



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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Zone 24: Canada, Alaska,
Russia (east of the Urals),
Parts of the northern U.S.,
St. Pierre and Miquelon
Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
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Blog: <http://greatideastoshare.com>
<http://zoneinstitute.net/>



August 2014

Growing Our Membership

Last month I challenged all of you to sponsor a new member into Rotary before September 2014. Being a strong believer in *"leading by example,"* I want to introduce you to the new member who I sponsored in late June. The young woman in the picture (to the left) is Kate-Marie Roycroft. She's an advocate for the YMCAs in Massachusetts and now the newest member of the Melrose, MA Rotary Club. Kate-Marie spoke at my Rotary Club in March and made the statement that she would be interested in knowing more about Rotary. None of the members at the table addressed her statement of interest. After waiting a few minutes, I chimed in and invited her to meet with me so I could learn more about the summer reading program at the Y and answer her questions about Rotary. A few weeks later we met and had a great conversation. We talked about her work, what her daily schedule looked like, and how she wanted to be involved. We found a date when both of us could make a neighboring Rotary meeting and made plans to attend.

In the meantime, I reached out to the president and president-elect of the Melrose Club to let them know I was bringing a guest. When the day arrived, we went to the meeting together and we were greeted with open arms. The rest, as they say, is history. After a couple of additional meetings and a Fireside Chat, Kate-Marie let me know that she was going to be inducted and asked for me to come to the event. It was a fun meeting and I can tell you that she significantly lowered the average age of the club!

I share this with you for a number of reasons. First of all, Kate-Marie is the first new member that I've sponsored this year and I've asked you to do the same. I have several more on my "potential member list" and want to encourage all of you to work on your own list. I'm also sharing this with you because Kate-Marie expressed interest and it almost went unanswered. That experience made me ask the question, *"how many times do we let potential members slip through our fingers because we don't pick up on the cues they give us?"* How many times do we convince ourselves that they are *"too young, too busy, or too new in their career?"* Or how many times do we think *"I'm too busy to follow-up,"* or *"they'll just say no anyway, so why bother?"* I'm sure we can all come up with a list of reasons for not following up and asking, but the impact of not asking is reflected in the membership number in North America. This information tells us that we are in serious trouble.

You can see your District's data on page 3 of this newsletter. In some cases, the results are encouraging for last year but the overall trend for the last two years is not very good news. We've expanded the Zone 24/32 membership plan this year and worked to make sure that is consistent with the North American Membership Plan. Our plan calls for each District to charter one new club, for each club to increase membership by +1 and for each club to improve its retention of existing members. The good news is that there are resources available to help each District achieve these goals. The Rotary Coordinators (RCs), the Public Image Coordinators (RPICs) and the Regional Foundation Coordinators (RRFCs) and their assistants are all committed to achieving these goals. Please reach out to our Rotary Coordinators, Gayle Knepper (Z-24W), Lynda Ryder (Z-24E) and Karien Ziegler (Z-32) for more information about the Membership Plan for our two Zones and how they can support you.

So I'm going to leave with you the question that I asked last month, ***"If we, as leaders in our Zones and Districts aren't sponsoring new members into our organization, then how can we expect others to sponsor members?"*** Let's start talking with potential members, inviting them to our club meetings and club projects; let's turn these numbers around and let's start now.

Julia

Where Does Rotary Get Those Numbers?



This is a commonly asked question when club leaders look at membership reports, often followed by the comment, "This isn't what we thought."

Do leaders know the current number of members? Ask the president and board members. Is the answer precise? Accurate? Their answer may be a good indicator of membership priority in the club.

Where DO the numbers come from? The official data in these reports and Semi-Annual Reports (SAR) reflects information provided by clubs (preferred method via My Rotary). In most clubs, this is the responsibility of the secretary, working with the membership chair.

A common misperception is that the official records are kept in a club's database. This causes surprise when reports from Rotary reveal a different number or SARs list dues for more members than anticipated.

As we see from the drop between 30 June and 1 July, timeliness of reporting is a significant concern. The required timeline for reporting new and terminated members to Rotary is now within 30 days. In addition, the SAR is changing, effective 1 January 2015. Clubs update member records by 1 January and will subsequently receive an invoice for that number. The adjustment period following the dues statement will be eliminated.

—Gayle Knepper

An in-depth discussion of the information in this article and creative membership strategies is on the agenda for the workshop, "Throwing Away the Box: Membership Strategies that Motivate, Captivate & Get Results" on October 15 in Toronto. A reminder: now is the time for you or a member of your team to register for this specialized session to be held at the Zone Pre-Institute.

Membership Matters

New Data Support Highly Effective Membership Strategies

By Gayle Knepper, Zone 24West Rotary Coordinator

By now, you've noticed the snapshot of membership totals by District in each issue of this newsletter (see next page). The summary quickly shows the overall progress we're making toward our shared Zone membership goals, also as included in the North American plan. We ask you to take a few minutes each month to review the report and ask, "How can I use this information to make membership stronger in my District? What actions can I take?"

This membership summary is also a great tool for District leaders to see the progress of their clubs, as compared to their colleagues, some of whom they may want to contact and ask, "Your District is having great membership growth. What are you doing?"

The North American goals (including Districts and clubs in Zones 24/32) are:

- ◆ Net growth: 3% annually
- ◆ Retention: Increase average rate by a minimum of 2% (over prior year)
- ◆ Clubs: One (or more) new clubs annually while maintaining all existing clubs.

You can find the North American (Regional) Membership Plan at GreatIdeasToShare.com/membership.

These are a few of the many tools now available to help you assess the membership trends and needs of your clubs, and to implement an effective multi-year membership strategy. For example, on Rotary.org, detailed membership reports for download by district and club leaders are:

- ◆ Analysis of District/club growth
- ◆ Club/membership viability
- ◆ Real-time membership statistics
- ◆ Five-year history of membership
- ◆ Membership termination profile by club
- ◆ Retention rates by new/current members



You'll also find ideas on awards for membership and for Club Central, progress toward goals, and more. These reports are also available via your Rotary Coordinator. Combined with the information on Rotary Club Central, Districts have a strong foundation for building a highly-effective membership strategy to engage and retain, as well as to attract Rotarians in demographic groups currently underrepresented in clubs.

In addition, clubs can access reports to launch specific development actions such as re-engagement of past members, which has proven to be an effective strategy in many regions. On rotary.org, for example, club leaders can find a list of all Rotarians who are past members of the club and can be contacted to become re-involved.

Membership reports are in two locations on the website: under the menu path "Manage, Club & District Administration, Reports;" and Rotary Club Central, "View Goals, Your Club, District View, Reports." Both locations can be accessed after logging into "My Rotary."

Retaining members is a crucial need and is the #1 priority for Districts in Zones 24 and 32. Many reports, including the summary in this newsletter, include multiple-year trends as that is an essential aspect of growing membership. For Districts to take meaningful action to build engagement and retention, leaders need information to assess longer-term trends, in addition to the customary July to June period. Your Rotary Coordinator can help your district team with membership reports and resources, and collaborate with you to plan effective membership action for your District.

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Membership Growth and Two-Year History—Final June 30 Figures

| District | July 1, 2012 * | 2013-14 | | | | Two-Year Change | |
|--------------------------|----------------|---------------|---------------|-----------------------------|---------------|-----------------------------|---------------|
| | | July 1 2013* | Jun 30 2014** | # Change | % Change | # Change | % Change |
| | | | | July 1 2013 to June 30 2014 | | July 1 2012 to June 30 2014 | |
| 2225 | 489 | 469 | 500 | 31 | 6.61% | 11 | 2.25% |
| 5010 | 1774 | 1734 | 1736 | 2 | 0.12% | -38 | -2.14% |
| 5040 | 1524 | 1514 | 1503 | -11 | -0.73% | -21 | -1.38% |
| 5050 | 2744 | 2604 | 2658 | 54 | 2.07% | -86 | -3.13% |
| 5060 | 2712 | 2662 | 2629 | -33 | -1.24% | -83 | -3.06% |
| 5360 | 2159 | 2038 | 2003 | -35 | -1.72% | -156 | -7.23% |
| 5370 | 2249 | 2265 | 2279 | 14 | 0.62% | 30 | 1.33% |
| 5550 | 1606 | 1584 | 1523 | -61 | -3.85% | -83 | -5.17% |
| Total Zone 24W | 15,257 | 14,870 | 14,831 | -39 | -0.26% | -426 | -2.79% |
| 6330 | 1943 | 1857 | 1827 | -30 | -1.62% | -116 | -5.97% |
| 7010 | 1580 | 1554 | 1582 | 28 | 1.80% | 2 | 0.13% |
| 7040 ② | 2075 | 1964 | 1922 | -42 | -2.14% | -153 | -7.37% |
| 7070 | 2070 | 2026 | 2032 | 6 | 0.30% | -38 | -1.84% |
| 7080 | 1783 | 1761 | 1724 | -37 | -2.10% | -59 | -3.31% |
| 7090 | 2483 | 2403 | 2447 | 44 | 1.83% | -36 | -1.45% |
| 7790 ② | 1799 | 1761 | 1758 | -3 | -0.17% | -41 | -2.28% |
| 7810 | 1233 | 1200 | 1187 | -13 | -1.08% | -46 | -3.73% |
| 7820 | 1576 | 1591 | 1584 | -7 | -0.44% | 8 | 0.51% |
| Total Zone 24E | 16,542 | 16,117 | 16,063 | -54 | -0.34% | -479 | -2.90% |
| 7210 | 1727 | 1693 | 1675 | -18 | -1.06% | -52 | -3.01% |
| 7230 | 1502 | 1404 | 1395 | -9 | -0.64% | -107 | -7.12% |
| 7255 ① | 1980 | 1799 | 1858 | 59 | 3.28% | NA | NA |
| 7390 | 2435 | 2344 | 2344 | 0 | 0.00% | -91 | -3.74% |
| 7410 | 1033 | 1078 | 1069 | -9 | -0.83% | 36 | 3.48% |
| 7430 | 1894 | 1837 | 1804 | -33 | -1.80% | -90 | -4.75% |
| 7450 | 1607 | 1502 | 1525 | 23 | 1.53% | -82 | -5.10% |
| 7470 | 1274 | 1223 | 1182 | -41 | -3.35% | -92 | -7.22% |
| 7490 | 1256 | 1267 | 1283 | 16 | 1.26% | 27 | 2.15% |
| 7500 | 1201 | 1194 | 1169 | -25 | -2.09% | -32 | -2.66% |
| 7510 | 1165 | 1108 | 1097 | -11 | -0.99% | -68 | -5.84% |
| 7640 | 1222 | 1160 | 1132 | -28 | -2.41% | -90 | -7.36% |
| 7780 ② | 1773 | 1641 | 1650 | 9 | 0.55% | -123 | -6.94% |
| 7850 | 1604 | 1564 | 1579 | 15 | 0.96% | -25 | -1.56% |
| 7870 ② | 2281 | 2181 | 2141 | -40 | -1.83% | -140 | -6.14% |
| 7890 | 2288 | 2227 | 2197 | -30 | -1.35% | -91 | -3.98% |
| 7910 | 1475 | 1493 | 1599 | 106 | 7.10% | 124 | 8.41% |
| 7930 ② | 1916 | 1913 | 1967 | 54 | 2.82% | 51 | 2.66% |
| 7950 | 2462 | 2357 | 2353 | -4 | -0.17% | -109 | -4.43% |
| 7980 | 2362 | 2269 | 2238 | -31 | -1.37% | -124 | -5.25% |
| Total Zone 32 | 34,457 | 33,254 | 33,257 | 3 | 0.01% | -1200 | -3.48% |
| Total 24 & 32 | 66,256 | 64,241 | 64,151 | -90 | 0.14% | -2105 | -3.18% |

*Based on July 1 SAR

** Membership numbers based on official year-end report from RI.

① 7250 and 7260 merged to form 7255 effective July 1, 2013; two-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 7790 to 7040, all effective July 1 2013.



And he isn't even a member — yet!

Get 'em Involved - Even Before They Join

The traditional and proven approach to introducing a potential new member to Rotary is to invite them to a weekly meeting.

This is the process recommended in the article on this page, and it's a terrific concept — after all, how can potentials learn about Rotary if they don't join us at our weekly meetings?

But after all, it's not about the lunch. It's about the service! And potentials will learn even more about Rotary if they are invited to the club's next work party.

There's no better way for someone to find out if they are "right" for Rotary — and for them to get to know the club — than to get them involved right away, whether it's at a fundraiser or a service project. There's also no better way for the potential new member to experience the fellowship of Rotary than to be working alongside club members at the barbecue or elementary school event.

And, when they do join, they will already have "bonded" with a few members of the club, they will know what the committee is all about, and they will have discovered the rush of excitement inherent in "giving back."

Believe me — anyone who is willing to give up their Saturday morning to sell raffle tickets is already be on their way to becoming a committed Rotarian!

—Marty Peak Helman

Membership Matters

New Members – Simple Tools to Get and Keep Them

By Karien Ziegler, Zone 32 Rotary Coordinator

We all know we should be asking our friends if they would be interested in joining Rotary, but we don't. We just can't seem to bring ourselves to broach the subject.

Altruistic people tend to be somewhat bashful. We don't do the things we do because we're looking for acclaim, and we're shy about blowing our own horn. We have to get over that — for the sake of our survival.

We're also concerned that our friends and neighbors don't have the time or money to be a Rotarian, so we just don't mention it to them at all. Why is that our decision to make. I can't speak for you, but the guy who sponsored me in Rotary did me one of the biggest favors of my life; and I still can't afford the time or the cost!



The Strategy

The next time you're at a Rotary meeting, ask the following question: "*How many of you became Rotarians because someone you know spoke to you about Rotary?*" You will be amazed at the response. I've been doing this at every meeting I've attended for the past two years, and on average I'll bet 95% of the hands go up.

We have to retrain our members — every one of our members — to become recruiters. When encountering every single person they meet, they have to remember to ask themselves "*Is this person a potential member of my Rotary Club?*"

That means every one of their friends, neighbors, co-workers, spouses, adult children, friends of their adult children, customers, vendors and every person behind every counter where they shop or do business.

And when you encounter one of those potential Rotarians, you have to **say something!** And what do you say, "*Hey Joe — want to join my Rotary Club? It takes a lot of time and costs a lot of money.*" No, of course not. They would be running for the door without looking back!

What we say is, "*Hey Joe — are you free for breakfast/lunch/dinner next Tuesday? My Rotary Club meets at (restaurant of your choice) and I'd like you to be my guest. No commitment or obligation, just a free lunch. If you think it's something you'd like to learn more about, we can take it from there.*"

How Do We Keep Them?

This is really easy — *You make them feel like they belong!* You don't wait for them to ask to do something, you give them a job...an important job... immediately! Preferably a job with visibility, quick and satisfying results, and a job that will bring them in contact with your other members. You want them to feel an emotional "buy-in" right away so that they feel they are an important member of the club.

And give them good orientation on Rotary, and a mentor...someone who will sit next to them every week for the first six months or so and quietly explain to them what's going on; and what all those acronyms mean that we're so fond of using.

That wasn't hard, was it? Now we just have to **do it!**

Let's Talk Ribs!

By Tanya Wolff, Zone 24 East Rotary Public Image Coordinator

More than 100,000 people came to Etobicoke over Canada Day this year to take part in the four-day Toronto Ribfest.

Hosted by the Rotary Club of Etobicoke, the event, now in its 15th year, is run solely by volunteers. The volunteers, numbering over 300, are largely made up of high school students, community groups and of course Rotarians and friends. All proceeds are returned to the community through charitable donations made by the club.

The Toronto Ribfest is all about the "Ribbers." Professional Ribbers come from across Canada and the U.S. to feed the masses . . . with masses of porky bits, that is. This year, 16 rib rigs were brought in. The Ribbers serve ribs, pulled pork, chicken and beef ribs and brisket. The Etobicoke event attracts more Ribbers than most because of the number of attendees.

All of the lucky patrons have the opportunity to vote for the best tasting ribs and one Ribber is crowned as the People's Fav. The competition is fierce and the awards are highly coveted. There are tons of activities, and lots of food to be had ... and beer!

But in addition to enjoying the ribs, we can learn from Rotarians in the Etobicoke club about attracting an audience — and sharing the Rotary story once they have their attention.



Photos: Peter Dusek

The event has a dedicated website and Facebook page, but astonishingly, 146,000 results can be found regarding Toronto Ribfest on Google. They even have a mobile app. Traditional media works as well: The organizers put up 300 three by five foot signs throughout western Toronto prior to the festival. Dozens more signs promote the work of the club and Rotary International throughout the park, and all 300 volunteers at the event wear Rotary shirts. And this year, Ontario MPP Yvan Baker, who is also an Etobicoke Rotarian, stood up in the legislature to talk about Rotary and the ribfest. Check out the video: <http://youtu.be/rQ6LbAmZbY8>.

A Rotary pavilion, the largest tent in the festival, accommodates Rotary information and partnership displays. This year, the club's work in Uganda and India were highlighted. The pavilion also shone attention to the World Pride Festival, of which they are an affiliate event. The club accents their financial support of the Arts Etobicoke program for vulnerable LGBTQ youth. The club also showcases its Community/Vocational Service work with MicroSkills. It's a \$300,000 partnership with the Toronto West club to expand a youth skills and training centre.

The club benefits from the Toronto Rotary Food Initiative, a partnership of several Toronto-area Rotary clubs. The club has supported 90 community organizations and dozens of international organizations through the event in recent years. Community groups that are involved have an opportunity to say a few words on stage which is broadcasted on the four giant TV screens. And this year, while all this was going on, organizers made sure that attendees didn't miss their World Cup soccer action!

To learn more about Toronto Ribfest and their Public Image successes, please contact Etobicoke Rotarians Hugh Williams hugh@dynamicplanet.com or Justin Di Ciano justin@torontoribfest.com

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Public Image

It Takes More than a New Logo

By Peggy Hebden, past Zone 24 East Public Information Coordinator

You've heard a lot of talk about our new logo. But the logo is a small part of our effort to strengthen Rotary clubs worldwide.

**Rotary... "UNITES LEADERS" ...to "EXCHANGE IDEAS" ...and "TAKES ACTION"
to improve our local communities...everywhere.**

This is Rotary's core. It's what makes Rotary a strong force in communities all over the world. I hope that your club will want to adopt these findings, and communicate all of Rotary's advantages with greater strength and consistency.

Why did Rotary undertake this initiative? Initially, the Trustees and Board posed three very important questions.

- ◆ **WHAT** does Rotary stand for?
- ◆ **HOW** are we different? ...different from other nonprofits, and even for-profit corporations that support worthy causes?
- ◆ **WHY** does it matter?



Every organization in the world must answer these questions. And it became the number one objective for Rotary to learn the answers. Because... People **do not know** Rotary.

Our own Public Image Surveys, reached a wide cross-section of prospective members around the world, to give us great insight. The findings are:

- ◆ Four in 10 have never heard of us. Another four in 10 have heard of our "name only."
- ◆ Only two in 10 claim to have "some familiarity" with Rotary. Unfortunately what much of this group knows is colored by misperceptions and half-truths.

The findings concluded that Rotary is not earning full credit for the good work it does in communities around the world. As a result...it is **HARDER** for Rotary to attract the new members and volunteers needed to **ACHIEVE OUR FULL POTENTIAL**. This is important because we want people to understand the great work we do...so they will want to join us...and we can grow and increase our impact.

Every organization has a personality...a voice. And looking at Rotary's personality through the lens of research, we identified four attributes that, taken together, make us unique.

- ◆ The first attribute of our voice is **SMART**. We see challenges from different angles applying our expertise to solve social issues.
- ◆ The second attribute is **COMPASSIONATE**. We have a heightened emotional understanding of the people we're trying to help.
- ◆ The third attribute is **PERSEVERANCE**. We have determination and drive.
- ◆ The fourth voice attribute is **INSPIRING**. This reflects our ability to motivate others to act by conveying hope, enthusiasm, and passion.

Our voice gives us a fresh way of talking about our organization—and living the Rotary experience. Incorporating the four voice attributes into our Rotary experience will inspire and motivate Rotarians...and others who want to connect with us.

Teaching Youth to Give Peace a Chance

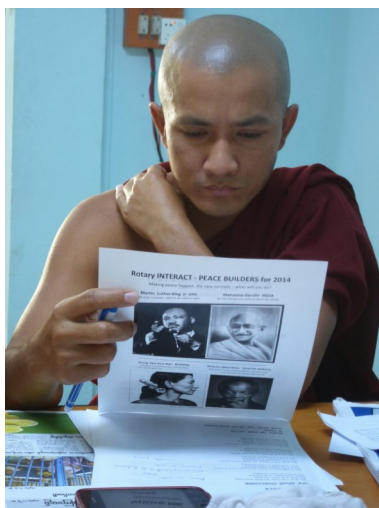
In response to then-RI President Sakuji Tanaka's call for Rotary projects to promote peace and conflict resolution, District 7490 in New Jersey developed a long-running program that would challenge students to do a peace event in connection with International Peace Day each Sept. 21.



The program was conceived and developed by Charlotte Bennett Schoen, Peace and Conflict Resolution Chair in the New Jersey District. She brought to the assignment her experience working with non-profit groups in Southeast Asia, and specifically, her contacts with NGO Smile based in Yangon, Burma.



The District 7490 program debuted at the District Interact Conference in 2013. A group of 150-200 Interactors were introduced to the 2011 documentary, "The Lady," about the work and personal courage of Burma Democracy leader Aung San Suu Kyi. As a follow-up, the District provided material that included both the film and suggested peace projects that would link to International Peace Day. A DVD of "The Lady" was distributed to all clubs in D-7490.



Meanwhile, in Burma, Smile Education and Development Foundation advertised peace workshops, where the film was shown and copies of the Nicholas Kristoff and Sheryl WuDunn bestseller, "Half the Sky," were distributed. Bennett Schoen led workshops and group discussions focused on peace activism and the role of peace in interfaith religions. The Burmese participants were also taught to sing the American civil rights classic, "We Shall Overcome."

Back in New Jersey, in 2014, using the theme: "Making peace happen—What will you do?", the District 7490 Interact Conference highlighted peace icons Martin Luther King Jr, Mahatma Gandhi, Aung San Suu Kyi and Nelson Mandela. Also discussed was the bravery and outreach of Malala Yousafzai, and again, possible projects that the students could use to link to International Peace Day. A local distributor of Ben & Jerry's provided 200 ice creams in accordance with its corporate philosophy to support peace initiatives.

Meanwhile, on the other side of the world, attendees in Yangon, Bago and Mandalay, Burma, each received copies of the book, "I Am Malala," which is now available in Burmese. Workshops organized by Smile NGO and led by Bennett Schoen included work in interfaith religions, "We Shall Overcome," and lessons from peace builder icons. A local NJ Rotarian provided the funding to purchase ice cream for the students in Burma. The Ben & Jerry's peace story is very effective worldwide! All workshop attendees and Smile staff received a copy of "I Am Malala." Also in 2014, Rotaractors at the Princeton, NJ, District conference were introduced to this peace building material.

The project just keeps growing: FAITHSPACE, a peace/interfaith photo project, was seen by 3000 people at a Yangon shopping mall in March. And late last month, FAITHSPACE USA, a pop up, interactive show, was displayed at the Paramus Peace Park in New Jersey. Banners from the Rotary Action Group for Peace (RAGP) were included in the show. Plans are underway for the exhibit to be shown at Bergen Community College campuses, where it will be integral to their peace building curriculum and International Peace Day this coming September.

Through this project, youth in both Burma and the United States have been introduced to the stories of peace building icons, and have been asked to use these stories to develop peace projects of their own. The project only shows signs of expanding, and in addition to students has already touched NGO staff, Buddhist monks and nuns, and the students and faculty of one of the largest community colleges in the U.S. And the peace building project can only continue to grow into an indefinite future!



After the Ambassadorial

Rotary's overall scholarship statistics for 2013-14 were quite strong. During the first year of new Foundation guidelines, The Rotary Foundation approved 175 Global Grant scholars and 474 scholarships through District grants.

By contrast, in 2012-13, the final year of the Ambassadorial Scholarships, TRF awarded 403 scholarships. It should be noted that 80 percent of the Districts participated that year. Under the new model, Districts can take advantage of the Global Grant "match," so the expectation is that more Districts — including those in low-income regions and with less DDF — will be able to participate.

Further, The Foundation's "denial rate" for scholarships during 2013-14 was 9 percent, slightly less than the 11 percent denial rate for all Global Grants.

These numbers do not include the Peace Fellows, who are supported by the endowment (formerly the Permanent Fund) of The Rotary Foundation. Ninety new Fellows were announced this October, to add to the 91 who were named in 2012-13.



2013-14: 739 Total TRF Scholars

175 Global Grant scholars
474 District Grant scholars
50 Peace Fellows - Master's program
40 Peace Fellows - Certificate program

2012-13: 494 Total TRF Scholars

403 Ambassadorial Scholars
50 Peace Fellows - Master's program
41 Peace Fellows - Certificate program

Foundation Facts

Safeguarding The Foundation's Financial Future

The easiest way to set the scene for The Foundation's new funding model is via an extract from a presentation given by Past Trustee Stephanie Urchick, which lays out the basics of the new funding model that will come into effect on 1 July 2015.

"Our Foundation has been Doing Good in the World for almost a century, thanks to the generosity and hard work of Rotarians like you. While contributions have primarily funded programs, strong investment returns over the years have been used to fund operating costs. This strategy of funding operating expenses from investment returns, year after year, wasn't sustainable throughout the recent financial crisis, mostly because we didn't use the returns from the good years to build up our reserves.

"Our Foundation ended up in a better financial position than many nonprofits, but those tough times caused Rotary to consider what actions might be needed to ensure another century of strong programs. Recognizing that financial markets will continue to be volatile, the Trustees have developed an enhanced strategy to achieve long-term financial sustainability.

"The Trustees have agreed that our first priority must be to ensure that we have sufficient resources to operate our Foundation. Given the current -- and foreseeable -- environment of volatile investment markets, we need additional sources to provide sufficient and more reliable funding.

Our second priority is to build a reserve to keep our organization operating if annual funding sources are not sufficient. Effective 1 July 2015, we will draw on new sources of funding to help operate our Foundation and build a strong reserve:

- ◆ 5% of Annual Fund Contributions
- ◆ 5% of Cash Contributions to fund Global Grants
- ◆ 10% or less of *select* corporate gifts

"Once the operating reserve has reached its target of funds, any surplus will be moved to the Endowment Fund. The surplus will generate spendable earnings to fund the Foundation into the future, and ensure that our Foundation can continue its good work in the world.

"It is important to note that this new funding model will have no impact on District Designated Funds, or on the three year investment cycle."

The basic information and an explanation of the 'what' and the 'why' of the new funding model is shared in a brochure available on rotary.org. You can download it here: <https://www.rotary.org/en/document/127721>

Already, there have been many questions about this change, and there will be many more to come, as change is not easy. Rotary is working on training modules and further information documents to ensure a smooth transition, so please contact your Regional Rotary Foundation Coordinator for your Zone if you wish to have any further information or just want to discuss this with them.

— Dean Rohrs, Zone 24 West Regional Rotary Foundation Coordinator



Rotary Foundation Annual Fund—District Progress Report — 2013-14

| | July 1, 2013 | | | Annual Fund Giving | | | Per Capita Giving | | 2013-14 |
|----------------------|----------------|--------------|--------------------|--------------------|--------------------|--------------|-------------------|-----------------|--------------------|
| District | No. of Members | No. of Clubs | District AF Goal | 2013-14 | 2012-13 | % Change | 2013-14 | 2012-13 | Total Giving |
| 2225 | 469 | 27 | \$47,550 | \$31,716 | \$19,986 | 58.7% | \$67.72 | \$40.87 | \$42,136 |
| 5010 | 1734 | 40 | \$325,786 | \$311,383 | \$336,392 | -7.4% | \$179.58 | \$189.62 | \$437,753 |
| 5040 | 1514 | 51 | \$225,032 | \$298,025 | \$270,687 | 10.1% | \$196.85 | \$177.62 | \$449,929 |
| 5050 | 2604 | 58 | \$379,642 | \$424,857 | \$445,929 | -4.7% | \$163.16 | \$162.51 | \$623,857 |
| 5060 | 2662 | 59 | \$290,376 | \$390,828 | \$425,847 | -8.2% | \$146.82 | \$157.02 | \$508,182 |
| 5360 | 2038 | 48 | \$269,314 | \$902,109 | \$944,140 | -4.5% | \$442.64 | \$437.30 | \$1,409,080 |
| 5370 | 2265 | 61 | \$243,190 | \$349,417 | \$306,497 | 14.0% | \$154.27 | \$136.28 | \$912,628 |
| 5550 | 1584 | 47 | \$123,210 | \$152,820 | \$170,903 | -10.6 | \$96.48 | \$106.42 | \$211,248 |
| 6330 | 1857 | 61 | \$147,475 | \$198,645 | \$210,891 | -5.8% | \$106.97 | \$108.09 | \$401,391 |
| 7010 | 1554 | 44 | \$249,200 | \$266,950 | \$269,687 | -1.0% | \$171.78 | \$171.01 | \$467,404 |
| 7040 ^② | 1964 | 69 | \$115,010 | \$184,297 | \$165,223 | 11.5% | \$93.84 | \$80.32 | \$352,268 |
| 7070 | 2026 | 54 | \$229,388 | \$313,031 | \$331,792 | -5.7% | \$154.51 | \$159.67 | \$516,400 |
| 7080 | 1761 | 49 | \$250,571 | \$276,651 | \$322,138 | -14.1% | \$157.10 | \$170.86 | \$465,239 |
| 7090 | 2403 | 70 | \$278,842 | \$323,879 | \$359,350 | -9.9% | \$134.78 | \$142.60 | \$518,707 |
| 7790 ^② | 1761 | 52 | \$61,265 | \$105,710 | \$116,494 | -9.3% | \$60.03 | \$65.04 | \$209,783 |
| 7810 | 1200 | 39 | \$70,635 | \$95,506 | \$94,875 | 0.7% | \$79.59 | \$76.08 | \$142,226 |
| 7820 | 1591 | 46 | \$187,420 | \$123,322 | \$116,893 | 5.5% | \$77.51 | \$74.12 | \$273,022 |
| Total Zone 24 | 30,987 | 875 | \$3,493,906 | \$4,748,155 | \$4,907,730 | -3.2% | \$153.26 | \$154.11 | \$7,941,261 |
| | | | | | | | | | |
| 7210 | 1693 | 62 | \$30,337 | \$153,326 | \$111,911 | 37.0% | \$90.56 | \$64.80 | \$186,828 |
| 7230 | 1404 | 46 | \$51,425 | \$118,867 | \$115,603 | 2.8% | \$84.66 | \$76.97 | \$295,416 |
| 7255 ^① | 1799 | 77 | \$18,425 | \$160,246 | \$143,568 | — | \$89.08 | — | \$452,132 |
| 7390 | 2344 | 46 | \$247,080 | \$322,775 | \$277,435 | 16.3% | \$137.70 | \$113.94 | \$370,941 |
| 7410 | 1078 | 43 | \$81,889 | \$84,288 | \$101,949 | -17.3% | \$78.19 | \$98.69 | \$107,622 |
| 7430 | 1837 | 44 | \$175,205 | \$184,844 | \$229,816 | -19.6% | \$100.62 | \$121.34 | \$301,976 |
| 7450 | 1502 | 51 | \$150,111 | \$167,903 | \$143,580 | 16.9% | \$111.79 | \$89.36 | \$234,937 |
| 7470 | 1223 | 51 | \$110,565 | \$131,331 | \$124,609 | 5.4% | \$107.39 | \$97.81 | \$251,056 |
| 7490 | 1267 | 54 | \$45,875 | \$59,393 | \$60,340 | -1.6% | \$46.88 | \$48.04 | \$83,823 |
| 7500 | 1194 | 40 | \$99,185 | \$129,646 | \$147,571 | -12.1% | \$108.58 | \$122.87 | \$372,915 |
| 7510 | 1108 | 41 | \$35,570 | \$108,375 | \$105,144 | 3.1% | \$97.81 | \$90.25 | \$149,296 |
| 7640 | 1160 | 50 | \$30,009 | \$70,698 | \$82,741 | -9.7% | \$64.40 | \$67.71 | \$104,454 |
| 7780 ^② | 1641 | 39 | \$166,928 | \$179,819 | \$189,739 | -5.2% | \$109.58 | \$107.02 | \$383,303 |
| 7850 | 1564 | 42 | \$69,065 | \$125,595 | \$117,735 | 6.7% | \$80.30 | \$73.40 | \$241,572 |
| 7870 ^② | 2181 | 59 | \$38,366 | \$162,215 | \$152,128 | 6.6% | \$74.37 | \$66.69 | \$303,100 |
| 7890 | 2227 | 60 | \$108,644 | \$196,218 | \$209,125 | -6.2% | \$88.11 | \$91.40 | \$549,574 |
| 7910 | 1493 | 52 | \$133,951 | \$179,438 | \$153,117 | 17.2% | \$120.19 | \$103.81 | \$302,384 |
| 7930 ^② | 1913 | 48 | \$150,555 | \$229,376 | \$226,608 | 1.2% | \$119.90 | \$118.27 | \$356,576 |
| 7950 | 2357 | 67 | \$228,610 | \$160,247 | \$159,085 | 0.7% | \$67.99 | \$64.62 | \$237,860 |
| 7980 | 2269 | 61 | \$229,990 | \$293,946 | \$306,961 | -4.2% | \$129.55 | \$129.96 | \$391,792 |
| Total Zone 32 | 33,254 | 1033 | \$2,201,783 | \$3,222,551 | \$3,158,774 | 2.0% | \$96.91 | \$91.67 | \$5,677,565 |

Data as of July 20, 2014—interim and unaudited.

① D7250 and 7260 merged to form 7255 effective July 1, 2013; two-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 7790 to 7040, all effective July 1, 2013

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www.rotary.org

Rotary—UN Day

Rotary Day at the United Nations—2014

By PDG Joseph Lauren, Primary RI Representative to the United Nations

You are cordially invited to attend Rotary Day at the United Nations on Saturday, 1 November 2014. Registration begins at 8:00 a.m. Tickets will be available on-line from our website, <http://www.RIUNDay.org>, by mid-August.

Rotary's relationship with the United Nations dates back to 1945 when some 49 Rotary members acted as delegates, advisors and consultants at the United Nations Charter Conference. Today, Rotary holds the highest consultative status possible with the United Nations as a non-governmental organization.

Each year at Rotary UN Day, more than 1300 Rotarians including many Rotary International Directors, Foundation Trustees, past Senior Leaders, and guests come together at UN Headquarters in New York. The program is designed to inspire and educate all participants as well as provide insight into the relationship between Rotary and the United Nations. In the past, the day has been very successful and has sold out.

This year's team of RI Representatives includes Past General Secretary Ed Futa, PDG Helen Reisler (D-7230), PDG Knut Johnsen (D-7270), PP Susanne Gellert (D-7230), PDG Joseph Dino (D-7490), and me. PDG Brad Jenkins (D-7470) serves as a consultant to the Representative team and we receive support from Jane Lawicki and Bryant Brownlee who are on the RI staff in Evanston.



This year's event will feature programs on Peace, Polio, Water, Human Trafficking, Economic Development, Women's Health and Welfare, and Youth. Rotary Day at the United Nations also includes a special program for Interact members interested in humanitarian service.

Besides being responsible for developing and presenting the Rotary UN Day Program, the Representatives are charged with maintaining open lines of communications with the United Nations and its agencies including the World Health Organization, UNICEF and UNESCO. We attend meetings organized by these agencies as well as sessions sponsored by several of the NGOs with offices in NYC.

UN Day can be the focus of a whole day or multi-day stay in NYC. Our website offers a listing of hotels that offer excellent accommodations at reasonable prices as well as a listing of current Broadway shows.

Comely Bank: The Home of Paul and Jean Harris

By Bryn Styles, Past RI Director



The First Lady of Rotary

Jean Thomson Harris, whom Paul affectionately called “my bonnie Scottish lassie,” was born in 1881 in Edinburgh, Scotland, and she played a quiet but supportive role in her husband’s work for Rotary.

They were married in 1910, when Paul was already 42 years old and Jean a decade younger. They did not have children, but Jean always enjoyed helping young people. “Jean throws herself with perfect abandon into every breach to which love or duty calls,” her husband wrote.

Two years after they were married, they bought a house in Morgan Park, the neighborhood south of Chicago where they first met. They named the house Comely Bank after the Edinburgh neighborhood where Jean grew up. Together, the couple tended the lawn and hosted special Rotary visitors. Silvester Schiele, Paul’s good friend and fellow founding Rotarian, lived across the sloping lawn.

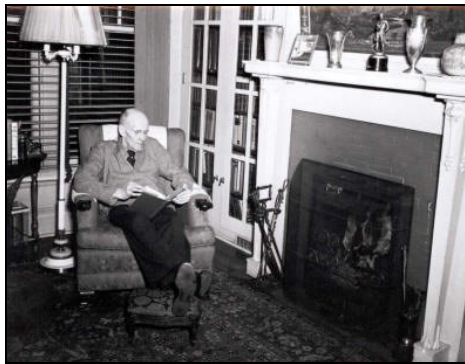
Soon after they were married, Paul began to experience a series of health reversals, including heart attacks, breakdowns, and possibly a stroke. Throughout their 37-year-marriage, Jean played the role of nurse, companion and gatekeeper — fiercely protecting Paul from those who continually sought his time for Rotary functions.

After Paul’s death, Jean sold the house and eventually returned to her native Scotland, where she lived with her brother until her death in 1963.

— adapted from “A Century of Service, by David C. Forward, pp 181-182.

You may have received information recently regarding the restoration of the Paul and Jean Harris Home or, as it is also referred to, Comely Bank. Paul and Jean lived in the residence for 35 years, creating memories together and hosting friends from around the world. And now, we have a one-time opportunity as Rotarians from around the world to preserve a part of our Rotary history.

TRF Trustee and past RI Vice President Monty Audenart has said, “*There is not a single doubt in my mind that capturing the spirit and history of our movement increases our sense of belonging and accomplishment. We are who we are because they were who they were. All who have gone before us and who lived Rotary in their day inspires and motivates us to live Rotary in ours. What we do and how much we do depends so much in what we believe. Cultivate the roots and the tree will blossom.*”



“So here we are at the end of our journey and Jean and I are sitting at our fireside drinking a cup of tea. ...If the tea is good and the fire burns merrily, one enjoys recreation and rest. It’s a good way to end the day.”

—Paul Harris, “My Road to Rotary,” p. 303.

Rotary and Rotarians have not always been willing to respond to the times and it has often caused us problems. We were reluctant to allow women to join but it has proven to be a tremendous success. We were reluctant to inform the public of the projects that we did, not wanting to look boastful. But we now struggle with membership with a public who are unaware of who we are and what we have accomplished. I firmly believe that by not taking advantage of the opportunity to preserve a key part of our history will be a mistake in the future. Rotary will be here in another 50, 75 or even 100 years and those Rotarians should be able to touch a part of our past.

The total project is \$5 million. Rotary Clubs have each been asked to donate \$1,000 towards the project. Individual Rotarians are encouraged to donate as well. For Clubs and Rotarians I would encourage support as you are able. Many Clubs have commented that they only put their funds into service projects. That is their right but I feel it is very shortsighted. Rotary is much more than a service organization. It trains leaders, it promotes ethics, it is diverse and it offers fellowship. In the future these are things that we will also be recognized for. To narrow our support to service only diminishes our overall impact.

There is a town near where I live and their motto is – TOUCH THE PAST, EMBRACE THE FUTURE. Rotary is rapidly moving into the future and Rotarians have shown they are embracing it. We now have an opportunity to touch our past. Please help by supporting the program personally, encouraging your club to support the program and becoming a champion for our past by encouraging others to do so.

To learn more — and to donate online — go to: <http://www.paulharrishome.org/>

Upcoming Events

August 6-7 — 30th annual Strike-Out Hunger event. The Philadelphia Phillies give money to Polio Plus and TRF for every baseball ticket sold. RI President Gary Huang will keynote the dinner. FMI: 856-665-6555.

October-November — Fall semester, Rotary Leadership Institute. For dates, locations and to register, go to www.rotaryleadershipinstitute.org.

Wednesday, October 9 — Million Dollar Dinner in D-7820, Halifax, NS. Goal: To raise \$1 million for The Rotary Foundation and the Bequest Society of the Rotary Foundation (Canada) with minimum donations of \$10,000. FMI: www.youareinvitedtodinner.com/

October 13-19 — 2014 Rotary Institute and Pre-Institute Training, Fairmont Royal York Hotel, Toronto, ON. FMI: <http://zoneinstitute.net/>

Friday, October 24 — World Polio Day. For projects and ideas on ways to celebrate, go to www.endpolionow.org

Saturday, November 1 — Rotary UN Day. FMI and to register: www.riunday.org.

January 17-19, 2015 — Past Officers Reunion, San Diego, CA. Come for the reunion and stay for the week as an observer during International Assembly. FMI: www.rotaryreunion.org.

January 18-24, 2015 — International Institute, San Diego, CA

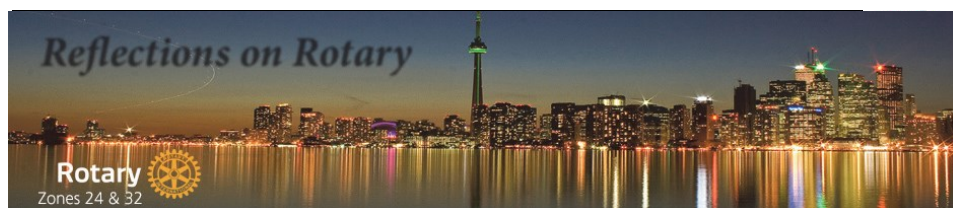
March-April — Spring semester, Rotary Leadership Institute. For dates and locations and to register, go to www.rotaryleadershipinstitute.org

June 6-9, 2015 — Rotary International Convention in Sao Paulo, Brazil. Note: new dates (Saturday through Tuesday). FMI: www.riconvention.org

September 21-27, 2015 — 2015 Zone 24-32 Institute, location TBA.

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

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



Come Early ... Stay After ... In Toronto ... In October

When I was considering locations in Canada for the 2014 Institute, I kept returning to Toronto. I had attended professional meetings there and always left wishing I had more time in the city. It was because of this feeling of “wanting more time” that I worked with the Institute Committee to make sure that for those of you who want to see more of Toronto – there’s time! Thursday morning is a possibility, Friday evening you can explore with your classmates and Saturday afternoon will offer several options (be sure to check the website regularly for updates). And you can always come early or stay after the Institute to take advantage of the opportunities listed here.

I have heard nothing but rave reviews about **Ripley's Aquarium of Canada**. It is the newest and most anticipated attraction in downtown Toronto, next to the CN Tower. As Canada's largest indoor aquarium, it is hosting the Waters of the World! And since all the children will be back in school in October, the crowds will be smaller.



You can also experience science in the key of rock! I've wondered about the science behind rock 'n' roll and how technology has shaped that multi-billion dollar industry. Just think about how performers can bring thousands of screaming fans to their feet and the physiological effects rock has on us. **The Science of Rock 'N' Roll** is an interactive exhibition that provides a fresh look at the history of rock from the perspective of science and technology. At this exhibit, you will see how music has shaped the tools of rock – and how those tools have changed the music. The exhibit closes a few days after the Institute, so you may want to see it first.



Wicked will be back by popular demand at the Ed Mirvish Theatre (formerly The Canon). Steve and I saw this show for the first time last year in Boston, and you don't miss this production about the untold story of the witches of Oz, which *Variety* magazine calls “a cultural phenomenon.” The show continues to break box office records across North America and has been winner of over 50 major awards. What a fun way to spend Sunday afternoon!



And there's **PATH**, Toronto's underground walkway linking 30 kilometres of shopping, services and entertainment. Follow the PATH and you'll reach your downtown destination easily in weatherproof comfort. The system facilitates pedestrian linkages to public transit, accommodating more than 200,000 business-day commuters, and thousands of additional tourists and residents on route to sports and cultural events. Its underground location provides pedestrians a safe haven from the winter cold and snow, and the summer heat.

Be sure to **register** for the Institute **BEFORE August 15, 2014**. After that the price goes up \$50 – so make sure you register as soon as possible and save yourself some money while you take advantage of all the city has to offer. Just visit the Zone 24/32 website to register. Click on the Toronto skyline icon and you will find everything you need.

We're all looking forward to seeing all of you in Toronto in October.

— RI Director Julia Phelps