

Valarie Wafer

RI Director
Rotary Club of Collingwood,
South Georgian Bay
valarie.wafer@gmail.com

Brenda Cressey

TRF Trustee 2017-2021
Rotary Club of South Portland-
Cape Elizabeth
Rotarybrenda@gmail.com

Dean Rohrs

TRF Trustee 2019-23
Rotary Club of Langley Central
dean@cbrplus.com

December 2020

Zone 28 & 32:

two languages, four countries,
six time zones, Rotarians in Ber-
muda, Canada, France and the
United States.

Jennifer Jones

RI President Nominee
Rotary Club of Windsor-Roseland
Jennifer.jones@rotary.org



Every year we champion disease prevention and treatment during the month of December. This year I could not think of a more apt subject to keep in our thoughts as Christmas beckons along with the promise of vaccinations, a promise to protect mankind against the deadly pandemic of Covid-19.

Rotarians are no strangers to vaccinations. Globally we are seen as champions of vaccination and inoculation. Rotary along with our close partners, the World Health Organization, the Gates foundation and GAVI the Vaccine Alliance. It goes without saying, without your contribution to the world of disease prevention, tens of thousands of endemic countries would still be dealing with mass death and illness as a result of Polio. In fact, if it weren't for you and Rotarians around the world the number of endemic countries would certainly be more than two.

As we approach Christmas and the excitement of starting a new year, we are clearly close to being able to return to normal. As well as seeing a light at the end of a very dark tunnel it also reminds us that we have responsibilities, to ourselves and to others. Christmas is a time for family, perhaps a time for faith and it is during these times of tradition that we must not let our guard down and allow this dreadful disease to continue to hurt and kill our loved ones.

This Christmas and New Year's Eve will not be like any other we have celebrated. We must remain steadfast and stay the course, the end is in sight, what we plan to do this year will determine how much we celebrate these traditions in the future. For many families there will already be an empty seat at the table on Christmas Day, let's collectively work to ensure that next Christmas, we don't add to those empty seats by our actions this year.

2020 has been the darkest year in a century but with the promise of a return to some form of normalcy in 2021 there is hope. Please enjoy your Christmas and New Years celebrations as best we can and keep "hope" in your hearts and minds as we exit this once in a lifetime crisis.

A very merry Christmas and Happy new year from Mark and I. Our best wishes to you all for a wonderful holiday, the best it can be under these circumstances. Our best wishes to your family and loved ones and the promise of hope in the coming year.

Calendar of Events

Director Dialogue will not take place in December.

February 1-11, 2021—Virtual International Assembly

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

Zone Newsletter Editor

Ariane Carriere

ariane.carriere@rotary7040.com

Website Administrator

Hans Granholm

hgrdane@telusplanet.net

Zone Directory Editor

B.J. Metz

bjmetz@logical.ms

Find the answers

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

Website:

www.rotaryzones28-32.org

(Note new URL)

Facebook:

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












(Note new Facebook page)



Giving Tuesday, December 1, is a day to start the holiday season on a charitable note. Here are some reasons why [The Rotary Foundation](https://www.rotary.org/en/why-rotary) should be your charity of choice.

#GIVINGTUESDAY™

WHY ROTARY?

 <p>Why Rotary? WE FIGHT DISEASE</p>	 <p>Why Rotary? WE EDUCATE</p>	 <p>Why Rotary? WE BUILD PEACE</p>	 <p>Why Rotary? CLEAN WATER</p>
 <p>Why Rotary? WE GROW ECONOMIES</p>	 <p>Why Rotary? WE SAVE LIVES</p>	 <p>Why Rotary? WE ARE ACCOUNTABLE</p>	 <p>Why Rotary? OUR PARTNERSHIPS</p>
 <p>Why Rotary? RECORD OF SUCCESS</p>	 <p>Why Rotary? GLOBAL REACH</p>	 <p>Why Rotary? WE RESOLVE CONFLICTS</p>	<p>HELP SPREAD THE WORD!</p>

DECEMBER IS



DISEASE PREVENTION AND TREATMENT MONTH

"The prevention of disease today is one of the most important factors in line of human endeavor."

Charles Mayo

Rotary  

www.rotary.org

Keeping Rotarians Safe

From Valarie: I invite you to read the following article written by DGN Juliet Altenburg, an emergency room nurse who in conversation with me expressed her concern for the safety of all Rotarians and our families and her solution with the support of D7390 DG John Anthony.

We Rotarians LOVE to serve others! Never has there been such evidence of this as during our global pandemic. Rotarians are distributing food, serving needy families, and reaching out to neighbors as the pandemic rages on. All this service is happening as Rotarians themselves are being personally impacted by the pandemic. Members of every age are contracting the virus and there is a collective grief we are all experiencing by the loss of health, Rotary routines, and personal connections.

So often though, as we serve others, we fail to consider service to one important group – ourselves! With this concern in mind, District 7390 created a Safety Committee with its first goal of educating members on how to reduce the risk of contracting and transmitting COVID-19 during any in-person activities including club meetings, fundraisers, and service events. The committee was started with a

call for volunteers to create written resources and messaging to clubs throughout the District. Within two weeks the committee was born with 12 passionate members bringing forth their vocational expertise in teaching, nursing, healthcare, food safety, childcare and public relations. Within one month a publication was created and posted on the D7390 website dedicated to club safety during every facet of operations. Considerations include not only an emphasis on mask wearing, socially distancing, hand washing and disinfecting but considerations with travel, youth activities, and food safety.

Public Relations aspects now involve weekly postings in the district newsletter and on social media. Interested club members continue to reach out offering their expertise. D7390 welcomes all Rotary members and the public to access its resources at <https://www.rotary7390.org/> and reach out with ideas on how to expand our reach and impact. One idea that clubs might consider is creating a “safety officer” position within each club to focus on member safety. For more information reach out to DGN Juliet Altenburg RN, MSN at DGJuliet2022@qprc.com.

Membership Videos

I occasionally get emails from Rotarians interested in using the Membership videos. They may not work on the Zone website because Barbara and I cancelled our account with Vyond, the website where Barbara created them.

They are all available on YouTube. Here is the link: <https://www.youtube.com/playlist?list=PLC-dJHVuTriFNZAbw3lgzaAyPtU88hH3Q>

Hope all is well with you.

Lawrence Furbish



Rotary International

Club and District Support

Sophie Dangerfield, Officer
Sophie.Dangerfield@rotary.org
847-424-5220

Sarah Steacy
Associate Officer
Sarah.Steacy@rotary.org
847-866-3036

Support for Districts 7390, 7410, 7430, 7450

John Hannes, Senior Officer
John.hannes@rotary.org
847-866-3275
Andrez Perez, Associate Officer
Andrez.perez@rotary.org
847-424-5368

Rotary Support Center

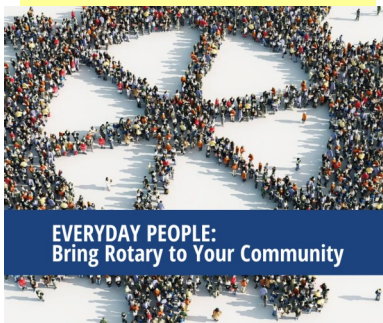
rotarySupportCenter
@rotary.org
866-976-8279 or 866-9ROTARY
www.rotary.org
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201
847-866-3021

Innovative Club Advocates Zone 28

Tracey Vavrek
vavrek6@gmail.com
Reid Eyre
Reideyre@me.com

Zone 32

Marty Helman
martyrotary@gmail.com
Cecily Smith
rotary7230pr@gmail.com



EVERYDAY PEOPLE: Bring Rotary to Your Community

By Cecily Smith, Innovative Club Advocate, Rotary Metro NYC

How can we connect with our communities in innovative ways to create new Rotary clubs? On November 17th, the Innovative Club Advocate Team met with over 150 Rotarians and Rotaractors in our two zones, along with RI Director Valarie Wafer and RID 2022-24 Drew Kessler, to discuss just that.

As emcee Marty Helman noted, “You know, some things never change - as ever, membership in Rotary is for community leaders. “ But some things DO change. In the past we thought that to be a community leader meant you wore a suit and tie to work and had a senior-enough position in the company that you could afford to take a lengthy lunch every week. **Today, Rotary is still made up of community leaders, but now we know that community leaders are “everyday people” who come in all shapes, sizes, and interests. Everyday people with different passions, connections, and time constraints.** What all Rotarians have in common is a passion to give back and a huge desire to do so in association with other like-minded people.”

One breakout group topic was introducing Rotary to non-traditional areas of the community, by reaching out to them WHERE THEIR INTERESTS ALREADY ARE.

Existing community groups like a yoga studio, PTA group, senior center, garden club, hiking group, motorcycle club.... you get the picture. These are groups of like-minded people that already exist in the community, and often have social connections that exist beyond the group function. A cohesive group that is looking to help their community, to give back, is a perfect place to start a Rotary club.

Another innovative, incredible addition in your community is a cause-based club. Find people who are passionate about a specific cause and help them create a Rotary club that focuses on that. An eco-club supporting the environment, clubs promoting literacy, mental health, clean water. Clubs working against addiction, fighting human trafficking or domestic violence - these are ALL real kinds of Rotary clubs that exist! There are Rotary Action Groups that provide an international group of advocates for that very cause.

The pitch is not just “join Rotary” but instead showing how the framework of Rotary will help their cause. A recent eco club invitation said: *“Create a connection...with the natural world and an energetic group of professionals who are committed to action in the ongoing quest to sustain our planet while having fun in the process. Contribute through hands-on stewardship and service projects coordinated with existing local, national, and international organizations.”* Doesn’t that sound inviting?

For any of these kinds of clubs you are looking to create (as a new charter or a satellite) ask yourself these four important questions:

- What will you do in your District or club to transform and create new bridges between your community and Rotary?
- What will the new clubs/satellites look like?
- How will your District or club support them?
- How will you maintain the change?

STAY TUNED FOR DETAILS OF ICA’s JANUARY “CLUB IN A BOX” HOW-TO SESSION ON STARTING AN ECO CLUB!

Clubs Celebrating Their Centennial This Year

Club Charter Date	Club ID	Club Name	State/Province	Club Country Name	District ID	Zone ID
01-May-1921	160	Prince Rupert	British Columbia	Canada	5040	28
01-May-1921	1383	Yorkton	Saskatchewan	Canada	5550	28
01-May-1921	2920	Charlotte	Michigan	United States	6360	28
01-May-1921	4567	Brockville	Ontario	Canada	7040	28
01-May-1921	4711	St. Catharines	Ontario	Canada	7090	28
01-May-1921	4822	Wellsville	New York	United States	7120	32
01-May-1921	5035	Port Chester-Rye Brook	New York	United States	7230	32
01-May-1921	5039	Staten Island	New York	United States	7230	32
01-May-1921	5334	Carlisle	Pennsylvania	United States	7390	32
01-May-1921	5440	Norristown	Pennsylvania	United States	7430	32
01-May-1921	5504	West Chester	Pennsylvania	United States	7450	32
01-May-1921	6460	Nashua	New Hampshire	United States	7870	32
01-May-1921	6612	Everett	Massachusetts	United States	7930	32
01-Apr-1921	3021	Adrian	Michigan	United States	6400	28
01-Apr-1921	4558	Peterborough	Ontario	Canada	7010	28
01-Apr-1921	4576	Kingston	Ontario	Canada	7040	28
01-Apr-1921	4873	Endicott	New York	United States	7170	32
01-Apr-1921	4963	Hudson	New York	United States	7210	32
01-Apr-1921	5349	Lebanon	Pennsylvania	United States	7390	32
01-Apr-1921	5598	Ridgefield Park-Bogota	New Jersey	United States	7490	32
01-Apr-1921	6502	New Britain-Berlin	Connecticut	United States	7890	32
01-Apr-1921	6521	Willimantic	Connecticut	United States	7890	32
01-Apr-1921	6605	Beverly	Massachusetts	United States	7930	32
01-Apr-1921	6729	Greenwich	Connecticut	United States	7980	32
01-Apr-1921	6734	Meriden	Connecticut	United States	7980	32
01-Mar-1921	1344	Brandon	Manitoba	Canada	5550	28
01-Mar-1921	4706	Niagara Falls	Ontario	Canada	7090	28
01-Mar-1921	5381	Hazleton	Pennsylvania	United States	7410	32
01-Mar-1921	5660	Red Bank	New Jersey	United States	7505	32
01-Mar-1921	6683	Taunton	Massachusetts	United States	7950	32
01-Feb-1921	227	Wenatchee	Washington	United States	5060	28
01-Feb-1921	4769	Corning	New York	United States	7120	32
01-Feb-1921	5646	Long Branch	New Jersey	United States	7505	32
01-Dec-1920	2932	Hillsdale	Michigan	United States	6360	28
01-Dec-1920	4893	Owego	New York	United States	7170	32
01-Dec-1920	5076	Queens Borough	New York	United States	7255	32
01-Dec-1920	5982	Vineland	New Jersey	United States	7505	32
01-Dec-1920	6656	Fall River	Massachusetts	United States	7950	32
01-Nov-1920	5341	Gettysburg	Pennsylvania	United States	7390	32
01-Sep-1920	2781	Cadillac	Michigan	United States	6290	28
01-Aug-1920	5651	New Brunswick, N. Brunswick, Highland Park & Milltown	New Jersey	United States	7475	32

Rotary Coordinators and Membership Services

Rotary Coordinator Team Zone 28

Bill Robson, Rotary Coordinator
billrobson5050@gmail.com

Assistant Rotary Coordinators Zone 28

Lise Dutrisac
liseDG20152016@gmail.com
Doug Logan
dlogan@bell.net
Susan Davidson
susanmdavidson77@gmail.com
Laura Morie
laura.morie@gmail.com
Margaret Walton
mw Walton7010dg16.17@gmail.com
Louisa Horne
rotarylouisa@gmail.com
Kevin Crosby
kevinc@fullcirclestudios.com
Phoenix MacLaren
phoenixmaclaren@gmail.com
Bala Naidoo
bala.aidoo@ig.ca
Paul Sincok
sincok@hotmail.com
Dan Doherty
dohertyd@telus.net

Rotary Coordinator Team Zone 32

Melissa Ward, Rotary Coordinator
melissa@rotary7190.org

Assistant Rotary Coordinators Zone 32

William Donnelly
billdonnellyrotary@gmail.com
Herbert Klotz
Herbk.rotary@gmail.com
Cecily Smith
rotary7230pr@gmail.com
Kate Sims
klsims59@gmail.com
Karin Gaffney
karinmgaffney@gmail.com
Scott MacDonell
smacdnone@rochester.rr.com

Rotary Support Staff

Sarah Diller, Membership Coordinator
MembershipDevelopment@rotary.org
Brienne Haxton, Manager,
Membership Services
brienne.haxton@rotary.org
Diana Edwards, Regional Membership Officer
diana.edwards@rotary.org

If We Grow Leadership, We Grow Rotary

Assistant Rotary Coordinator Bill Donnelly, Rotary Club of Red Bank, NJ, Zone 32

What we have been doing in the past in many cases has not worked. Yet we try it again and again – we create committees, we focus our efforts on potential younger members, we look at our classification like the holy grail and we invite them to meetings – how has this been working?

It is time to think differently to open the door to opportunities that allow us to inspire people to make a difference. This is not the membership article you are expecting. I am asking you to put aside everything you have been told and to keep an open mind.

Think about these two things – first, focus on growing leadership to grow Rotary. Then TAKE ACTION today. Start doing NOW – as the saying goes, do or do not, take the first step.

Let's define what leadership is NOT. It has nothing to do with one's years as a member or one's positions in the district or club. It has nothing to do with person attributes. Leadership is not an adjective. It is NOT management. Managers manage, leaders lead. Here is the best definition of leadership I have read recently – LEADERS INFLUENCE THE EFFORTS OF OTHERS TOWARD ACHIEVING A GOAL.

Our first job (yes, leadership and membership growth are jobs) is to find leaders/influencers who champion taking action to serve. We need to think and act like community leaders connecting resources. We should be influencing the efforts of others, not just Rotarians, to serve. WE MAKE A DIFFERENCE THROUGH SERVICE. WE GROW LEADERS AND MEMBERSHIP THROUGH SERVICE.

How? By taking action. What action? Ready, Fire, Aim. What do I need? Have a vision, a goal you want to accomplish and take action towards the goal. Ready – create the project, marshal the resources. Fire – execute the project. Aim – what did we learn, what did we do right, what did we do wrong, will we do it again? NOW REPEAT!

Growing leadership requires a vision of what we believe the future holds. We must provide the WIIFM (What's In It For Me) which requires current leadership to create a vision of the future that is attractive to all. Growing leadership is not about experience, it is about a desire to serve.

When people see us and our leaders serving those less fortunate, they will want to know WHAT WE DO, giving us the opportunity to tell people WHO WE ARE. I want to know what you do and who you are so I can decide if I want to be a part of it. I want to be like Missouri, SHOW ME first, then I'll make a decision.

We have been told to GROW ROTARY. Let's say GROW LEADERSHIP TO GROW ROTARY. Both go hand in hand, and WE KNOW we must fill our leadership pipeline with leaders/influencers now and in the future. Real leaders lead regardless of role or title. We need to find ways to fill those roles with those leaders. So – TAKE ACTION

Create - a vision

Ready – plan service

Fire – execute

Aim – learn, adjust

Remember, FIRE! Do not over think it, you may miss the opportunity to hit the goal.

TAKE ACTION (FIRE). ADJUST YOUR ACTION (AIM). ATTAIN THE GOAL.

TAKE ACTION, **REMEMBER** LEADERS GO WHERE THE ACTION IS.

Are you ready?

District Membership Progress to Goal for NOVEMBER 2020 - 2021

Zone	District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
28	5010	38	38	23	60.53%	1239	1546	1549	0.19%	0
28	5040	49	49	43	87.76%	1252	1287	1330	3.34%	0
28	5050	57	57	34	59.65%	1619	2389	2384	-0.21%	0
28	5060	58	58	42	72.41%	2156	2460	2475	0.61%	0
28	5360	46	46	18	39.13%	985	1631	1636	0.31%	0
28	5370	61	61	43	70.49%	1598	1869	1871	0.11%	0
28	5550	46	46	8	17.39%	234	1220	1238	1.48%	0
28	6290	58	58	58	100.00%	2712	2621	2588	-1.26%	124
28	6310	32	32	25	78.13%	1223	1350	1352	0.15%	0
28	6330	56	56	33	58.93%	1166	1628	1630	0.12%	0
28	6360	53	53	42	79.25%	2128	2226	2198	-1.26%	0
28	6380	50	51	12	23.53%	501	1561	1548	-0.83%	0
28	6400	52	52	13	25.00%	551	1517	1529	0.79%	0
28	7010	40	40	25	62.50%	1012	1423	1402	-1.48%	0
28	7040	65	65	28	43.08%	834	1611	1644	2.05%	0
28	7070	55	55	40	72.73%	1344	1872	1892	1.07%	0
28	7080	48	48	16	33.33%	700	1452	1434	-1.24%	0
28	7090	66	66	35	53.03%	1410	1960	1956	-0.20%	0
28	7790	49	49	15	30.61%	709	1550	1557	0.45%	0
28	7810	39	39	18	46.15%	592	976	965	-1.13%	0
28	7820	45	45	9	20.00%	339	1392	1387	-0.36%	0
32	7120	66	66	29	43.94%	1183	2219	2200	-0.86%	0
32	7150	41	41	21	51.22%	638	1042	1043	0.10%	0
32	7170	44	44	43	97.73%	1274	1236	1244	0.65%	30
32	7190	39	39	32	82.05%	1014	1028	1017	-1.07%	0
32	7210	55	55	33	60.00%	1014	1522	1525	0.20%	0
32	7230	44	44	21	47.73%	565	1093	1103	0.91%	0
32	7255	68	68	10	14.71%	215	1522	1539	1.12%	0
32	7390	42	43	15	34.88%	1158	2169	2148	-0.97%	0
32	7410	42	42	5	11.90%	259	1083	1082	-0.09%	0
32	7430	46	46	41	89.13%	1828	1821	1800	-1.15%	28
32	7450	51	51	18	35.29%	492	1283	1279	-0.31%	0
32	7475	82	82	32	39.02%	1092	1986	1980	-0.30%	0
32	7490	49	49	14	28.57%	432	1118	1097	-1.88%	0
32	7505	74	74	29	39.19%	993	1994	1982	-0.60%	0
32	7780	41	41	33	80.49%	1262	1527	1493	-2.23%	0
32	7850	41	41	7	17.07%	230	1223	1236	1.06%	0
32	7870	58	58	17	29.31%	705	1868	1877	0.48%	0
32	7890	56	56	34	60.71%	1148	1765	1730	-1.98%	0
32	7910	49	49	18	36.73%	479	1232	1222	-0.81%	0
32	7930	47	47	23	48.94%	840	1660	1636	-1.45%	0
32	7950	65	65	39	60.00%	1357	1963	1954	-0.46%	0
32	7980	57	57	27	47.37%	973	1946	1937	-0.46%	0
Total		2220	2222	1121		43455	69841	69689	-0.22%	0

Notes:

* # of Clubs with Membership Goal refers to the clubs that have entered a membership goal in Rotary Club Central.

** District Membership Goal is a sum of all club membership goals as reported in Rotary Club Central. Clubs that do not enter a membership goal in Rotary Club Central have a goal of net +1 members established for them. The net +1 member goals for non-reporting clubs are added to the established club goals to produce the District Membership Goal figure.

Rotaract Canada Leadership

Rotaract Canada MDIO
General Inquiries:
info@rotaractcanada.org

Reid William Eyre,
General Secretary
reideyre@rotaractcanada.org

Gus Lopes,
Deputy General Secretary
guslopes@rotaractcanada.org

Kaitlynn Almeida,
Under General Secretary
kaitlynnalmeida@rotaractcanada.org

Rotaract Canada
Volunteer Opportunities
getinvolved@rotaractcanada.org

Rotaract Canada
Membership Opportunities
join@rotaractcanada.org

Opportunity: Rotary's Best Retention Tool

By Rotaract Canada Secretary of Internal Operations Yvone Joubert, MacEwan Rotaract Club, District 5370

Have you ever watched a movie that plays out in a really small town? You know, the one where every character seems to know every resident in said town and they all eat, shop, and spend their time at the same three locations? That is exactly the town I felt I had moved into when I immigrated to Canada nearly twelve years ago. I was thirteen, in a new country, and struggling to find my place in the new community I called home; I struggled to find my place in this new country I called home, until I found Rotary.

I remember the first moment I discovered Interact. An announcement was made at school about a student group that was working with one of the lost boys of Sudan; they were raising money to build a water well in Anyidi, South Sudan. I remember being awestruck at this group of students who wanted to see change in a community where they may never understand the magnitude of how something so small to them, would change the lives of people they may never meet. I made a plan to visit this group during their lunch hour meeting and at thirteen, I was not prepared to have one meeting to turn into an eleven-year journey through Rotary.

Many Rotaractors may tell you that they always knew what their next step in Rotary would be, but that was never me.

My introduction to Rotaract Canada came at a pivotal time in my Rotary journey. While many of my fellow Rotaractors were beginning to look towards joining Rotary clubs, I felt like I still had more to contribute as a Rotaractor. Through my time in Rotaract, I had opportunities to attend various Rotary programs locally, nationally, and globally. These opportunities shaped me into the leader I am today, and I always knew that I one day wanted to be in a position where I could create those opportunities for other Rotaract leaders.

I applied to Rotaract Canada just a few hours before the application deadline, and there aren't enough words to begin to explain how significantly Rotaract Canada improved my Rotary experience. I'm a firm believer that the opportunities that scare you most, often lead to the most rewarding outcomes, and it was proven true as I embarked on this new role. While we may work across six different time zones, it excites me to be part of a team of passionate Rotaractors who are breaking down barriers and challenging the way that it has always been done in an effort to create lasting change that positively benefits our Rotaract clubs and members.

After nearly twelve years of involvement in various Rotary programs, Rotaract Canada reignited the passion I feel for Rotary and reminded me why I joined this organization eleven years ago. My involvement in Rotaract Canada has given me an abundance of opportunities in the short six months that I have held my role, but more importantly, it has allowed me to create opportunities for other Rotaract leaders across our member districts to have a space to share their voice and passion for this organization that we all share.

My Rotary story shows just how important it is to support every opportunity for young people. One Interact project got me involved, and 11 years later—Rotaract Canada's boundless opportunities got me to stay.



Rotary Foundation Coordinators and Support Staff

Regional Rotary Foundation Coordinator Zone 28

Chris Etienne, Regional Rotary
Foundation Coordinator (RRFC)
cetienne@bayharbor.com

Assistants

Bob Palmateer
rbopal@calendonlaw.com
Yves Fecteau
yves.fecteau@rotary-7790.org
Elva Heyge
elva.heyge@ns.sympatico.ca
Sherry Chamberlain
sherry@adobie.com
Teresa Brandell
Teresa.m.brandell@gmail.com
Ingrid Neitsch
Ingrid.neitsch@gmail.com
Brad Gamble
bradjgamble@gmail.com

Regional Rotary Foundation Coordinator Team Zone 32

Russ DeFuria, RRFC
DG0708@ocomfort.com

Assistants

Eileen Rau
ebrau@comcast.net
Rick Benson
DGRick7980@gmail.com
Joe Lauren
jlaureni@yahoo.com
Doug Larison
drlarison@gmail.com
Venu Rao
venu_s_rao@yahoo.com
Bonnie Korengel
bkorengel@ukacpa.com

Rotary Support Staff

Elizabeth Davis,
Annual Giving Officer
Zone 28 East & Zone 32
Elizabeth.Davis@rotary.org
Edina Mehovic, Annual Giving Officer
Zone 28 West



The Power of Voices

By Ingrid Neitsch, PDG, ARRFC, Zone 28W

How important is peace to you?

Every day, images of unrest and protest are broadcast into our homes. Many of the stories shock us. Our instincts compel us to offer comfort. We understand that conditions of peace are essential to the survival of humanity. We urgently want to “do something!” But what? We may despair, thinking that a single act is insignificant. Yet we know that’s not true. In all our Rotary work, one voice raises an issue, many voices activate change.

Along with fellow Rotarians and university partner representatives, I recently heard an array of voices as I participated in the extensive review process of 800 applications for the Rotary Peace Fellowships. Those applicants included the first female commander of the army in her country, an asylum officer with Homeland Security, a pastor in Nigeria, an executive officer of the U.S. Marine Corps, and a social worker from Afghanistan. Each one has a unique story and a desire to hone skills to mobilize positive change.



I struggle to describe the intensity of the essays. Despite challenging circumstances, voices of hope and passion—and dedication to peace—prevailed.

My experience confirmed the tremendous impact that Rotary’s Peace Fellowship program has around the world. Endorsed by Rotary Districts, 117 fellowships were awarded from 63 countries for the next academic year. As Peace Centre graduates, those voices will be agents of peace striving to create conditions in their workplace and communities to address underlying causes of conflict, including poverty and lack of education.

Rotary has a strong commitment to lead the world in peacebuilding. Our partnership with the Institute of Economics and Peace provides analytical data used to evoke action to support the positive pillars of peace necessary for a sustainable thriving environment. We offer many paths to become involved with peacebuilding. Fergal McCarthy, Rotary Peace Programs Manager, assures strategic synergy among our myriad peace activities and programs. Currently, 23 Global Peacebuilder Districts support the Peace Centers and the Peace and Conflict Prevention Area of Focus with contributions of USD\$25,000. This support is vital.

With Rotary’s Peace Centers expanding, peace education is gaining momentum. A newly released [Positive Peace in Action Guide](#), copywritten by Summer Lewis, Rotary-IEP Partnership Coordinator, is an exceptionally comprehensive guide to help clubs design and implement events to promote positive peace and strengthen communities.

[Top Ten Ways You Can Be an Everyday Peacebuilder](#) is another excellent resource, with links to stories, videos, the Positive Peace Academy, Peace Fellow Alumni Speakers, Positive Peace Activators, Rotary Action Groups, and peacebuilding partner organizations.

Across our Zones, Rotarians selected for the Donald MacRae Peace Award are acknowledged and celebrated. Waterton-Glacier International Peace Park, a World Heritage Site and the world’s first International Peace Park, spans the border between the province of Alberta and the state of Montana. Another symbol of peaceful relationships is the International Peace Garden on the border of Manitoba and North Dakota. District Peacebuilder committees lead activities to celebrate Peace Days, peace programs, launch new initiatives such as Positive Peace Clubs and support The Rotary Foundation.

In each case, one voice raised an issue. Many voices actualized change. How important is peace to you? How will your voice make peace a reality?

Community Build Up +

Alana Hirtle, Chair, Rotary Cares Committee, Rotary Club of Truro, Nova Scotia, 902) 895-6625, alanahirtle@gmail.com

Please pause for a moment and imagine. It is Spring - a season filled with hope and new beginnings. You are in a peaceful rural setting - historic, quiet, a place with a strong sense of community.



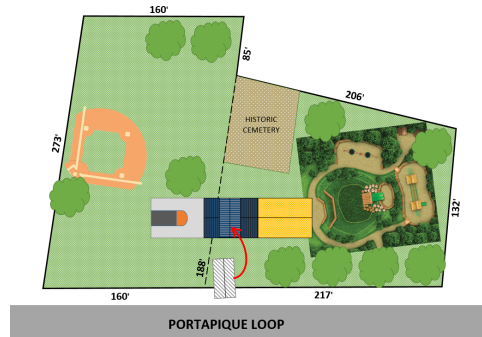
Suddenly, all that you have known is destroyed. Your peaceful community is now the epicentre of the deadliest mass shooting in Canadian history, and all eyes are on you. All that has been good and safe has been shaken to its core. All you want is to have peace, and your community back.

In the days following the April tragedy in Portapique and surrounding areas, the Rotary Club of Truro, Nova Scotia struck a committee, "Rotary Cares" to see how we may be able to assist the community in their healing process. We have spent the last few months working with residents of Portapique; and are pleased to announce the project we've entitled "Community Build Up +".

The project which has developed from our community consultation is both an upgrade and addition to the existing Community Hall in Portapique, which is over 200 years old. We'll be adding a new structure which will house dances, weddings, and other community events such as children's programs, and yoga.

Then we move outdoors! We are taking the existing

plot of land and adding a playground, as well as a multipurpose area for sports, flea markets, etc. We're calling the project "Community Build Up +" as the intention is for the residents to rebuild their community with our support.



The goal of the fundraising campaign is \$500,000, and opportunities are available for both cash and in-kind donations. We are partnering with the Community Foundation of Nova Scotia, the Municipality of Colchester, Big Brothers Big Sisters of Colchester County, among many others. We were recently interviewed by Global News Halifax about the project, which you may view on the [Global website](#).

We are thrilled to announce that the Community Foundation of Nova Scotia will accept donations on our behalf through their [We Rise Again Fund](#); receipts will be provided for amounts of \$20 or more. Join us in our efforts to rebuild Portapique! Together, let's help the community rise again!

If you would like more information, or progress updates in future, one of our committee members would be happy to join you via zoom for a club meeting at your convenience. Please do not hesitate to contact me at any time if you have questions.



Making Resolutions...A Sign a New Year is Coming

By Marilyn K. Bedell, Zone 32 Endowment/Major Gifts Adviser

As we get closer to 2021, many of us will begin to formulate New Year's resolutions. It is my hope that you will consider establishing SMART goals for 2021—setting goals that are specific, measurable, achievable, relevant, and time bound.

Of course as an Endowment/Major Gifts Advisor, my hope is that one of your resolutions will be focused on making a renewed commitment to The Rotary Foundation, and that you will consider designating some of your assets to The Rotary Foundation. You can start out as a Benefactor and increase your commitment over time becoming a Bequest Society member and possibly even a Legacy Society member.

Though as an oncology nurse, I want to challenge you a bit further. It's been said that we spend more time planning a two-week vacation than we spend thinking about what plans we want to have in place at the end of our life. One thing I've learned working with patients who are at this stage is that you don't want to be doing your end-of-life planning in the center of a health crisis. Having an annual resolution to reflect on end-of-life plans should be a part of your plan. It's a SMART thing to do.

Consider using this 2021 as a time to get your important documents in order. Consider which medical and financial professionals can help you with these tasks.

Of course, I hope that you will consider The Rotary Foundation as a major part of your legacy. Endowment/Major Gift Advisors and our Rotary Foundation Major Gift Officers are happy to help you think about options. Please remember that legacy gifts \$25,000 and above are eligible of naming opportunities.

Having well thought out end-of-life documents is often one of the greatest presents you can give you family.

Read more about planned gifts at <https://rotary.planmygift.org/wills-and-living-trusts>

Read more about naming opportunities at <https://rotary.planmygift.org/documents/r/rotary-international-foundation/pdf-endowment-designations.pdf>

Here's hoping things in 2021 are a little less complicated than they have been in 2020.



4

star charity - Charity
Navigator's highest level



92%

of funds are spent on
program awards and operations



Rotary Public Image Coordinators

Rotary Public Image Coordinator Team Zone 28 West

Michelle O'Brien, RPIC
mobrien@kpunet.net
Rosie Roppel, ARPIC
rosie.roppe@gmail.com
Marjolein Lloyd, ARPIC
Marjolein.lloyd@icloud.com

Rotary Public Image Coordinator Team Zone 28 East

Michael Caruso RPIC
michaelcaruso6380@gmail.com
Gustavo Lopes
GustavoSepol@me.com
Jim Cupper
Jim.cupper@gmail.com
Brad Hollett
BradHollett@yahoo.com
Kelly Hunt
RotaryKellyHunt@gmail.com
Melina Marzaro
MarzaroMelina@gmail.com
MaryLou Harrison
RotarianMaryLou@gmail.com
Devankar Mukhi
DevankarMukhi@gmail.com
Rachel Clarke
Rachel.M.Clarke@outlook.com
Kristina Ennis
Kristina.Ennis@gmail.com
Martine Babineau
MartineSBabineau@gmail.com

Rotary Public Image Coordinator Team Zone 32

Nikki Mederos, RPIC
NikkiMederos7490@gmail.com
Laura Spear, ARPIC
laura@spear.net
Amy Luckiewicz, ARPIC
amy_lynn37@yahoo.com
Jennifer Aitken, ARPIC
jaitken272@gmail.com

Are Press Releases Dead?

By Amy Luckiewicz, Assistant Zone Public Image Coordinator, Zone 32, District 7930

In college, hands down, my favorite class was in American Sign Language. I loved it because it promoted communication across barriers, and my professor really made sure he emphasized Deaf culture and all of its nuances as a vital part of learning the "language." It was in this class that I learned about "Total Communication." This concept is one which encourages the communicator to use any means available to get the message out. <http://handsandvoices.org/> explains that it's a philosophy of teaching that incorporates all means of communication including, formal signs, natural gestures, fingerspelling, body language, listening, lip reading and speech. They note, "The goal is to optimize language development in whatever way is most effective for the individual." So when I get asked if certain methods of traditional print media are outdated, I have to think back on this class and say firmly, "Nope."

In Rotary, as we work towards a more diverse organization, we welcome people of many languages, backgrounds, and even ages. This includes people who learn best through reading stories and those who still like to sit down for a morning coffee with a newspaper. Yes, digital and social media are still highly effective and modern. But please don't scrap the press release just yet!

When I chat with Rotarians about this concept the most common comment is, "Well, I don't quite know what to write about." I understand this writer's block well and so let me list a few local, regional, and international topics that may stir some press releases in your club:

- New member installations
- Perfect attendance achievements
- Special events/fundraisers
- Scholarship opportunities
- Election of new officers/directors
- Installation of new officers/directors
- Total volunteer hours in a year
- Rotary Leadership Institute participation
- Attendance at District Assembly/Conference
- Awards and citations
- New partnerships
- Polio and the Gates Match
- Sponsorships

When in doubt, be sure to visit rotary.org and endpolio.org for some inspiration! And one more challenge to District Public Image Chairs: Create a press release library for your district that includes plug-and-play templates for clubs. Host it on your district website and make it as easy as possible for your clubs to get the word out!

Adopting New Technology to Reimagine Rotary in a Virtual World

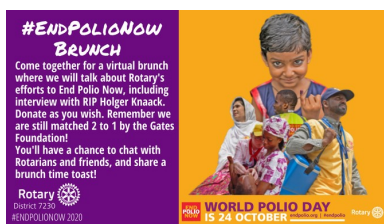
By Robert Friend, ARPIC, Zone 32

As Rotarians continue to navigate through the global pandemic, Districts and Clubs are continuing their efforts to regain lost ground around community engagement and fundraising.

During the early moments of the pandemic, technology quickly became our friend. Not only did we find our way back to club meetings and community conversations through Zoom, but many clubs turned to digital fundraising and online event management tools to reimagine events and themed conferences into active virtual gatherings and celebrations.

The results have been impressive and shows that we are relentless in our need to give voice to the work that we curate to do good in the world.

In recent weeks, two examples have emerged as harbingers for the future. Districts 7230 and 7980 held virtual celebrations in commemoration of World Polio Day and Foundation Month, respectively. And, rather than lean on the standard virtual platforms, they each hired production professionals to implement broadcast quality digital presentations using vMix, a live production and streaming platform, and to educate their leadership teams on delivering high-quality presentations.



District 7230's DG Mary Shackleton opted to produce a virtual Brunch in celebration of World Polio Day. "We went in with a goal of experimenting with the broadcast platform to see what might be successful and viable for the future," Mary noted. The pre-recorded presentation was played in sync with an Eventgroove Crowdfunding Campaign raising a cumulative \$2,500 during the project.

District 7980's Foundation team, led by DG Ron Webb and District Foundation Chair Colin Gershon, also raised the bar with their annual Foundation celebration. Their Public Image Team created a live Broadcast from the stage of the Historic Garde Arts Center in New London, Connecticut.



A small team of six Rotarians and four technicians delivered a live on-stage celebration of the District's Foundation year in review, all against the backdrop of the magnificently renovated 1926 movie palace. The 90-minute remote broadcast provided a mix of live and pre-recorded content with more than 300 total views of the event from as far away as Florida, Texas and Hungary.

They too, mixed in an Eventgroove Crowdfunding Campaign by including donation requests and "text-to-give" options into the lower third graphics of the broadcast. To date, this campaign has raised upwards of \$14,000.



These two examples show the confluence of technologies that are now being used to drive engagement and deliver success. And, though the platform use is new, those engaged in the process are growing and learning "best practices." And, it is expected that adoption across the Zone will grow in the weeks and months ahead.

Ultimately, the initial use of these tools has been strong and effective. The new **Eventgroove** fundraising solution in conjunction with **Raise Rotary**, the new TRF-focused fundraising platform, is reactivating the delivery of funds back into the community.

The current impact? Eventgroove is now up and operational in 12 Districts, with almost 600 clubs having access to the online fundraising platform. And, in the past 130 days, there have been 50 digital campaigns generating upwards of \$400,000 in gross revenue, an average of approximately \$8,000 per campaign. All of this is great news for clubs across the Zone, as planning is well underway for late winter and spring fundraisers and virtual events that will reinforce club engagement and success.

Endowment / Major Gift

Advisor Team

John Stairs, Zone 28
john.stairs@bell.net
Marilyn Bedell, Zone 32
m.k.bedell@comcast.net

Rotary Support Staff

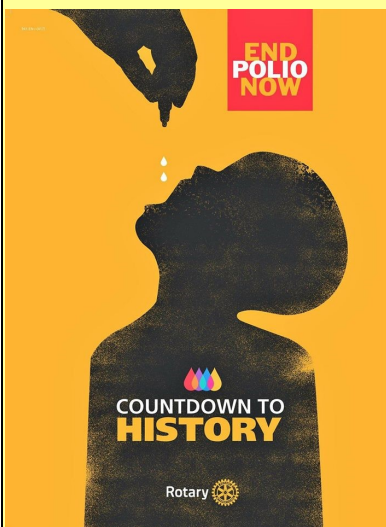
Carolyn Ferguson,
Zone 24 Major Gifts Officer
carolyn.ferguson@rotary.org
Amanda Lawson,
Zone 32 Major Gifts Officer
Amanda.Lawson@rotary.org
Kevin Kelly,
Major Gifts Officer,
portions of Zone 24 and 32
kevin.kelly@rotary.org

End Polio Now Coordinator Team

Linda Robertson, Zone 28 West
lrr Rotary@gmail.com
Neil McBeth 28 Central
nrmcbeth@gmail.com
Stella Roy, Zone 28 East
roystellaj@gmail.com
John Kramb, Zone 32
pdgjohn2015@gmail.com

Rotary Support Staff

Clare Monroe,
Senior Coordinator PolioPlus
clare.monroe@rotary.org



World Polio Day in 2020 Was Tremendous!

Linda Robertson, End Polio Now Coordinator Zone 24W

World Polio Day in 2020 was tremendous! On World Polio Day \$900,000.00 was raised online at Rotary International and there were 2000 first time donors. The Day and the events planned during October created more awareness for End Polio Now and raised more money to eradicate polio in Zone 28 than in any previous year.

Stella Roy EPNC, 28E reports, "that every district in 28E had the largest increase in giving in a single month following World Polio Day. Each district increased its giving by at least \$10,000.00. As well, more clubs donated to polio than ever before." In Zone 28W cash donations for Polio during October were up 77% over October 2019. The increase over 2019 was \$54,875.00.

How did this happen during a year when everyone was facing the challenges of planning events during the restrictions of Covid-19?

- Clubs and districts planned new and innovative fundraisers that followed public health guidelines and these events created lots of interest and greater participation.
- By October Rotarians were very familiar with using Zoom meetings and used Zoom to bring Rotary International Polio leaders to club and district meetings to tell Rotary Polio story and the need to support Rotary's #1 humanitarian effort. These speakers also shared how our polio grants were helping to stop the spread of Covid-19 in those regions where polio vaccinations were paused for a few months.
- Donation platforms made donating online easy and more Rotarians and non-Rotarians donated.
- The current pandemic and need for a vaccine have focused once again on polio and the importance of vaccines and eradication.



Pedal for Polio raises \$70,000.00 on World Polio Day in District 7090

District 7090 with clubs in Canada and the US around Niagara Falls held a DR. RON MARGL MEMORIAL PEDAL FOR POLIO fundraiser on World Polio Day. Ron Margl was a member of the Rotary Club of Niagara Falls and a passionate supporter of PolioPlus who had participated in two National Immunization Days.



The Canadian and American clubs in District 7090 share Niagara Falls. Initial plans for the ride was for Rotarians to ride together and meet over the Rainbow Bridge but Covid-19 restrictions prevented that. With closed borders the riders remained on their own side of the Niagara river.

Despite a cold, windy and damp day on October 24th, DG Frank Adamson said the riders, walkers and runners raised \$70,000.00 US for Polio. When matched with the Bill and Melinda Gates Foundation that first memorial ride in District 7090 will become \$210,000.00 US.



Innovative World Polio Day Events 2020 in Zone 28

PURPLE PINKY POLIO CHALLENGE: Polio Donation boxes placed in local businesses

10 FOR 10: Challenge all members to walk 10 Km and donate \$10.00 per member to Polio

PIZZA AND PARKAS FOR POLIO: Outdoor distancing social with a gift of \$20.20 to Polio

POLIO PLUS AUCTION: Weekly Rotary Zoom meeting including an Auction.

BINGO FOR POLIO: Virtual meeting with speakers and Bingo. All proceeds to Polio.

HOME FOR POLIO PLUS: Zoom social sharing stories of unusual year and donating \$20.20 to Polio

LEAF POLIO BEHIND: Donation to Polio for planting of each tree in Rotary Legacy Forest.

GAMES NIGHT FOR POLIO: \$25.00 to Polio for evening of playing board games on Zoom.

POLIO PLUS BOTTLE DRIVE: One-month Bottle Drive ending October 24th.

PINTS FOR POLIO: From Newfoundland to British Columbia there were virtual pub events.

