonald
6310	Eileen	Jennings
6380	Ashish	Sarkar
6400	Jeanne	Knopf DeRoche
7010	Donald	Watkins
7040	Katherine	Burke
7150	John	Zygmunt
7390	Jess	Socrates
7475	John	Wilczynski
7930	Ingrid	Brown
7980	Richard (Rick)	Benson

The following clubs were chartered in our Districts in 2019-20

Club Name	Members	State/Province	Country	District	Zone
Northwest Spirit	30	British Columbia	Canada	5370	28
Now! Kelowna	21	British Columbia	Canada	5060	28
Global Passport (6330)	26	Ontario	Canada	6330	28
Atlantic International Passport	21	New Brunswick	Canada	7810	28
Lehigh Valley Passport	22	Pennsylvania	United States	7430	32
Montgo - New Britain	20	Pennsylvania	United States	7430	32
Parsippany	21	New Jersey	United States	7475	32
The Beaches (Toronto)	20	Ontario	Canada	7070	28
Kennett Square Light	22	Pennsylvania	United States	7450	32
District 7255 Passport, Long Island	28	New York	United States	7255	32

AUGUST IS

MEMBERSHIP  
& NEW CLUB  
DEVELOPMENT  
MONTH

It is not a matter of bringing more people into Rotary,  
it's rather a question of getting more Rotary into people.

Rotary

www.rotary.org

Introducing ...

**Zone 28/32 Summit, Online, open to all Rotarians!**

It's all here ... thought-provoking messages from leadership

... opportunities to interact with our senior Rotary leaders ... and breakouts with district leaders from across our two Zones.

It's leadership training & fellowship - and so much more! Best of all, it's at **no cost** to you, from the convenience of your home or wherever you may be!

Join your friends from throughout Zones 28 and 32 on September 23-25 via Zoom for our annual gathering – traditionally known as the ZoneInstitute -- now a series of opportunities to interact with Rotary's movers and shakers. Join us for talks from:



Rotary International  
President- Elect **Shekhar  
Mehta**, from West Bengal,  
India, on the future of  
Rotary



Jennifer Jones, The Rotary  
Foundation Trustee and Past R.I.  
Vice-President, on how the  
Rotary Foundation has learned to  
respond rapidly in this changing  
environment.



Brenda Cressey, TRF Trustee and Past Rotary Foundation Chair, on fundraising in challenging times.



Michael McGovern, Rotary's Polio chair and Past R.I. Vice-President, on how the infrastructure built to end polio has been turned to fight COVID-19



And a special presentation by DF Pace, Rotarian, Rotary Peace Fellow and captain in the Philadelphia Police force, on how to match policing with peace.

We promise you ... lots of time for Q&A and discussion, all designed to support you as you put the words of these Rotary leaders to work in your Club and District.

So join us!

7:00 pm ET /4:00 pm PT September 23-24-25. Zone excitement is just a Zoom away!

Click on [THIS LINK](#) for free registration.

Thank you - I look forward to "seeing you" in September!



Marty Peak Helman  
Rotary Zones 28 & 32 Trainer and  
Online Summit Coordinator

## **Zones 28 & 32 District Governors, District Governors-Elect and District Governors-Nominee Training Registration information**

Please be sure to register your partner (if applicable) as well. Partners are included at no additional charge.

Each Governor class and their partners will meet with its facilitators individually via Zoom to cover the core curriculum, and to get to know one another better and "schmooze." We will use Zoom's breakout rooms so that the size of each session is more intimate. Those sessions and facilitators are:

- **Governors-elect (year serving 2021-22):**
  - Five Thursdays, September 3, 10, 17, October 1, 8; 7:00 ET/4:00 PT for approximately 90 minutes.
  - Facilitators: Una Martone (District 7390) and Nabil Oudeh (District 7040)
- **Governors-nominee (year serving 2022-23):**
  - Same schedule as Governors-elect: Five Thursdays, September 3, 10, 17, October 1, 8; 7:00 ET/4:00 PT for approximately 90 minutes.
  - Facilitators: Rod Thomson (District 5050) and Paddy Rooney (District 7390)
- **Governors (year serving 2020-21):**
  - Four Tuesdays, September 1, 8, 15, 29; 7:00 ET/4:00 PT for approximately 90 minutes.
  - Facilitators: Peter Schultz (District 5060) and Tracey Vavrek (District 5370)
- **Partners of all year groups: Mondays 7pm-8:30pm**
  - ◇ Aug. 31 DGN partners on their own with Facilitator Vicki Kessler  
DGE partners on their own with Facilitators Bruce and Sue Goldsen
  - ◇ Sept. 14 DGN and DGE partners together with Facilitators Vicki, Bruce and Sue
  - ◇ Sept. 21 DG, DGE & DGE partners together with Vicki, Bruce & Sue (DG partners this is just one session for you)

**[DG, DGE, DGN residing in Canada: Click here for online registration.](#)**

**[DG, DGE, DGN residing in USA: Click here for online registration.](#)**

## Peace-BUILDER in Rwanda Learns Lessons that Resonate in U.S.

*Continuing our Peace Award Recipient series*

*By Marty Peak Helman, Zone 32 Donald MacRae Peace Award Administrator*

Emily Gould, a member of the Montpelier Rotary Club in District 7850, is Zone 32's recipient of the 2019 Donald MacRae award. Emily is a lawyer, mediator, Columbia law school lecturer, and a critical player in a peace-building and trauma-informed mediation development in Rwanda. She is also a founding member of Mediators Beyond Borders International and co-director of the U.S.-based African Peace Partners.

Emily's peace-building story began when she was a criminal prosecutor in Vermont, working to prosecute staff who sexually abused patients in psychiatric institutions. Eventually, her career moved from attorney to mediator. "Silence perpetuates the violence," she says, just as it does with domestic abuse. "We need to bring it to consciousness."

Then, in 1994, 800,000 people were killed in a three-month period in Rwanda, and an estimated 250,000 to 500,000 women and girls were raped. In the aftermath, Emily traveled to Rwanda to see what she could do to help. "I found that there were already experienced mediators in-country," she said. What they needed was technical assistance in working with highly traumatized people.

This is where the work of Mediators Beyond Borders came in.

But as Emily's work continued, it was clear that there was also need for a place – a peace center – in Rwanda. "There's an interdependence of place and mission," Emily says. "We've created an island of peace in a choppy sea." Thus, she co-founded African Peace Partners, a US-based non-profit, which partners with Ihumure, a Rwandan NGO, and community-based organization of peace education. "I became a Rotarian when I realized that Rotary's philosophy was all about relationships," she says. "Without relationships, the program would die. In Rotary – as in Africa – we build trust. Africa is a relationship culture, and so is Rotary."

The peace center is home to a group of highly trained volunteers who have created a model of peace building that builds on conflict transformation, trauma recovery and economic independence. "But the peace center must be able to respond to what is happening at the moment," Emily emphasizes. And since the pandemic hit, that has included food distribution. "You might not think that food

distribution is part of our mission," she says, "but then consider that starvation was one of the factors that led to the genocide."

While the work of the peace center continues, Emily has also worked to build an infrastructure that will serve Rwanda well into the future. This has led her to serve as a consultant to the Ministry of Justice on an initiative to expand both mediation and restorative justice. "Rwanda is in the process of adopting the first trauma-informed justice policy of any country in the world," she says. "Rwanda is out in front in creating new legal and social structures to manage trauma. "

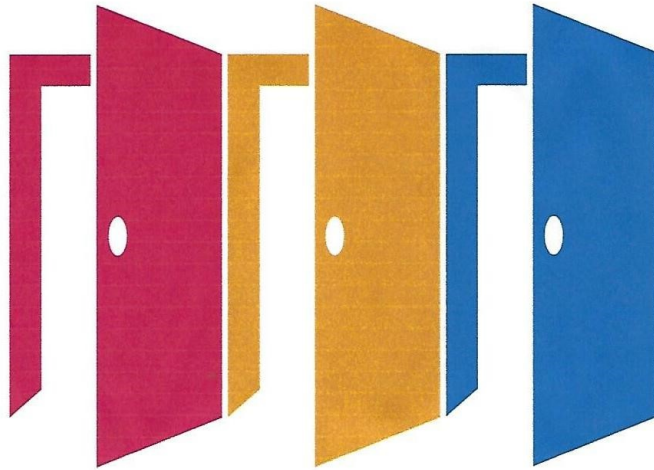
"As the Black Lives Matter movement here in the US is beginning to lead to serious discussions about reparations and efforts of truth and reconciliation, Rwanda is a country that we can learn from."

Emily Gould's work to build lasting peace in Rwanda is changing the lives not only in that country but far beyond.



*Emily Gould stands with a representative from the Mayor's office in front of the peace center. The grassy area now holds a huge outdoor tent to conduct socially distanced, outdoor workshops.*

## Rotary International Zones 28 & 32 Directory



### Rotary Opens Opportunities Le Rotary ouvre des opportunités



Rotary International  
Zones 28 & 32  
Au Delà Des Frontières  
Beyond Borders

• Bermuda • Canada • France • United States

**Holger Knaack, RI President 2020-2021**  
**Valarie Wafer, RI Director 2020-2022**

#### Zone Directory – PDG BJ Metz

Breaking up is hard to do, but sometimes it is inevitable. The spiral-bound printed version of our Zone Directory is leaving for good. In its place will be a PDF version, and an Excel spreadsheet containing all the relevant contact information. Everyone who has a valid email in the database will receive a copy. The files will also be made available through the Zone website. The document spans 150 pages so users can still opt to create a hard copy version without too much fuss. This change will save our two-Zone area over \$10,000 each year. Farewell old friend, we are going to miss you.

#### THANK YOU! – Valarie Wafer, RID 2020-2022

In the last printed version of our Zone Directory, PRID Jeffry Cadorette expressed his thanks and gratefulness to PDG BJ Metz. As Jeffry stated, “preparing the Directory can be a thankless job”. PDG BJ has taken on this important job for many years and when we discussed taking it online, he did not hesitate.

This electronic version mimics the printed version of the past. You will find it easy to navigate and the PDF works amazing in “Books” on your mobile device, so you will always have access!

Not only are we moving into the future, but saving the environment, saving costs to the Zone, and saving some extra steps for PDG BJ. Today he told me he feels, “a lot lighter” as the job of putting the directory together usually takes him until September.

Thank you, BJ! We are so thankful.

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## District 7430 Starts Four New Clubs in 2019-20!

By ARC Herb Klotz, IPDG District 7430

If we are to Grow Rotary, we must start new, innovative clubs. District 7430 in Eastern Pennsylvania has been doing just that for the past four years. Since July 2016, the district has grown by nearly 100 net new members and added 8 new clubs (4 clubs, 4 satellites). It has been a multi-year effort started in 2016-17. In 2018-19, District Leadership set an ambitious goal to start 5 new clubs in two years. In 2018-19, we started 2 new clubs and in 2019-20, we started 4 more. How did we do it? With a dedicated team (led by DMC Dave Czarnecki), a detailed plan and a little luck.

The first step was to think outside the box and identify possible opportunities. We used a GIS geographic and demographic analysis tool to identify possible new club locations. We also identified a number of different demographic groups including young professionals, RYLA and youth exchange students, a school district and a hospital system that were under-represented by Rotary in our district. There were about 10 opportunities in the pipeline.

The next step was to identify a champion, core team and advisor for each club. This is the critical step if you are to be successful. Four champions either self-selected or were identified and worked with the district membership team to make these new clubs a reality. The district supported their efforts through marketing and organizing networking mixers for prospective members. It typically took about 3 months to start a satellite and 6-9 months to start a new club.

Let's learn more about our four newest clubs!

The first to charter in July 2019 was the Skippack satellite of Harleysville Rotary with 10 new members. This was a satellite club meeting at a different time (lunch) than the host club (breakfast) in an underserved area near Harleysville. The club's goal is to spinoff as a new Rotary club in about a year. The champion was club president Gary Volpe.

The second to charter in November 2019 was the [Springfield Township-Flourtown](#) Young Professionals satellite in November 2019 with 15 new members. This was modeled after our Doylestown Young Professionals satellite started in 2018-19. Everyone in the satellite club is under 35 years old. They meet once a month and do a service project once a month. The champion was club secretary Amanda Helwig.

The third to charter in June 2020 was the Montgo-New Britain club with 20 new members. This club opportunity was identified through the GIS analysis tool and suggestions from Rotarians. It meets twice a month and is identifying new service projects for its community. The charter president is Andrea Duffy and club advisor is PDG Ron Smith.

The fourth to charter in June 2020 was the Lehigh Valley Passport club with 22 new members and was the subject of an article in last month's Zone newsletter. They meet virtually and their focus is on service projects. The charter president is Carrington Smith and the club advisor is PDG Cindy Hornaman.

We are continuing to start new clubs in District 7430. In 2020-21, we have identified at least 10 more opportunities and have a goal of starting 3 new clubs this year. If you would like more information on Growing Rotary through starting clubs in your district, please contact me at

[herbk.rotary@gmail.com](mailto:herbk.rotary@gmail.com). We are happy to help.

**District 7430 - Net Change in District Membership Since July 2016**



# Going Global: Reaching for and Achieving Club Diversity

By Innovative Club Advocate Reid William Eyre,  
Rotaract Club of Toronto

“Innovate”. It’s a buzzword that we have all heard often over the last several years, and more recently in the context of Rotary clubs. No longer is it enough to be asking our friends, neighbours, and colleagues to join our traditional Rotary clubs— we need to innovate. Explore what people want, what their barriers are to joining Rotary, and come up with a model that works for them while still being true to Rotary. And that is exactly what a forward-thinking group of Rotarians have done with the new Rotary Club of Global Passport.

Rotary Global Passport is comprised of members from across the globe and is focused on international service and fellowship. With the purposeful recruitment of Rotary Alumni and former Rotarians, their membership is incredibly diverse. With members ranging in age from their twenties to their seventies, and their most populated demographic being ages 30-39, they reach across the age spectrum while also representing 14 different countries.



The idea of “global membership” is one that has been tossed around Rotary for years, but this club solves some of that concept’s biggest flaws. “Our club model allows for more intimate global connections. Our focus on International Service and Friendships attracts members who are wanting to use those connections to develop successful service projects” shares Chartering President PDG Tanya Wolff.



It’s an attractive model for many. Thirty-two-year-old Past Rotary Youth Exchange Student and club Membership Chair Caroline Kannwischer explains “Membership in Global Passport allows me to take my Rotary club with me in my luggage, regardless of where work takes me. I can build something with other club members, focus on international projects

and friendship and still join local activities if there is a club where I am based”.



The diversity and flexibility of this club aren’t the only things that stand out, it has been a goal of this club since the very beginning to have a board of directors composed entirely of members who are “40ish or under” within two years— and they are well on their way to achieving that goal. To help meet it, they have appointed a unique new position, the Shaping Rotary’s Future Director, a dual Rotaractor and Rotarian, whose primary directive is to provide insight on how each board decision could impact future generations and to ensure it aligns with the club’s vision for young members.

Rotary Global Passport meets via Zoom twice monthly at two different times to accommodate their broad range of time zones. Those looking to learn more can visit [www.rotaryglobalpassport.org](http://www.rotaryglobalpassport.org)

By clearly defining what the club is out to achieve, and letting those goals define each and every decision, Rotary Global Passport is blazing new trails in Rotary without reinventing the wheel. It serves as both a great example of what an innovative club can be, and as an experiment for cause-based global membership. We will all be intently watching to see the change it inspires.



## Rotaract Canada Leadership

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Rotary Club Partner



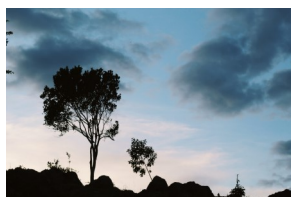
## A Life Of Service: Lessons From A Lifelong Member

*By District Rotaract Representative for 5050, Morgan Crosby, Snohomish County Rotaract*

Sitting in a schoolyard in Guatemala, Rotarian Jeff Hager of the Rotary Club of Everett Port Gardner and I were enjoying the evening warmth and chatting. While talking, the topic of lifelong service came up, not uncommon for two passionate Rotarians. I had voiced my love for Rotary and I knew after just a few months of being a member that I would never want to leave. I recognized that Rotary held all the wonderful things I was looking for in an organization.



Rotary had in just a very short while created opportunities for me that I couldn't have dreamed of before. I had quickly fallen in love and I was happy to have a Rotarian like Jeff to share this feeling with. He too had fallen in love from a young age. His father had been a Rotarian, and his son is now the president of my Rotaract club. Not only was Jeff's love a singular one, it was a familial one as well. I listened with glee as he explained how he has never missed a meeting and works hard on all their club efforts. I had worked with him during fundraisers with their club, and so I had personally witnessed the actions behind his words, so it was easy to believe his passion.



His passion was evident to us at lunch the day prior, where after a hard morning of serving the Guatemalan village we were visiting, we were enjoying our lunch and Jeff had us hold a Rotary meeting right then and there so that he wouldn't lose his attendance streak. The time zones were just different enough that it was the same time as his regular Port Gardner club meeting. We talked about it during our evening chat and we laughed at the "bell" he had used, which was really just a stew pot from the cooking supplies.

I marveled at his ability to never miss a meeting and how he would go to meetings while on vacation to see other clubs. But ever the humble person he is, he began to remind me of what lifelong service truly looks like: you won't be at every Rotary meeting when you have a newborn. You won't be as active when you have a young family. You won't be there when you have to take care of your aging parents. You will be absent when you are doing the other important services of your life.



This reminder is not one that I, in my newfound love and enthusiasm for Rotary was not thrilled to hear. But Jeff then reminded me that these things don't mean that being a Rotarian will end, just that the motions of Rotary will be less present at times. It is okay that you won't go to the convention when it overlaps with your child's graduation, and convention will still be there for you the next year.

I had to hold these words of wisdom close recently. I got accepted to Western Washington University to finish my bachelor's degree, which I knew this would be one of those examples where I will not be able to be the most active in Rotary and Rotaract. I worried at first. Who would take my place in my current roles? Is it already past the point for selecting them?

But as Jeff gently taught me in the warm Guatemalan evening: Rotary will be there for me when I return. My beloved Rotarians will take care of it in the meantime, and when I am ready to return more actively, welcome me back home.



## Deciding to Support The Rotary Foundation

When does one decide to make a major gift to the Rotary Foundation? It could be while you are still alive or it could be part of your estate, leaving a lasting legacy with Rotary. Regardless, it is a personal journey, and every Rotarian has their own story that has helped them make this important decision. Let me share two of my personal stories.

By Marilyn Bedell, E/MGA, Zone 32

a PhD! Four weeks before Pearl Harbor, he joined the Coast Guard. He served on the front lines in N. Africa, Sicily, Italy, Normandy, South France, and Okinawa.

Having lived through a horrible war experience, he wanted to try to prevent suffering, and his giving reflected this. Harley contributed generously during his lifetime, and again at his death, ensuring our district as well as the World Fund had the necessary resources to continue *to do good in the world*.

Past Rotary International President Arch Klumph told delegates at the 1917 Convention, "Carrying on as we are, a miscellaneous community service, it seems eminently proper that we should accept endowments for the purpose of doing good in the world." As David Forward stated in his Rotary History, *A Century of Service*, "this was hardly a stirring call to action or a motivational moment for those present, but it was the first pebble in what would later become a landslide of support that would improve millions of lives worldwide."

My father and Harley helped me develop my passion for our Rotary Foundation. Ron and I have made the Foundation one of our charities of choice. Our gifts will supplement our District's Share distribution; and another portion will support our peace centers. These are two funds that we think are critical to Rotary's ongoing success.

My story may be different from yours, and our passions may vary but we share a common goal – to ensure our fellow Rotarians have the resources they need today and tomorrow. Now more than ever, we need to make sure we are replenishing our DDF and the World Fund through gifts to the Endowment Fund. This will ensure Rotary lives out its mission today and for the next 100 years.

No matter the size of a donation, your decision to give may inspire others to do the same.



My husband PDG Ron Bedell and I solidified our decisions to become Paul Harris Society members, Major Donors/Arch Klumph Society members, and Bequest Society members by reflecting on memories of my Rotarian father, Kyle A. Nolf. We remember when my father's Club honored my dad with a Paul Harris Fellowship a few years before his death. I met Lou Picconni, a Rotary Foundation Trustee who lives in my father's District. I asked him if he knew my Dad. I learned that Trustee Lou presented my Dad with his Paul Harris Fellowship. He remembered how moved my Dad was to receive the fellowship. In fact, he exclaimed it was one of his fondest memories as a governor. I now wear with pride my father's Paul Harris pin, close to my heart.

My second story took goes back to my district governor year. I had the honor of publicly acknowledging and thanking PDG Harley Jordan, our District's first Arch Klumph Society member.

Harley was a high school dropout who ended up with



# Annual Fund for 2019-2020 interim, unaudited numbers

28 Dis- tricts	Members Current Fiscal Year	Members Last Fiscal Year	# of Clubs	# of Clubs w/ goal	% of Clubs w/ goal	District Goal Current Year	Annual Fund YTD	Annual Fund LYTD	YTD % Change	Annual Fund Per Capita YTD	Annual Fund Per Capita LYTD	Annual Fund Per Capita LFY	Total Giving YTD
5010	1,653	1,707	38	27	71.1%	\$232,625	\$274,416	\$352,723	-22.2%	\$166.01	\$206.63	\$206.63	\$461,031
5040	1,384	1,461	50	49	98.0%	\$177,203	\$234,871	\$248,077	-5.3%	\$169.70	\$169.80	\$169.80	\$381,829
5050	2,477	2,502	57	56	98.2%	\$317,974	\$356,418	\$342,417	4.1%	\$143.89	\$136.86	\$136.86	\$554,155
5060	2,575	2,602	58	57	98.3%	\$316,174	\$347,559	\$317,216	9.6%	\$134.97	\$121.91	\$121.91	\$727,815
5360	1,749	1,714	46	15	32.6%	\$738,652	\$909,752	\$935,824	-2.8%	\$520.16	\$545.99	\$545.99	\$1,222,831
5370	2,059	2,020	61	54	88.5%	\$252,006	\$274,643	\$291,927	-5.9%	\$133.39	\$144.52	\$144.52	\$674,029
5550	1,307	1,343	46	11	23.9%	\$34,160	\$127,855	\$127,207	0.5%	\$97.82	\$94.72	\$94.72	\$181,895
6290	2,698	2,682	58	25	43.1%	\$135,500	\$306,169	\$290,462	5.4%	\$113.48	\$108.30	\$108.30	\$382,285
6310	1,355	1,357	32	25	78.1%	\$147,800	\$151,180	\$153,453	-1.5%	\$111.57	\$113.08	\$113.08	\$339,385
6330	1,664	1,635	56	32	57.1%	\$99,112	\$223,738	\$190,163	17.7%	\$134.46	\$116.31	\$116.31	\$343,035
6360	2,351	2,453	53	50	94.3%	\$143,900	\$174,593	\$149,454	16.8%	\$74.26	\$60.93	\$60.93	\$298,693
6380	1,600	1,651	50	17	34.0%	\$66,553	\$128,723	\$174,477	-26.2%	\$80.45	\$105.68	\$105.68	\$401,259
6400	1,591	1,606	52	52	100.0%	\$301,450	\$280,296	\$310,033	-9.6%	\$176.18	\$193.05	\$193.05	\$538,158
7010	1,462	1,505	40	28	70.0%	\$144,059	\$186,232	\$243,452	-23.5%	\$127.38	\$161.76	\$161.76	\$389,894
7040	1,701	1,741	65	21	32.3%	\$48,325	\$137,814	\$149,305	-7.7%	\$81.02	\$85.76	\$85.76	\$413,791
7070	1,926	1,962	55	49	89.1%	\$193,560	\$291,124	\$245,636	18.5%	\$151.15	\$125.20	\$125.20	\$982,924
7080	1,521	1,570	48	20	41.7%	\$93,282	\$187,803	\$218,623	-14.1%	\$123.47	\$139.25	\$139.25	\$338,736
7090	2,083	2,155	66	31	47.0%	\$133,086	\$227,247	\$237,297	-4.2%	\$109.10	\$110.11	\$110.11	\$503,269
7790	1,641	1,645	49	22	44.9%	\$75,110	\$118,383	\$131,777	-10.2%	\$72.14	\$80.11	\$80.11	\$316,934
7810	1,012	1,079	40	27	67.5%	\$63,731	\$78,079	\$122,999	-36.5%	\$77.15	\$113.99	\$113.99	\$378,430
7820	1,469	1,518	45	43	95.6%	\$82,806	\$103,363	\$118,102	-12.5%	\$70.36	\$77.80	\$77.80	\$328,126
<b>21</b>	<b>37,278</b>	<b>37,908</b>	<b>1065</b>	<b>711</b>	<b>66.8%</b>	<b>\$3,797,067</b>	<b>\$5,120,259</b>	<b>\$5,350,623</b>	<b>-4.3%</b>	<b>\$137.35</b>	<b>\$141.15</b>	<b>\$141.15</b>	<b>\$10,158,504</b>

32 Dis- tricts	Members Current Fiscal Year	Members Last Fiscal Year	# of Clubs	# of Clubs w/ goal	% of Clubs w/ goal	District Goal Current Year	Annual Fund YTD	Annual Fund LYTD	YTD % Change	Annual Fund Per Capita YTD	Annual Fund Per Capita LYTD	Annual Fund Per Capita LFY	Total Giving YTD
7120	2,265	2,314	66	36	54.5%	\$106,755	\$240,340	\$265,562	-9.5%	\$106.11	\$114.76	\$114.76	\$528,267
7150	1,084	1,109	41	24	58.5%	\$48,400	\$82,843	\$89,393	-7.3%	\$76.42	\$80.61	\$80.61	\$184,757
7170	1,300	1,316	44	44	100.0%	\$93,795	\$91,081	\$121,571	-25.1%	\$70.06	\$92.38	\$92.38	\$377,754
7190	1,072	1,134	39	31	79.5%	\$89,121	\$101,019	\$101,891	-0.9%	\$94.23	\$89.85	\$89.85	\$135,490
7210	1,548	1,594	55	39	70.9%	\$104,641	\$165,978	\$174,299	-4.8%	\$107.22	\$109.35	\$109.35	\$473,416
7230	1,140	1,120	44	18	40.9%	\$43,000	\$140,230	\$128,394	9.2%	\$123.01	\$114.64	\$114.64	\$304,004
7255	1,605	1,724	68	14	20.6%	\$29,200	\$204,002	\$189,907	7.4%	\$127.10	\$110.15	\$110.15	\$404,565
7390	2,278	2,311	42	19	45.2%	\$206,500	\$307,857	\$322,442	-4.5%	\$135.14	\$139.53	\$139.53	\$479,177
7410	1,078	1,101	42	12	28.6%	\$46,700	\$84,389	\$101,870	-17.2%	\$78.28	\$92.52	\$92.52	\$116,887
7430	1,784	1,744	46	44	95.7%	\$181,275	\$248,903	\$207,372	20.0%	\$139.52	\$118.91	\$118.91	\$370,553
7450	1,310	1,382	51	21	41.2%	\$96,200	\$192,021	\$154,068	24.6%	\$146.58	\$111.48	\$111.48	\$321,600
7475	2,002	2,062	82	85	103.7%	\$154,156	\$267,576	\$241,235	10.9%	\$133.65	\$116.99	\$116.99	\$980,020
7490	1,185	1,175	49	16	32.7%	\$26,740	\$60,863	\$69,501	-12.4%	\$51.36	\$59.15	\$59.15	\$154,657
7505	2,076	2,154	74	49	66.2%	\$96,500	\$175,295	\$198,067	-11.5%	\$84.44	\$91.95	\$91.95	\$235,141
7780	1,611	1,618	41	41	100.0%	\$184,414	\$231,920	\$222,379	4.3%	\$143.96	\$137.44	\$137.44	\$447,246
7850	1,272	1,365	41	12	29.3%	\$42,016	\$126,492	\$119,782	5.6%	\$99.44	\$87.75	\$87.75	\$199,672
7870	1,933	2,018	58	3	5.2%	\$15,500	\$117,911	\$138,931	-15.1%	\$61.00	\$68.85	\$68.85	\$260,525
7890	1,902	1,970	56	48	85.7%	\$140,185	\$170,729	\$189,250	-9.8%	\$89.76	\$96.07	\$96.07	\$515,814
7910	1,270	1,306	49	33	67.3%	\$105,082	\$88,336	\$135,304	-34.7%	\$69.56	\$103.60	\$103.60	\$145,419
7930	1,753	1,776	47	29	61.7%	\$90,150	\$274,196	\$191,192	43.4%	\$156.42	\$107.65	\$107.65	\$461,512
7950	2,034	2,084	65	36	55.4%	\$93,050	\$153,432	\$171,496	-10.5%	\$75.43	\$82.29	\$82.29	\$218,220
7980	2,022	2,071	57	57	100.0%	\$274,433	\$308,863	\$372,670	-17.1%	\$152.75	\$179.95	\$179.95	\$497,381
<b>22</b>	<b>35,524</b>	<b>36,448</b>	<b>1157</b>	<b>711</b>	<b>61.5%</b>	<b>\$2,267,813</b>	<b>\$3,834,277</b>	<b>\$3,906,577</b>	<b>-1.9%</b>	<b>\$107.93</b>	<b>\$107.18</b>	<b>\$107.18</b>	<b>\$7,812,077</b>

# Mask-Up New Hampshire

## A Collaboration between New Hampshire Rotary Clubs and The Common Man Family

Shortly after New Hampshire began to implement stay-at-home orders in reaction to the COVID-19 Virus, Plymouth NH Rotarian and Common Man Family owner Alex Ray sprang into action, and purchased 67,000 masks from Honduras drawing upon his connections from many years of working to help two small mountain towns in remote parts of the country. At the time, masks were in short supply. His idea was to distribute these masks for free to the public. He and fellow Rotarian Steve Rand approached the Plymouth NH Rotary Club for help. Soon, a steering committee planned how to distribute these masks starting with Plymouth as a test case. They created an iconic event named "Mask Up NH".

For fun and marketing, The Common Man Family "Molly the Trolley" bus became "The Maskmobile" complete with banners and a mask on the front, made from a white sheet. A website, <https://www.maskupnh.com/> and Facebook page allowed full utilization of social media. Newspaper articles, local access TV, radio and flyers all helped to spread the word.



Rotarian volunteers gathered in the parking lot of a closed local business on Friday, May 1st at 1:30. Impatient members of the public lined up over an hour before the scheduled start at 3PM. Masks were handed out using long handled grabbers so that drivers would not need to leave their cars. Club volunteers and local police directed traffic, handed out masks, and collected donations using a long-handled donation box. The washable, reusable, and free masks were in hot demand. Donations were solicited for use by Plymouth Rotary as it reacts to a new set of needs associated with the COVID19 emergency. By Sunday afternoon, the event had distributed 5800 masks and donations were very generous.

During an interview with Plymouth Rotary Club President, Paul Brochu, Paul noted that "People today were all so happy and grateful. The vision of Alex Ray to figure out a way to obtain these masks during a worldwide shortage and get them to those in need was exceptional. We were able to leverage the energy and volunteerism of Rotary to organize this system of distribution".

After the initial success, Plymouth Rotary was encouraged to roll out the model to other clubs in New Hampshire, including parts of four Districts (7850, 7870, 7930 and 7780). 10 of these were near Common Man Family locations. An instruction manual was

*By Kenneth Evans, Plymouth Rotary Club member,  
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created and Plymouth Rotarians traveled to each location to "kick off" their MaskUpNewHampshire events. Often, Maskmobile signage, tables and other materials were provided by the Plymouth Club. Each club kept the donation proceeds from its own event for their own preferred charitable uses. To date, 14 Clubs have hosted events and more are scheduled for the future.

According to Plymouth Rotarian Steve Rand, who accompanied Alex on a road trip to pick up the masks in Miami, Florida, "This distribution has received very positive comments from all concerned. Our New Hampshire residents are grateful and our Rotary Clubs have been given favorable press. This is another unique example of how Rotary is doing good in the world and addressing current and pressing needs in our communities. So far, our New Hampshire Clubs have received over \$30,000 in donations for each to address local needs".

Importantly, the model of collaboration with and between Rotary Clubs here in New Hampshire can be easily adopted by other Clubs around the world. The theme for District 7850 Governor Richard Fox in 2020 was "Synergy", working together with other clubs to join forces and increase the benefits of our service. MaskUp New Hampshire is a great example of that synergy. Alex Ray said, "As a successful business person and entrepreneur, I have seldom seen this much enthusiasm and willingness to serve as is happening through MaskUp New Hampshire. I am pleased to see Rotarians "step up" as they have and, to me, it speaks to what Rotary is all about. I could not have distributed nearly 70,000 masks without a lot of help from volunteers. I am extremely proud to have helped make a difference".

President Michael G. Aquino of the Nashua Rotary Club said, "The MaskUpNewHampshire Maskmobile was warmly received by our community this weekend. We filled a tremendous demand for masks, giving out about 12,000 free masks over three days. We often talk about a "Rotary Moment" in our Nashua club where you really connect and get to understand what Rotary is all about. The Maskmobile event was just such a "Service Above Self" project. It was one of the most rewarding things I have personally done as a Rotarian. Thanks to Plymouth Rotary and the Common Man Family for bringing this opportunity to us".

The following note was received from the Claremont family of Benny, Kelsey and Zachary Miller, Nancy Kelley and Kelly Levesque, "We would like to thank everyone for all your hard work and keeping people safe and healthy. We appreciate all of what you all do every day."

## Rotary Public Image Coordinators

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## Use Video to Introduce Rotary Teams With Flair

*By Michael Angelo Caruso, Zone 28 East Public Image Coordinator, 248-224-9667, on Twitter @MichaelACaruso.*

The Rotary Public Image team for Zone 28 East has put together a specific promo piece designed to announce our roster and its initiatives. Here's how we did it. All ten Assistant Rotary Public Image Coordinators (ARPICs) were asked to submit two short videos of themselves. We asked the ARPICs to follow these instructions:

- 1) Arrange good lighting, a clean background, and a quiet environment
- 2) Position your camera phone horizontally (ideally NOT handheld)
- 3) Record no further than three feet from the camera
- 4) Don't worry whether we can see you turning the camera on/off
- 5) Read your lines with expression
- 7) Upload the videos to our Dropbox account

### Video Script

Here's an abbreviated version of how the script laid out: **Michael Caruso** Hello, my name is Michael Angelo Caruso. It's an honor to serve as Public Image Coordinator for Rotary Zone 28 East in the 2020-21 Rotary year. We have ten talented Assistant Rotary Public Image Coordinators... **Martine Babineau** Our job is to help Rotarians get the word out about issues that support important initiatives such as Membership, Fundraising and Marketing... **Rachel Clarke** We're going to be communicating with you in all kinds of ways, including social media, email, Facebook Messenger, websites, video marketing, texts and good old-fashioned phone calls... **Jim Cupper** People aren't all the same, so we're going to show you methods of communication that help you communicate with all the important Rotarians in your life... **Kristina Ennis** We'll show you neat tricks on how to do a bunch of cool things like getting more event registrations, improving email open rates and... **Mary Lou Harrison** All of our Rotary Public Image team members are available to speak. You can book us to deliver keynotes, facilitate breakout sessions and help with small group discussions... **Brad Hollett** Every member of our team has a special skill set related to marketing... **Kelly Hunt** The strategies we teach are not overly technical and don't require a ton of time... **Gustavo Lopes** Our collective success depends on us having a clear channel of communication, so we want you to join the *Get the Word Out Now* Facebook group... **Melina Marzaro** We also need you to join the Rotary Zones 28 and 32 Facebook group. Do it right now before you forget... **Devankar Mukhi** Let's all do our part to grow our clubs, raise money through innovative fundraisers and produce effective marketing campaigns...

### Success!

The video is currently being watched in the following places online:

[The Zones 28 and 32 Facebook page](#)

Other Zone FB pages

District Facebook pages

Club Facebook pages

Personal Facebook pages (the biggest audience of all)

Personal LinkedIn pages

Youtube: <https://www.youtube.com/watch?v=h2pt7wBSTHY>

We know that others are trying to model and improve this concept when introducing their own teams, which is great. The best news of all is that our team members have been reminded of how it feels to be celebrated, which will help them better celebrate Governors, Club Presidents, Public Image experts and marketing champions in Zone 28 East.



## Endowment / Major Gift

### Advisor Team

John Stairs, Zone 28

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Marilyn Bedell, Zone 32

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### Rotary Support Staff

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Zone 24 Major Gifts Officer

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Amanda Lawson,

Zone 32 Major Gifts Officer

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Kevin Kelly,

Major Gifts Officer,

portions of Zone 24 and 32

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### End Polio Now Coordinator Team

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Stella Roy, Zone 28 East

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John Krumb, Zone 32

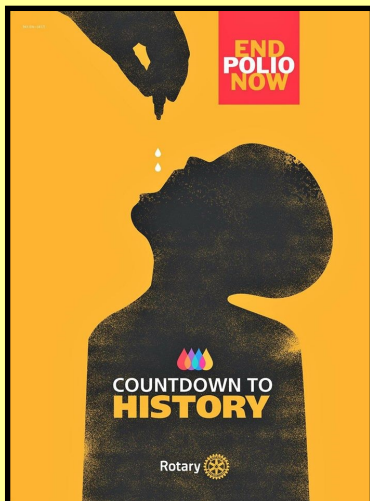
pdgjohn2015@gmail.com

### Rotary Support Staff

Clare Monroe,

Senior Coordinator PolioPlus

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## Polio News in July

- John Germ, Past RI President and Countdown to History Chair announced that the Polio fundraising goal of \$50 Million US for Rotary year 2019-20 has been reached and that we Rotary will be receiving the entire 2:1 match of \$100 Million from the Bill and Melinda Gates Foundation for polio eradication.
- The Global Polio Eradication Initiative officially announced that Nigeria has been removed as an endemic country after more than 4 years without a case of Wild Polio Virus. Only two countries Afghanistan and Pakistan remain on the endemic list.
- Polio Vaccinations in Pakistan have resumed after a 4 month pause. During the pause the polio infrastructure Rotary helped build was used to help prevent the spread of COVID – 19 by supporting preparedness and response activities in many countries including Pakistan.

## Two Polio Fundraising Ideas While Physical Distancing

*By Linda Robertson, End Polio Now Coordinator Zone 28 West*

Carol Deveraux, a member of the Rotary Club of Edmonton South returned from a National Immunization Day (NID) week in India a few years ago and said, “we Rotarians back home have the easy job in eradicating polio; all we need to do is raise money.” Raising money this Rotary year though will be especially challenging as we self distance and continue to and continue to meet virtually



District 5370 developed a Pints for Polio initiative for 2019 World Polio Day. All clubs received information packages which included promotional templates, social media information, point of sale materials including t-shirts and mugs. Pints for Polio is a fundraising idea that has been around Rotary for a long time so clubs received links to other clubs in North America for more information and ideas.

Pints for Polio turned into Pumpkins for Polio, Pasta for Polio, Baby Pool for Polio, and Pizza for Polio. Some clubs partnered with local restaurants and craft brewers. There was lots of enthusiasm and clubs that participated were anxious to do it again. Virtual Pub Night sponsored by District 5370 raises \$2000.00

District 5370 will be helping clubs plan a virtual or hybrid event again this year. District Foundation Chair, PDG Tim Schilts suggests including some entertainment, a short polio message and time for fellowship. He says, “you can even do craft beer tasting by partnering with a local micro brewery and having volunteers deliver the samples before the event”.

The Rotary Clubs of Pemberton, Squamish, Whistler and Whistler Squamish in District 5040 are planning their cycling, running, or walking fundraiser from Saturday August 29<sup>th</sup> to Sunday September 6<sup>th</sup>. The event is spread over a week and asks Rotarians to gather their friends, family and co-workers in the Sea to Sky Pedal for Polio.



Everything about this event follows the current Covid-19 guidelines. Participants track their own times and everything is submitted and collected online.

There website information indicates, “ doesn’t matter where you are, you might even be on a biking holiday on Vancouver Island.” Pedal for Polio sponsored by four Rotary Clubs in beautiful British Columbia has a goal of raising \$20,000.00

For information about this fundraiser go to: <http://www.bit.ly/Rotary-Pedal-for-Polio>