



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



Julia Phelps

RI Director 2014-2016
Rotary Club of
Malden, Massachusetts
jphelps7930@comcast.net

Zone 24: Canada,
Alaska and parts of northern U.S.,
Russia (east of the Urals),
St. Pierre and Miquelon

Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://zoneinstitute.net/>

April 2015



"I ask you, are we limiting our membership and ourselves?"

Over the past month I had the honor of speaking at five multi-district PETS in our two Zones. As part of my remarks, I shared with Presidents-elect some of the highlights of the Young Professionals Summit held in Evanston last fall. At the Summit, these young Rotarians were asked about their Rotary Clubs and what they wanted from their clubs. What they told us may be surprising to many. First, they said they *are not* opposed to joining a club with older members, but they are seeking clubs with a broader range of members that reflect many different categories of diversity. Over the past few years we have focused on growing our clubs by attracting younger members almost exclusively. Yet, this group of Rotarians are telling us that that they are seeking a club where there is gender, age, ethnic and religious diversity. ***I ask you, are we limiting our membership and ourselves by only looking at age diversity?***

This group of millennials and members of Generation Y also told us that they want to make a real difference in the lives of others; they want to do significant acts of service, not just write a check. When we think about the service projects we do in our clubs, are we truly making a long-term, meaningful difference in the lives of others? In some clubs and districts, the answer is "yes" beyond a shadow of a doubt, but how many of our service projects are easily completed; one and done? ***I ask you, are we limiting our membership and ourselves by only undertaking service projects that can easily be accomplished and funded?***

These young professionals said they are appreciative of the business and mentorship opportunities they experience through Rotary and Rotarians. However, they do not feel these benefits, and others associated with their vocations, are being marketed or packaged effectively to their generation. This finding hit home with me because I've been to so many clubs in the last few years where Rotarians have been fined for talking about their company or because they were recognized in the local media for their professional accomplishments. ***I ask you, are we limiting our membership and ourselves by hiding and downplaying our professional skills, knowledge and expertise with our club members?***

And finally, this younger crowd is looking for a fun, flexible experience with Rotary and prefers to avoid stuffy traditions, rituals, and internal politics. Now many of us may think we are fun but have we asked if that is indeed the case? Have we ever thought about how another generation feels about the emphasis we have put on perfect attendance; do they understand why we feel so passionate about the 4-Way Test; and why all of those pins? ***I ask you, are we limiting our membership and ourselves by holding on to whatever because this is the way we've always done it?***

The thing that struck me as I looked at the responses from this Summit was, ***"these are exactly the same things that I want from my own Rotary Club"*** and Lord knows I'm not a millennial! Don't we all want to be part of a club that reflects the makeup of our community; a club that makes a real, long-lasting difference in the community; a club that mentors and grows new leaders; and a club that's fun? Aren't these the things we *all* want in our own Rotary Clubs? So, I ask you to think about this question: ***Are we limiting ourselves in one or more ways that would help us grow membership, provide real service and Light Up Rotary?***

—Julia



Call for Nominations Donald MacRae Peace Award

Every year, each of our Zones celebrates a person or organization for outstanding achievement consistent with the ideals expressed in the Fourth Object of Rotary: The advancement of international understanding, goodwill and peace through humanitarian activity of international significance.

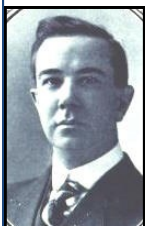
Every Rotary Club and District in Zone 24 and 32 is encouraged to submit one application for the Donald MacRae Peace Award. The award will be presented at the Zone Institute in Providence next fall.

Candidates for the annual award will have demonstrated the advancement of international goodwill, understanding and peace through peace-making efforts or humanitarian activity of international significance. The award is open to Rotarians and non-Rotarians.

Complete details, a list of past recipients and application are available on the Zone [website](#). Deadline for applications is May 15, 2015; send them to:

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

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



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

Leadership

Canadian Legislators Speak to the Essence of Rotary

Zone 24 East has received unprecedented acclaim from Members of Parliament recently. Ever since Canadian Prime Minister Stephen Harper addressed our Zone Institute last October in Toronto the word has been broadcast of the difference Rotary can make! Of course, it helps when Rotarians are also MPs: A special shout-out goes to Rotarians and Federal Parliamentarians (MPs) Brad Butt (Mississauga-Meadowvale Club RC) and Ed Holder (London RC) and to Ontario MPP Yvan Baker (Etobicoke RC). Meanwhile, MPP Jim Wilson is *not* a Rotarian, but his esteem for our organization has been broadcast from Queens Park. Any Ontario club near this Simcoe-Gray constituency want to discuss Honorary Membership with him?

Most recently, the Honourable Ed Holder told his constituents in his regular newsletter:

"As one of the oldest and most prestigious service clubs in the world, Rotary lives by the motto of 'Service above Self' and do they ever. Citing our own City of London as a great example, the Rotary Club of London has raised funds to build the Rotary Reading Garden at our downtown Central Library; they built the Rotary Rink at the Covent Garden Market; and Rotarians ... have worked together to raise huge dollars in support of the Thames Valley Children's Centre—all that right here in our City.

"Another of Rotary's primary tenets is founded in international service in support of humanitarian aid. Rotary has taken the lead to eradicate polio around the world. ... It is because of Rotary's huge commitment to eliminate polio, that Prime Minister Stephen Harper announced significant funding to support their efforts. The impact Rotary has as a world-wide service club is exceptional and the work they do is so honourable.

"I first joined the Rotary Club of London (there are seven Rotary Clubs in London) back in 1983. ... Thanks to my friend, John Goodbody, I was welcomed warmly. I soon became the Easter Seals Timmy/Tammy rep and later the coordinator for Adventures in Citizenship. ...

"I continue to be involved in Rotary because of the incredible good work they do for others, for the fellowship and for the positive difference Rotary makes. ...

"As we pay tribute to Rotary today, we also pay honour to all of the service organizations throughout our City that make that extra difference to support persons who need that hand up, and assist those organizations which are founded in common good. I thoughtfully challenge folks with a little bit of that time, talent or treasure to consider getting involved. ... It doesn't get any better."



MP Brad Butt, Mississauga-Meadowvale



MP Ed Holder, London RC



MPP Yvan Baker, Etobicoke RC

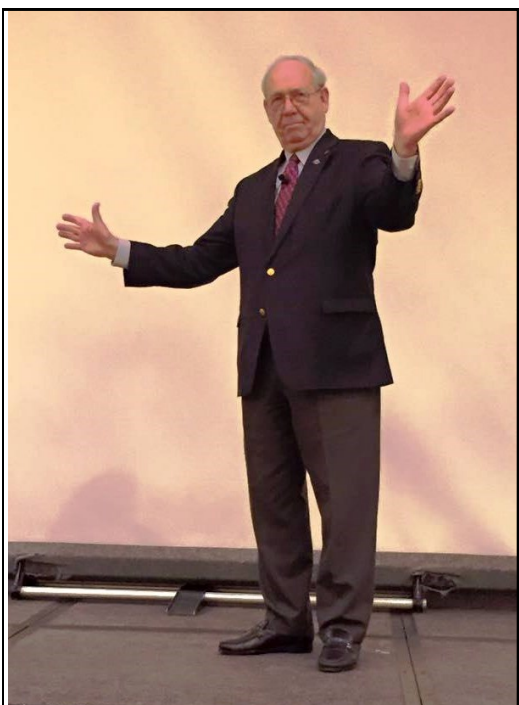
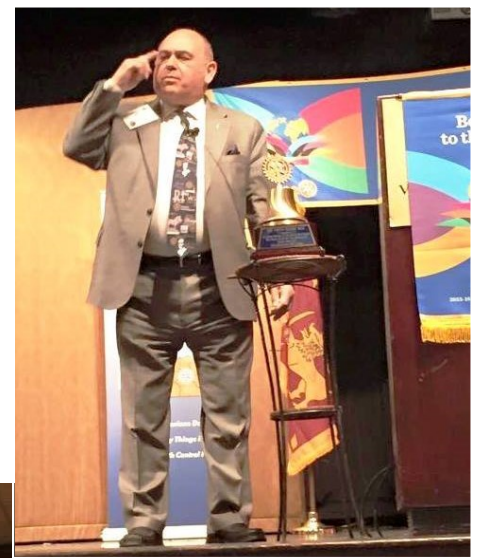


MPP Jim Wilson



Rotary Leaders Headline Presidents-elect Training

Senior Rotary leaders — including President-elect Ravi Ravindran (top), incoming Trustee Chair-elect Ray Klinginsmith (below) and our own Rotary International Director Julia Phelps (below right), Rotary Foundation Trustee Vice Chair Mike McGovern (near right) and past RI Treasurer Mike Colasurdo (far right) keynoted multidistrict Presidents-elect Training Seminars across North America last month.





President-elect Ravi Commits to Peace

As a Sri Lankan, I understand the physical and emotional challenges of war. My own children grew up in a country devastated by a civil war that spanned three decades and ended only seven years ago. The political leaders held to the policy that if the room was too dark, you set fire to the curtains.

By doing so you may solve one problem, but you will be left with another that leaves you wishing for the first.

Now my country has put the bloodshed behind us. We hope instead to give meaning to the words of the U.S. President from Boston, John F. Kennedy, who famously said in June 1963:

"Too many of us think peace is impossible. Too many of us think it is unreal. But that is dangerous, defeatist belief. It leads to the conclusion that war is inevitable – that mankind is doomed – that we are gripped by forces we cannot control. We need not accept that view. Our problems are man-made; therefore, they can be solved by man."



I am proud to say that this position has always been shared by Rotary.

The Rotary Peace Centers ... are the culmination of Rotarians' dreams of building a university. In fact, the universities had already been built – but Rotary created the Peace Centers and today we have six centers in seven great universities around the world.

—RI President-elect Ravi Ravindran

Rotary Peace Centers

Rotary Invests Today to Resolve the Conflicts of Tomorrow

By Michael McGovern, Vice Chair of the Rotary Foundation Trustees

Last month in Boston, just a few yards from the spot where the marathon bombs exploded, a dinner held to celebrate the Rotary Peace Centers brought together senior Rotary leaders and committed Rotarians alike. Here are excerpts of comments made that night.

The Rotary Peace Centers program is now in its 12th year of existence. Its goal is to provide a select group of Rotary Peace Fellows with the skills that are needed to make a real difference in resolving conflicts throughout our world.

There are six Rotary Peace Centers located at seven universities around the world. At this time, 79 Rotary Peace Fellows are earning their Master's Degrees at these six centers, and 22 additional Peace Fellows are earning professional certificates at Chulalongkorn University in Thailand. A total of 889 alumni have graduated from the Master's Degree and certificate programs since 2001 and are now working around the world in various capacities.



In October 2013, the Trustees approved a five-year plan to enhance the Rotary Peace Centers program. In the first year of the plan, there has been more collaboration between the six Rotary Peace Centers. Stronger relationships have been nurtured between the individual Centers and Rotary. Webinars for current Peace Fellows and alumni have been designed to complement their academic education.

Increased marketing efforts, particularly in Africa, Latin America, and Asia, have helped drive this year's applicant pool, the largest to date with 312 endorsed applications from 85 countries. The 100 selected fellows represent 38 countries. More than 50 percent of the class resides in low-income countries. The universities' representatives remarked again and again that the caliber of the applicants was stronger than ever this year!

An essay book written by Peace Fellows and Rotary Peace Center professors will be released late next year. This book will promote the good work being done by those involved with the Rotary Peace Centers.

Planning is underway for the second Rotary Peace Center leadership retreat, to take place in 2016. At the week-long retreat, Rotary Peace Fellows and alumni will receive valuable training on a topic they select. The first retreat, held in April in North Carolina, focused on supporting sustainable peace-makers in the field: How to avoid burnout and promote adjustment and resilience in alumni. The Benter Foundation has provided funding for these retreats, and there is hope to expand the activities in the future.

To strengthen Rotary's relationships with the universities that house Rotary Peace Centers and to ensure Rotary Peace Fellows continue to receive exceptional academic offerings, biannual visits by staff and Rotary Peace Centers committee members are slated this Rotary year for Duke University/University of North Carolina, University of Queensland, and Uppsala University.

At this year's Rotary Peace Symposium just prior to the Convention in Sao Paulo, attendees will explore issues related to peace in Latin America, discuss integrating peace into Rotary's other Areas of Focus, and exchange ideas using dynamic new platforms. One of the keynote speakers will be Dr. Óscar Arias Sánchez, two-time former president of Costa Rica and 1987 Nobel Peace Laureate. Also, Australian Steve Killelea, who founded the International Peace Index, will be speaking.

Don Chandler, 7890 Governor Nominee

Donald Chandler, District Governor Nominee of District 7890 in Connecticut, died last month after a brief illness.



Don joined the Rotary Club of St. Thomas in the U.S. Virgin Islands in 2001. He served as President in 2004-05 and later as Assistant Governor. District 7020 is also where he first became an RLI facilitator and site coordinator.

When he and his wife Susan moved to Connecticut in 2012, they both joined the West Hartford club. In addition to his club activities, he was a member of the District 7890 Strategic Planning Committee and the District Global Grant Subcommittee chair. Continuing his interest in training, he became a facilitator for RLI Northeast Division.



Don was a multiple Paul Harris Fellow.

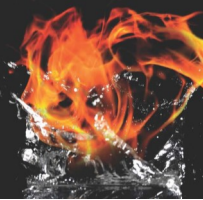
Don had been in the computer business since his graduation from Purdue University with a BS in Electrical Engineering. He worked for Purdue, Data General and Sun Microsystems, and was the owner and operator of his own IT consulting company, Max IT, for over 20 years.

He was a member of the Wethersfield Yacht Club and, when not "doing Rotary," could usually be found on his sailboat.

In addition to Susan, his wife of 24 years, Don leaves a daughter, Rebecca, and her family who live in Texas.

Get Fired Up for Rotary!

September
21-27, 2015



Leadership

Guess Who Else is Coming to Providence!

Ron D. Burton, Past President, Rotary International

A Rotarian since 1979, Ron D. Burton has served Rotary International as director, president's aide, president's representative, committee and task force member, Rotary information counselor, zone trainer, International Assembly group discussion leader and moderator, Council on Legislation representative, and district governor. He also chaired the 2011 New Orleans Convention Committee. As director, he served as chair of the Executive, Administration, and Audit Committees.

Ron D. Burton retired as President of the University of Oklahoma Foundation Inc. in 2007. He is a member of the U.S. Supreme Court Bar, the American Bar Association, the Oklahoma Bar Association, and the Cleveland County Bar Association.

President Ron has received the Service Above Self Award and the Foundation's Citation for Meritorious Service, Distinguished Service Award, and International Service

Award for a Polio-Free World. He and his wife, Jetta, are Paul Harris Fellows, Benefactors, Major Donors, and members of the Paul Harris, Bequest, and Arch Klumph Societies.

Let's welcome Ron in Providence!

—Liz Cullen, Chair, Zones 24 and 32 Institute 2015



RI Immediate Past President Ron Burton is an Incoming Rotary Foundation Trustee and will represent the Foundation at our Zone Institute.

Be the Guest of Local Rotarians in Sao Paulo!

You registered for the convention on rotary.org. You got your airfare and your visa. You signed up for the Beyond Borders Dinner on Friday June 5. Now, it's time to find a place to stay. If you want to see the *real* Brazil, and get to know local Rotarians, perhaps a homestay is in your future.

The HOC is now offering sign-ups for host hospitality evenings and also for home stay.

The host hospitality night is Monday, 8 June. For information, see: <http://www.rotary2015saopaulo.org.br/hospitality-night/>

Information about home stay is available at: <http://www.rotary2015saopaulo.org.br/home-stay/>.

For home stay, please note the disclaimer: "Sending the form of interest does not guarantee a vacancy for Home Stay. The organizing committee shall not be liable if the demand is greater than the offer. The selection process will take a few months and when completed you will receive an email with details."

—Carol Toomey, Rotary International Convention Promotion Committee



Membership Growth Comparison — 2012 to 2015 YTD

District	July 1, 2012	June 30, 2014	2014-15				Cumulative Total	
			Jul 1 2014	Mar25 2015	# Change	% Change	# Change	% Change
					June 30 to Mar 25		July 2012 to Mar 2015	
2225	489	500	501	472	-28	-5.60%	-17	-3.48%
5010	1774	1736	1726	1737	1	-0.06%	-37	-2.09%
5040	1524	1503	1477	1485	-18	-1.20%	-39	-2.56%
5050	2744	2658	2635	2644	-14	-0.53%	-100	-3.64%
5060	2712	2629	2582	2696	67	2.55%	-16	-0.59%
5360	2159	2003	1971	2011	8	0.40%	-148	-6.86%
5370	2249	2279	2247	2296	17	0.75%	47	2.09%
5550	1606	1523	1513	1556	33	2.17%	-50	-3.11%
Total Zone 24W	15,257	14,831	14,652	14,897	66	-0.45%	-360	-2.36%
6330	1943	1827	1827	1817	-10	-0.55%	-126	-6.48%
7010	1580	1582	1524	1572	-10	-0.63%	-8	-0.51%
7040 ②	2075	1922	1915	1909	-13	-0.68%	-166	-8.00%
7070	2070	2032	2006	2067	35	1.72%	-3	-0.14%
7080	1783	1724	1704	1732	8	0.46%	-51	-2.86%
7090	2483	2447	2411	2410	-37	-1.51%	-73	-2.94%
7790 ②	1799	1758	1723	1771	13	0.74%	-28	-1.56%
7810	1233	1187	1180	1210	23	1.94%	-23	-1.87%
7820	1576	1584	1557	1577	-7	-0.44%	1	0.06%
Total Zone 24E	16,542	16,063	16,542	16,065	2	0.01%	-477	-2.88%
7210	1727	1675	1643	1659	-16	-0.96%	-68	-3.94%
7230	1502	1395	1376	1333	-62	-4.44%	-169	-11.25%
7255 ①	1980	1858	1721	1818	-40	-2.15%	NA	NA
7390	2435	2344	2335	2357	13	0.55%	-78	-3.20%
7410	1033	1069	1052	1124	55	5.14%	91	8.81%
7430	1894	1804	1768	1785	-19	-1.05%	-109	-5.76%
7450	1607	1525	1508	1502	-23	-1.51%	-105	-6.53%
7470	1274	1182	1171	1206	24	2.03%	-68	-5.34%
7490	1256	1283	1187	1194	-89	-6.94%	-62	-4.94%
7500	1201	1169	1185	1166	-3	-0.26%	-35	-2.91%
7510	1165	1097	1092	1065	-32	-2.92%	-100	-8.58%
7640	1222	1132	1119	1105	-27	-2.39%	-117	-9.57%
7780 ②	1773	1650	1613	1663	13	0.79%	-110	-6.20%
7850	1604	1579	1536	1527	-52	-3.29%	-77	-4.80%
7870 ②	2281	2141	2118	2170	29	1.35%	-111	-4.87%
7890	2288	2197	2155	2152	-45	-2.05%	-136	-5.94%
7910	1475	1599	1575	1567	-32	-2.00%	92	6.24%
7930 ②	1916	1967	1955	1971	4	0.20%	55	2.87%
7950	2462	2353	2197	2321	-32	-1.36%	-141	-5.73%
7980	2362	2238	2308	2265	27	1.21%	-97	-4.11%
Total Zone 32	34,457	33,257	33,614	32,950	-307	-0.92%	-1507	-4.37%
Total 24 & 32	66,256	64,151	63,808	63,912	-239	-0.37%	-2344	-3.54%

Data based on official RI reports on dates indicated.

① D7250 and 7260 merged to form 7255 effective July 1, 2013; three-year District history is not available.

② Reflects transfer of one club from 7780 to 7930, transfer of two clubs from 7930 to 7870; transfer of one club from 7040 to 7790.

Rotary Coordinators

Lynda Ryder, Zone 24 East
lryder@silicates.com

Gayle Knepper, Zone 24 West
rotary5010@ak.net

Karien Ziegler, Zone 32
karien@comcast.net

Regional Rotary Foundation Coordinators

Dennis Dinsmore, Zone 24 East
dennis@dinsmoregroup.com

Dean Rohrs, Zone 24 West
dean@cbrplus.com

Toni M. McAndrew, Zone 32
tonim@epix.net

Public Image Coordinators

Tanya Wolff, Zone 24 East
Tanya@rotary6330.org

Penny Offer, Zone 24 West
pennyoffer@live.ca

David I. Clifton, Jr., Zone 32
diclifton@comcast.net

End Polio Now Coordinators

William Patchett, Zone 24 East
patch@eagle.ca

Bruce Christensen, Zone 24 West
pdg5370@telus.net

Frank Wargo, Zone 32
Frank.wargo@snet.net

Endowment/Major Gifts Advisors

Bill Gray, Zone 24 East
billgrayrotary@gmail.com

Chris Offer, Zone 24 West
Chris Offer@dccnet.com

Mac Leask, Zone 32
mac@leaskbv.com

Zone Newsletter Editor

Marty Peak Helman
martyrotary@gmail.com

Website Administrator

Hans Granholm
hgrdane@telusplanet.net

Zone Directory Editor

B.J. Metz
bjmetz@metzcompany.com

Zone Facebook Administrator

Kevin Hilgers
wave@telus.net

Foundation Facts

Rethinking an Ongoing Project to Build in Sustainability

By Dennis Dinsmore, Zone 24 East Rotary Foundation Coordinator

Just how can an ongoing project be “tweaked” to comply with the Foundation’s requirement for sustainability? This example is a cooperative avoidable blindness project between District 6330’s Burton, MI club and the Rotary Club of EmPalmé, Sonora, Mexico.

This project started in 2000 as a mission to Mexico to provide eye care and fit local residents with eyeglasses. It has since become an annual event and, to date, more than 100,000 pairs of glasses have been fitted to Mexicans who previously had no access to optometric services. The Rotary team from Burton, led by Dr. Brad Habermehl, consisted of about 15 Rotarians and optometric students from Ferris State University who participated in a two-week trip to EmPalmé each year to examine and fit indigent residents with glasses provided from collections of used glasses throughout District 6330.



By 2004, the project had grown into an annual Matching Grant and involved District DDF and contributions from 28 Rotary clubs across the U.S. and Canada. Everything ran like clockwork; thousands of Mexicans were successfully fitted with glasses and Rotary’s status in the area was legendary. Even Sonora’s Provincial Governor provided a bus to transport the team from the border to the clinic site, of course emblazoned with his name on the side of the vehicle.

Then, in 2013, the Foundation’s rule of sustainability stalled the Global Grant application. Even though a service team was in place, glasses refurbished and the host club in Mexico had coordinated the clinic dates, the project was stuck between the Rotarians’ desire to do good in the world with the Foundation’s goal to do even *better* in the world.

So it is good news to report that after considerable effort by Rotarians, in cooperation with Foundation staff, the project is now funded and continuing. To meet the sustainability requirement, Dr. Brad worked with the EmPalmé club to establish four remote clinics in the province and to train locals to do eye exams and fit glasses exactly as Rotarians from Burton had done. Thus, even after the Burton Rotary team left, their humanitarian work would continue. This is sustainability at its best.

The project will continue. Glasses will continued to be furnished to EmPalmé, Burton will continue its annual trip to examine the most severe cases and to train the satellite clinic staff. The bottom line is that thousands of people will now be able to see clearly where everything before was just a blur. And, staff on the ground will continue the project long after American Rotarians have left.

For more information on this project, search “Burton Rotary Club” on Facebook, and check out the video in their Photos tab.

I Gave at the Office ... in Canada

Rotary has offered a corporate matching gift program to donors in the United States for a number of years. Recently, leadership in Canada asked to expand this opportunity to Canadian donors.



Beginning this month, donors in both the U.S. and Canada can visit www.rotary.org/matchinggifts to see if their employer has a matching gifts program and to learn about their employer's policy.

Corporate matching gifts offer an important way for clubs and donors to meet giving goals. Features include:

- ◆ Any matching gift received by The Rotary Foundation (or The Rotary Foundation-Canada) is credited to the club and District of the donor who initiated the gift.
- ◆ Donors receive Foundation recognition points for matching gifts they initiate. Matching gifts, however, do not count toward that donor's personal total giving or to their Major Donor recognition.

Watch your mail: Canadian Paul Harris Society members (those who pledge \$1000 annually) and Rotary Direct members (those who have signed up for recurring giving) will receive more information shortly.

All North American Rotarians are encouraged to use the link above to check whether their employer is one of the many that offers matching gifts, and if so, to please remember that your gift may double or more via your employer's corporate policies.

Start with your HR department for questions regarding your employer's program. Or email annualfund@rotary.org.

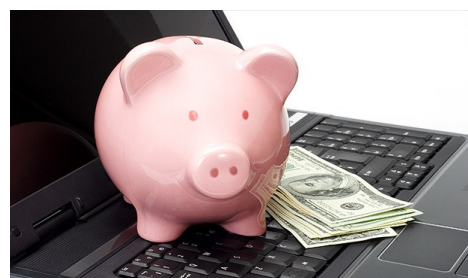
Foundation Facts

Easy Ways to Stretch Your Foundation Giving

Is your Club Foundation Chair still asking you to write a check to The Rotary Foundation and give it to him to snail-mail to Evanston? Your Chair may not be comfortable with electronic giving, but The Rotary Foundation is! Giving online is less costly than processing checks, which means much quicker acknowledgement and, ultimately, more funds available to make a difference on the ground. Here are other ways to maximize your Foundation giving:

Rotary Direct (recurring giving)

You choose how much and how often you want to give — it's a simple and secure way to make a big impact — and the funds are transferred automatically. Online contributions can be made monthly, quarterly, or annually. Either complete and return the [Rotary Direct enrollment form](#) or enroll by phone at +1-866-976-8279. To update your existing recurring giving, contact www.rotarydirect@rotary.org or call +1-866-976-8279. For security reasons, changes to your credit card information should be made by phone—not online.



Employee matching gift

Double the impact of your gift by asking your employer to match your contribution to The Rotary Foundation. More than 15,000 companies match gifts to the Foundation, including many international corporations — and beginning this month, the program has expanded to include Canadian firms as well (see article at left). Find out if your employer offers this program at www.rotary.org/matchinggifts. Learn more about [Rotary's employee matching gift program](#), including recognition opportunities.

Rotary MasterCard

Support Rotary's efforts with the Rotary International credit card. Just by using your card, you'll be helping The Rotary Foundation do good in the world. A portion of each purchase you make with the card will benefit The Rotary Foundation, at no additional cost to you. The Rotary Foundation has received more than \$8.6 million from the program since it launched in 2000, including \$3.6 million to support [polio eradication](#). Rotary's credit card program is currently available in both Canada and the United States. [Learn more](#) and apply at this link.



Airline miles

Through the United Airlines Mileage Plus Charity Miles program, you can donate miles to provide free airfare toward a club or district project. [Learn more.](#) [Rotary Miles donation form.](#)



Amazon Smile

Amazon.com allows you to select a charity to receive 0.5 percent of the purchase price of eligible purchases. It is an easy way to give and it's not hard to sign up. Click on the link for more — and be sure to select **The Rotary Foundation of Rotary International** to receive your charitable contributions!



Calendar of Events

March-April, 2015 — Spring semester, Rotary Leadership Institute. For dates, locations and to register, go to www.rotaryleadershipinstitute.org

Wednesday, April 1, 2015 — Deadline to submit your District of Club nomination for the 2015 Donald MacRae Peace Award. See details on page 2.

Wednesday, April 29, 2015, 6:30 pm Pacific Daylight Time—Rotary Foundation Webinar. Topics include a Trustee Update, Inbound/Outbound Vocational Training Teams and Inbound/Outbound Global Grant Scholars. Register on GoToWebinar to be involved “live” or to receive recording of the webinar later. FMI: PDG Pam Russell, District 5340, pdgpam0809@gmail.com

Friday, June 5, 2015 — Beyond Borders Dinner, Sao Paulo Hilton Morumbi. 6:30 cocktails; 7:00 dinner. \$75 for first 200 registrants, then the price rises to \$99. Register online at <http://tinyurl.com/BBD2015>. FMI: Carol Toomey, carolrotary@aol.com

June 6-9, 2015 — Rotary International Convention in Sao Paulo, Brazil. Register at riconvention@rotary.org. Learn about Host Organization Committee events at www.rotary2015saopaulo.br

September 21-27, 2015 — 2015 Zone 24-32 Institute, Providence, RI. “Get Fired Up for Rotary” at the Omni Providence Hotel, Rhode Island Convention Center in Providence, RI. Register: <http://rotaryzones24-32.org>. FMI: PDG Liz Cullen, Institute Chair, lizcullen@yahoo.com

Saturday, November 7, 2015 — Rotary UN Day, New York City. Adult registration will open mid-July and youth registration mid-September.

May 29-June 1, 2016 — RI Convention in Seoul, South Korea.

June 10-14, 2017 — RI Convention, Atlanta, GA.

June 24-27, 2018 — RI Convention, Toronto.

Club Central — Membership Goals and Progress Indicators

District	Retention			Engagement	YTD Progress
	Overall	Existing Members	New Members	Average of 11 Indicators	% Clubs
	% clubs with goals	% clubs with goals	% clubs with goals	% clubs with goals	Actual Participation
2225	100.0	100.0	100.0	19.9	0.0
5010	75.0	75.0	65.0	67.4	19.0
5040	68.0	64.0	60.0	54.5	14.0
5050	64.0	64.0	37.0	53.5	16.5
5060	73.0	71.0	58.0	51.0	7.7
5360	100.0	100.0	25.0	20.5	4.9
5370	75.0	75.0	65.0	67.4	19.0
5550	51.0	51.0	40.0	39.5	7.3
Avg Zone 24W	75.8	75.0	56.3	46.7	11.1
6330	82.0	72.0	82.0	71.3	11.3
7010	72.0	70.0	67.0	61.0	24.6
7040	72.0	70.0	67.0	72.0	24.6
7070	24.0	24.0	17.0	18.9	14.7
7080	82.0	82.0	82.0	47.0	14.7
7090	54.0	50.0	43.0	39.7	6.0
7790	54.0	50.0	43.0	42.0	5.6
7810	56.0	54.0	44.0	39.0	9.9
7820	67.0	61.0	59.0	51.9	10.5
Avg Zone 24E	62.6	59.2	54.1	49.2	11.9
7210	31.0	29.0	31.0	30.4	4.8
7230	9.0	9.0	9.0	9.5	0.9
7255	9.0	9.0	8.9	7.1	4.5
7390	61.0	59.0	54.0	54.0	8.8
7410	100.0	100.0	100.0	18.6	6.1
7430	100.0	98.0	98.0	89.7	15.3
7450	27.0	24.0	20.0	24.0	6.4
7470	18.0	10.0	12.0	5.3	0.0
7490	39.0	30.0	36.0	39.5	14.4
7500	95.0	93.0	85.0	36.1	7.1
7510	53.0	50.0	50.0	28.9	10.1
7640	24.0	24.0	22.0	23.1	6.7
7780	77.0	64.0	59.0	57.3	9.5
7850	36.0	33.0	33.0	30.1	3.1
7870	23.0	22.0	22.0	16.8	5.8
7890	55.0	52.0	47.0	38.1	7.4
7910	35.0	31.0	33.0	40.3	11.3
7930	67.0	63.0	60.0	52.9	11.2
7950	41.0	38.0	33.0	29.4	2.8
7980	63.0	57.0	53.0	44.2	7.2
Avg Zone 32	48.2	44.8	43.3	33.8	7.2
Overall 24/32	62.2	59.7	51.2	43.2	10.0

Rotary International Support Team

Club and District Support

Christopher Brown, Senior Coordinator
Chris.brown@rotary.org
847-866-3271

Victoria Schiffman, Coordinator
Victoria.schiffman@rotary.org
847-866-3354

John Hannes, Senior Coordinator
John.hannes@rotary.org
847-866-3275

David Massey, Coordinator
david.massey@rotary.org
847-866-3269

The Rotary Foundation

Major Gifts Officers

Carolyn Ferguson: Zone 24
Carolyn.ferguson@rotary.org
905-304-6831

Jenna Archuleta: Zone 32
Jenna.archuleta@rotary.org
847-424-5251

Annual Giving Officer: 24/32

Chris Boyce
Chris.boyce@rotary.org
847-866-3261

Rotary International

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201
847-866-3021

Rotary Contact Center

Contact.center@rotary.org
866-976-8279
866-9ROTARY

www.rotary.org

End Polio Now

Eat, Drink and Make History

A Yale student project to help make the world polio-free

—By former Ambassadorial Scholar Hanny Wan

What tops the to-do list of brides-to-be in the quest to win that dream wedding? To shed a few extra pounds? Straighten their teeth? Or go through intensive treatments to get that flawless skin?

For Radna, a 21-year-old polio patient, none of those matters.

We met one February afternoon, just days after Valentine's Day, when she was recovering from corrective surgery on her knee at St. Stephen's Hospital in New Delhi. Before they would give her their blessings to marry their son, Radna's soon-to-be parents-in-law had but one request -- which was for her to "get rid of those crutches," she said.

"Because they are not good to have in the family."

As a former Rotary Ambassadorial Scholar, I've gone on three polio immunization trips. Our team witnessed in person how two drops of vaccine is all it takes to protect a child from the crippling, and sometimes even fatal, disease. It takes as little as 60 U.S. cents to vaccinate a child, and to protect children from having to go through Radna's pain.

That's why I turned my Yale School of Management project into a fundraiser for Rotary's End Polio Now campaign. Join us: Make a donation to Eat, Drink and Make History – We Are This Close to End Polio.

Simply make a donation online to Rotary's [PolioPlus Fund](#), and send us the photos -- be it two people sharing cocktails or beers, a family gathering over a home-cooked meal, or a group of friends celebrating at a party.

Our target is to collect 100 donations and photos of different cuisines from around the world to publish a photo book *100 Meals Around the World to Help End Polio*. And you can be part of it.

More than 70 people in nine cities on three continents have participated. See <http://www.wearethisclose.org/yale-end-polio-eat-drink-and-make-history/> for details.

As Rotary celebrates its 110th Anniversary, this year also marks the 30th Anniversary of Rotary's PolioPlus program, which has helped rid polio of 99 percent of the world since its launch. As long as there is even just one case left anywhere, every child in every nation remains at risk of the virus imported from polio-endemic countries.

The goal of this project is to help raise funds as well as awareness for polio eradication so remember to share your photos on Facebook and other social media, and challenge the next person to join this collective effort. Make it fun!

Every US\$1 raised will be matched by US\$2 from the Bill and Melinda Gates Foundation, which means every US\$1 you donate becomes US\$3! Every dollar matched can immunize five children against polio and protect them for life. Wherever you are, join our global effort to *Eat, Drink and Make History – We Are This Close to End Polio*.



Former Rotary scholar Hanny Wan from Hong Kong and PDG Saliu Ahmed from Nigeria share a meal and practice using chopsticks!

Rotaractors Create Awareness Through Social Media

by Tanya Wolff, Zone 24 East Public Image Coordinator

Keep an eye out for future Rotarians Natasha Farrugia and Kaitlynn Almeida. They are the Rotaract Representatives for District 7040, and have taken Rotary's polio campaign to YouTube.

Take a look: https://m.youtube.com/watch?spfreload=10&channel=UCQL3B96e5eS_vy2f5Am0V_Q&v=jJg5Btjfh78

Q: Where did the idea to produce the video come from?

A: Kaitlynn was impressed with the different events organized by different Rotaract clubs, and noticed that polio eradication is something that many of the clubs in our District actively support. I have always been amazed with how well Rotaractors connect and learn from each other at conferences and retreats, and wanted to help that connection grow, even when we aren't in the same geographic area. We decided to create 'district initiatives' during our term, and knowing that many clubs already do something for World Polio Day, we made this our first one.

As a result, clubs would be able to share their fundraisers and events so that we could continue to learn from each other. We asked all Rotaract clubs to take pictures of their event and share them with us for the video, along with a brief article so that we could learn more about their work.

Q: How many Rotaract Clubs participated?

A: Six of the nine Rotaract clubs in our District participated.

Q: What methods of awareness did the clubs use?

A: Many of the participating clubs did 'purple pinkie' efforts, where Rotaractors and community members are encouraged to



'purple' their pinkies to raise awareness for polio eradication. Some clubs used dye to purple pinkies, while other clubs used purple ribbon, or used purple nail polish to colour the pinkie fingernail. Some clubs sold homemade goodies, such as candy, lollipops, brownies, and purple-colored cupcakes to raise money. Rotaractors shared information about polio and its eradication with those who stopped at their respective booths through pamphlets and verbally as well.

Q: What media was used to "speak" to the general public?

A: Facebook was the main means of social



media communication used to speak to the general public. Many clubs shared events or information through their Rotaract club page, as well as pictures from their event. The Rotaract Club of Ottawa South took advantage of the power of social media and took pictures with community and university students to share on Facebook, Twitter, and Instagram. Club Rotaract de l'île de Montréal was inspired by the "This Close" campaign and had their club members take pictures and created awareness campaigns via social media with information about polio eradication on the graphics.

Q: You even raised cash; what was the total?

A: \$703 was raised, all of which is to be donated towards polio eradication. With the Gates Foundation match, that is over \$2100.

Q: Could Rotarians be more effective in raising awareness for the program?

A: Rotarians could reach out to the Rotaract club they sponsor to discuss a collaborative project on this topic, or to any local Rotaract club if they do not sponsor one. We would also encourage Rotarians to reach out to other Rotary clubs to work together and learn from each other. We can learn a lot from each other and can work towards creating change at the same time.



Q: How did you thank the Rotaractors involved?

A: After the district initiative, we created Certificates of Appreciation for participation in World Polio Day, and presented them either in person or mailed them to the recipient clubs.

To contact Kaitlynn or Natasha and learn more, e-mail rotaract7040@gmail.com





Rotary International Seeks Your Video for Contest

Rotary International has launched a [#WeAreRotary](#) video campaign to showcase the great work that Rotarians do in our communities and around the globe. You or your club can enter a video in the contest ... tell your story ... and take home bragging rights.

You know Rotary is an amazing organization that joins leaders from around the globe to exchange ideas that help solve the world's leading problems. Globally and locally, we're making a difference in communities throughout the world.

Every Rotarian has a unique story. Now through May 1, submit a video that shows how Rotary has made a difference in your life ... or highlights how your Rotary involvement has impacted the lives of others.

The video can be up to three minutes in length, must be in English or use English subtitles, must use royalty-free music and, of course, must use current logos.

During the month of May, Rotary's social media community will vote on their favorite videos and the winner will be featured on [Rotary.org](#), the digital edition of [The Rotarian Magazine](#) as well as Rotary social media channels.

To enter: post your video on Rotary's Facebook page or on your own social media pages using #WeAreRotary.

Learn more on Facebook:
www.facebook.com/rotary

Public Image

Video Campaign Tells the Rotary Story

By Penny Offer, Zone 24 West Public Image Coordinator

The Public Information Committee in District 5010 (Alaska and the Yukon) ran a Public Image Video Campaign last December and January. They developed seven short videos about Rotary in their District, various service projects, young people in Rotary, Polio Eradication, Why I am a Rotarian and making a difference.

Ken Miller, Chair of the committee, tells us about their successful campaign: "The District Public Information Committee began a campaign in November of 2014 to promote seven videos that were produced for marketing and outreach purposes. We engaged a company out of Anchorage, National CineMedia, to show our locally produced 30-second Rotary video in their "First Look" platform.

"First Look shows your video PSA or commercial before each movie in the theater and also in the theater's lobby. Our videos were shown at all movie theaters in Anchorage, Alaska for five weeks. We had approximately 200,000 people see the videos and anecdotally the response from the community and fellow Rotarians has been great.

"We had 30 new members in the District in January and February, we also are confident that it will assist us in our retention numbers.

"The video campaign has been so successful that we have extended the program to Fairbanks, Mat-Su Valley and South-east Alaska and are currently running those campaigns until the end of March.

"Our goals for the 2014/2015 year are 500,000 impressions, 190 new members and increasing our retention rate for present Rotarians in D5010."



3 min Rotary
District 5010
Overview



30 Library Project



30 One Person
Can Make
Difference



30 Polio
Eradicated



30 Why I'm a
Rotarian



60 Anchorage
Playground
Project

Showing the videos and receiving good response from the public at the movie theaters provided additional benefits. The Rotary club members were especially glad to see the Rotary story told on the big screen and lobby at the theaters. Seeing the Rotary story shared in our community increases pride in our work as Rotarians leading to greater engagement, member retention and awareness of Rotary.

As part of the campaign they shared the videos on social media platforms including Facebook, Twitter and YouTube and also by email to all District 5010 Rotarians. To share just a few of the social media statistics generated, their Facebook "Likes" went up significantly from 778 in November to over 1,840 in early March. Their Twitter followers increased from 264 in November to over 380 and their Website page views increased from 237 in November to over 5,000 for the months of January and February. The cost to date is \$5,164 out of a total budget of \$19,013. Approximately \$12,000 of those funds came from a three-year RI public image grant; the rest from District coffers.

You can view the videos on the Rotary District 5010 YouTube Channel using this link: <http://bit.ly/D5010YouTube>. Please visit, share and like our Facebook page at www.facebook.com/RotaryD5010 and follow us on Twitter at @rotaryd5010.

For more information please contact Ken Miller at publicinfo@rotarydistrict5010.org

