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Zone 32: Bermuda,
Northeastern United States



November 2019

You absolutely, positively, unconditionally, with no ifs ands or buts, unquestionably, and unequivocally flat out must do this!

Wow. So, you're a Rotary International Director and you think you can talk to me that way? What happened to collaborative leadership? What happened to bottom up leadership? Just because you're a Director, you think you can boss me around? Haven't you heard? This is a volunteer organization.

Settle down. I'm about to give you a gift. The Rotary Foundation of Rotary International. And the thing I'm flat out asking you to do? Re-gift it.

For many of you, The Rotary Foundation is your charity of choice. Because it's yours. It's YOUR Rotary Foundation. Many of you have a story to tell about lives that have been changed, lives that have been saved, because of projects you have been involved with utilizing dollars from The Rotary Foundation. You already know that for the past decade, your Rotary Foundation has received Charity Navigators highest recognition of 4 stars. You know that November is Rotary Foundation Month. We have an opportunity here though because many of your fellow Rotarians do NOT have that same experience or share that same knowledge. That goes for even more non-Rotarians. That's where the re-gift comes into play. This is what you flat out have to do.

Tell your story. Give the gift of The Rotary Foundation's success, power, and ability to save and change lives to someone who has yet to receive it. Be an advocate and an ambassador for The Rotary Foundation this month. (We won't be upset in the least if you do it every month.) And don't stop with just the members of your club.....

In September I was at a dinner in Burlington, Ontario celebrating District 7080's Million Dollar Journey. (Talk with DG Lesley Barmania, PDG John Stairs, or PDG John Gilvesy about their success. It was compelling.) But here was the compelling thing to me. I was asked to talk with two brand new Rotarians who were there. Lovely couple. Major Donors to The Rotary Foundation. What they told me was that they didn't find Rotary and then The Rotary Foundation. They found The Rotary Foundation and then became Rotarians. They were searching for a foundation to give money to. Their research led them to The Rotary Foundation. They were attracted to our 6 areas of focus. They were impressed by our high ratings over an extended period of time by Charity Navigator. They became donors and THEN they became members ... not the usual progression, but why can't it happen that way more often?

Re-gifting The Rotary Foundation to our current members can engage them and keep them in our organization. Re-gifting it to non-members may introduce them to our organization. More awareness of Rotary International. Better understanding of who we are and what we do.

The Rotary Foundation is our crown jewel. It is the amazing charitable arm of our organization. There are resources that are compelling at Rotary.org to help you to tell the story. To assist you in being an advocate and an ambassador for The Rotary Foundation. If you haven't received the gift, I'm re-gifting it to you.

If you have already received it, I'm asking you to pass it on. Pay it forward. Re-gift it now.

You absolutely, positively, unconditionally, with no ifs ands or buts, unquestionably, and unequivocally flat out must do this! **Please?**

Rotary International

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Valarie's View from the Wings

By Valarie Wafer, Director-Elect

Education is not the learning of facts but the training of the mind to think

-Albert Einstein

Our orientation as leaders in Rotary is extensive and crucial to our success. As mentioned in the September "View from the Wings" the Director-Elect training has begun.

The goal of the Director Elect orientation is to prepare us to be knowledgeable and productive from the day we take office.

We have participated in three webinars with two more to go in November and December.

In August, we were introduced the Rotary International support staff that will no doubt fill our email inboxes and become our go to people as we journey through the next couple of years.

In September, our webinar covered Grow Rotary and Membership. As membership is a key priority for Rotary, especially in North America, there was a lot of material to cover. Membership stats, membership trends, diversity, future members, future club models. President Mark Maloney emphasized the need to support and strengthen existing clubs but to also look to establish alternative club models. Grow Rotary, a great term to describe the challenge ahead of us as Rotarians in North America. What will Rotary look like in 5 years? Change is exciting and terrifying at the same time!

In October, we got down to business. Our webinar focussed on Strategy, Enterprise and Engagement. This session outlined our Strategic Plan and the teams within Rotary International that ensure our organization is forward-looking. It is crucial that our organization has a constant pulse and knowledge of research, business intelligence, product management and strategic partnerships and this is the mandate of this team.

With two more webinars to go we then will attend the International Assembly in San Diego in January and begin to back bench all Board Meetings going forward to July 1, 2020.

Whew...the ride has begun!



Coming Events

Dates for PETS coming in the new year can be sent in at any time now. They will be posted in the newsletter in chronological order.



Special Recognition

Hans Granholm

Edmonton Strathcona

District 5370



Calendar of Events

January 19-25, 2020 — International Assembly, San Diego, California

March 5-7, 2020 — North East PETS, Framingham MA USA

March 20-22 — D7040 PETS, Cornwall ON Canada

June 6-10, 2020 — RI Convention, Honolulu, Hawaii

June 7, 2020 - Beyond Borders Dinner, Royal Hawaiian Resort Hotel, Honolulu.

September 23-26, 2020 — GETS, GNATS Leadership Training, Toronto

November 19-21, 2020 — Life on Land Symposium, Anchorage, Alaska

January 14-16, 2021 — Life Below Water, Hamilton, Bermuda

June 12-16, 2021 — RI Convention, Taipei, Taiwan

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

2023 — RI Convention, Melbourne, Australia

2024 — RI Convention, Singapore (tentative)

2025 — RI Convention, Calgary (tentative)

Find the answers

Don't forget our other electronic and social media communications tools for the Zone.

Website:

www.rotaryzones24-32.org

Facebook:

[Rotary Zones 24 and 32](https://www.facebook.com/RotaryZones24and32)

Blog:

<http://greatideastoshare.com>



Aloha

BEYOND BORDERS DINNER

Connect and Celebrate!

Share the spirit of Aloha with fellow Rotarians and friends at our Signature event - **BEYOND BORDERS DINNER** - in the heart of Waikiki at the iconic Royal Hawaiian Resort Hotel.

Enjoy a cocktail on the terrace, stroll on the lush lawns, and savor a delicious Hawaiian buffet in the historical Monarch Ballroom.

**ZONE 24 & 32 AND MICHIGAN, ONTARIO, NEW YORK
HONOLULU // HAWAII**

SUNDAY, JUNE 7, 2020 | 6:30 PM - 10:00 PM

**ROYAL HAWAIIAN RESORT HOTEL
2259 KALAKAUA AVENUE
WAIKIKI, HONOLULU**

WITHIN WALKING DISTANCE OF THE CONVENTION CENTRE

Register at: www.RotaryZones24-32.org

Ticket prices per Person:

\$120 USD before April 1st

#135 USD after April 1st

Event Questions, contact IPDG Ingrid Neitsch:
ilnrotary@gmail.com

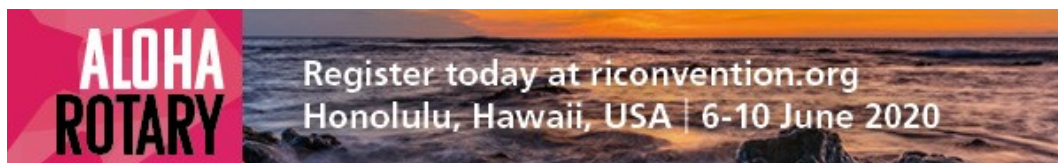
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Hosted by RI Director, **Jeffrey Cadorette**



Beyond Borders

Dinner



Polio Eradication activities for October in 7150



By Randy Wilson District 7150 Governor 2019-2020

Here in District 7150, we put **Polio Eradication** at the center of our activities for October. We borrowed and built on the “Pints For Polio” concept used in other areas and ended up with a World Polio Week of fundraising and awareness events spread across our District in central upstate New York.

When, What and Where?

Friday evening, October 18, and Saturday, October 19: At our District Conference (yes, we moved it back to the fall) in Oswego, NY, we offered, for a \$3.00 donation, “Pints For Polio” of Stewart’s Ice Cream Pints (99 pints donated by the provider), Adult Beverage Pints (\$1.00 from the event host and \$1.00 match by the local distributor), and even some Half-Pints of Honey, donated by a bee-keeping Rotarian from our District!

Tuesday evening, October 22: Baldwinsville Rotary Club hosted a “Pints For Polio” Charity Happy Hour from 5:00pm to 8:00pm, at WT Brews, a local microbrew pub in Baldwinsville. The brew pub owner donated \$1.00 from each pint sold, and the Baldwinsville Club donated another \$1.00 for each pint sold.

Wednesday evening, October 23: Bowling teams from Rotary Clubs in Area 2 and Area 3

bowled and collaborated at a “Pin Down Polio” evening fundraiser in Utica, NY. This was the second year for this multi-Club event.

Thursday afternoon, October 24 “World Polio Day”: Citywide World Polio Day Proclamation at 4:00pm at the Mayor’s Office at Syracuse City Hall, followed by a panel discussion to raise awareness about Polio Eradication. This was also the second year for this event.

Saturday afternoon, October 26: VVS Community Rotary Club hosted “Painting Pumpkins for Polio”, a family-oriented event from 1:00pm to 3:00pm with pumpkin painting, snacks and beverages, held at the Sherrill-Kenwood Volunteer Fire Department in Sherrill, NY.

Saturday evening, October 26: Oriskany Falls Rotary Club hosted their second annual “Polio

Party” with dancing and food, live music, and raffles at the Hotel Solsville, in Madison, NY from 6:00 to 9:00pm.

We plan to build on this idea of “World Polio Week” and we will actively encourage more of our Clubs to partner and host Polio Eradication events in their respective community each year!



Rotary Connects The World!

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EVERY month is membership month

By Bill Robson, Rotary Coordinator, Zone 24 West

We must “Grow Rotary” and this is the challenge given to us by both our President and our Director.

Next July 1st we will celebrate and welcome our new districts from Michigan and New York, however, we cannot forget that this re-districting is happening because of continued decline in membership in North America which has caused Zone 29 to disappear.

We must turn this trend around and it is incumbent on all of us to do this. Every district has a membership committee and Chair. Every district has a Rotary Coordinator or Assistant Coordinator assigned to it. These are seasoned Rotarians who have stepped up to provide assistance to districts and clubs.

There are also several tools to help with diversity, finding new members, retention and enhancing the club experience. Check them out here: Membership Assessment Tools <https://my.rotary.org/document/membership-assessment-tools>

In addition, there have been many changes recently regarding what constitutes a club and what constitutes a meeting. Here are some FAQ's to help clarify these items.

<https://my.rotary.org/en/club-flexibility-faq>

If you still have questions, then contact your Rotary Coordinator or Assistant Rotary Coordinators. They are all listed on the left side of this newsletter.

I know I am “preaching” to the choir, but we all need to be reminded at times that in order to “Grow Rotary” we must work in harmony. Membership drives Foundation which drives projects and programs which drives Public Image which drives membership etc. etc. etc. (to quote from The King and I”).

To make this work we MUST:

- Assess our clubs
- Engage current members
- Connect with prospective members
- Follow up on our membership leads
- Make new members feel welcome
- Find ideas to strengthen your club
- Stay current



Current membership statistics are on the following page.

For OCTOBER 2019 - 2020

Zone	District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
28	5010	38	38	31	81.58%	1815	1653	1687	2.06%	128
28	5040	50	50	47	94.00%	1552	1384	1413	2.10%	139
28	5050	58	58	39	67.24%	2587	2477	2497	0.81%	90
28	5060	57	57	38	66.67%	2747	2575	2612	1.44%	135
28	5360	47	47	14	29.79%	1849	1749	1735	-0.80%	114
28	5370	60	60	50	83.33%	2197	2059	2034	-1.21%	163
28	5550	46	46	7	15.22%	1377	1307	1326	1.45%	51
28	6290	60	59	28	47.46%	2800	2698	2717	0.70%	83
28	6310	32	32	21	65.63%	1462	1355	1362	0.52%	100
28	6330	56	56	27	48.21%	1814	1664	1677	0.78%	137
28	6360	54	54	43	79.63%	2620	2351	2352	0.04%	268
28	6380	52	52	20	38.46%	1706	1600	1614	0.88%	92
28	6400	52	52	19	36.54%	1704	1591	1607	1.01%	97
28	7010	40	40	26	65.00%	1564	1462	1472	0.68%	92
28	7040	66	66	24	36.36%	1798	1701	1700	-0.06%	98
28	7070	54	54	34	62.96%	2051	1926	1925	-0.05%	126
28	7080	48	48	20	41.67%	1627	1521	1523	0.13%	104
28	7090	68	67	33	49.25%	2118	2083	2097	0.67%	21
28	7790	49	49	24	48.98%	1718	1641	1651	0.61%	67
28	7810	40	40	16	40.00%	1150	1012	1035	2.27%	115
28	7820	46	46	8	17.39%	1555	1469	1476	0.48%	79
Total		1073	1071	569		39811	37278	37512	0.63%	2299

Zone	District	# Clubs Last 1 July	# Clubs Current	# Clubs with membership goal *	% Clubs with membership goal	District Membership Goal **	01 July Membership	Current Membership	Membership Net Growth (%)	Distance to Membership Goal
32	7120	69	69	39	56.52%	2458	2265	2288	1.02%	170
32	7150	42	42	27	64.29%	1197	1084	1107	2.12%	90
32	7170	44	44	44	100.00%	1458	1300	1286	-1.08%	172
32	7190	40	40	30	75.00%	1233	1072	1080	0.75%	153
32	7210	55	55	35	63.64%	1665	1548	1554	0.39%	111
32	7230	44	44	24	54.55%	1298	1140	1182	3.68%	116
32	7255	69	69	12	17.39%	1735	1605	1632	1.68%	103
32	7390	42	42	19	45.24%	2314	2278	2275	-0.13%	39
32	7410	42	42	17	40.48%	1120	1078	1081	0.28%	39
32	7430	45	45	44	97.78%	1998	1784	1789	0.28%	209
32	7450	50	50	20	40.00%	1375	1310	1365	4.20%	10
32	7475	83	82	82	100.00%	2347	2002	2056	2.70%	291
32	7490	50	49	14	28.57%	1248	1185	1200	1.27%	48
32	7505	77	76	20	26.32%	2149	2076	2064	-0.58%	85
32	7780	41	41	36	87.80%	1644	1611	1605	-0.37%	39
32	7850	41	41	11	26.83%	1277	1272	1271	-0.08%	6
32	7870	59	59	4	6.78%	1997	1933	1954	1.09%	43
32	7890	59	59	43	72.88%	1990	1902	1910	0.42%	80
32	7910	50	50	24	48.00%	1434	1270	1264	-0.47%	170
32	7930	47	47	27	57.45%	1853	1753	1754	0.06%	99
32	7950	65	65	41	63.08%	1923	2034	2050	0.79%	0
32	7980	57	57	23	40.35%	2054	2022	2030	0.40%	24
Total		1171	1168	636		37767	35524	35797	0.77%	1970

MOSAIC: CREATING A DIVERSE ROTARY



“We become not a melting pot, but a beautiful mosaic. Different people, different hopes, different yearnings, different hopes, different dreams,” united in service to create a better world. Jimmy Carter

Art: RC Squamish, BC

REPRESENTATION AND INCLUSIVE LEADERSHIP

By Cecily Smith, RC Metro NYC, Zone 32 ARC

“May it remind me and every little child that no matter where you are from, your dreams are valid.” Lupita Nyong-o, Oscar acceptance speech

It’s the time of year when Rotarians are planning leadership training: District Conferences, PETS, and more. When we’re getting speakers and facilitators to educate and grow our Rotary leaders are we thinking about diverse representation? Are we working to develop the future of our organization with inclusive leadership? **“If you are not intentional about being inclusive, you will by default be exclusive. This is particularly true if you are from a privileged culture.”**

Rev. Dr. J. Loren Russell, Rotarian

“Representation in media, professional life [or Rotary] is essential. We all like to feel that we can relate to something or someone. We like to know that we are not alone or that we can too be like the lead character in that action movie or YA novel [or like that Rotary leader].”¹ Study after study shows that seeing someone of a similar cultural, racial, or gender in a profession, positively in media, and in books, has a HUGE impact on how children see themselves, the possibility of their aspirations, and their educational success rates. This follows through in Rotary as well - it DOES make a difference to see a woman as an RI Director, a person of color as a District Governor, Rotary taking part in a Pride event, and more. **“It’s a potent and wonderful feeling when you spot something that shows you the world’s possibilities. Sometimes that happens simply because a person or a character exists in public.”**²

Are we making real efforts to have inclusivity with our PETS facilitators and Conference speakers? Finding amazing Rotarians of a diverse - in all its meanings - background to teach and share their experiences? Do our facilitators make the experience an open and welcoming one for all?

Figure 1. The six signature traits of an inclusive leader



How is our Rotary training creating inclusive leaders? “Diversity of markets, customers [Rotarians], ideas, and talent is driving the need for inclusion as a new leadership capability. Here are six attributes of leaders who display the ability to not only embrace individual differences, but to potentially leverage them for competitive advantage.”³

COMMITMENT: *Highly inclusive leaders are committed to diversity and inclusion because these objectives align with their personal values and because they believe in the business case.*

COURAGE: *Highly inclusive leaders speak up and challenge the status quo, and they are humble about their strengths and weaknesses.*

COGNIZANCE OF BIAS: *Highly inclusive leaders are mindful of personal and organizational blind spots and self-regulate to help ensure “fair play.”*

CURIOSITY: *Highly inclusive leaders have an open mindset, a desire to understand how others view and experience the world, and a tolerance for ambiguity.*

CULTURAL INTELLIGENCE: *Highly inclusive leaders are confident and effective in cross-cultural interactions.*

COLLABORATIVE: *Highly inclusive leaders empower individuals as well as create and leverage the thinking of diverse groups.*

Rotary Leadership Institute has a graduate level course, Diversity: The Key to Saving Rotary.

Have you taken this course? Has your district or PETS had a DEI seminar, or a Diversity training at your PETS? Can you share your experiences with the Zone, as we create a DEI seminar toolkit that can share and teach inclusive Rotary leadership? Your success story can help other Rotarians! Please contact rota-ry7230pr@gmail.com, to share or collaborate on this project.

1 [FIVE REASONS WHY REPRESENTATION MATTERS](#)

2 [23 REMINDERS THAT REPRESENTATION IS EVERYTHING](#)

3 [DELOITTE INSIGHTS - INCLUSIVE LEADERSHIP](#)



By PDG David Sullivan, D7230

SMILE, it's soon to be Christmas - the season of giving. If you have ever bought anything on Amazon then you know that your inbox is about to overflow with suggestions from them. Here is a small fact that you may not know or, do know and were always planning to get around too it. *Amazon Smile* is a site on Amazon that means nothing different to you as their customer but makes a huge difference to our Rotary Foundation.

Since its inception Amazon, through their customers using *Amazon Smile*, has allocated more than \$145 million to charities designated by their customers, i.e. You! Sadly, the Rotary Foundation, although appreciative, has only received \$39,000.00 of the total allocation. You as a customer have the power to change that. If you are considering buying using Amazon there is no extra step to use this service, save the initial setup. Everything else is the same, selections, prices, ordering, delivery, site page, etc. etc. The difference is that The Rotary Foundation will benefit from 0.5% of your eligible purchases.

It may seem small but as mentioned earlier it has amounted to \$145 MILLION since inception to charities. Apparently, some of our Canadian Rotarians cannot access the benefit using amazon.ca for Canadian addresses. However, we do know that many of our "border" Rotarians have other resources available to them. Make sure that the *Amazon Smile* logo is at the top left of the page and happy shopping. Thanks, from The Rotary Foundation! <https://smile.amazon.com/>

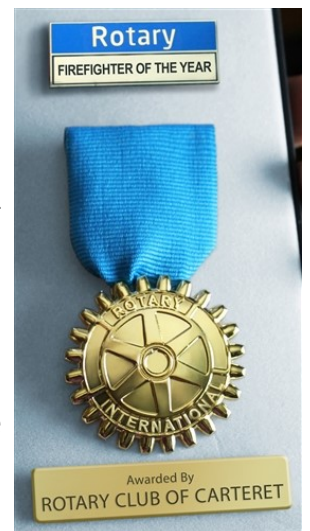
Recognizing Local Heroes

By Joseph Wutkowski, member of the Rotary Club of Carteret, District 7475

I joined Rotary in 1980 and at the time was a volunteer firefighter. Having since retired from my local fire department in 1999, I am now a full-time accountant, however my passion still remains with serving the local first responder community. I spend my extra time volunteering with my local fire department as well serving as president of my County Exempt Firefighters Association. In addition, I volunteer as an Honorary Member of the Police Benevolent Association where I have served two terms as president.

I continue to look for ways to honor our local first responders which prompted and inspired me to create a program that engaged Rotary clubs to recognize efforts of their local heroes. Serving as a firefighter myself, I know firefighters, police officers, and EMTs wear medals and citation bars on their uniforms – especially when they are marching in parades. I know from experience and talking with my fellow first responders that they always appreciate a Medal of Honor for going above and beyond the call of duty and displaying acts of heroism and bravery.

I encourage Rotary clubs to award a "Firefighter of the Year", "Police Officer of the Year", and "EMT of the Year" at one of their meetings. This is a good way to introduce the local first responders to Rotary. Rotary clubs across the United States and Canada are already connected with their local first responder community and I think this award is a perfect way to recognize local heroes. Visit [our website](#) for more information on the award.



Rotary Roots Run Deep at the United Nations

By: PDG Douglas Vincent, D7080, UNAC Zone 24, Rotary Representative



Back in the 1930's a Rotarian from Nashville TN, had the idea of developing "International Institutes of Understanding" to advance one of Rotary's causes, namely: to promote International Understanding and World Peace.

The concept grew to cities in Texas and spread across the globe. It was a great success which was embraced by many senior world leaders, putting Rotary on the map.

Prior to the 1945 San Francisco event, there were other exploratory meetings, which included Rotarians. During that time, Rotary published the "Dumbarton Oaks" meeting notes, to share and solicit input from clubs and members around the world. So very early, Rotary was at the grass roots of discussions and input to develop the UN concept.

When US President Roosevelt and UK's Winston Churchill had the idea of convening meetings to establish the UN, they naturally wanted Rotary involved. They recognized that through the successful International Institutes, we were already doing much of what the intended UN purpose might be.

There were 11 official Rotary International delegates who rotated into the 3 chairs, allocated to Rotary at the sessions. In addition, there were several other Rotarians who acted as delegates from their respective countries.

Overall, a total of 49 Rotarians participated in 1945 at the San Francisco UN Charter meetings where the organization was officially formed. Some say it was actually 50 Rotarians, but apparently one country had not passed the necessary legislation in time to have their delegate be considered official.

In addition, it was a Rotarian from South Africa who wrote the first draft of the UN Charter. I've had the pleasure of seeing a statue erected in a city park there, in his honour. Additionally, Filipinos are proud

that a Rotarian from their country was the second UN Secretary General.

For these reasons, the UN Charter content and in our Rotary International Objectives are very similar in meaning. Rotarians in New York even played a key role in locating and negotiating the land deal to establish the UN headquarters there.



Rotary International also published a booklet titled "From Here On" which contained UN Charter content as well as annotations and questions, with a view to encouraging people to use the Charter as a map and pathway to service and peace. You can search it on Google books.

This article is not be the complete story, but it is a summary as I know it. It explains why Rotary and the United Nations share a strong, deep-rooted partnership, working together to promote international understanding, global health, peace and harmony.

Thus, in this 2019-20 Rotary year, RI President Mark Maloney and Rotary will focus with pride on the 75th Anniversary of our United Nations founding contribution. Rotary's work will continue through our six areas of focus and TRF programs, closely aligned to help achieve the UN Sustainable Development Goals.



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Sustainable Mobility in Guatemala – A Global Grant Project

By Ron Lewis, RC Abbotsford-Sumas, District 5050

There is a huge need for wheelchairs in Guatemala. Ten percent of the population has a disability and 31% of all households in Guatemala include at least one person with a disability. The vast majority of Guatemalans who need wheelchairs do not have one. More than half of the population falls below the national poverty line and 23% live in extreme poverty. Guatemala does not provide wheelchairs and those available on the open market are unaffordable and often of poor quality. Consequently, many thousands of Guatemalans are unable to leave their homes to work, study, socialize, or participate in society. Isolation and dependency damages their health; exacerbates poverty in their households; and imposes a burden on their families, especially on the female relatives who bear most of the caring load.



The Abbotsford-Sumas RC (with the help of the Guatemala City RC) has made two deliveries of wheelchairs (560 chairs) through the Canadian Wheelchair Foundation (2015 and 2017). Our club members visited Transitions Foundation Guatemala (TFG), an organization in Antigua, Guatemala that advocates for the rights and social inclusion of Guatemalans with disabilities. TFG provides mobility equipment and opportunities for independent living that promote human dignity. Their mission is to provide personalized mobility devices and independent living services for others with disabilities.

In early September 2017, the president of the Guatemala City Rotary Club and I, on behalf of our Rotary clubs, agreed that we would apply for a Rotary Foundation global grant. The project, however, has been planned by and will be executed by people with disabilities and the senior staff of TFG. Additional monetary support will allow TFG to hire more disabled people, produce more wheelchairs and other disability aids in Guatemala, and extend their ongoing assistance to the disabled.



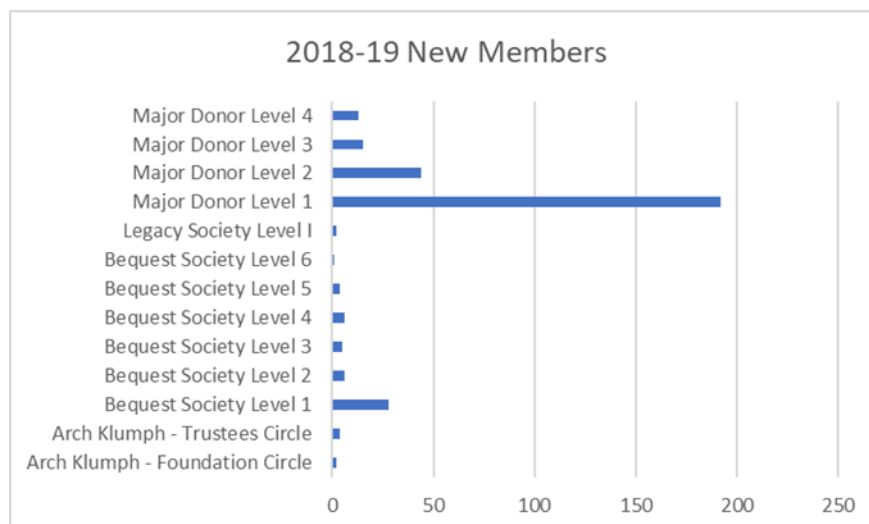
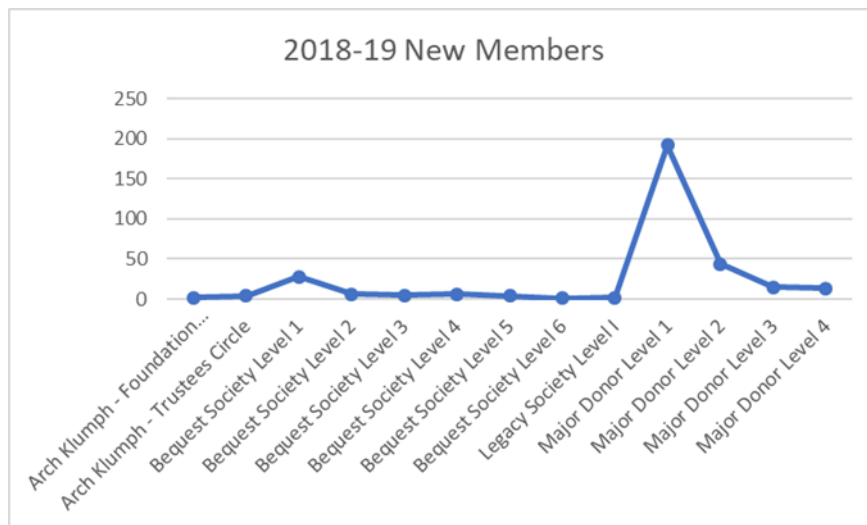
International committee members included representatives from six Rotary clubs in the Fraser Valley (Abbotsford-Sumas, Abbotsford-Matsqui, Abbotsford, Chilliwack, Mission Sunrise and Mission Mid-day) and the Whidbey Island Westside Rotary Club in Washington state. Each club provided funding (total \$41,363) and representatives met several times to develop the application. District 5050 (DDF \$28,660) the government of Canada (\$65,023) and TRF (world fund \$81,390) provided valuable support. Many telephone conversations and e-mails between Guatemala and our committee as well as the Rotary Foundation grants officers helped finalize our application. On March 11, 2019 our global grant application (for a budget total of \$216,436) was approved. Monies will be dispersed over two years; following the first year, the project will be reviewed and audited and, if successful, the second half of the disbursement will be forwarded.



It has been a long road from inception to final approval and it has been immeasurably satisfying to work with the wonderful people in Guatemala, Rotarians in three countries, and the Rotary Foundation to provide a small measure of relief to people who need a little help. We also thank the many contributors who support the club fund-raising efforts from each of our clubs allowing us to provide this assistance.

2018-19 New Major Donor, AKS, Legacy, and Bequest Society Members

Recognition Level	2018-19 New Members
Arch Klumph - Foundation Circle	2
Arch Klumph - Trustees Circle	4
Bequest Society Level 1	28
Bequest Society Level 2	6
Bequest Society Level 3	5
Bequest Society Level 4	6
Bequest Society Level 5	4
Bequest Society Level 6	1
Legacy Society Level I	2
Major Donor Level 1	192
Major Donor Level 2	44
Major Donor Level 3	15
Major Donor Level 4	13
Grand Total	322



Rotary Public Image

Coordinators

Rotary Public Image

Coordinator Team

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Rotary Public Image

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Rotary Public Image

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Amy Luckiewicz, ARPIC

Jennifer Aitken, ARPIC

Liaison New Districts

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CONNECT WITH OUR CLUB'S
FACEBOOK & TWITTER
CONTEST ABOUT OUR
COMMUNITY

WIN A GIFT CERTIFICATE
TO A LOCAL RESTAURANT

Use your photos/videos to create a contest

Thinking Outside the Box and Not Ignoring Other's Voices are Keys to Club Rotaract de Québec's Success

By Carrie Jones, RPIC Zone 24E

When it comes to social media, the Club Rotaract de Québec does so many things right. The club has a video montage as its header on the page and the montage shows active, engaged members. The club celebrates events and community and hits all the markers of successful social media engagement.



Those Rotaractors understand that having 100 or 1,000 Facebook friends or fans, having 3,000 Twitter followers isn't success. Success is having your followers actually read your posts, click on the links, comment, engage, react and come to meetings. You don't want followers. You want friends – the kind of friends that fan girl your Rotary club and who actually respond to your calls to action.

The club has done multiple things to ensure that happens. They have wine and cheese events, hosting other Québec Rotary clubs. All are invited always. According to past president, Mélina Marzaro, they focus on pushing what Rotary means to them, which is service, helping others, and making friends – not connections, but friends. The club's social media shows them doing just that.

There are three major ways to help increase engagement and also interaction with the community. The first is the most important and part of why the Québec Rotaract club is such a success. It responds when people comment on club posts. It seems like a no-brainer, but one of the biggest things I've seen on club's Facebook pages are dangling comments with no response from that club. Would you ignore someone talking to you in real life? Don't do it on social media.

You have to respond. Rotary is about connections. And you want to respond to the people who respond to you. If someone comments on your post? Respond. If you don't? You're basically ignoring their voice, which is the opposite of what Rotary is about.

The second way is to think out of the box. Few clubs have a contest for followers, which is simple. Have a member offer a gift certificate for the winner. Use a hashtag and promote it everywhere. You can do this on your Facebook page. And the most important part? Stay true to the Rotary brand and thank the people who don't win, too. Options for entries include:

1. Liking to win.
2. Caption contest – depending on your club's brand, you can ask people to caption a photo for a club event.
3. Comment to win – Have people comment or answer a question about a post such as WHAT CAN ROTARY DO FOR OUR COMMUNITY?
4. Photo contests – Have the photo with the most likes win. Have it be about your community or one of your causes.

Finally, use a photo or infographic with all your posts. Content with visuals receive 94 percent more views than those that are just text. Use [Canva](#) to make them for free. Use Rafflecopter if you want to choose a random winner.

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Unexpected Fundraising Opportunities for Polio

By Linda Robertson, End Polio Now Coordinator, Zone 24W

There have been some recent unexpected Polio fundraising opportunities which have been very successful. The unexpected fundraisers happened at the Zone Conference in September and the District 5370 Conference in October.

The Zone Conference raised \$7500.00 and the District Conference raised about \$10,000.00. When matched 2:1 with the Bill and Melinda Gates Foundation total to Polio Plus is \$50,000.00

Carol Toomey, End Polio Now Coordinator in Zone 32 asked RI Director, Jeffry Cadorette if she could organize a Silent Auction in the House of Friendship in Niagara Falls. He immediately said, "yes"! With little time the word went out to all districts and the response was amazing. A special thanks to the clubs, districts, individual Rotarians and suppliers that provided items

The silent auction not only raised needed Polio Plus dollars but added to the fellowship and enjoyment of the House of Friendship. Might there be such an opportunity at all district assemblies and conferences?

There was no fundraiser planned at the October District 5370 Conference in Grande Prairie, Alberta but \$10,000.00 was raised as a result of a "Pop Up" popcorn sale, sale of surplus conference bags and a stolen jacket held for ransom.

At the Conference, District Foundation Chair, PDG Tim Schilds was having a conversation with local Rotarians and mentioned that selling popcorn for polio would be a good idea. Two Interactors from a local club said, "we can do that". Before the end of the day, a popcorn machine was set up at the back of the room and there were line ups for the \$5.00 bags of fresh popcorn. In little more than an hour, sales were \$990.00.

One of the Conference speakers challenged everyone to match the popcorn dollars. In Rotary style a paper popcorn bag was brought to the stage with \$912.00. Then a local Rotary Club announced they were matching the total popcorn dollars. The total popcorn fundraiser then rose to \$3600.00.

Beautiful cloth bags from a community development project in Uganda were used as delegate bags and by the end of the conference a few were surplus. The conference committee made a quick decision to support Polio Plus and sold the surplus bags for \$20.00 each. This unplanned effort raised \$900.00. With a \$500.00 additional donation from the Whitecourt Rotary Club the total rose to \$1400.00.

The most bizarre fundraiser at the conference was thanks to PDG Ross Tyson and his jacket made of Rotary banners from around the world. Ross wore his jacket to the evening gala and it wasn't long before he was accepting donations to polio plus for the opportunity of having a photo taken with him. Unfortunately, during the evening his jacket was stolen.

As we go to press a photo of his jacket has been seen on Facebook with a \$5000.00 ransom. Some of that ransom has been received and I am certain the jacket will soon be returned safely with \$5000.00 going to Polio Plus.

Photo:

PDG Ross Tyson in his jacket of Rotary banners with PDG Linda Robertson, Zone 24W End Polio Now Coordinator.

!!! DON'T FORGET !!!

ZONE 24 & 32 DROP TO ZERO CHALLENGE

INCREASE
Polio GIVING
by 5%

AND
Rotary
International
Director

JEFF
Cadorette*

**will jump
out of an
airplane!**

(Hopefully with
a parachute)



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

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