



## April 2021 Zone 28 & 32:

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



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Recently, I was moderating a panel discussion with senior women leaders who were asked to share their Rotary moment. Unrehearsed, each shared their personal experience that made an impact on their life and the life of others. A literacy program in Russia, life-saving heart surgery to a child in the Middle East and a school for orphans in India. It struck me that each heartfelt story involved the life of a child.

Rotary's focus in the month of April is on Maternal and Child Health. The focus on maternal health isn't as simple as a strategy to save lives, it is far bigger than that. Ensuring that mothers who give birth have the medical supports they require, sanitary locations in which to give birth and strategies to follow up medically and psychologically.

When this is in place it leads to children being raised by their own mothers, family units staying together and the next generation contributing to society, the economy and not being dependant on social services. Improved maternal health benefits everyone.

*"There is no greater insight into the future than recognizing...when we save our children, we save ourselves"- Margaret Mead*

Rotary's work in this area cannot be adequately summarized as there have being tens of thousands of successful programs and efforts over the past few decades. Without your efforts, maternal health, birth defects, birth mortality and harm to mothers would be at higher levels than it is today. But we can do more. This year of COVID19 has presented us with some challenges that may have long term consequence to mothers and children. A set back in immunizations, limited access to healthcare services and access to mental health services.

Rotary saves lives. Of that there is no argument. We are the leading light in ensuring children avoid Polio and other dreadful diseases; we are the leader in ensuring villages around the world have safe drinking water, and we are the leader in strategies to ensure female children go to school. All of this is directly related to our efforts around maternal and child health.

In your clubs and districts your maternal health programs are making a difference, for that I salute you.

April, maternal and child health month. Let's celebrate our success and power on as we change the world one piece at a time.

## The Kessler Report—Power in Numbers

Under the premise that we will have the opportunity to meet in person sooner rather than later I think we can all agree that there is something special when we enter a ballroom or attend an event when there are a large number of Rotarians. To be somewhere that has hundreds or thousands of likeminded people in attendance is palpable. For me, my first chance to witness this phenomenon was years ago attending Mid North East PETS which had over 400 Rotarians in attendance. This experience afforded me the opportunity to see production done on a bigger platform and hear from speakers that I had not had access to prior. An event like this allowed me to really understand the power of the organization and be able to collaborate with those from a larger region than my own District.

There is a tremendous opportunity to have Districts hold events together. From service projects to trainings there is no reason not to encourage the concept of the power in numbers and allow more of our members to experience what many of us have experienced at multi-district, zone, and international events. With planning now occurring for future District Conferences, Assemblies and Service Projects, I ask that consideration be made to investigate the possibility of bringing a grouping of Districts together to produce and attend these events. In Zone 32 and in parts of Zone 28 organizations already exist that do just this and do it in a big way. The existing PETS organizations within our Zones have worked together for years to produce a top-level program with big speakers and big production that only comes with having larger events. It is both an economic incentive as well as sharing the workload of the administration and planning of these events.

I bring this to light with hopes that as we move Rotary forward, we can use the model of multi-District PETS and

have more collaborative events based on geography. This will further shrink our Rotary worlds while at the same time providing our club members the opportunity and experience to attend an event that has an energy that only a large event can provide. Imagine for a moment a 1,000 attendee Rotary event in your City, State or Province that has not only Rotary senior leaders presenting but major dignitaries, celebrities, and world class speakers; an event that has a reduced cost because it is being spread over 1,000 attendees rather than 100. Imagine a regional service project that has over 100 clubs involved that we can bring our family and friends to share in the amazing hands-on work we are doing in our communities. The possibilities are endless if we can rethink and reimagine how we do things. Rotary Trustee Dean Rohrs has said in my presence multiple times “we must not think outside of the box rather throw the box away”. This has always resonated with me because I take her concept one step farther as I do not see a box at all as I try to look at every aspect of our organization with a lens that is not confined by what we have done before. Let’s create events and opportunities that have never even been thought of before.



Valarie has stressed the team approach in our Zones 28 & 32. As newsletter editor, I know what she means. There really should be someone to be my assistant/backup/replacement. I'm the only one who knows what I receive in the way of articles and news events, and how it goes into the newsletter. We are looking at some kind of online version, where several people could work on each newsletter during the same month.

Is there anyone that you think might be interested in something like that? Are you interested? I'm trying to set up the new version by July so that we can start a new Rotary year with a new newsletter. Send me a [message](#) if you have that interest, and especially if you are familiar with online bulletins.





On Monday, March 29<sup>th</sup> we lost a friend in Zone 28. Dave Hamilton has left an indelible mark on the District Governor class of 20/21, a class that will likely remain friends for life. Dave had such a positive outlook on life despite the obstacle he faced and showed a strength all of us would hope to have. On behalf of Mark and I, and the Rotary International Board, our sincere condolences to his partner Tanya Hall, the Hamilton family and Dave's Rotary family in D5040.

*RID Valarie Wafer*

Dave Hamilton had a smile a mile wide with an amazing grin that was contagious. His engaging personality, and energy to serve others naturally drew others towards him, wanting to get to know him better. Dave took every opportunity to make a difference, challenging others to join him and participate. If it hadn't been done before it was time that it happened. He never complained about his own inabilities, or short comings. He was involved in everything, and gave 110%. He led by example and brought everyone along with him.

I refer to Dave's way of living which was from one of his favorite quotes from Martin Luther King, "Life's most persistent and urgent question is – what are you doing for others?"

Our DG class is a solid group of Governors, testament to the turn out for his Zoom tribute on March 27<sup>th</sup>. We have leaned on each other, supported each other, and have grown together in the most challenging times. Dave's love for his classmates, and leadership will be a part of each of us for the rest of our days.

Love and prayers for our dear friend and classmate Dave,

*DG Mary Turner, D5360, Southern Alberta and Western Saskatchewan*

Dave Hamilton was an inspiration and role model to this special class of 2020/2021 Governors in Zone 28/32. He embodied what Rotary is all about, serving others, leading with distinction, fearless in his attempt to promote, preserve and celebrate Rotary so that we can grow in these difficult times. The amazing turnout at his Zoom tribute on March 27 was evidence of the support and love he showed to us since we all met in Montreal at Governor training in September 2018. From there, every Governor training session was an adventure with Dave! Our class bonded like no class before courtesy on in person training and Zoom technology.

This was DG Dave Hamilton: "A Rotary life well lived comes out of a curious blend of optimism, practical wisdom and an openness to accepting and facing whatever shows up, good or bad". He never complained nor wanted anyone to know he was hurting, an example for us all!

Rest in Peace Dear Friend,

*DG Tony Marmo D7210 Hudson Valley New York*





## Calendar of Events

**April 17-24**—Great Lakes Watershed Cleanup



**September 23, 2021**—Virtual GETS Graduation

**November 2, 3, 4, 2021**—Zone 28/32 Online Summit

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

**May 27-31, 2023** — RI Convention, Melbourne, Australia

**June 8-12, 2024** — RI Convention, Singapore

**June 21-25, 2025** — RI Convention, Calgary

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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)

Facebook:

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

April is Maternal and Child Health Month



Rotary District 7090  
Centre for Coaching



### Learning Opportunities

- Supportive Practice
- Learning & Exploring
- Observation & Feedback
- Competency Development
- Practical and relevant in Rotary and in business

### Coaching as a New Leadership Model

Coaching in Rotary is about engaging in new ways with an individual or group to build a positive relationship. This approach empowers people to maximize their potential by developing creative ideas and solutions through inspiration and innovation. Through coaching Rotarians become vibrant, inspirational leaders who champion club growth and engagement.

**3 Part Certificate Series starts Saturday, April 10, 2021**  
Register now:

<https://zoom.us/j/99760634160?pwd=TVBkTFM1Ui84U1RzS>

*"What a huge success! I hope that you were able to feel the positive feedback from the group. I can tell you that it was the best feedback I have received from the group in my three years as Assistant Governor Coordinator," Robert Morrow, District 7090.*

**LIMITED SPOTS: April 10, May 8, June 12, 2021 ~ 10:00 am – 12:00 pm EST**

## Rotary GOVERNOR TRAINING & ONLINE SUMMIT

Zones 28 & 32

Virtual Governor-Elect Training Seminar Graduation—  
September 23, 2021

Zone 28-32 Online Summit—  
November 2nd, 3rd & 4th, 2021

**You and your community of all ages are invited to join a global audience to celebrate the shared values and 75-year history of Rotary and the United Nations:**

**75 Years of Action: Rotary & The United Nations**  
**(Celebrate 75 Years of Action between Rotary & the UN)**

**Saturday, 10 April, 2021**

**10:00 - 13:00 U.S. Eastern / 16:00 – 19:00 Central European / 17:00 – 20:00 East Africa**

Since helping to charter the United Nations over 75 years ago, Rotary members and the United Nations have worked together toward peace and addressing humanitarian issues around the world- chief among them, the eradication of polio.

This live-stream event will feature notable service projects and offer “behind-the-scenes” talks with leaders from the United Nations and the Rotary world, as well as personal reflections from Rotary members of all ages- including Interactors and Rotaractors- supporting the Sustainable Development Goals through acts of service.

Expected highlights:

- **Special interviews with Téa Leoni**, actress and UNICEF Goodwill Ambassador, and **Melissa Fleming**, United Nations Under-Secretary-General for Global Communications
- **United Nations welcoming by Stéphane Dujarric**, Spokesperson for the United Nations Secretary-General António Guterres
- Rotary members and leaders including RIP **Holger Knaack**, RIPN **Jennifer Jones**, RID/Incoming RIVP **Valarie Wafer**, Past TRF Trustee **Carolyn Jones**, & First Female Rotary Club President **Sylvia Whitlock**
- Call-to-Actions by representatives of various **United Nations Offices and Agencies**
- **Spotlights on Rotary/Rotaract/Interact service projects** that support the Sustainable Development Goals

**MEET THE  
SPEAKERS**



**Holger Knaack**  
Rotary International  
President 2020-21



**Melissa Fleming**  
United Nations  
Under-Secretary-General for  
Global Communications



**Jennifer Jones**  
Rotary International  
President-Nominee



**Stéphane Dujarric**  
Spokesman for the United  
Nations Secretary-General  
António Guterres



**Valarie K. Wafer**  
Rotary International  
Director 2020-22



**Téa Leoni**  
UNICEF Ambassador and  
UNICEF USA National  
Board Member



**Judith Diment MBE**  
Dean of the Rotary  
Representative Network



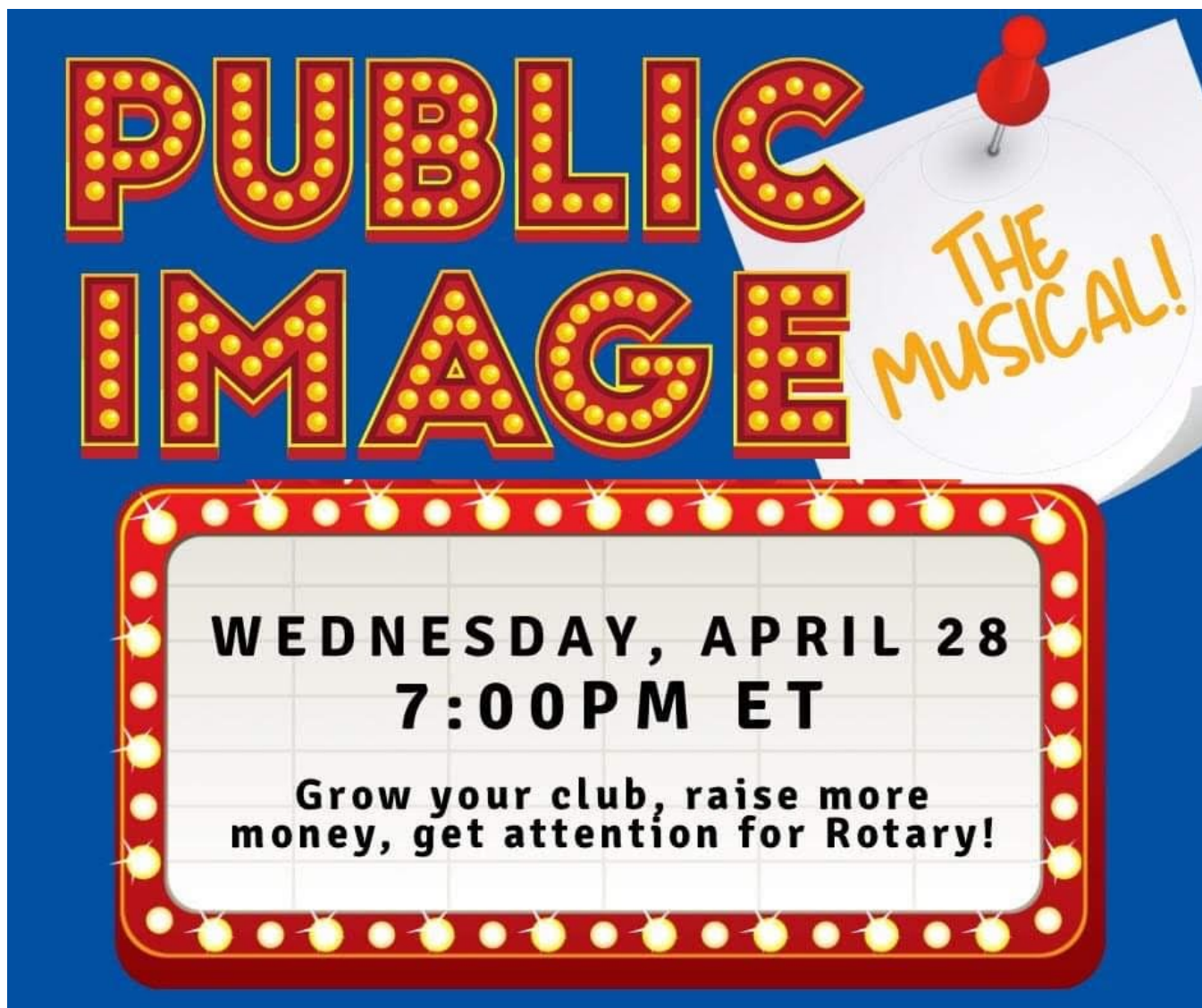
**Carolyn Jones**  
First Female Trustee of  
The Rotary Foundation



**Dr. Sylvia Whitlock**  
First Female President of  
a Rotary Club

Please RSVP [via the event website \(https://www.75yearsofaction.live/\)](https://www.75yearsofaction.live/) + share the event on [Facebook](#) or [LinkedIn](#) with #75YearsOfAction. You are also welcomed to [nominate an ongoing or future service project](#) led by a Rotary/Rotaract/Interact club to be featured during the event (deadline 3 April 2021). The goal is to offer the global audience opportunities to take action on or after the day of the event.

*The event is convened by Rotary District 7230, home of the United Nations Headquarters in New York City, in partnership with the [Rotary Representative Network](#), as well as Rotary District 1990 and Rotary District 2080, and Rotary District 9212- each home of unique United Nations Agencies and Offices in New York City, Geneva, Rome, Nairobi and Addis Ababa.*



## **Zones' Public Image Teams Host Special Event**

The Zones 28 and 32 Public Image teams are proud to announce a special event to share high-end marketing techniques for all of our Rotarians.

*Public Image The Musical* will happen as a virtual event at 7PM on Wednesday, April 28 at 7PM ET. This fast-paced Zoom event features members of our Rotary Public Image Coordinators (RPICs) and Assistant RPICs sharing success strategies for growing your club, raising more money and getting attention for Rotary. Attendees will learn important skills such as video marketing, Facebook analytics, Instagram engagement, and making the most of our Rotary database. RPICs Michelle Morrow O'Brien and Michael Angelo Caruso (Zone 28) and Nikki Mederos (Zone 32) are anticipating a fun session with lots of aha moments for you. Nearly 100 Rotarians have already registered.

Nikki's Zone 32 PI team consists of Jennifer Aitken, Laura Yuricek Spear, Robert Friend and Amy Luckiewicz. In Zone 28, Michelle and Michael are working with Brad Hollett, Martine Babineau, Kelly Elizabeth Hunt, Dan Dubreuil, Jim Cupper, Rosie Roppel, Marjolein Lloyd, Gus Lopes, Devanka Mukhi, Mary Lou Harrison, Melina Marzaro, and Kristina Hope Ennis.

Register at [https://us02web.zoom.us/webinar/register/WN\\_xSdcxUUGQhWHj1YAtwkwow](https://us02web.zoom.us/webinar/register/WN_xSdcxUUGQhWHj1YAtwkwow)



# Are You Ready for a Rotarian Call to Action?

## What if that Call got you a ticket to the Best Party Ever?!?

Most of you know this, but maybe you are new to Rotary and not really familiar with the Rotary Foundation (TRF). TRF helps Rotarians (like us!) do great projects all over the world with millions of \$\$ in grants every year. We keep TRF going with our donations to the Annual Fund and to PolioPlus, money that comes back to our grant program. What most DON'T know is that in the last year our requests for grants are more than doubled, but our donations are in many districts lower due to the pandemic.

## Do You Plan to Donate to TRF this Year?

We can't do these projects *without* donating to the Annual Fund! We hope that you can find it in your heart and budget to donate to the TRF Annual Fund *every* year, no matter what level. Our goal is "EREY" (Every Rotarian Every Year)! If you can comfortably do it, try for the "Sustaining Member" level. That is a minimum of \$100 USD each year (or \$8.33 per month - which is \$10.58 CDN - which is roughly 2.5 lattes!)

IF you plan to donate as a Sustaining Member this year, then...

## Join the Party!

Make your \$100 donation your ticket to the fundraising Gala event "Celebrating our Foundation!" Around 70,000 Rotarians invited from Alaska, all across Canada & northern USA!! Check out a 2.5-minute intro video at: <https://vimeo.com/513498000>

Get ALL the details & registration at: [bit.ly/TRF-Gala](http://bit.ly/TRF-Gala)

A few details:

- 8:00-9:00 pm EDT (5:00-6:00pm PT) Wednesday 12 May
- Minimum \$100 donation is your ticket.

YOU get the PHF points & tax receipt!

Rotary Celebrities including...

R.I. Director Valarie Wafer  
T.R.F. Trustee Dean Rohrs  
Future R.I. President Jennifer Jones  
P.R.I. Director Jeffry Cadorette  
P.R.I. President Barry Rassin  
PolioPlus Chair Mike McGovern

Other Stars including...

World Champion Flair bartender Tom Dyer  
Pop/Rock singer Barney Bentall  
Rock & Roll Hall of Fame Guitarist Alex Lifeson (RUSH)

AND MORE!!!!



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**Q: WHAT DOES A PASSPORT  
CLUB LOOK LIKE?**



Rotary  
Innovative Club  
Advocates  
Zones 28 & 32

# Creating Passport Clubs

*By the Zone 28 & 32 Innovative Advocate Team*

Are you confused about what, exactly, a Passport Rotary club is? Well, you're not alone! Passport clubs began in 2015 and the first one was built around the concept that mandatory service-hours were required for membership. As they evolved subtle differences appeared, but generally the theme of service as the primary focus for the club remained consistent. Fundamentally, a Passport club is built around our core values of service and fellowship and after that, there are few boundaries!

Of course, the name "Passport" suggests travel, and indeed a relatively common feature of many Passport clubs today is to encourage members to visit other clubs on a regular basis rather than always attend the same meeting. However, more often than not calling a club a Passport club is simply recognition of the new reality afforded by Rotary International's removal of many rules and restrictions on the definition of a Rotary club. Passport clubs today can be just about anything the members want them to be. While this may seem like an insignificant distinction between the new clubs that are forming today and the traditional clubs that we have all experienced for decades, it is really the key to success for "Growing Rotary".

New clubs may have members in the same area that meet at a single location, or members scattered globally that meet virtually, or in some cases a hybrid of small groups or "pods" of members in different locations. Clubs may meet weekly or much less often, and the meeting may look nothing like the traditional meeting with bells, banners, prayers, fines & anthems! Attendance and dues are up to the club. Meetings may be socials, hands-on service, or lawn chairs in a park. Today, Passport clubs redefine their meetings to respond to the desires of the group and are open to all demographics, ideas and formats. A significant point to embracing this new flexibility is that Passport clubs remove barriers for potential members, members who may have a lot to offer Rotary but who may not be attracted to the traditional model of our so-called legacy clubs. People who are:

- Introverts
- Mobility challenged
- Time-limited
- Financially limited
- Geographically distanced from meeting locations
- Parents of young children who don't want to leave them or pay weekly daycare
- Persons caring for elderly parents that don't want to leave them
- People from marginalized groups who may have a perception of Rotary as an exclusive club and are unsure of their welcome

Through Rotary and our service commitment, we create bonds with our communities and each other. When people feel they belong, mental and physical health is stronger, crime rates drop, we are resilient employees, and much more. We also built strong friendships and alliances when we volunteer together. Service enhances our lives in all areas. Let's continue to innovate, to open up opportunities and welcome more people to Rotary because people create powerful change together.

Learn more, visit: [What does a Passport Club look like?](#)



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# Zone 32 Empire Multi-District "Membership Monday" Seminars

## Four-District Training In The Era Of Covid

*By Zone 32 ARC, Scott MacDonell: 7120 DGE Janet Tenreiro; 7170 DGE Evan Kurtz; 7190 DGND Whitney Pangburn*

The Zone 32 Empire NY Multi-district region consists of Districts 7120 (Rochester/Finger Lakes), 7150 (Syracuse/Central NY), 7170 (Binghamton/Southern Tier), and 7190 (Albany/Capitol Region).

In the fall of 2020, the Empire Multi-district membership chairs began a series of 90-minute training seminars for all four districts, using "Membership Monday" as our tag line. Our first seminar in November was entitled "MEMBERSHIP OPENS OPPORTUNITIES". Jason Browne, past president of the State College, Pa. Downtown Rotary Club and Rotary People of Action spokesperson, gave an inspiring keynote focused on his message of *Making Membership Memorable*.

This "nuts and bolts" seminar offered presentations on

Innovative Club Models.

The Club Experience focusing on New Member Orientation and Mentoring Programs.

New Types of Memberships; and

Alternative Meeting Types which explored Service Projects as Meetings, Flexible Meeting Times, Virtual, Hybrid, and Traditional Meetings.

Over 160 people attended.

Our seminar in January was entitled, "DO YOU SEE AND HEAR WHAT I SEE AND HEAR? Focus on Diversity, Equity, and Inclusion (DEI)". This was a powerful and poignant panel discussion moderated by Dr. Sim Covington, Jr. Chief Diversity Officer, Finger Lakes Community College and Canandaigua, NY Rotary Club member. The six panelists told their personal story of dealing with the complexities of DEI in their own lives, sometimes Rotary connected. Our audience of almost 300 saw the panelists address these questions:

For those who are not familiar, what is diversity, equity, and inclusion?

Why should diversity, equity and inclusion be important to Rotary clubs?

How can racially homogenous clubs be intentional about addressing matters of DEI?

What steps can districts/clubs take to move the diversity discussion beyond race?

How can clubs address sensitivity to matters of DEI?

How can Rotary clubs identify community partners to support new diversity initiatives?

Feedback was extremely positive with the recognition that there is much work yet to be done.

Our February seminar entitled "YOUNG PEOPLE SPEAK - It's Time to stretch and Listen" was another powerful and eye-opening seminar. It began with an on-point keynote address by future RI Director Drew Kessler. Over 180 attendees saw a panel of 8 younger Rotarians address the following questions:

Why did you join Rotary?

Tell us your assessment of Rotary's Strengths and Weaknesses?

What has been the highlight of your Rotary Experiences?

Can you share something that was perhaps less desirable about your experiences with Rotary?

What would you change about your club experience to make it better?

We gained many insights, among them these common threads:

Be Flexible. Be inclusive. Be convenient. Be informative. Be action oriented

The culture of Rotary clubs has been the common theme throughout. In keeping with this theme two more "Membership Monday" seminars are scheduled. On April 5, we will explore the development of new Rotary clubs, including cause-based clubs, with D5950 Governor Tom Gump. Success stories will be shared. And, on May 3, our seminar is entitled "Rotary Trailblazer - Sylvia Whitlock". Ms. Whitlock, a true Rotary pioneer, will talk about how to deal with and overcome barriers to Rotary membership.

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## Another Facet of a Global Grant Project

*By Yves Fecteau, ARRFC, Districts 7040, 7790*

When we do a global grant, we have an objective in an Area of Focus, but there is always another facet. In the reefs project in Nicaragua, the project enabled the development of a deaf girl by integrating her into the project. The person in charge of the project, Chris Lemouche, took her under his responsibility. Here is his story:

It is a heartwarming human story that I am experiencing at the moment here in Nicaragua, a fairly long story that has only just begun. This story only exists because there is a World Grant with you, your friends from the Rotary Club of Quebec and the Rotary Foundation on one side, and me with what I'm trying to accomplish in this poor country that is Nicaragua on the other side.

The story includes several actors you know and one person you don't know. Yohana Sánchez, a 19-year-old girl, lives in Ostional and is deaf.

The second reason that connects you to this story goes back three years ago when through a district grant, you funded scuba diving equipment which is, through me, used for our current GG with the reefs. I give scuba diving lessons with this material. It was planned; and the GG project needs divers.

At the level of a Global Grant like ours, the socio-economic impact is essential. I had to consider that once installed on the seabed, these nets undoubtedly require repairs, to be done while diving of course. So, I explained to the four young women of the group who had formed themselves to "make" the nets, they should learn to dive in order to be able to carry out any repairs. The enthusiasm of these girls for this activity was like fireworks at the regional level. This idea that young women can do work that is supposed to be dedicated to men has turned into a social phenomenon that has positive repercussions even in the national political authorities in Nicaragua. We had a visit from the Minister of Tourism who wanted to meet these girls / women who are learning scuba diving.

The idea also occurred to me that this young girl, Yohana, who due to her condition has a difficult life, could be interested in scuba diving. In Ostional, there are not many opportunities despite her particularly good academic level. One of the girls in the group of four who make the nets, Alexandra, speak the sign language of the deaf So it was with her help that I started diving lessons with Yohana. The interesting thing about this episode is that Yohana had never set foot in a swimming pool and discovering this swimming pool Yohana found it an immediate pleasure. Yohana came back from the pool in awe but decided to do like the other girls and put on some snorkel gear on her back and try to see what it's like to be underwater by breathing through a regulator. A week later, without hesitation, she embraced the diving equipment.

This is [how](#) Yohana began to learn various GG works with Alexandra. Whether it is the making and sewing of retention nets, the manufacture of expanding foam buoys, the welding of polyester elements with resin, all those are the manual activities of Nicas Chicas. Of course, Yohana receives a remuneration corresponding to her apprenticeship work. She is learning to scuba dive so she can participate with the Nicas Chicas in the Teach a Man to Fish project.

# Our 2025 Foundation Goal

*By Marilyn Bedell, E/MGA, Zone 32*

Our fellow Rotarians who serve as Rotary Foundation Trustees are responsible for making decisions on behalf of the organization that can be difficult and take courage. As I learn more about the decisions made at the November, December 2020, and January 2021 Rotary Foundation Trustees Meetings, it's become clear to me that there are so many projects Rotarians want to do, but we do not have the resources in the World Fund to accomplish them all.

How can this be fixed? If we want to do *good in the world*, every Rotarian needs to make a commitment to give to The Rotary Foundation. In addition, those of us who have the means to support The Rotary Foundation at a higher level should consider making major gifts to the Foundation or make a commitment through our estate plans.

Our 2025 Rotary Foundation goal is to grow the permanent fund to US\$2.025 billion. At the International Assembly in 2020, Ravi Ravindren shared the following:

"Equally, our Endowment Fund is a great way for all Rotarians to perpetuate their values and create a Rotary legacy, which provides resources for future generations of Rotarians. A strong endowment, my friends, will guarantee the long-term financial stability of our Foundation. Our goal is ambitious, but achievable. The 2025 by 2025 initiative is to build an endowment of \$2.025 billion by the year 2025

By 2025 we anticipate the Foundation's Endowment having a minimum of \$1 billion in net assets, with the balance in expectancies and bequest-type commitments. Imagine the good we will be able to do with a \$2 billion endowment! The investment earnings alone will provide approximately \$100 million for Rotarians to do all kinds of lifechanging projects around the globe, year after year."

In Zone 32 we have over 900 Paul Harris Society members, and of this group, over 200 have made a commitment to leave a gift to our Rotary Foundation at the time of their death. However, that leaves 700 Paul Harris Society members who have not. My question to all of you is, have you asked Paul Harris Society members to be a member in perpetuity by making a \$25,000 commitment to the Foundation at the time of their death?

It is projected that the annual yield on a \$25,000 gift or commitment, with an average 4% return, would generate approximately \$1,000 a year. This would mean these Rotarians and current Paul Harris Society members would become Paul Harris Society Members in perpetuity when their commitment is realized, or outright gift has been fully invested. This also ensure support and resources for future generations to continue to *do good in the world*. In addition, some of these members may consider making even larger commitments to The Rotary Foundation.

Finally, did you know about the Rotary Foundation's partnership with FreeWill.com?

<https://www.freewill.com/therotaryfoundation>

## A gift for you and your future

Rotary has joined with [www.FreeWill.com](https://www.freewill.com) to answer this need. FreeWill is a trusted resource for Rotarians who are looking to legally document simple and intuitive estate plans. This service also allows users to record charitable wishes. There is no charge for the FreeWill tool. You can share your documents with your advisors. As always, estate planning attorneys and other financial professionals continue to be a trusted resource for wills and estate plans.





# Annual Fund District Progress to End of February 2021

Zone 20/21	District	% 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	Rotary Direct Mar-21	Non Giving Clubs YTD	Total Giving YTD
28	5010	55.3%	\$152,100	\$139,212	\$206,309	-32.5%	\$90.05	\$124.81	\$166.01	74	7	\$960,345
28	5040	98.0%	\$160,257	\$200,394	\$172,546	16.1%	\$155.71	\$124.67	\$169.70	155	4	\$303,973
28	5050	69.6%	\$210,265	\$300,870	\$252,736	19.0%	\$125.94	\$102.03	\$143.89	207	4	\$422,765
28	5060	93.1%	\$295,435	\$206,914	\$226,783	-8.8%	\$84.11	\$88.07	\$134.97	176	4	\$322,977
28	5360	35.6%	\$734,312	\$184,442	\$212,766	-13.3%	\$113.09	\$121.65	\$520.16	211	5	\$393,738
28	5370	85.2%	\$200,163	\$192,532	\$175,106	10.0%	\$103.01	\$85.04	\$133.39	250	2	\$326,877
28	5550	21.7%	\$25,535	\$87,296	\$100,152	-12.8%	\$71.55	\$76.63	\$97.82	75	6	\$129,843
28	6290	44.8%	\$122,000	\$106,926	\$121,892	-12.3%	\$40.80	\$45.18	\$113.47	151	15	\$191,083
28	6310	78.1%	\$136,005	\$84,220	\$94,447	-10.8%	\$62.39	\$69.70	\$111.57	55	5	\$119,710
28	6330	59.6%	\$90,819	\$127,259	\$130,158	-2.2%	\$78.17	\$78.22	\$134.46	104	12	\$241,397
28	6360	83.0%	\$143,775	\$79,939	\$107,414	-25.6%	\$35.91	\$45.69	\$74.26	59	12	\$121,912
28	6380	28.0%	\$34,050	\$120,257	\$94,701	27.0%	\$77.04	\$59.19	\$80.45	72	15	\$282,636
28	6400	100.0%	\$281,619	\$173,793	\$150,337	15.6%	\$114.56	\$94.49	\$176.18	172	3	\$367,491
28	7010	82.5%	\$130,295	\$129,477	\$134,850	-4.0%	\$90.99	\$92.24	\$127.38	137	8	\$270,786
28	7040	56.9%	\$75,531	\$92,167	\$69,865	31.9%	\$57.21	\$41.07	\$81.02	115	18	\$398,557
28	7070	100.0%	\$175,830	\$233,268	\$221,027	5.5%	\$124.61	\$114.76	\$151.15	106	2	\$480,209
28	7080	27.1%	\$61,749	\$150,555	\$141,351	6.5%	\$103.69	\$92.93	\$123.47	102	6	\$291,132
28	7090	59.1%	\$139,564	\$134,901	\$148,647	-9.2%	\$68.83	\$71.36	\$109.10	136	16	\$341,146
28	7790	26.5%	\$55,743	\$71,365	\$72,888	-2.1%	\$46.04	\$44.42	\$72.14	75	16	\$131,329
28	7810	67.5%	\$54,205	\$51,481	\$51,243	0.5%	\$52.75	\$50.64	\$77.15	89	10	\$82,804
28	7820	20.0%	\$34,958	\$65,917	\$72,820	-9.5%	\$47.35	\$49.57	\$70.36	264	7	\$183,042
32	7120	97.0%	\$182,575	\$126,509	\$147,049	-14.0%	\$57.01	\$64.92	\$106.11	126	11	\$191,489
32	7150	39.0%	\$35,000	\$43,429	\$55,672	-22.0%	\$41.68	\$51.36	\$76.42	84	8	\$195,079
32	7170	100.0%	\$83,350	\$68,561	\$58,364	17.5%	\$55.47	\$44.90	\$70.06	79	12	\$152,942
32	7190	79.5%	\$77,550	\$58,993	\$49,742	18.6%	\$57.39	\$46.40	\$94.23	71	8	\$68,253
32	7210	64.3%	\$103,960	\$124,154	\$68,642	80.9%	\$81.57	\$44.34	\$107.22	123	7	\$152,196
32	7230	42.2%	\$37,655	\$91,212	\$65,627	39.0%	\$83.45	\$57.57	\$123.01	35	13	\$206,482
32	7255	14.7%	\$17,700	\$61,712	\$99,199	-37.8%	\$40.55	\$61.81	\$127.10	115	22	\$123,066
32	7390	46.5%	\$152,400	\$182,068	\$216,866	-16.0%	\$83.94	\$95.20	\$135.14	100	5	\$233,159
32	7410	14.3%	\$23,850	\$46,895	\$35,996	30.3%	\$43.30	\$33.39	\$78.28	47	13	\$165,809
32	7430	89.1%	\$168,060	\$131,396	\$135,027	-2.7%	\$72.16	\$75.69	\$139.52	154	3	\$240,896
32	7450	45.1%	\$86,300	\$95,992	\$127,672	-24.8%	\$74.82	\$97.46	\$146.57	146	6	\$186,880
32	7475	42.7%	\$69,460	\$74,696	\$83,915	-11.0%	\$37.61	\$41.92	\$133.65	51	24	\$542,438
32	7490	34.7%	\$27,293	\$35,182	\$38,904	-9.6%	\$31.47	\$32.83	\$51.36	43	24	\$180,022
32	7505	45.9%	\$68,700	\$79,793	\$64,906	22.9%	\$40.02	\$31.26	\$84.44	58	26	\$171,921
32	7780	97.6%	\$158,100	\$140,533	\$142,690	-1.5%	\$92.03	\$88.57	\$143.96	99	3	\$287,377
32	7850	17.1%	\$26,800	\$63,429	\$72,777	-12.8%	\$51.86	\$57.21	\$99.44	42	9	\$80,236
32	7870	24.1%	\$29,300	\$71,027	\$56,359	26.0%	\$38.02	\$29.16	\$61.00	41	18	\$223,159
32	7890	64.3%	\$103,610	\$94,507	\$99,313	-4.8%	\$53.54	\$52.21	\$89.76	75	13	\$179,389
32	7910	55.1%	\$78,900	\$62,024	\$51,249	21.0%	\$50.34	\$40.35	\$69.56	27	12	\$76,253
32	7930	51.1%	\$75,200	\$92,518	\$99,145	-6.7%	\$55.73	\$56.56	\$156.42	44	10	\$114,948
32	7950	50.8%	\$75,908	\$78,501	\$79,194	-0.9%	\$39.99	\$38.94	\$75.43	74	18	\$167,461
32	7980	100.0%	\$293,400	\$139,223	\$133,324	4.4%	\$71.54	\$65.94	\$152.75	128	8	\$211,684

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## Virtual Events? Use Our Advice

*By Michelle O'Brien, RPIC, Zone 28 West*

When comparing platforms, it's really important to distinguish between webinars and virtual events. A virtual event is something more expansive, which could include roundtable discussions, presentation tracks, virtual booth space, virtual meeting places and hundreds of participants.

We recently spent several months at Pacific Northwest PETS evaluating and testing various platforms, and here are my thoughts:

**Virbela** – Truly the Ferrari of virtual event hosting--and we discovered that it is a VERY HEAVY LIFT for everyone involved. The platform aims to recreate conference, event and classroom environments and interactions by offering a range of sophisticated features. Users can actually move through virtual spaces and customize their avatars to interact with other users in ways that are not possible in traditional video conferencing setups, like shaking hands, high-fiving, and much more. Virbela boasts everything from a virtual concert hall, Expo Hall, Auditorium, and even a beach with boats that can be driven...it's literally amazing. It can also be spendy if you are using a private customized campus. Juggling hundreds of participants with widely varying tech abilities, hugely varying internet speeds and different platforms (Apple vs PC), this took three months of heavy training to pull this off on the PETS staff side, and we found it to be difficult for our attendees, especially 500 of them! We found that this platform would be best used for small groups, such as a day-long leadership academy. For a group of less than 50, Virbela offers an extraordinary experience in comparison to others.

**Hopin**-- A virtual venue with multiple interactive areas that are optimized for connecting and engaging. Attendees can move in and out of rooms just like an in-person event and enjoy the content and connections you've created for them. The best part about Hop In, is that it mimics to a certain degree Zoom--but with more bells and whistles. The cost is reasonable, too. The results, according to the company, are high show-up rates, low drop-off rates, and happy attendees. We would recommend using Hop In for a multi-classroom setting, or a situation in which you are aiming for attendees to move freely around various rooms to visit with vendors, table topics, etc. You can also sell tickets for your event! Here in Alaska, Hopin is being embraced by many non-profits for conferences, and the results seem to be positive for them. I wish we had utilized this.

Bottom line? Be very careful about which platform you choose if you are going to take your virtual event to the next level. I would advise you to thoroughly investigate the processes of the company to ensure a smooth launch, AND THEN, truly think about the tech capabilities of your attendees. However, if you do decide to take your event to the next level, both of these platforms offer something that Zoom or Go to Meeting can't begin to touch. Good Luck--and for more information feel free to reach out anytime.



## Endowment / Major Gift

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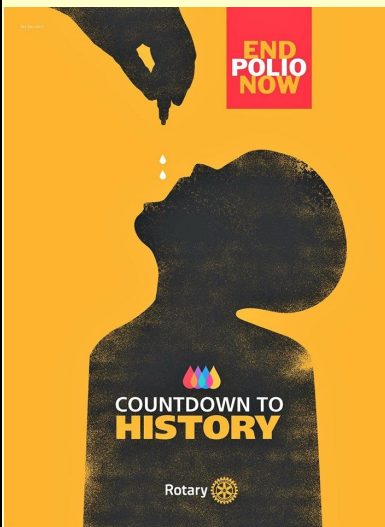
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## Many Small Gifts One Big Impact!!! Success in District 5550 By Participation!

*By PDG Pat Chernesky, PolioPlus Chair District 5550*

Our theme “Rotary Opens Opportunities” inspired me to do just that!

To help meet our # 1 goal of eradicating Polio, a challenge was issued to our 46 clubs to have each member donate “\$20.20” by World Polio Day on October 24<sup>th</sup>, 2020. I had recalled a similar challenge to donate \$26.50 to our Foundation on the occasion of its 100th Anniversary. This quickly sparked interest and many Rotarians stepped up to the plate, going above and beyond, resulting in a dramatic increase in giving over the previous year.

Cash donations to the end of November were up 73% over 2019-2020. Club participation numbers were also up significantly this year. By end of November 80% of clubs had donated to PolioPlus compared to only 46% in 2019-20. To date 85% of clubs have made cash donations.

The 2020 Challenge alone resulted in contributions of \$26,016.00. Fourteen clubs achieved 100% of their members participating. The Rotary Club of Dryden issued a challenge to all clubs to achieve this 100% giving. Many clubs matched their members’ donations of \$20.20.

To me, this small “ask” resulted in a significant increase in giving because many more were able to participate.

**“Great things are done by a series of small things brought together.”**

*by Vincent Van Gogh*



## Receive Covid-19 Vaccine and Donate to PolioPlus

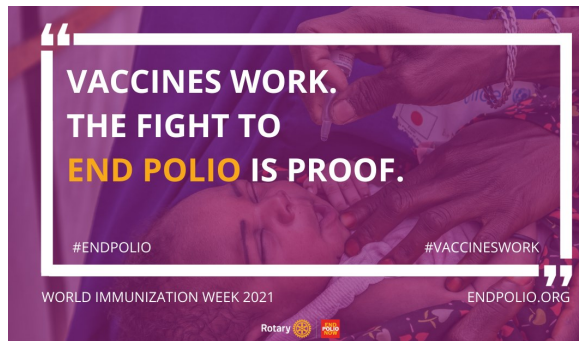
*By Linda Robertson, EPNC Zone 28W*

After receiving my first dose of a Covid-19 vaccine on March 2<sup>nd</sup> I made a special “Thank you” gift to End Polio Now. Rotarians around the world are being encouraged by RI President Holger Knaack to donate the cost of their COVID vaccine to PolioPlus. He is recommending \$25.00 US.

He says, “getting the vaccine has a dual benefit: protection from Covid and contributing to the global response, and ensuring children are also protected against polio, critically important now as the COVID pandemic has significantly disrupted health services.”



PDG Pat Chernesky's story in this issue about District 5550 fundraising reminds us what a difference many small donations can make. For example, if 50% of Rotarians in Zones 28 and 32 receive a COVID vaccine by June 30<sup>th</sup> and send a donation of \$25.00 US to End Polio Now it will add more than \$400,000.00 US towards Rotary International's \$50 Million US PolioPlus fundraising goal for 2020-21.



World Immunization Week is held the last week of April and this year End Polio Now has developed a Tool Kit which is available in its Resource Centre. There will be lots of connections made between Polio and Covid during World immunization Week and a good time to promote vaccinations and donations.

## Drop to Zero Update

*By Jeffry Cadorette, PRID*

Many of you remember the Drop to Zero Challenge from the last Rotary year in our two Zones. The challenge was, if our two Zones could raise their cash giving year on year to PolioPlus by 5%, I would jump out of a perfectly good airplane.

You responded enthusiastically. You met the goal a month early and ultimately surpassed the goal. (The rumor that the enthusiastic response was because many believed I would jump from that plane without a parachute is fake news)

Unfortunately, the pandemic interfered with the plan for the jump to occur in the 2019-2020 Rotary year.

We have not forgotten about our promise. The pandemic is now waning with the rollout of multiple vaccines. I have now been fully vaccinated and with that new level of immunity, I'm now comfortable jumping from a plane strapped to an experienced skydiver and hurtling toward earth at terminal velocity without a mask on.

As the pandemic continues to wane and as the weather warms, it is our plan to jump before the end of this Rotary year.

We'll update you on the time and location of that jump once that has been determined.

In the meantime, thank you again for your support of PolioPlus last year. Your increase in cash giving was instrumental in our organization meeting the 50-Million-dollar global goal necessary to unlock the full match from the Bill and Melinda Gates Foundation. We appreciate you.

**ZONE 24 & 32 DROP TO ZERO CHALLENGE**

**INCREASE Polio GIVING by 5%**

**AND**  
Rotary International Director  
**JEFF Cadorette\***  
**will jump out of an airplane!**  
(Hopefully with a parachute)

**Based on combined district totals by 30 April 2020 compared to 30 April 2019**

**\*With Director-elect Valarie Wafer and other team members to be announced.**