



Bermuda Canada St. Pierre / Miquelon United States



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Zone 24: Canada,
Alaska and parts of northern U.S.,
St. Pierre and Miquelon

Zone 32: Bermuda,
Northeastern United States

www.rotaryzones24-32.org
Facebook: Rotary Zones 24 and 32
<http://greatideastoshare.com>
<http://tinyurl.com/2016Institute>



August 2016

World Peace through Rotary

As do many people across the world, I start my day by reading the news or watching a news broadcast. Increasingly, I do so with dread as to what the news will bring. This summer, especially, the whole world seems to be dealing with man's Inhumanity to man, resulting in much strife and sorrow.

In 1987 at the Rotary International Convention in Munich, Germany, then President-elect Charles C. Keller said: *"The challenge of world peace ... is the most pressing imperative of our time.... In a world which possesses the means of self-destruction, if we do not find the path of peace, whatever else we do won't make much difference."*

Almost 30 years later, this imperative continues to resonate with all of us in Rotary. Our mission and mandate for what we do— in our communities, neighborhoods and internationally — clearly contains this call to action. How do we touch the world and leave it a more peaceful place? Where do we start and how do we sustain this action?

I am so proud of everyone in Zones 24 and 32, because I think we all get it! Our membership figures show a positive growth, and although that growth is small, I am sure forecast an increasingly upward trend.

The contributions to The Rotary Foundation in 2015-16 were outstanding, with Zone 24 achieving the status of No. 5 in total Annual Fund giving and No. 1 in polio contributions across all zones of Rotary. Zone 32 also showed an increase and Zone 32 Rotarians can be proud of their effort. Another great result which can be directly attributed to the Million Dollar Dinners is the significant increase in Bequest Society members. Their generosity will continue to support our Foundation in the years to come.

Let me remind you that August is Rotary's **"Membership and New Club Development"** month. Time to get our "ask" into gear and really focus on gaining new members and involving all existing club members. With the flexibility now authenticated by the Council on Legislation, there are many options we can offer our members – old and new.

Last, but certainly not least: I want to **thank** all of you who have registered for the Zone Institute in Winnipeg. We are "this close" to being sold out. The Institute will reflect on Human Rights and Peace so please look at the website for further information and to register for those last few seats: <http://portal.clubrunner.ca/50077/SitePage/2016-winnipeg-institute-zones-24-32>

Let's all make sure we are involved in **"Rotary Serving Humanity."**

Dean

New Clubs Chartered

Six new Rotary Clubs were chartered across our two Zones during 2015-16. This number is down from previous years: Eight clubs were chartered in our two Zones in 2014-15 and 14 clubs the previous year.

This year's charter crop includes no e-clubs. Falling interest in e-clubs seems to coincide with the Council on Legislation's decision to make no distinction between e- and "terra" clubs.

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

Rotary Club of Ellensburg Downtown, WA, District 5060. FB: Ellensburg Downtown Rotary Club.

Rotary Club of Hanwell, NB, District 7810. www.hanwellrotary.com.

Rotary Club of Lethbridge Mosaic, AB, District 5360. FB: Rotary Club of Lethbridge Mosaic.

Rotary Club of Metro Providence, RI, District 7950. www.rotarymetropvd.com; FB: Rotary Metro PVD.

Rotary Club of Saco Bay Sunset, ME, District 7780. www.sacobaysunset.org; FB: Rotary Club of Saco Bay Sunset.

Rotary Club of The Slate Belt (Northampton County) PA, District 7410, www.slatebeltrotary.org

It is worth noting that some Districts do a more successful job of starting new clubs than others. Two Districts have chartered one new club in each of the past three years, and two other Districts have each chartered two clubs in that time.

The trifectas:

District 7040: Hudson and St. Lazare, QC, Kingston Waterfront, and e-Club Premier, ON.

District 7255: Southern Queens, Brooklyn North, and Queensborough West, NY (see article this page).

The two-fers:

District 5360: Lethbridge Mosaic and Chestermere, AB.

District 7780: Kittery After-Hours and Saco Bay Sunset, ME.

Membership Matters

How New Clubs Helped Our District Grow

by PDG Irving Toliver, District 7255

During my Governor year in 2011-12, our District 7260 and neighboring District 7250, both located on Long Island, NY, were notified by Rotary International that our membership was below the minimum number required and that we would be merged.

Efforts were made by both Districts to notify members of the impending change. District leadership made special meetings at clubs' request concerning the issue. Discussion about the possibility of new clubs at times became contentious, as there was opposition to starting clubs in the same geographical location as existing ones. As it happened, during that year the Rotary Club of Seatuck Cove was chartered, and members of the new club participated in events organized by nearby clubs. The new Rotarians clearly helped make other clubs' events a success.



It had been determined that Rotary Districts 7250 and 7260 would be combined into D-7255 effective July 1, 2014. I became the Membership Chair for a term of three years. We held a series of meetings, we examined Rotary publications and we learned what other Districts were doing.

We made the decision to grow by establishing Rotary Clubs, since each one we established would mean 25 new members (since changed to 20 members). Once potential members are interested in starting a club, the

Rotarian responsible for its formation becomes the Club Adviser (formerly known as the Special Representative). The Club Adviser will be with the new club for at least one year, if not longer. He/she is responsible for educating new members about Rotary and helping them with all available resources. As a result, it is not unusual to see potential Rotarians at District meetings, installations, or other types of Rotary event. This gives the potential Rotarian another look at Rotary beyond the club level.

A start-up club should have a place to meet, know their area and begin to see the needs of the community. Members need to be acquainted with area merchants, and it is a good opportunity to invite them to a club meeting and invite them to speak. Once chartered, the Club Adviser may point members in the direction of potential local and international projects.

"New Rotary Clubs, Quick Start Adviser," downloadable from the RI website, is a useful publication that will guide you through the process of starting a club. Also available on rotary.org is the "Regional Membership Plan" now in force for our two Zones, which clearly states the goal of each District chartering at least one new Rotary Club per year.

Our newly created District 7255 has established three new clubs in the past three years: Brooklyn North, Southern Queens, and Queensboro West (see sidebar this page). And there's more: We have another club that will be chartered very soon. Of course, along with success at times there are failures, and unfortunately, Brooklyn North is no longer in existence. They were a hard working club; however, they could not establish a base for their financial obligations.

I am sure District 7255 will continue to establish at least one if not more clubs per year as we continue to move forward.

Starting new clubs gives people access to the wonderful world of Rotary.

Tips for Using Social Media

Like the idea of social media but not sure how to go about it? Relax; the hardest part about social media is just getting started. Follow these tips for social media success:

- ◆ Tell a story and be sure to caption your photos.
- ◆ Don't overload – post little but often.
- ◆ Encourage your members to share posts, tweets, events, etc.
- ◆ Increase your visibility by tagging friends, venues, events in your posts. But don't tag people over-



zealously if they really have nothing to do with your photo or your post.

- ◆ Increase your reach – set up and run accounts on Linked In, Instagram and Twitter.
- ◆ Blog — talk about your experiences — and then share your blog posts on social media channels.
- ◆ Establish a Facebook page just for your Rotary club.
- ◆ Stay safe and keep private conversations private. Steer clear of politics and religion — these topics aren't appropriate in Rotary meetings and they aren't appropriate on Rotary posts either.
- ◆ Make sure that your posts meet the Four-Way Test.

— kristoff alexander@RotaryBuzz

Check out the Paterson Rotary Club MeetUp page out at <http://www.meetup.com/Paterson-Rotary-Club-70/>

Membership Matters

How Social Media Helped Our Club Grow

by Bonnie Sirower , Zone 32 Assistant Rotary Coordinator

My Paterson, NJ Rotary Club, in District 7490, had great success this past year in attracting 15 new members, six of whom are under 40 and are now active members of our club.

How did we do it? We used social media! We shared our Rotary moments on Facebook, used Facebook to get donations for our projects, posted on Instagram, constantly e-mailed one another, and used a special app for Android and i-Phones — Meetup — to let younger potential members know what we were doing. We used Linked-In to connect to other business professionals and advertise our Rotary Means Business outreach/networking evenings.

Our Paterson Rotary Club used Facebook and Twitter to advertise our special events such as our Career Fair for high school students, to solicit donations for our "Service Above Elf" Holiday Program that donated warm coats, stockings and toys to children in



one of our Paterson (inner city) schools, to share special occasions such as the fiftieth Rotary anniversary of one of our long-time members, and to spread the concept of Rotary in general.

We also used the app Meetup. According to their website, Meetup is the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting face-to-face in the community. More than 9,000 groups get together in local communities each day; each one with the goal of improving themselves or their communities. Meetup is their connecting point.

Meetup's mission is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world — or the whole world — by organizing themselves into groups that are powerful enough to make a difference. Learn more on the Meetup blog: blog.meetup.com

It cost our club about \$100 for the year to set up a Meetup page, but we had at least six potential members call our designated greeter who hosted the Meetup page. Younger potential Rotarians (millennials, Gen-Xers and Gen-Yers) are increasingly turning to Meetup to coordinate their social lives. They are looking for something to do that reflects their passions.

Here's how it works: We listed the topics of our programs on our Meetup page. When someone saw a program he/she liked, that person would call our Meetup coordinator. That Rotarian would then invite the interested person to one of our meetings, and introduce the new person to all of our Rotarians. Using social media was also advantageous in keeping our members informed about Rotary, about our meetings and our activities. It gave us a way to honor special Rotarians and celebrate lifestyle occasions in our members' lives. People proudly shared what we posted; those memes were then posted and reposted.

Rotary International

Club and District Support

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Kaitlin Kirk, Coordinator
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Support for 7390, 7410, 7430, 7450

John Hannes, Senior Coordinator
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Membership Development

Emily Whitmer
Regional Membership Officer
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Major Gifts Zone 24

Carolyn Ferguson
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Major Gifts Zone 32

Dori Dinsmore
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Major Gifts
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847-424-5329

Annual Giving

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

Rotary Support Center

RotarySupportCenter@rotary.org
866-976-8279 or 866-9ROTARY
www.rotary.org

Polio Plus

A Rotary Moment—A Polio Meeting

by Meagan Bennett, University of Lethbridge Rotaract Club

I just experienced an amazing Rotary moment that I thought would be good to share with other members of the Rotary family.

I am living in Spruce Grove, AB, just west of Edmonton, for the summer, and today the city experienced a massive thunderstorm. I was at work doing some training for a new job, and as the storm was ending I went to the front of the building to see the amount of rain and if there was any damage.

As I looked outside, I saw an older gentleman, up to his ankles in water, with his walker. He appeared to be struggling, so I ran out of the building to give him a hand. It turned out that this gentleman, named Wayne, was a polio survivor. It was interesting to note that when he told me this, he added, "You probably don't know what polio is, but that is why I have my walker." I explained to him that I was a member of Rotaract and that I did indeed know what polio was. Even knowing what polio is, I have never met anyone in person who had polio so it did make me stop and take a minute to think about how polio is considered to be a thing of the past, yet here I was meeting a living polio survivor.

After that short introduction, we kept talking as I walked him to the building. He talked about the amazing things that Rotary is doing for polio and he told me that if he had

only been healthy for another two years when he was a boy that there would have been a vaccine for him. He was born in 1951, and as he said, the Salk vaccine wasn't available until the mid-1950s. That was another thoughtful point for me.

In my mind, the 1950s seem to be a long time ago but in reality they

were just over 60 years ago! It is really not long at all. Wayne told me that even though he had polio, he was grateful for every day that he was alive and he woke up each morning to thank God that he had gotten a good sleep. "Even if I only got two hours of sleep because of the pain," he said, "that is a gift."

This gentleman really touched my heart with his kindness and his strength. Going through life living with the effects of polio and at 65 still being able to say that "every day is a good day" made me take a moment to really think. All of my petty troubles just seemed to disappear, and I realized that no matter what, I am alive and healthy and living a good, fulfilling life.

I want to share my experience with Wayne because he really touched my heart in the short five minutes that it took to get into the building. I realize, now more than ever, how important the work that Rotary does to end polio really is.



Community Corps: Innovative Way to Engage Young Professionals

by PDG Penny Offer, District 5040

Rotarians often ask - How come Rotaractors don't become Rotarians? And How do we attract young professionals into Rotary? The Rotary Club of Burnaby District 5040 used a **Rotary Community Corps**, in a different way to engage non-Rotarians and Rotaractors in Rotary service.

A Rotary Community Corps (RCC) is a group of non-Rotarians who share Rotary's commitment to service. Members plan and carry out projects in their communities, and support local Rotary club projects. There are more than 7,500 corps in over 80 countries.

Past President of the Rotary Club of Burnaby, Azim Raghavji, learned about Rotary Community Corps when he attended PETS. It seemed like a possible solution to these questions and a way to engage a group of young professionals in their community.

In March 2016 the Rotary Club of Burnaby chartered a Rotary Community Corps, the first in Zone 24 West. It began from an effort to start a young professionals Rotary club. Forming a Rotary club proved to be a challenge - the young professionals were looking for something different and a Rotary club was not the right solution.

Charles was interested in the Rotary Club of Burnaby, but the cost and meeting requirements were too restrictive. He thought a RCC sounded exciting and full of possibilities. Joyce had a vision: a place where short-on-time professionals could volunteer their skills on demand. Joyce, a founding member of the Rotaract Club of Burnaby was already immersed in the Rotary world but not ready to join a Rotary Club.

Membership grew as they brought in friends interested in using their skills to volunteer. The Rotary club approached Rotarac-



tors who had aged out but still had an affiliation with Rotary. President Azim says "they would now have an option. Maybe they are not Rotarians, but they are connected with Rotary and engaged in doing good in the world."

The RCC holds two meetings per month led by a leadership team of five members. The average age of the members is late 20s to early 30s. The members have an even mix of males and females, ethnic diversity and a

varied professional background, from architect to graphic designer to data analyst.

Members are free to propose projects to pursue, and are encouraged to take a leadership role in seeing their project to completion and using their professional skills and expertise. They have provided market research, created marketing plans, designed event posters, and made event recommendations to local community groups.

Azim says "Our duty as a club is to ensure that we are the Best Club that we can be so that in the future, members of the RCC, when they are ready to join Rotary, have an option and hopefully they will consider us. We as Rotarians have a duty to show the benefits of being a Rotarian"

Charles says "We will stay as a bridge for those whose lifestyle doesn't allow enough room for committing to a Rotary club."

The Rotary Community Corps offers an alternative to joining a Rotary club for someone who is interested in joining Rotary but realizes it's just not the right time. It connects them to the goals, values and beliefs of Rotary and engages them with the Rotary family.

Find more information at www.Rotary.org/RCC or contact the club at RotaryBurnaby@gmail.com

Did You Know?

There are over 8000 Rotary Community Corps (RCCs) throughout the Rotary world, involving people of all ages. RCCs can be formed in retirement homes to give senior citizens a link to their local Rotary club and a way for those seniors to provide service. Or they can be formed in villages in the developing world where the members provide the workforce and sweat equity needed to bring a Global Grant project to fruition.

Calendar of Events

September 27-October 2, 2016 — Rotary Zone 24-32 Pre-Institute and Institute in Winnipeg, Manitoba.
<http://tinyurl.com/2016Institute>

Sunday, October 23, 2016 — World Polio Day.

October 23, 2016 — TRF Centennial Celebration Concert and Dinner in Cleveland, Ohio, the hometown of Arch Klumph. FMI: www.trf100.org

Saturday, November 12, 2016 — Rotary-UN Day.

January 15-21, 2017 — International Assembly, San Diego, CA.

Thursday, February 23, 2017 — World Peace and Understanding Day.

February 23-24, 2017 — Mid-Atlantic PETS, Valley Forge Casino Resorts, King of Prussia, PA.

February 24-26, 2017 — Pacific Northwest PETS, Doubletree Hotel, Seattle, WA.

March 9-11, 2017 — Northeast PETS, Sheraton Hotel and Convention Center, Framingham, MA.

Saturday, April 1, 2017 — Peace Symposium, Chapel Hill, NC.

Wednesday, April 12, 2017 — AKS Canada Day, Evanston, IL. See article this page and go to: <https://sway.com/X8ccz3Dw76akpVNO>

Wednesday, April 26, 2017 — District 7980 Centennial Celebration, Omni Hotel, New Haven, CT. FMI: Colin Gershon, CMG@gershonmail.net

Sunday, June 11, 2017 — Beyond Borders Dinner, Atlanta Aquarium. See article this page and go to: <http://tinyurl.com/BBD2017>.

June 10-14, 2017 — 2017 Rotary International Convention, Atlanta, GA. FMI: www.riconvention.org.

October 16-22, 2017 — Zone Institute, Hartford, CT. **SAVE THE DATE!**

January 14-20, 2018 — International Assembly, San Diego, CA.

Upcoming Events

A Unique Celebration for Canadian Rotarians

The Arch Klumph Society Canada Day is an opportunity for Canadian Rotarians who have the desire to make a significant commitment to the future of The Rotary Foundation to become a member of AKS during The Rotary Foundation Centennial year and the celebration of 150 years of Canadian Confederation.



A special event will be held on April 12, 2017 at One Rotary Center in Evanston, Illinois for the new Canadian members of the Arch Klumph Society (AKS) - those Rotarians and Rotary couples who have donated a minimum of \$250,000US. The day will include an all Canadian induction ceremony attended by senior Rotary leaders, tours of Rotary headquarters and a gala dinner for the new society members. We are inviting you to become a part of a very special family who enable our mission work so personally.

Arch Klumph Society members support The Rotary Foundation for many reasons. With their help, The Foundation is fulfilling Rotary's promise of creating a polio-free world. Children and families are living healthier lives through the Foundation's Global and District grants. Educational programs and scholarships are helping young people build lasting friendships and mutual understanding with their peers around the world. Member support enables tomorrow's leaders to live and study together as Rotary Peace Fellows and provides them the opportunity to begin building a more peaceful world.

For more information on AKS Canada Day, please visit: <https://sway.com/X8ccz3Dw76akpVNO>.

—Chris Offer, Zone 24 West Endowment/Major Gifts Advisor

Beyond Borders Dinner: A Whale of a Good Time!

Atlanta cognoscenti consider the Georgia Aquarium to be one of the most spectacular venues in the city... and that's exactly where we'll be for the 2017 Beyond Borders Dinner.

Save the date: Sunday, June 11, 2017, 6:00 - 9:00 p.m.

The Georgia Aquarium is the largest aquarium in the western hemisphere, housing tens of thousands of fish and other sea creatures, including whale sharks, beluga whales, bottlenose dolphins, and manta rays. You can view live web cams at the aquarium at <http://www.georgiaaquarium.org/experience/explore/connect/webcams>.

Not only will we enjoy an amazing setting, but our food will be provided by Wolfgang Puck Catering. You know it will be a memorable dining experience!

Ticket price for the dinner is \$75 per person until April 1, 2017. After that, it goes up to \$99 per person. (Note: Aquarium admission is extra. We'll be sharing information about purchasing tickets to the aquarium shortly.)

Online registration for the 2017 Beyond Borders Dinner is available at <http://tinyurl.com/BBD2017>.

—Kevin Crosby, cochair, 2017 Beyond Borders Dinner



Donors Express Commitment to Foundation

Congratulations to the following individuals and organizations in Zones 24-32 that became Major Donors — or whose giving reached increased Major Donor or Arch Klumpp Society levels — during the past Rotary year. Gifts represent lifetime donations to Annual Giving, PolioPlus or the Endowment. This list does not include those who requested anonymity. Note: + designates a deceased donor. Names of 2015-16 Bequest Society members will be published in a future issue.

Arch Klumpp Foundation Circle: \$1 million
 Arch Klumpp Chair's Circle: \$500,000
 Arch Klumpp Trustees Circle: \$250,000
 Major Donor Level 4: \$100,000
 Major Donor Level 3: \$50,000
 Major Donor Level 2: \$25,000
 Major Donor Level 1: \$10,000

Arch Klumpp Society - Chair's Circle	
David R. Del Monte and Deirdre J. Del Monte	7230
Otto and Fran Walter Foundation	7780
Arch Klumpp Society - Trustees Circle	
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Francisca Kelham and Robert Kelham	5360
Greg Martin	5360

Rotary Foundation Major Donors Level 1

List continued from previous page

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Jim Boccioletti	5370
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Bruce Templeton	7820
Stella Jane Roy	7820
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Lex Sorrell	7980
Anthony J. Vasiliou	7980
William C. Stone	7980
John A. Bysko	7980
William W. Pinchbeck	7980
David W. Moulton	7980
Sheryl Ann Shaughnessey	7980
Jay Feinsod	7980
Roger Stube	7980
Kevin F. Curry	7980

Lessons Learned

From the get-go, the District 7780 Foundation Committee agreed that “success” meant more than creating an engaging online course. The value of online training would be proved only if the success rate of 2016 District Grant applications met or exceeded 2015’s high number.

We met that standard. It is clear that the two 2016 applications that failed to meet all criteria suffered more from last-minute-itis than they did from a failure to grasp grant requirements.

Posting the course on rotary.org meant that it was available throughout the Rotary world. Interestingly, numerous Rotarians from India and Southeast Asia took it! And I heard from two North American districts that discovered the online course and have “borrowed” our slides (with permission, of course!). They are currently researching the option of developing their own online courses.

It takes more lead time to film and edit a video and voiceover than it does to create the PPT deck needed for a “terra” seminar or webinar. No sooner had we finished last March than The Rotary Foundation published an updated “Terms and Conditions” statement. At that point it was too late to go back and re-edit the course — and so I am very much aware that our training is already somewhat dated.

We also need a better way to share the paper-based grants folder. We made all the information available on the District website and downloadable from a “cloud,” but there’s something to be said for hard copy instructions. Next year we will budget for three-ring binders of the material to be distributed at the 2017 District Assembly.

Unfortunately, even though it was free and self-scheduled, substantially fewer D-7780 Rotarians availed themselves of the on-line course than had attended the “terra” seminars in 2015. Thus, trying to recreate the “buzz” of a successfully promoted “terra” seminar remains a goal for 2017.

—Marty Helman

Foundation Facts

Training that’s Online, Self-Scheduled, and Free

by Marty Peak Helman, District 7780 Rotary Foundation Chair

District 7780’s seminar-style Grants Management Training received a solidly positive response in 2015. The written curriculum and 110-page grants folder that was part of the training and a takeaway for all attendees provided club members with all the specifics they needed to apply for both District and Global Grants. And the system worked: In the 2015 training season, 11 out of 12 District Grant applications received met all criteria and turned into successful projects.

Even so, District 7780 leaders believed we needed a better way. It’s true that we are a geographically small District, but face-to-face training creates commuting issues and costs Rotarians precious evening and weekend hours. One obvious solution — an option chosen by many Districts — is to move to webinar training. However, I did not think this was the optimal answer. Webinars still require participants to set aside a specific date and time for training. And, in all honesty, I have multi-tasked my way through too many webinars to believe that they come across as engaging as their organizers frequently assume.

Corporate America has generally bypassed webinars in favor of self-guided, on-line tutorials or courses that combine slides, video and interactive modules. They are typically free to the participant and can be accessed as needed, 24/7. And so, last summer, we looked into the possibility of creating our own online course.

At first, the idea seemed beyond financial reach. The platforms available on the market were too expensive for our purpose, and although several District Rotarians were involved with corporate training programs, none were in a position to get permission for us to use their employer’s system without charge.

It was only after we were totally frustrated that we turned to Evanston for help.

We soon discovered that the staff in RI’s Learning and Development (L&D) office were eager to provide us with exactly what we needed. We knew that L&D had created its own training modules (and some of us had even used them!); we now learned that L&D is eager to partner with Districts and to have Rotarians develop individualized courses that can be hosted on Rotary’s online Learning Center.

We were off and running! Over the winter I turned the existing Grants Management curriculum into three modules/PowerPoint decks. Assistant Governor Curt Combar filmed and edited the video, and “married” the voiceover to the slides. We created tutorials to go with each module, and Evanston staff posted the results on the RI Learning Center. What a pleasure it was to let District 7780 Rotarians know that anyone with a MyRotary logon could access the required Grants Management course whenever they wanted and at absolutely no cost!

Despite some start-up-variety hiccups (see sidebar this page), we are already looking forward to next year. Meanwhile, to try out the course and test your knowledge of Rotary Foundation grants, go to the Learning Center (learn.rotary.org) and check out the District 7780 course. And to discover how the Learning and Development staff can partner with you, email learn@rotary.org.



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Foundation Facts

Surplus Material Gets Second Life

by Betty L. Screpnik, Zone 24 West Regional Rotary Foundation Coordinator

The Rotary World Help Network is a multi-club and multi-district project that, for almost 25 years, has shipped hundreds of sea containers of humanitarian aid worth millions of dollars to developing nations — and nearly all of which is donated surplus material.

Rotary World Help has contributed an estimated \$95 million in humanitarian medical and educational equipment to some 52 developing countries. As a result, the organization was recognized by our Zones with the Donald MacRae Peace Award in 2011.

The engine that drives Rotary World Help is the hundreds of hours of volunteer time put in by the many Rotarians, their family and friends who collect medical, humanitarian and educational supplies and ship the supplies around the world to support impoverished communities — in many cases supporting Rotary Foundation grants work.

Rotary World Help's focus is to collect and distribute medical equipment and supplies, dental, optical, education and sports equipment and disaster relief supplies to international recipients in need.



Dan Gallant, a member of the Port Moody Rotary Club and a World Help board member says, "Shipments are triggered when

Rotary World Help receives a humanitarian request from a Rotary Club in a developing country. Volunteers arrive at the Riverview warehouse, where stacks of hospital beds and mattresses, wheelchairs, crutches, X-ray machines and baby incubators are surrounded by boxes of medical supplies waiting to be inspected, sorted and repackaged.

"About once a month, the requested supplies are loaded onto a 40-foot shipping container, destined for communities in developing countries in need of medical and dental equipment. When we fill a container there's no empty space," Gallant says.

This project is sponsored by the Rotary clubs throughout British Columbia. They donate the money that pays for shipping costs to transport the goods around the world. Other clubs participate by collecting items and sending them by the trailer-full to the collection space in Coquitlam, BC.

Depending on the destination, the shipments can range in cost from about \$5,000 to more than \$12,000. The receiving Rotary Club assumes responsibility for clearing the shipment through customs, distributing the supplies, and submitting an accountability report.

As is usual with Rotary projects, no government or red tape is involved! The supplies move from Rotary Club to Rotary Club, doing good in the world and changing lives.

For more information, go to <https://www.youtube.com/watch?v=xX-lscEAmX> or visit www.rotaryworldhelp.com

The Rotary Foundation Annual Fund—2015-16 Total Giving

District	July 1, 2015		Annual Fund Giving			Per Capita Giving		2015-16	
	No. of Members	No. of Clubs	2015-16	2014-15	% Change	2015-16	2014-15	EREY Donors	Total Giving
5010	1686	39	\$361,721	\$352,032	2.8%	\$214.54	\$203.96	1237	\$491,120
5040	1432	48	\$220,651	\$290,742	-24.1%	\$154.09	\$196.85	727	\$803,102
5050	2565	57	\$344,228	\$386,439	-10.9%	\$134.20	\$146.66	1785	\$539,078
5060	2653	60	\$378,788	\$413,199	-8.3%	\$142.78	\$160.03	1805	\$514,778
5360	1946	47	\$894,215	\$862,725	3.7%	\$459.51	\$435.06	727	\$1,222,114
5370	2266	58	\$330,614	\$323,841	2.1%	\$145.90	\$144.12	1096	\$830,366
5550	1495	46	\$169,654	\$176,548	-3.9%	\$113.48	\$116.69	559	\$318,786
6330	1800	59	\$194,297	\$226,812	-14.3%	\$107.94	\$124.14	911	\$505,921
7010	1553	42	\$241,370	\$290,475	-16.9%	\$155.42	\$186.68	1069	\$356,163
7040	1886	69	\$156,378	\$167,910	-6.9%	\$82.92	\$87.68	598	\$355,125
7070	2015	54	\$267,288	\$289,213	-7.6%	\$132.65	\$144.17	1254	\$609,956
7080	1700	49	\$233,116	\$266,915	-12.7%	\$137.13	\$156.64	993	\$456,027
7090	2323	68	\$271,836	\$297,406	-8.6%	\$117.02	\$123.35	1068	\$689,485
7790 ①	1745	52	\$110,513	\$120,405	-8.2%	\$63.33	\$69.00	799	\$224,497
7810	1192	39	\$66,729	\$80,893	-17.5%	\$55.98	\$68.55	242	\$165,100
7820	1573	47	\$90,863	\$115,894	-21.6%	\$57.76	\$74.43	324	\$217,641
Total Zone 24	30,276	860	\$4,332,258	\$4,661,449	-7.1%	\$143.32	\$152.92	15,411	\$8,299,259
7210	1646	59	\$137,035	\$148,591	-7.8%	\$83.25	\$90.44	829	\$158,017
7230	1283	43	\$124,059	\$143,797	-13.7%	\$96.69	\$104.50	625	\$296,768
7255	1853	75	\$154,142	\$159,139	-3.1%	\$83.19	\$87.15	605	\$244,366
7390	2338	45	\$308,138	\$298,171	3.3%	\$131.80	\$127.70	1555	\$388,071
7410	1115	43	\$89,460	\$100,576	-11.1%	\$80.23	\$94.97	633	\$113,776
7430	1755	43	\$209,602	\$233,934	-10.4%	\$119.43	\$132.32	968	\$367,986
7450	1485	51	\$173,127	\$170,199	1.7%	\$116.58	\$112.86	1021	\$236,254
7470	1196	50	\$135,821	\$113,331	19.8%	\$113.56	\$96.29	444	\$189,631
7490	1244	50	\$62,763	\$62,110	1.0%	\$50.45	\$48.91	222	\$95,076
7500	1145	37	\$147,591	\$146,356	0.8%	\$128.90	\$126.39	654	\$247,556
7510	1038	39	\$112,286	\$93,877	19.6%	\$108.18	\$85.65	408	\$148,087
7640	1095	46	\$112,437	\$87,554	28.4%	\$102.68	\$77.83	432	\$149,665
7780	1636	40	\$212,657	\$213,951	-0.6%	\$129.99	\$132.64	909	\$455,809
7850 ①	1476	42	\$139,404	\$119,727	16.4%	\$94.45	\$77.95	657	\$177,468
7870	2126	60	\$151,545	\$143,758	5.4%	\$71.28	\$67.87	772	\$315,936
7890	2098	59	\$228,666	\$186,769	22.4%	\$108.99	\$86.67	902	\$345,311
7910	1498	51	\$197,245	\$210,033	-6.1%	\$131.67	\$133.35	935	\$293,705
7930	1948	47	\$185,516	\$239,143	-22.4%	\$95.23	\$122.32	1138	\$326,086
7950	2263	65	\$167,728	\$154,244	8.7%	\$74.12	\$66.63	746	\$379,100
7980	2218	60	\$327,390	\$360,120	-9.1%	\$147.61	\$163.02	1623	\$459,777
Total Zone 32	32,456	1005	\$3,376,610	\$3,385,385	-0.3%	\$104.04	\$103.16	16,078	\$5,388,446

① Reflects transfer of one club from 7850 to 7790, effective 1 July 2015. Data are based on official RI reports but unaudited.

The Logo Rant

Dear Ladies and Gentlemen of Rotary: It's been three years since our new visuals were announced.

Patience has been exercised while individual clubs and districts used up old banners, letterhead, flyers, envelopes et cetera.

But enough is enough! It's time to get rid of the old blue and gold logo for good!!

Seeing as I have the audience of Rotary leaders, please be an ambassador for the Strengthening Rotary Initiative.

"The Strengthening Rotary initiative helps us tell Rotary's story in a clear and compelling way. By providing a consistent image of what Rotary stands for and how we differ from other charitable organizations, we can engage members, prospective members, donors, and volunteers in our work to improve communities around the world."

While pursuing website and social media pages, newspaper and other print material; we notice many clubs and districts that are not with the program.

Everything that you need to help educate the members of your district and clubs is at your fingertips.

Visit the Brand Center on rotary.org to find everything you need to create your Rotary communications with our (not so) new look-and-feel.

Download Rotary's logo – or create your own club or district logo. Plus, you'll find editable templates for brochures, newsletters, PowerPoint presentations, fliers, and more.

Some of you are saying....this is old news. Yes, but there are many folks out there who are seemingly unaware. Please help the cause!

Your Rotary Public Image Coordinators and their assistants are available to help with any Strengthening Rotary issues. Please ask!

Let's get "the visuals" nailed and then we can go on to work on "the voice."

Thank you to those of you who are ambassadors already! Please help us find some more.....there aren't enough of you!

—Tanya Wolfe,
Zone 24 East Public Image Coordinator

Foundation Centennial



1905



1906



1910



1912



1924

The "old" Rotary wheel was time-honored, but hardly original.

Separating Dues from Donations

To commemorate the Centennial of The Rotary Foundation, look for excerpts from "Doing Good in the World," the history of the Rotary Foundation written by Dave Forward, District Governor of D-7500, which will appear in this space on an ongoing basis. This month's passage, from page 18 and following, explains that from the beginning — and even in the midst of the Great Depression — The Rotary Foundation has been funded entirely with donations, not dues.

"[Arch] Klumph and the Trustees stood firm on one issue: The Rotary Foundation should be built up only by voluntary donations, not from assessments or a tax. In 1935, [Klumph] reiterated this position, explaining, "Nor are participating members or clubs expected to take upon themselves the slightest burden. It is believed, however, that there are tens of thousands of Rotarians who will look upon this opportunity as a real privilege, men who feel that Rotary has done much for them, who sincerely believe in its purposes and objects."

"None of us had any experience [in fundraising] and consequently we had to build from the bottom up and move cautiously," he said. Despite this, they chose to aim high, and set a goal of building an endowment of \$10 million within 10 years — an incredible objective in 1930 dollars.

The Trustees knew that people — even Rotarians — often do not enjoy being asked for money, and so their first objective was to educate the membership as to the purpose of The Rotary Foundation. Arch Klumph did so in a challenging letter to all 2500 Rotary club presidents in Canada, Cuba, Mexico and the United States.

By this time, the Great Depression was devastating the U.S. economy and spreading around the world. Realizing that few Rotarians would be able to make significant cash donations, the Trustees decided to ask members to take out life insurance policies for \$1000, naming The Rotary Foundation as the beneficiary. They also asked hundreds of Rotarian life insurance agents, bankers, attorneys and trust company officers to recommend that club members include the Foundation in their wills. Finally, they sent letters explaining the campaign to the 200 District Governors in those same geographic areas. As a testament to their stewardship, the Trustees managed to keep all of the expenses related to this campaign within the \$1500 allowance that the RI Board provided for the first year.

There was an immediate and gratifying response to the solicitation letters. "I would give it as my opinion that Rotary is at least \$25,000 richer than it was eight weeks ago," Klumph reported on 22 December 1928.