



Rotary International Zones 24-32

Beyond Borders



• Bermuda • Canada • France • Russia • United States



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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/>

August 2015

What I Learned about Club Membership While Gardening

Returning home in early July after being on the road for almost two months, I had more weeds in my newest border garden than I did flowering plants. And those weeds were choking out the newest plants. So I began weeding. Once the weeds were gone, I started getting the soil ready. I added peat moss and compost to make sure there was good drainage and selected the right plants for sun and shade. I headed to the garden center and bought a variety of perennials. I chose perennials over annuals because they multiply and come back every year. They're all in the ground, protected by a good layer of mulch and now I just have to make sure that they are watered, deadheaded and weeded for the rest of the summer.

Gardening allows me plenty of time to think. While gardening, I was thinking about our upcoming Zone Institute in September (**see page 2**), and the stagnant growth in membership in our two Zones. I thought about what our Zone membership would look like if we approached the creation of clubs, and the development and growth of membership, in the same way I approached my gardening.

I thought what if:

- ◆ **We identified the right members for the right clubs in the right places.** We looked at the make-up of our clubs and said we need more professional women in general, and women in the medical profession, specifically. Or we said we need five young professionals under the age of 32 in the classifications of banking, education, and medicine; knowing that we could have up to five of each of these three classifications in our clubs. This would be no different than me saying, *"I need five perennials for the sunny areas and three for the shady areas in reds, blues and purples."*
- ◆ **We identified and inducted new members who would develop strong connections to or roots in the community** (or already had strong connections). Because of these roots these members would have ideas for local projects that would be beneficial. They would know who to turn to get things moving and with whom club members could partner. This would be no different than me saying, *"I want perennials in the garden, they come back every year. Perennials that develop a strong root system and multiply and in the long run are more cost effective. I'm not going to spend lots of time and energy (and money) on annuals, they only last for the season and have to be replaced every year."*
- ◆ **We prepared the existing members and new members for a long-term relationship** and continuity supported their growth and development with weekly club programs about the community, about our Rotary Foundation, about the history of Rotary and we regularly involved the club in social events – just for fun. We asked them to attend the District Training Assembly, the Foundation dinner and the District Conference in

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Bling and Handcrafts To Support the Foundation

The Zone 24-32 Institute will include a Silent Auction to benefit the Annual Fund of The Rotary Foundation.

We ask that all District Governors-elect who attend the Zone Institute for their GETS Training bring something we can auction off with a value of at least \$100. You might think about bringing a trip, a vacation, a hand-made item like a quilt or an afghan or a piece of artwork, books, etc. *If it is a tradition in your District that someone else in the Governor-chain provides the gift, that's fine, too, as long as each District in Zones 24 and 32 is represented.*

We will open bidding for the silent auction on Thursday, September 24, and it will run through the cocktail party on Saturday evening, September 26, when winners will be announced.

Once you have decided what you or your District will bring, please e-mail that information to me at Botzie@aol.com. Tell me what the donation will be and what value to place on it. A picture of your item in jpg format would also be terrific — I plan to post pictures of the items to be auctioned off before the Institute to tempt possible buyers. Please get that information to me by no later than the end of August.

So far, we have promises for an original water-color painting, a stay at an inn and a Rotary logo afghan in blue and ecru. I hope to have all of the gifts posted online by the beginning of September.

— PDG Bonnie Sirower, D-7490

Get Fired Up for Rotary!

September 21-27, 2015



No Tuxedos and No Tiaras

Gentlemen, leave your tuxes at home. Ladies, leave your tiaras in the bank vault. The Zones 24 and 32 Institute 2015 is going casual -- Providence Casual!

Providence is internationally known for its WaterFire events on Saturday evenings from spring to fall and Saturday, September 26 promises to produce one of the most spectacular events of the season. We will begin the evening with cocktail receptions, the wrap-up of the Silent Auction and dinner in the Rhode Island Convention Center. Then, for entertainment, we will be moving outdoors to WaterFire, rated by Smarter Travel.com as one of the 10 greatest destinations in the world after dark. And it's in the same neighborhood as our hotel! To preview WaterFire, follow this link: <http://waterfire.org/>

So plan on a wonderful evening of friendship, fellowship, and fun as we go Providence Casual / Providence Comfortable!



P.S. Keep an eye on our Zone website at: <http://zoneinstitute.net/> for the latest Institute news!

—Liz Cullen, Chair,
Zone 2015 Institute
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(978) 948-7345

Attention Council on Legislation Delegates!

The required training for all 2016 CoL delegates will be held at the Zone 24-32 Institute on Friday, September 25. There will be a breakout session, after the training for CoL, on Friday afternoon for all interested Rotarians to discuss the proposed legislation and provide feedback to delegates, on the issues the Council will be addressing. CoL delegates are strongly encouraged to attend this breakout session.

The cost for PDGs who are attending only this portion of the Zone Institute is \$99. The cost includes Friday's breakfast and all registration and CoL materials.

I want to encourage you to come for the entire Institute which starts on Thursday afternoon at 1:00 p.m., and concludes Sunday morning after brunch. I understand, however, that some of you have professional commitments and will only be able to attend on Friday.

I look forward to seeing all of you in September and then at the CoL in 2016.

— Julia Phelps, RI Director 2014-15

New Clubs Chartered

Eight clubs were chartered in our two Zones in 2014-15. This number is down from the previous year: A total of 14 clubs in all — six e-clubs and eight “terra” clubs — joined our ranks in 2013-14.

Perhaps a sign of the social media times: Only two of the new clubs have Clubrunner URLs, although two have set up alternative (and less expensive) websites on Wordpress. Most of the new clubs communicate via Facebook. Interestingly, none are e-clubs.

Please join in welcoming the following clubs to the Rotary family and congratulating their sponsoring Districts:

Rotary Club of Haddam-Killingworth, CT, District 7980.
www.haddamkillingworthrotary.org;
FB: Haddam-Killingworth Rotary Club.

Rotary Club of Coatesville Downtown, PA, District 7450.
FB: The Rotary Club of Coatesville Downtown.

Rotary Club of Kittery After Hours, ME, District 7780.
FB: Kittery After Hours Club.

Rotary Club of Randolph Sunrise, VT, District 7850. <https://ransat.wordpress.com>

Rotary Club of Kingston Waterfront, ON, District 7040. <https://kwrotaryclub.wordpress.com>
FB: Kingston Waterfront Rotary Club

Rotary Club of St. John's After Hours, NF, District 7820.
portal.clubrunner.ca/11302/site/page/about-our-club
FB: Rotary in St. John's After Hours

Queensborough West, NY, District 7255. portal.clubrunner.ca/50046

Claremont-Sugar River, NH, District 7870.
FB: Claremont-Sugar River Rotary Club.

Membership Matters

Growing Vibrant New Clubs in District 7980

By PDG Rick Bassett, District 7980 Club Extension Chair

District 7980 just added the Haddam-Killingworth Rotary Club with 21 new members, chartered on June 30, 2015. The HK Rotary Club is the first of seven new clubs planned over the next five years.

The leadership of District 7980 has committed to maintaining and growing the number of Rotary Clubs as well as the overall membership in the District and has embraced club extension, or adding new Rotary Clubs, as one vehicle to achieve these goals.

After considerable discussion about where new clubs would be established and the pace at which they would be established, it was agreed by our Governor track and our Assistant Governors to support adding one new Rotary Club per year for the first three years and two Rotary Clubs per year the following two years beginning on July 1, 2014. We agreed to grow slowly but steadily to ensure that we established sustainable vibrant clubs while not spreading the District resources too thin during the process.

We identified seven potential new club opportunities in both unrepresented and underserved towns/cities within our District. Some of the criteria that we used to determine where to establish future Rotary clubs include:

- ◆ **Unrepresented:** Which towns/cities in our District with populations greater than 20,000 do not have Rotary Clubs?
- ◆ **Underserved:** Which towns/cities in our District with populations greater than 30,000 can support another Rotary Club?
- ◆ **Local Support:** Potential Rotary clubs needed to be sponsored, mentored and financially supported by at least one other Club in the District.
- ◆ **District Support:** The District committed a budget of \$1,500 per year to establish a Club and had to provide several leaders to be engaged and mentor the new Club.
- ◆ **Net Increase:** Potential clubs must have the ability to add new Rotarians, as the overall goal is to increase membership and not to simply shift membership away from other Rotary Clubs to more convenient locations or meeting times.



Charter members of Haddam-Killingworth Rotary are the start of something big in District 7980.

The first success came on June 30, 2015 when the Haddam-Killingworth (HK) Rotary Club was chartered. The HK Rotary Club was sponsored by The Old Saybrook Rotary Club and launched by several Rotarians from the Clinton Rotary Club including HK President Annie Stirna. Our District leaders worked closely with the provisional HK Rotary Club leaders for about nine months; the first three months were spent planning and the final six months were focused on membership acquisition and formation. The close partnership between the sponsoring club, District leaders and the provisional club members made all of the difference.

Please visit Haddam-Killingworth's website at <http://haddamkillingworthrotary.org> and send them a congratulatory message on becoming a new Rotary Club.

We are now in the process of starting our second club, which will be chartered on June 30, 2016 as the Bethel Sunrise Rotary Club if everything goes according to plan.

Calendar of Events

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.

January 15-16, 2016 — Presidential Conference—Peace and Conflict Resolution, Ontario, CA. FMI: www.peaceconference2016.org

January 18-23, 2016 — International Institute, San Diego, CA.

February 19-20, 2016 — Presidential Conference—Disease Prevention and Treatment, Cannes, France.

February 27-28, 2016 — Presidential Conference — Economic and Community Development, Cape Town, SA.

March 12-13, 2016 — Presidential Conference, WASH in Schools, (emphasis on Literacy), Mumbai, India.

March 18-19, 2016 — Presidential Conference, WASH in Schools (emphasis on Water and Sanitation), Manila, Philippines.

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

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba.

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

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

June 1-5, 2019 — RI Convention, Hamburg, Germany (tentative).

June 7-10, 2020 — RI Convention, Honolulu, HI

2021 — RI Convention, Taipei, Taiwan (tentative).

2022 — RI Convention, Houston, TX (tentative).

Membership Matters

Rotary Satisfaction: Ask Your Members What They Think

By Carolyn Johnson, Zone 32 Assistant Rotary Coordinator

When Rotarians discuss membership, conversations most often focus on finding new members. But is your club membership plan just as attentive, purposeful and strategic in addressing the needs of current members? Rotarian engagement, ensuring that current members remain members because they are not only satisfied with Rotary but also loyal to Rotary, is a stronger leverage point to strengthening clubs than is recruiting new members.

To begin a conversation about developing Rotarian satisfaction (and loyalty), the eight Districts in NorthEast PETS sponsored a Member Satisfaction Survey that was distributed to every club (and every Rotarian) throughout Zone 32 in New England. The survey was designed to provide each club with a snapshot of their members' perception of their club. It was short and easy; it took about five minutes to complete, and questions were all multiple choice. Results were tabulated by club with comparison composite data provided by District and aggregated for all eight PETS Districts. The content and conversation at the membership session at our PETS, then, was focused on using data to begin conversations with club Boards and members. Tools were shared as to how to interpret the data and begin to use it to identify and communicate strengths, identify key leverage points for positive change, and tackle more difficult or long-term challenges.

The premise behind the survey is to shift Rotarians' thinking to consider how clubs meet the needs of members, much the same as a business would attend to and address the needs of its customers. Business people know that viability is not built on customers making a one-time purchase. Successful businesses build loyalty — customers who return again and again and talk positively about the product and service they receive. Isn't that what a club seeks in its members — Rotarians who keep coming back (engaged) and talk to others why Rotary is important to them?

What worked at Northeast PETS can easily be adopted by clubs. By surveying current members, clubs can identify what works well and identify leverage points where they can be more effective. The survey doesn't provide the answers, but rather, opens opportunities for conversations based on objective results. A great example of this comes from the item "The number of service projects" (too many, just right, too few). Responses in one club were all over the board! How can one-third of the members think the club is doing too much and another third think the club does too little? The conversation evolves from identifying all the projects the club is currently doing, then discussing the time, resources required and the results achieved. It's through these conversations — candid, objective and data driven — that clubs can act in ways that consistently meet their members' needs and, ultimately, make their club stronger.

Seeking new members is an important element to club membership, but what better tool do we have in strengthening our clubs and attending to member satisfaction than making data-driven decisions that leads to engaged Rotarians? The member satisfaction survey is a beginning step to identifying and using objective data that will ensure that our club members are satisfied, loyal Rotarians.



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order to meet other Rotarians and learn about what's happening in their clubs. This would be no different than me saying, *"These perennials need well-drained soil and five+ hours of sun and I need to fertilize them every six weeks, make sure they get plenty of water and keep away the pests."*

- ◆ **We kept accurate and honest records of our membership.** We only brought in members who were committed to Rotary and when existing members demonstrated a lack of interest or had a negative impact on the club (we all know we have these members in our clubs) we let them go or encouraged them to move on. This would be no different than me saying, *"I need to remove this plant that's become invasive or I need to cut the dead blooms off this plant so it can expend energy on growing stronger roots or creating new blooms."*
- ◆ **When an entire club stops producing or contributing to the good of the community or the membership drops so low that it's not really a club, we start another club in that area at a different time, place, meeting structure or membership.** This would be no different than me saying, *"I need to divide these plants and put them in other places in the garden."*

As I think about the connection between our Rotary membership and gardening, I'm convinced that we would have stronger, more engaged, more vibrant clubs and members if we took a more methodical, planned approach to developing members and clubs. Our Rotary Coordinators, Public Image Coordinators and Regional Rotary Foundation Coordinators and all of their assistants are here to help all of us with these tasks and our end result will be that our members and clubs would *Be a Gift to the World*. Think about it ... *what if*.

—Julia

Membership Matters

Rotary Club Central....

By Brian Carmichael, District 7090 Membership Chair

To use, or not to use, that is the question.

Successful entrepreneurs and corporations know **Where** they are, **Where** they are going, and **How** they are going to get there. Rotary clubs have the same tools — if they choose to use them. A recent webinar (downloadable at: <http://learn.rotary.org/pages/course/CourseMaterial.aspx?courseid=96>) that shared District 5100's positive experience with Rotary Club Central inspired me to undertake the challenge of having every club in our District set a membership goal for 2015-16.

To date, 91 percent of the clubs have submitted their goals. The challenge is entering these goals into Rotary Club Central. I suspected, when I set this goal, that it would be the Assistant Governors who, as in D-5100, would be the key to success. The D-7090 AGs have risen to the challenge. They have attended online training sessions and are currently working with their presidents to input goals.

Entering the goals is anything but a straight-forward process. The good news is that there is a workaround to bypass the convoluted "Existing" and "New Member" percentages. These figures for each club are available and clubs can look them up and enter their actual number but my philosophy is to make it simple.

For that reason, we have encouraged clubs to use a 95 percent retention figure when entering "Existing" and "New" numbers. This brings focus to the whole issue of Retention.

Let's say our theoretical club has a membership of **100**, which it wants to grow to **105** by June 30. When you open the club's RCC Membership page, the "Existing Member Goal" section will show the number 100, the current membership. When you enter the 95 percent, the last column drops to 95, the expected number of members you will have on June 30. At a 95 percent overall retention rate, the club will need to add 11 new members to meet its goal. We are encouraging clubs to keep the end goal in mind when inputting their numbers and enter a "New Member Retained" figure that yields the Club Membership total they want to achieve.



This is where the role of the AG takes center stage. Our AGs are coaches. RCC has the reports that enable the AGs to clearly relate exactly how a club is progressing towards its goals and where it needs to focus in order to achieve them. Monthly and quarterly conversations with their presidents will most certainly help clubs reach their goals.

The District 5100 positive experience and adoption of RCC was initially a top-down approach in which, just as us, their AGs were coaches to the club presidents. We are modeling our strategy based on D-5100. With the AG's encouragement and regular meetings with their club presidents we believe the D-7090 clubs will begin to see the very positive aspects of Rotary Club Central.

RI President Ravi is encouraging all clubs to set at least 15 goals in RCC. This is a great first step. Choose those 15 that mean the most to your club members and build from there.....you will be well on your way to creating a Vibrant and Engaged club.

Rotary Foundation Annual Fund—2014-15 Total Giving

District	July 1, 2014			Annual Fund Giving			Per Capita Giving		Total Giving
	No. of Members	No. of Clubs	District AF Goal	2014-15	2013-14	Percent Change	2014-15	2013-14	2014-15
2225	501	27	\$49,900	\$12,589	\$31,716	-60.3	\$25.13	\$67.62	\$16,364
5010	1726	40	338,067	352,085	311,271	13.1	203.99	179.51	568,384
5040	1477	50	194,640	290,742	298,025	-2.4	196.85	198.85	527,913
5050	2635	57	381,854	386,438	424,857	-9.0	146.66	163.16	826,877
5060	2582	59	245,515	413,198	390,828	5.7	160.03	146.82	503,170
5360	1983	47	247,435	862,724	902,109	-4.4	435.06	442.64	1,322,587
5370	2247	61	279,122	323,889	349,417	-7.3	144.14	154.27	730,084
5550	1513	47	96,750	176,548	152,820	15.5	116.69	96.48	345,585
6330	1827	60	169,773	226,812	198,645	14.2	124.14	106.97	406,858
7010	1556	42	221,587	290,474	266,950	8.8	186.68	171.78	479,150
7040 ^②	1915	70	146,882	167,910	184,297	-8.9	87.68	93.84	324,539
7070	2006	54	214,838	289,213	313,032	-7.6	144.17	154.51	544,098
7080	1704	49	298,089	266,991	276,651	-3.5	156.69	157.10	493,817
7090	2411	70	277,966	297,405	323,879	-8.2	123.35	134.78	509,035
7790 ^②	1745	52	83,713	120,404	105,710	13.9	69.00	60.03	357,384
7810	1180	39	122,805	80,893	95,506	-15.3	68.55	79.59	120,028
7820	1557	47	151,756	115,893	123,322	-6.0	74.43	77.51	350,360
Total Zone 24	30,565	871	\$3,520,692	\$4,674,215	\$4,749,042	-1.9	\$152.93	\$153.26	\$8,426,241
7210	1643	60	60,679	148,502	156,660	-5.2	90.39	92.53	310,272
7230	1376	45	34,900	143,796	118,867	21.0	104.50	84.66	240,235
7255 ^①	1826	76	12,230	159,139	160,246	-0.7	87.15	89.08	337,413
7390	2335	45	211,660	298,171	322,775	-7.6	127.70	137.70	402,875
7410	1059	42	114,115	100,575	84,288	19.3	94.97	78.19	123,739
7430	1768	43	209,995	233,933	184,844	26.6	132.32	100.62	450,569
7450	1508	51	166,630	170,198	167,903	1.4	112.86	111.79	253,808
7470	1177	50	119,050	113,330	131,331	-13.7	96.29	107.39	236,759
7490	1270	50	65,823	62,115	59,393	4.6	48.91	46.88	79,235
7500	1158	38	99,690	146,356	129,646	12.9	126.39	108.58	175,566
7510	1096	39	54,930	93,877	108,375	-13.4	85.65	97.81	144,591
7640	1125	49	27,812	87,554	74,698	17.2	77.83	64.40	123,213
7780 ^②	1613	40	173,179	213,950	179,819	19.0	132.64	109.58	522,258
7850	1536	43	69,150	119,727	125,595	-4.7	77.95	80.30	196,370
7870 ^②	2118	60	43,925	143,757	162,210	-11.4	67.87	74.37	218,721
7890	2155	60	133,765	186,768	196,218	-4.8	86.67	88.11	303,495
7910	1575	51	139,850	210,033	179,438	17.0	133.35	120.19	274,420
7930 ^②	1955	48	179,055	239,143	229,376	4.3	122.32	119.90	395,037
7950	2315	65	65,910	154,244	160,247	-3.7	66.63	67.99	258,300
7980	2209	61	253,430	360,119	297,946	20.9	163.02	131.31	471,784
Total Zone 32	32,817	1,016	\$2,235,778	\$3,385,297	\$3,229,885	4.8	\$103.16	97.13	\$5,518,669

Data as of July 17, 2015—interim and unaudited.

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.



Can One Retired Teacher Change Thousands of Lives in Rwanda?

By Betty L Screpnek, Zone 24 West Regional Foundation Coordinator

A Rotary teaching scholarship, Rotary Global Grants, partners, family and Rotary members, determination, passion and leadership: She can and she did. After a career of teaching in Alberta, Rotarian Jill Fenton and her husband Neil retired and moved to Rwanda to head up Green Hills Academy, a private school in Kigali. Jill started a not-for-profit organization and has been working with Rotary and partners to effect positive change in Rwanda. Over the past five years, Jill, with the Rotary clubs of Jasper (D-5370) and Kigali-Virunga (D-9150) has worked tirelessly to lead a team of trainers to improve education in rural areas of Rwanda. 🌍

The Government of Rwanda has placed an emphasis on education and literacy because low literacy impedes economic development. Rwanda, in its post conflict/genocide era, is growing into a country with the highest population density in Africa, and a rapidly changing and increasingly technological driven society. The country has recently adopted English as the official language of commerce, and teachers are scrambling to improve their English skills to better educate their students – a difficult task in rural locations with limited resources!

A Rotary Foundation Global Grant is funding Right to Read, Rwanda Project. Rotary partners include: the Rotary clubs of Jasper (Jill's home club) and Stony Plain (District 5370 - Alberta); the Rotary Club of Kigali-Virunga (District 9150 - Rwanda); and the Rotary Clubs of Chennai Info City, Madras East, Madras Marina, and Chennai Towers (District 3230 - India).

Other partners include: Tools for School (Canada) (www.toolsforschools.org), started by Jill; Vision of Hope Rwanda (www.vohrwa.org); Green Hills Academy (Kigali, Rwanda), (www.greenhillsacademy.rw); and Bralirwa Brewery (Rwanda).

The impact of this project is significant. Classroom sizes reach 120-150 students per day in two sittings. A total of 331 teachers have participated in the training, so the “reach” of the program is as high as 50,000 students per year or 250,000 over five years. This means a huge impact for the students who will be the future leaders of Rwanda!

This is what they do:

- ◆ Deliver teacher training workshops, with a focus on empowering women, in five rural communities to improve English language proficiency, enhancing teaching methodology, and improve the use of instructional resources in classrooms.
- ◆ Establish three community-based libraries and provide training of a teacher/community member to ensure accessibility and effective use of library resource materials.
- ◆ Provide solar powered lights to teachers from communities with limited or no electricity in their homes.
- ◆ Provide furnishings and resources for selected schools.



This project is also feeding 60-80 people twice a day who have no kitchen facilities; making more than 500 books by teachers from market scraps (zero cost), sharing 300 personal, often gut-wrenching stories; and instilling pride in the teachers receiving their workshop certificates.

Where Our Grant Monies Go

Our Rotary Foundation is unique in that it's the clubs that determine how the money we raise is spent. The Trustees determine policy, but it's club Rotarians who determine the kind of work we do, and where we do it.

Here's where The Rotary Foundation money was invested in 2014-15:

A total of 488 Districts were involved in block **District grants**, with just over \$25 million in funding.

We had 1078 **Global Grants** approved. They involved \$28.9 million in World Funds, and when DDF and club cash is counted, \$68.8 in total funding. These Global Grants can be broken down by activity type:

- ◆ 831: Humanitarian
- ◆ 171: Scholarships
- ◆ 30: Vocational Training Teams
- ◆ 46: A combination of Scholar/VTT/ Humanitarian work



The breakdown by Area of Focus is as follows:

- ◆ Disease prevention and treatment: 330 grants
- ◆ Water and sanitation: 302 grants
- ◆ Economic and community development: 167 grants
- ◆ Basic education and literacy: 133 grants
- ◆ Maternal and child health: 78 grants
- ◆ Peace and conflict prevention/ resolution: 68 grants

Foundation Facts

District Grants: Unsung Heroes of the New Grants Model

By Sheryl O'Connor, D-7890 Grants Chair

While each District Governor—working with the District Rotary Foundation Chair—decides whether to reserve up to 50 percent of the year's District Designated Funds for a block District Grant, those Districts which have chosen to reserve an amount of these funds for the clubs to develop District Grants are experiencing significant benefits. Following are wonderful projects which probably could not have been done without this funding.

The Rotary Club of Danielson has 25 members. For years, six to eight club members volunteered every hour over several days to register children with the Amber Alert program. These Rotarians explain the program to parents, weigh and measure each child, then enter this and other info into a national database that can be used by law enforcement and volunteers to help search for missing children. Over the years, the club has accumulated computers and printers, tables and chairs, and electrical equipment for the project but had no way to transport these items and no way to keep them protected while on site. A \$2047 District Grant outlay allowed them to purchase a trailer and canopy for this ongoing effort.

The Rotary Club of Ludlow has 22 active members. It teamed with the Ludlow Community Center and the local Boys and Girls Clubs to provide equipment and supplies for their Power Hour Program. This program provides enrichment activities to youth beyond the school day, a time when many children with working parents are left on their own. A \$3000 outlay from the District Grant helped them purchase gymnasium equipment, games, and office and first-aid supplies for the program. Every Tuesday from October through March, 16 Rotarians volunteer in the after-school program, assisting with activities in the gym, art room, technology room and games room. These Tuesdays are designated "Rotary Day" and the kids looked forward to working with Rotarians each week.

The Rotary Club of South Windsor has 56 active members. A waitress who serves dinner at their weekly meetings introduced them to the poor condition of the school in the rural El Salvador community where her family resides. Working with the Rotary Club Sirama San Miguel and with the help of a \$4000 District Grant, they were able to renovate the school, providing new sidewalks, a new roof, and a new electrical installation. They also helped repair tables, chairs and desks, besides providing new furniture and school supplies. Although the total cost of this project was half the minimum amount required for a Global Grant, the club members have learned the benefits of a Rotary grant, they have established a strong relationship with an international Rotary Club and are planning on continuing their work in San Miguel with a larger project in the future.

These grants don't cost a lot of money, but they have done a great deal of good: Enabling small clubs like Danielson and Ludlow to do really great things in their communities, inspiring Rotarians to get involved and experience the good these projects can accomplish locally and internationally, and spreading the word throughout their communities about what Rotary is all about.

Talk about a great return on investment!



South Windsor Rotarian Kevin McCann with new friends in their school in El Salvador.

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Foundation Facts

Updated Million Dollar Dinner Manual Now Online

by Chris Offer, Zone 24 West Endowment/Major Gift Advisor

A new Million Dollar Dinner manual written by me and Zone 24's Major Gift Officer Carolyn Ferguson is now available.

A Rotary Million Dollar Dinner (MDD) is the celebration of a nine to twelve month fundraising campaign for The Rotary Foundation. The evening brings together donors who have made or pledged new contributions or bequests of US\$10,000 or more to The Rotary Foundation during the campaign period. Typically the pledge can be paid over a three-year period.



Million Dollar Dinners in Zone 24-32

District 7090 (Ontario/New York) - raised \$1 million - May 2015
District 7010 (Ontario/Québec) - raised \$2.3 million - May 2015
Districts 7230, 7255, 7210, 7980 (New York/Connecticut/Bermuda) - raised \$1.4 million - May 2014
District 7820 (Newfoundland/Nova Scotia/Prince Edward Island/St. Pierre-Miquelon) raised \$1.6 million - October 2014
District 5370 (Alberta/British Columbia/Saskatchewan/North West Territories) raised \$4.5 million - May 2013
District 5360 (Alberta) raised \$2.3 million - February 2012

**Total raised for
The Rotary Foundation:
US\$13.1 Million**



The Million Dollar Dinner is a District or multi-District sponsored event. It is not sponsored by RI or The Rotary Foundation. The Rotary Foundation does encourage Major Donor Dinners and recommends the Districts utilize the support of the Endowment/Major Gift Advisor (E/MGA) and Major Gift Officer (MGO) assigned to each Zone. Districts determine campaign strategies that are appropriate for their region.

A senior Rotary leader is typically the keynote speaker at the dinner. The highlight of the event is the unveiling of the "big check" and announcement with fanfare of the total amount raised for The Rotary Foundation.

The new manual incorporates many enhancements that Districts have integrated into successful Major Donor Dinners. The manual is a resource for Districts that are planning a dinner and it will be useful for Districts that have never held a dinner in making the decision to host one. The manual includes committee set up, promotion, types of gifts, available resources and examples of materials used by districts. The new manual is available online: <https://files.acrobat.com/a/preview/d69e3b52-9b69-4e9b-8dbf-f01ddc036756>

With careful planning, using the diversity of resources available in every District and calling on The Rotary Foundation Zone team, a Million Dollar Dinner can be held successfully by every District. The key is planning, enthusiasm, promotion and a passion to "to do good in the world."



And Then There Were Two ...

Trustee Michael McGovern, Chair of Rotary International's PolioPlus Committee and a Rotarian from District 7780, recently visited Pakistan. Accompanying Michael on the trip was Carol Pandak, Director of the PolioPlus office in Evanston and Aziz Memon, Pakistan National Polio Chair.

Their first stop, Lahore, in the province of Punjab, has reported zero polio cases so far in 2015.

From there they went to Islamabad, where they met with the President of Pakistan, H.E. Mamnoon Hussain, who pledged full cooperation towards eradicating polio. In Karachi, they visited with the Governor of the Sindh province to discuss their concerns about the security of polio workers.

Pakistan has set up three Emergency Operations Centers and the delegation had the opportunity to tour each of them in the cities they visited. While there, they discussed such details as the districts requiring the most focus, elements of the cold chain that need to be replaced (i.e. new refrigerators), strategies to gain community confidence, and nine campaigns through May 2016 which constitute the End Game Plan.

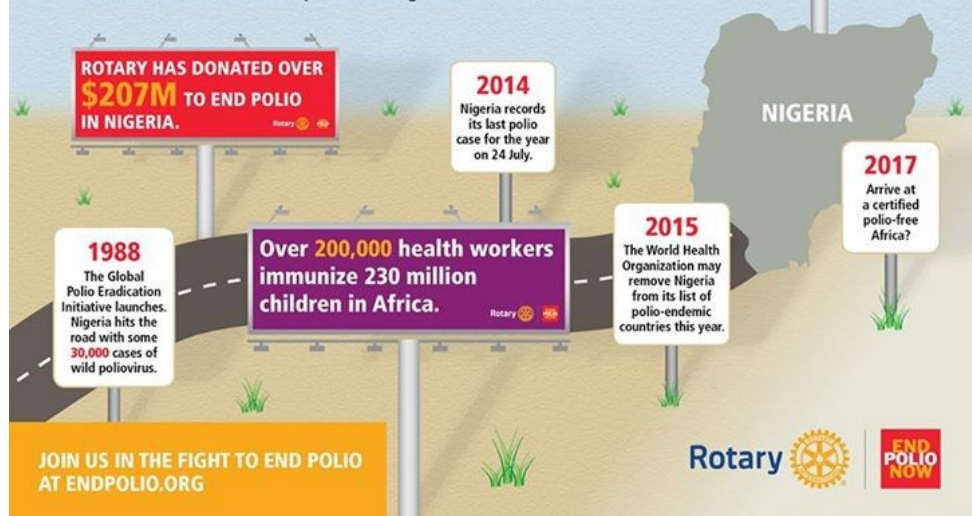
In summarizing his trip, Mike said, "everyone we spoke to was confident that Pakistan will soon be free of polio, but I worry that there are still a few pockets in which children are not accessible to vaccinators."



PolioPlus

ON THE ROAD TO A POLIO-FREE NIGERIA

It's been one year since Nigeria's last reported case of polio. Where are we on the road to a polio-free Nigeria?



It's a reason to celebrate: July 24 marked one year since Nigeria's last case of wild poliovirus. That last case was reported in Kano State. Once the gateway to polio in Africa, Nigeria is now paving the way to eradicating the disease on the continent.

August 11, in just a few weeks, will mark one year since the last case of polio in Africa. That case in Somalia came at the end of a deadly outbreak in the Horn of Africa. In recent months Africa's countries have overcome significant challenges — including lack of security and difficulty reaching children in remote places — to protect their children from polio. But it is too soon to plan the victory lap: Until polio is eliminated everywhere, it can return to Nigeria and the rest of Africa. It was only a decade ago that polio struck 12,631 people in Africa in one year —three-quarters of all cases in the world.

Rotary has played an important role in reaching these milestones. Rotarians have dedicated their time and their personal resources to keep children safe from the disease by immunizing them, donating money, raising funds and urging governments to support the cause. Rotary has donated \$688.5 million to fight polio eradication throughout Africa, including more than \$200 million designated for Nigeria.

Before Africa can be certified polio-free, all countries in the region, including Nigeria, must pass two more years without a case of polio. To achieve this, we must make sure all children in Nigeria continue to receive the polio vaccine, including those in hard to reach and underserved areas. Maintaining high-quality immunization campaigns and disease surveillance throughout the continent is essential.

As recently as this past June 2015, Rotary granted \$19 million to support polio eradication efforts in Africa, including \$5.9 million for Nigeria. By continuing to support polio eradication in these final months and years of the campaign, we ensure the best possible chance that August 11, 2014, will go down in history as the very last case of polio in Africa.

Spread the news that we're making progress, but Nigeria's milestone is only one step on the final road to polio eradication.