

DISTRICT 5170



Why do
People Give?



Around the Clubs:
Rotary Club of
Santa Cruz and
Partners



TRF NEWS TODAY

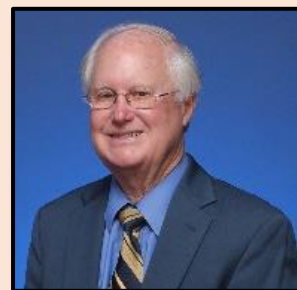


OCTOBER, 2018

CURRENT NEWS OF DISTRICT 5170 AND THE ROTARY FOUNDATION

FROM THE DISTRICT TRF CHAIR...

By PDG Russ Hobbs



I don't know about you, but it makes me proud to know that Rotary is such an award-winning organization. Recently, Rotary was recognized for its commitment to eradicate polio as the Best Nonprofit Act in the Hero Awards of the One Billion Acts of Peace campaign, an international global citizens movement.* Rotary's website was recognized as the best association website by the Webby People's Voice Award. Rotary was recognized as having one of the 20 Best Nonprofit Websites by Top Nonprofits, an independent evaluator of the best organizations in the industry. The Rotarian Magazine earned three Excel Awards from Association Media & Publishing. Rotary's Support Center was recertified as a Center of Excellence for the second year by BenchmarkPortal, which concluded that the Rotary Support Center operates on par with the top 10 percent of all contact centers in the industry. Rotary's General Counsel won the Not-for-Profit Organization Team of the Year at the World Trademark Review Industry Awards. And we of course know that The Rotary Foundation was recognized not long ago by the Association of Fundraising Professionals as one of the World Outstanding Foundations.

There is a reason that Rotary International has been so successful—it has good people. For that same reason, I'm proud of the members of our District, and of our District TRF Committee that works so hard on your behalf. We had a "Banner Year" last year, and Governor Tim will receive the Award next month at the Zone Institute for our District being number one in Unrestricted Annual Giving for the Rotary Year 2017-18. We are on pace this year to exceed that extraordinary performance because our District has a "Culture of Giving."

*The campaign is an initiative of PeaceJam Foundation, and is led by 14 Nobel Peace Prize laureates, including the Dalai Lama, Desmond Tutu, and Rigoberta Menchú Tum, with the ambitious goal of inspiring a billion acts of peace by 2020.

Continues on next page

And our TRF Team are such pros. In fact, Cecelia Babkirk and her Grants Committee are so good that RI regularly calls on them for advice. Phil Dean is Chairing our new Triple Crown Committee, which you have learned more about in past issues of this newsletter. Paul Yeadon is our new Annual Fund Chair and is quickly learning the ropes. Pat McMenamin, is our new Chair of the Paul Harris Society Committee, and with the help of Phil Dean, is doing a great job. And Liz Gallegos has been very valuable assisting and recruiting our legacy donors.

Richard Flanders is Chairing the Richard D. King Tribute Dinner next month at the Black Hawk Museum. We have nearly 500 signed up to honor Rick, and that one event will put \$200,000 on our bottom line.

Finally, there is what I call the G String-- Past District Governor Joe Hamilton is my Advisor, Past District Governor Ed Jellen is our Editor, Past District Governor Jeff Orth is our Legacy Chair, Past District Governor Orrin Mahoney is our Match the Match Chair, and Past District Governor Dwight Perry is our Polio Plus Chair.

As we used to say at Allstate--We Are in Good Hands.

Our District TRF Committee Chairs

Russ Hobbs, RC of Santa Cruz: TRF Chair

Paul Yeadon, RC of Los Gatos Morning: Annual Fund Chair

Patrick McMenamin, RC of Livermore: Paul Harris Society; Major Donors

Phil Dean, RC of Livermore: Triple Crown

Liz Gallegos, RC of Cupertino: Endowment, Major Gifts, Bequests

Jeff Orth, RC of Gilroy: Endowment, Major Gifts, Bequests

Dwight Perry, RC of Castro Valley: Polio Plus

Cecelia Babkirk, RC of Cupertino: Grants

Ed Jellen, RC of Oakland: Editor of District 5170 *TRF News Today*

"This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again."

— Paul Harris, *This Rotarian Age*, circa 1935

Around the Clubs

The Rotary Club of Santa Cruz Sunspring Water Project

The Water Warriors of the Rotary Club of Santa Cruz are again taking the lead in a District Grant Water project. Over the last six years, the club under the leadership of Past President Jim Zenner, has worked in partnership with Jon Kaufman of Peninsula Sunrise Rotary and the H2OpenDoors Project to deploy Sunspring water purification systems to Tacloban, Philippines; San Lucas Toliman, Guatemala; Sanik-Ya, Guatemala; La Conterra, Mexico; and Caguas, Puerto Rico.



Jim Zenner

The project this year is a Sunspring Water Purification system installation at the Vishwa Bharti Rotary School just outside Shamsabad India.

- The problem at the school is that raw sewage (prevalent throughout much of India) has impacted the school's drinking water supply.
- The solution is the Sunspring water purification system, which delivers 20,000 liters of EPA standard safe drinking water per day.


The purification system is ideal for rural communities of 5,000 -10,000 people, where safe drinking water solutions are most needed. The system lasts for over 10 years and costs \$25,000.

All H2OpenDoors projects endeavor to provide guidance on all six areas of focus, not just providing safe water. This Sunspring installation will be the first one to include an IoT feature, electronically charging for water using mobile payment platforms. This Rotary-built school will create revenue from water sales which may only be used for support of essential social services in alignment with Rotary's Six Areas of Focus. During the school day, students will have access to free, safe drinking water. The principal of the school, a member of the Agra Taj Mahal RC, will oversee the enterprise and assign staff and volunteers to conduct all necessary operations.


This District Grant partners for this Water Warriors project include the Rotary Clubs of Santa Cruz, Freedom, Los Gatos, San Lorenzo Valley, and Piedmont-Montclair. Jon Kaufman (from the Peninsula Sunrise Rotary Club), is a certified Sunspring installer, who along with the manufacturer Jack Barker, provide free installation and training for local service technicians on the ground for monthly Sunspring maintenance. The Sunspring installation and participation in a multi-day Polio immunization campaign make this a unique travel opportunity to India, January 3-12, 2019. Please contact Jim Zenner at zennerbiz@aol.com or phone 831-247-6025 for more details on this project and future safe drinking water projects in emerging countries that are on deck for next year.

The sad truth is that 1.6 billion people worldwide do not have access to safe drinking water. (UN GLASS report 2014), and the daily death toll of 1600 children worldwide from water borne disease is what past RI Director Brad Howard calls "outrageous and fixable". Our Rotary Foundation has established Water and Sanitation as one of its six highest priorities. And the fact that Rotary is on the ground in over 200 Countries with 1.2 million members worldwide means that we Rotarians are uniquely poised to fix safe drinking water challenges with the help of our District and Global Grants.

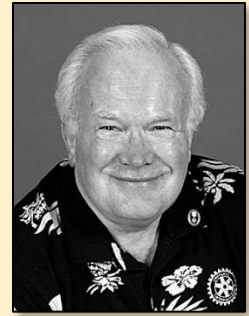
The Rotary Clubs of Santa Cruz and Peninsula Sunrise are two of the Clubs embracing the notion that, "Together, we can make a world of difference". Please join us on a future project!



Rotary installs the Sunspring system, with the heartfelt thanks of grateful villagers.



Sunspring water purification system arriving in a crate



PDG Dwight W. Perry, District Polio Chair

Polio is on the Brink of Being History

As the PR piece says "**We are this close**" to eliminating polio in the world (99.9% of the way there!). Now is the time for all Rotarians to recommit to ending this dreaded disease. We have to stay strong and united in our final push. If we don't eliminate polio now, within 10 years there could be as many as 200,000 children being paralyzed each year. We need to promote PolioPlus every chance we get.

Preparations for the 6th annual World Polio Day are in full swing. Rotarians and partners across the world are preparing for World Polio Day on October 24 to raise awareness and resources for the global eradication effort. The International event will be streamed live from the College of Physicians and will aim to bring together more than 100,000 viewers around the world. It will feature global health experts and celebrities sharing world-wide progress on the road to polio eradication.

It would be great if your club did something dynamic the week of October 24 to create awareness of this dreaded disease. Have a special program or speaker on the PolioPlus program. Show a video, or at least have your members recommit to supporting the PolioPlus program. With your continued support children around the world will be able to walk and play as healthy individuals.

Thank you to one of the Past District Governors and his wife from our district who recently became Arch Klumph Society members by contributing \$250,000 to The Rotary Foundation. Not only that, they designated the funds to be used for the PolioPlus program. The Bill and Melinda Gates Foundation will match their donation two/one thus generating \$750,000. This will go a long way towards making the world polio FREE.

Look forward to the "Flash Campaign" which will run from March 1 - April 30.

Thanks to Rotarians and friends in our district. Over \$350,000 was donated last year, which when matched by the Gates Foundation, generated over \$1,000,000 going to the PolioPlus program.



TRIPLE CROWN REPORT

The Triple Crown Donor Program of District 5170 is getting off to a slow start. As of the beginning of October, the District has 7 Triple Crown Donors. They are:

Brad Ledwith – Rotary Club of Morgan Hill
Arley Marley III – Rotary Club of Los Altos
Patrick McMenamin – Rotary Club of Livermore
Stephen Rudd – Rotary Club of Cupertino
Ronald and Cynthia Sekkel – Rotary Club of Scotts Valley
James Gunnar Walker – Rotary Club of Cupertino
Daren Ray and Sandra Young – Rotary Club of Niles (Fremont)

The newest Member is Stephen Rudd. At this time, the District has 274 Major Donors, 57 Bequest Society members and 33 Grand Donors (\$1,000 this Rotary Year). Some 53 of these members have met two of the criteria and 27 of those need only to donate \$1,000 this year to become Triple Crown Donors. If you have any questions about this program, please contact me.

Phillip Dean
Triple Crown Donor Chair
pn dean@comcast.net



IMPORTANT DUE DATES:

**Final reports for the 2017/2018 Year are due
October 31, 2018**

**New District Grant applications for 2018/2019 are due
October 31, 2018**

DON'T BE LATE FOR THIS VERY IMPORTANT DATE!

THE Paul Harris Society

By Pat McMenamin,
Paul Harris Society Coordinator



The Paul Harris Society is bringing positive change to communities around the world.

And in District 5170, since July 1st of this Rotary year, **nine** members of the Niles (Fremont) Club have made the commitment to join the Paul Harris Society.

This is a notable achievement by any Rotary Club over the course of less than four months.

The Paul Harris Society was created in 1999 by Past District Governor Wayne Cusick from District 5340. PDG Cusick realized that giving \$1,000 annually to the Rotary Foundation was not possible for every Rotarian. However, Cusick also realized that many Rotarians could be encouraged to contribute at this level and above.

Rotarians who enroll in the Paul Harris Society elect to give \$1,000 every year to The Rotary Foundation's Annual Fund, PolioPlus Fund, and approved Rotary Foundation grants.

The purpose of the Paul Harris Society is to identify, engage, and recognize members who have the ability and desire to make substantial annual gifts to The Rotary Foundation and through the Six Areas of Focus help people around the world.

When you join the Paul Harris Society, you help support projects such as:

- Providing vocational training for teachers who are establishing an early childhood education center in South Africa
- Supplying water filters, toilet blocks, and hygiene training to prevent fluorosis in a community in India
- Funding a scholarship for a medical professional in Italy to research treatments that minimize mortality rates among premature babies

Continues on Next Page

- Offering peace-building seminars to 200 teachers and 1,300 students in Uganda
- Distributing treated mosquito nets and offering medical services that help prevent malaria in Mali

And remember Rotary's Number 1 priority: eliminating polio from the world. A Paul Harris Society annual contribution of \$1,000 to the PolioPlus Fund helps immunize over 1,600 children from polio.

The District 5170 TRF team extends our congratulations and gratitude to the Niles (Fremont) Club for their strong support of the Paul Harris Society and believe that the nine members of their Club who recently enrolled in the Paul Harris Society ***will be the inspiration*** for other like-minded Rotarians in District 5170 to enroll in the Paul Harris Society.

To join the Paul Harris Society or receive more information:

Please contact: Pat McMenamin
District 5170 Paul Harris Society Coordinator
C: 925-980-6881
pjmcmenamin@mac.com

You may also visit the Paul Harris Society page on the D5170 website at:

<https://www.rotarydistrict5170.org/site/page/the-paul-harris-society>

Reminder:

District Grant Training and Forms Area Available!

www.rotarydistrict5170.org/

Hover over the "Rotary Foundation" tab and choose "Grants" at the bottom of the dropdown menu.

Why Do People Give?

By Paul Yeadon, Annual Fund Chair



Over 55% of American households say they give to charity. Why do people do this? The answer is surprisingly simple, though it is not easy coming to the solution. Experts in psychology and economics have long searched for the answer to what motivates people to spend money for the benefit of other people. According to a study by Dutch scholars Rene Bekkers and Pamala Wiepking that drew from 500 papers on the subject, 85% of people gave because someone asked them to. Let me repeat: They gave because someone asked them to give.

It is important to ask for donations to The Rotary Foundation, in whatever format works best for your Club. It is also important to try to understand the specific motivation(s) for people wanting to give.

In a study of 819 people by Sara Konrath and Femida Handy, they found five significant motivating factors for giving and one for not giving. They refer to it as the TASTE factors. Trust relates to people believing that the nonprofit will put their donation to good use. Altruism is the human desire to help others in need. Social has to do with people wanting to band together and pool their resources to do some good in an area they have a common interest. Tax breaks are self-explanatory. Egoism is giving to feel good about themselves or looking good to others. The one significant factor that caused people not to give was financial restraints.

On a scale of 5, Altruism and Trust were ranked 1-2 with scores of 4.21 and 3.71 respectively. Egoism and Tax were ranked the bottom 2 with scores of just over 2; social was somewhere in the middle. All 5 of these factors are addressed by giving to the Rotary Foundation. The TRF is a powerful engine of change for improving the lives of those in need. TRF is one of the most trusted nonprofit organizations in the world. The TRF exists because of the social aspects of being a Rotary member. TRF contributions are fully tax deductible. Contributions to TRF are recognized through awards, pins, certificates and public recognition. The Rotary Foundation checks all the boxes. All we need to do now is ask.



ROTARY GLOBAL GRANT SCHOLARSHIP

WHAT: SCHOLARSHIPS FOR GRADUATE-LEVEL COURSEWORK OR RESEARCH FOR ONE TO FOUR ACADEMIC YEARS OUTSIDE OF THE UNITED STATES

***QUALIFICATIONS:**

***PREVIOUS WORK OR VOLUNTEER EXPERIENCE, ACADEMIC PROGRAM, AND CAREER PLANS ARE ALIGNED WITH 1 OF 6 AREAS OF FOCUS (HUMANITARIAN ASPECT).**

***EXCELLENT LEADERSHIP SKILLS OR POTENTIAL.**

***PROVEN RECORD OF SUCCESS IN ACADEMIC FIELD.**

***COMMITMENT TO COMMUNITY SERVICE.**

***WELL-DEFINED CAREER GOALS.**

***CONCRETE IDEAS FOR ADVANCING WITHIN CHOSEN FIELD.**

***SINCERITY ABOUT MAINTAINING RELATIONSHIP WITH ROTARY AFTER THE SCHOLARSHIP PERIOD.**

***SHOULD HAVE BEEN ACCEPTED BY THE STUDY INSTITUTION OUTSIDE OF THE UNITED STATES AT THE TIME OF THE INTERVIEW.**

***MUST BE SPONSORED BY A ROTARY CLUB IN OUR DISTRICT – CLUB TO SCREEN APPLICATION.**

HOW MANY: DISTRICT WILL AWARD 1 SCHOLARSHIP IN THE AMOUNT OF \$30,000.

WHEN: MORE DETAIL INFORMATION WILL BE ON THE DISTRICT WEBSITE BY NOVEMBER 2018.

APPLICATIONS TO BE ACCEPTED BY FEBRUARY 3, 2019 (WILL POST APPLICATION ON DISTRICT WEBSITE).

INTERVIEW TO SELECT 1 SCHOLAR BY ON MARCH 30, 2019.

APPLICATION TO BE SUBMITTED TO ROTARY FOUNDATION BY MAY 1, 2019.

HOW: PROMOTE AND PUBLICIZE SCHOLARSHIP PROGRAM WITHIN YOUR CLUBS, UNIVERSITIES IN YOUR CITY, AND YOUR COMMUNITY.

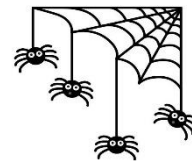
QUESTIONS: RICHARD FLANDERS - CHAIR
ROTARY CLUB OF PLEASANTON NORTH
E-MAIL: sundevil1987@gmail.com
PHONE: (510) 912-9889

Monthly Contribution Report

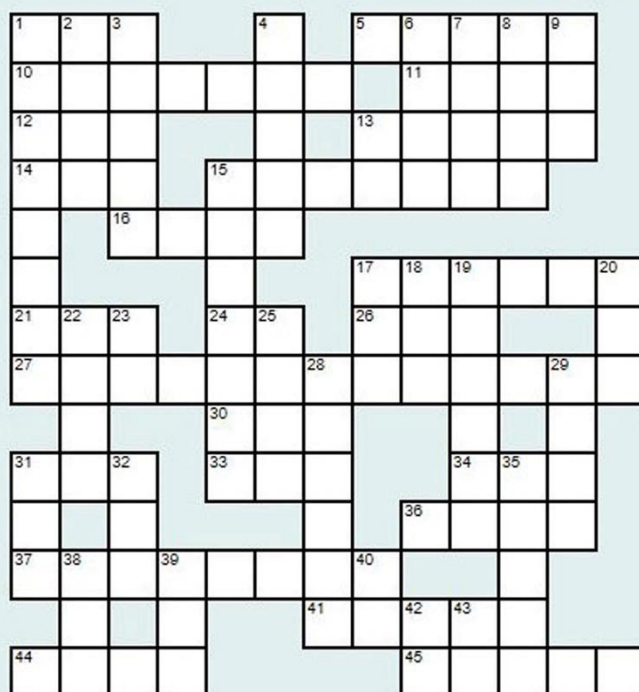
(As of October 9, 2018)

Club Name	Mbrs	EREY	% EREY	AF GOAL	% Goal	Per Capita	AF \$ To Date	Polio +
Alameda	73	4	5%	\$15,000	12%	\$24.38	\$1,780	\$0
Almaden Valley	25	1	4%	\$5,000	8%	\$16.00	\$400	\$0
Campbell	37	1	3%	\$6,000	6%	\$9.46	\$350	\$1,750
Capitola-Aptos	51	0	0%	\$100,000	0%	\$0.00	\$0	\$0
Castro Valley	47	18	38%	\$10,000	80%	\$169.36	\$7,960	\$1,125
Cupertino	210	89	42%	\$60,000	60%	\$170.75	\$35,858	\$7,749
Dublin	42	13	31%	\$13,500	23%	\$72.36	\$3,039	\$0
East Palo Alto Bayshore	31	0	0%	\$2,000	0%	\$0.00	\$0	\$0
E-Club of Silicon Valley	36	4	11%	\$4,000	7%	\$7.92	\$285	\$25
Fremdom	21	6	29%	\$2,000	76%	\$72.62	\$1,525	\$0
Fremont	37	16	43%	\$12,500	84%	\$282.12	\$10,439	\$0
Fremont Morning	19	1	5%	\$3,200	14%	\$23.68	\$450	\$25
Fremont-Union City-Newark				\$1,500	11%	\$13.33	\$160	\$0
Sunset	12	2	17%					
Gilroy	129	12	9%	\$22,000	7%	\$12.78	\$1,649	\$1,900
Gilroy Sunrise	21	2	10%	\$3,800	11%	\$19.05	\$400	\$0
Hayward	75	13	17%	\$10,000	30%	\$40.19	\$3,014	\$100
Hollister	71	0	0%	\$12,000	0%	\$0.00	\$0	\$0
HuaRen in Silicon Valley	7	0	0%	\$2,000	0%	\$0.00	\$0	\$0
Livermore	113	11	10%	\$32,000	25%	\$69.83	\$7,891	\$8,575
Livermore Valley, The	37	0	0%	\$7,500	0%	\$0.00	\$0	\$1,900
Los Altos	162	67	41%	\$35,000	58%	\$124.78	\$20,215	\$0
Los Altos Sunset	9	0	0%	\$2,000	0%	\$0.00	\$0	\$50
Los Gatos	111	13	12%	\$22,000	21%	\$42.46	\$4,713	\$1,110
Los Gatos Morning	55	33	60%	\$20,000	41%	\$148.55	\$8,170	\$500
Milpitas	29	0	0%	\$4,500	0%	\$0.00	\$0	\$0
Mission San Jose	12	0	0%	\$3,000	0%	\$0.00	\$0	\$0
Morgan Hill	105	33	31%	\$21,000	48%	\$96.18	\$10,099	\$400
Mountain View	35	25	71%	\$8,000	92%	\$209.71	\$7,340	\$467
Newark	43	2	5%	\$7,000	2%	\$3.72	\$160	\$0
Niles (Fremont)	106	22	21%	\$20,000	61%	\$114.62	\$12,150	\$2,355
Oakland	326	4	1%	\$42,000	3%	\$4.01	\$1,306	\$0
Oakland Uptown	11	2	18%	\$3,000	10%	\$27.27	\$300	\$78
Palo Alto	135	21	16%	\$25,000	22%	\$40.19	\$5,425	\$250
Palo Alto/University	104	3	3%	\$21,000	15%	\$30.21	\$3,142	\$0
Piedmont-Montclair	15	4	27%	\$2,000	38%	\$50.00	\$750	\$67
Pleasanton	86	2	2%	\$5,000	2%	\$0.93	\$80	\$6,309
Pleasanton, Dublin, Livermore	14	0	0%	\$3,000	0%	\$0.00	\$0	\$0
Pleasanton North	55	1	2%	\$15,000	3%	\$7.27	\$400	\$0
San Jose	448	1	0%	\$42,000	1%	\$0.72	\$324	\$0
San Jose East-Evergreen	34	4	12%	\$10,000	27%	\$79.41	\$2,700	\$0
San Jose Silicon Valley	31	4	13%	\$3,000	40%	\$38.39	\$1,190	\$0
San Juan Bautista	30	2	7%	\$6,000	8%	\$16.67	\$500	\$0
San Leandro	40	2	5%	\$14,000	3%	\$9.75	\$390	\$265
San Lorenzo Valley (Felton)	25	0	0%	\$4,500	0%	\$0.00	\$0	\$10,000
Santa Clara	83	5	6%	\$15,500	11%	\$20.36	\$1,690	\$400
Santa Cruz	120	0	0%	\$15,600	6%	\$8.33	\$1,000	\$0
Santa Cruz Sunrise	89	3	3%	\$22,000	2%	\$4.72	\$420	\$350
Saratoga	91	2	2%	\$25,000	1%	\$2.75	\$250	\$0
Scotts Valley	14	0	0%	\$4,000	0%	\$0.00	\$0	\$10,000
Silicon Valley Passport	36	1	3%	\$3,000	15%	\$12.50	\$450	\$300
Silicon Valley Star (Sunnyvale)	20	0	0%	\$2,000	0%	\$0.00	\$0	\$0
Sunnyvale	57	25	44%	\$18,000	41%	\$127.89	\$7,290	\$0
Sunnyvale Sunrise	11	2	18%	\$3,100	71%	\$200.00	\$2,200	\$0
Watsonville	77	0	0%	\$10,000	0%	\$0.00	\$0	\$0
TOTALS	3713	476	13%	\$780,200	22%	\$45.21	\$167,852	\$56,050

The 5170 Crossword



District 5170 Rotary Clubs, Part 3



Across

- 1 Hitter's hitter
- 5 Sudden rush
- 10 Rotary club on an island
- 11 Mass agreement inside Sacramento?
- 12 It delivers (Abbr.)
- 13 City with water problems
- 14 High chair user
- 15 Rotary club that's rearranged from ten?
- 16 "You need to ____ your blue badge."
- 17 Bat symbol in the night sky, e.g.
- 21 This led to a tea party
- 24 Busy place in a hospital (Abbr.)
- 26 Spoon bender Geller
- 27 Rotary club that has sponsored a Silicon Valley all-star football game for 43 years
- 30 Next to nothing?

- 31 Homer Simpson sometimes says this
- 33 Do some diamond cutting?
- 34 CIA's predecessor
- 36 A word of disputin' from Putin
- 37 See 29 down
- 41 Swiss product
- 44 See 39 down
- 45 Famed "comedy" writer

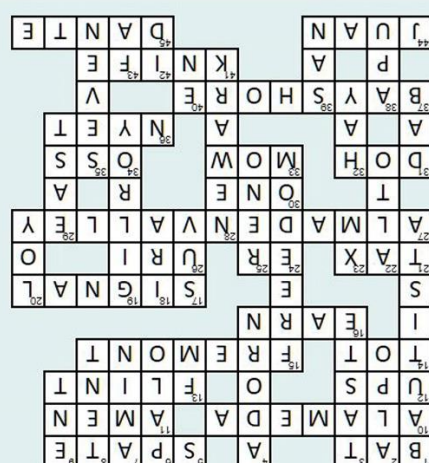
Down

- 1 See 39 down
- 2 Brand of dog food
- 3 A ____ of Honey
- 4 Decorate
- 6 See 29 down
- 7 Idi ____
- 8 Circus structure

- 9 Tolkien tree creature
- 13 Type of radio
- 15 Rotary club whose name appears in hit songs by Aretha Franklin and Janis Joplin
- 17 Toyota RAV4 for one
- 18 Retirement plan (Abbr.)
- 19 Home club of two recent DG's and one future DG
- 20 Actress Myrna
- 22 See 29 down
- 23 Sirius ____ Radio
- 25 "The biggest little city" that will host the next Rotary Zone Institute
- 28 Rotary club city named after a castle in Scotland (not in New Jersey)
- 29 With 6 and 22 down, and 37 across, Rotary club that meets for dinner at the YMCA
- 31 Brylcreem slogan: "A little ____ will do ya!"
- 32 Kind of fever
- 35 4 squared minus 3 squared
- 38 Proprietor of Springfield Kwik-E-Mart
- 39 With 44 across and 1 down, Rotary club city named after John the Baptist
- 40 ____ masse
- 42 Necessity for some bars
- 43 Scale note

Hey crossword puzzle fans: Be one of the first Rotarians to solve this puzzle accurately, without peeking at the answers on the next page (4-way test applies), and we will acknowledge your accomplishment in the next issue. Just let us know by emailing edjellen@gmail.com with your name and club. BTW, it's OK to consult the *Contribution Report* on the previous page or District 5170 Directory if you need some help with club names. Last month's successful solvers who reported in were PHIL DEAN, JULIE JELLEN, and PDG ORRIN MAHONEY. Congrats to them!

District 5170 Rotary Clubs, Part 3



Across

- 1 Hitler's hater
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13 City with water problems
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40 _____ masse
42 Necessity for some bars
43 Scale note

If you would like to submit a TRF-related article or any TRF related photos for this newsletter, please email me at EdJellen@gmail.com. Articles about recent or planned club projects funded with TRF assistance are very welcome.

Ed Jellen,
Editor,
District 5170 TRF News Today



Boo!