



# THE ROTARY FOUNDATION

Tim Placey, District Governor, 2002-2003

SPECIAL 2003

## Worldwide Polio Contribution Breakdown

*(as of January 7, 2003)*

- Cash Contributions  
US \$18,420,267.09
- SHARE District Designated Funds (DDF)  
US \$1,898,301.04

**US \$20,318,568.13**

Districts: 471

Club Commitments: 1913

Countries: 82

## Foundation Giving Contribution Totals for District 7780

*(as of January 31, 2003)*

Rotarians in District:	2,225
2002-2003 District Annual Giving Goal:	\$235,000.00
Annual Giving(year to date):	\$36,040.03
Polio Eradication Fundraising Campaign (y-t-d):	\$124,052.07
Restricted Giving(year to date):	\$2,500.00
Permanent Fund(year to date):	\$0.00
Total Contributions:	\$162,592.10
Annual Giving per capita:	\$16.20

Please note: Permanent Fund contribution totals are based on donor records and include only outright gifts and the present value of irrevocable deferred gifts being managed by the Foundation. Bequest commitments, life income gifts with an outside trustee, and future pledge commitments are not included in these totals.



Photos: World Health Organization

## Just What is Annual Giving?

Our Annual Giving Fund is a fund to which Rotarians and clubs contribute every year. Each district's money from their clubs is put into a large bucket for a three year investment. At the end of three years the money is distributed into two areas - The World Fund and The District Designated Funds (DDF). As the money comes out of the bucket, forty cents of every dollar goes to the World Fund and the remaining sixty cents goes to the District Designated Fund. This allows each District to finance grants and other Foundation programs to help countries and people less fortunate.

Here is an example of this. The money raised in Governor Mike McGovern's year (1999-2000) has been distributed back to our year (2002-2003). The designated funds were broken down by the District Foundation committee into groups for distribution throughout the year (2002-2003). They are as follows:



World Peace and Understanding Scholarship	\$50,000
Polio Plus Program	\$10,000
Humanitarian Grants	\$35,000
<b>Total</b>	<b>\$95,000</b>
Roll over from Governor Peter Johnson's year for Humanitarian Grants	\$16,000
<b>Total for Humanitarian Grants</b>	<b>\$51,000</b>
Feb 2, 2003 District Designated Fund Balance	Zero

We presently are collecting annual giving funds for the year of 2005-2006. The



money is being put into the bucket this year (2002-2003) for the District Designated Funds for 2005-2006. Year to date, we have collected a little over \$36,000. We need to concentrate on annual giving as well as Polio Eradication, because after the eradication of Polio, we still need to have Humanitarian funds for the clubs to help the less fortunate, i.e., literacy, hunger, clean water, shelters, clothing, and micro-lending.

The best way to tell you about the annual giving fund is to show you its works in progress through these pictures. That old adage about until it hurts isn't the real way to give. The real way is to give until it feels good!

God bless each and every one of you,  
Tim



## Why Should We Focus on the Permanent Fund?

by Michael McGovern  
Foundation Zone Coordinator, Zone 31

The greatest generation, as described by Tom Brokaw, did much for us. They educated us, sacrificed their limbs, their blood, and their lives so that we might enjoy a better life. What are we collectively doing for those who will come after us? The next generation will be small in number except in the very poorest countries. They will be supporting us as we live in retirement and as some of us become infirm. We need to recognize that they will be so burdened with other needs that we need to help them help the neediest. What can we do as Rotary leaders to encourage others to provide for the neediest now and in the future?

First, we can ask ourselves if we have done what we can in our own estate planning. We can learn about donor advised funds, charitable remainder trusts, gifts of stocks and mutual funds, and insurance bequests. Second, we can spread the word on the accomplishments of the Rotary Foundation and on its potential for the future.

Third, we can hold a Permanent Fund seminar in our districts to learn more about the foundation.

Fourth, we can make a list of five prospects in each of our clubs who potentially may be able to make a major donation now or a bequest in the future.

Fifth, we can communicate that list to the district permanent fund committee, who can prepare strategies to approach potential givers.

Sixth, we can contact a permanent fund national advisor - Tony McAndrew, John Hinrichs, Bud Cauley, myself, or any other foundation expert - for assistance.

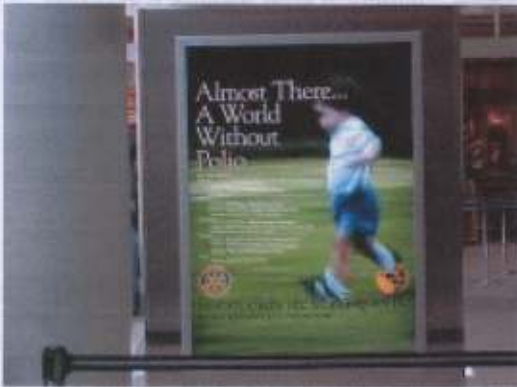
Seventh, we can ask Rick Kean, our new major gifts officer in Evanston, to clarify tax advantages and opportunities for structuring gifts to the foundation.

Last, we can look in our hearts and recognize the good that will occur if we take the time to consider spending time to seek a donation, or to find someone who is more comfortable asking for a donation.

## Almost There - A World Without Polio . . . Rotary Clubs Are Working on It!

by Dan Mooers, PRID

There are so many opportunities available, beyond the small sign on the edge of town and the occasional press release to a local newspaper, for Rotary to enhance its image. Here is how a fantastic



chance for promoting Rotary developed in District 7780 and adjoining District 7870.

Involvement in the Polio Eradication Campaign started me thinking about the increasing necessity for Rotary clubs to amplify their public relations and public image initiatives. So, early in the Rotary year, I decided to put down on paper some of the many ideas to elevate Rotary's public image that we discussed over the past three years during meetings of both RI President Frank Devlyn's and Rick King's advisory committees, and in the various task force steering committee meetings.

As I started to put these ideas down, the one that stood out as reaching the most people is the Rotary billboard initiative being worked so hard by PDG Mary Margaret Fleming in California. However, with billboards prohibited in the Maine area of the district, it seemed like an idea that had no real potential in most of 7780. Then I remembered a short piece I had read in RI "PR Tips" that referenced an effort by incoming RI Director John Eberhard to get an indoor billboard in his local airport. Having spent more than a few hours during the past decade looking at the advertising bill-

boards in the baggage claim areas of airports while waiting endlessly for my bags to arrive from the bowels of some canvas-eating giant, I began to inquire whether signs could be installed in our local airports.

John Eberhard responded to my inquiry immediately and told me about an arrangement for the donation of unused advertising space to Rotary he had secured from a company that controlled the advertising in more than 200 airports in Canada and the USA. He also gave me the name of the company in Canada which had produced his "duratran." He told me that he had passed the contact on to the billboard lady, Mary Margaret Fleming, and, at

that point, I knew the groundwork already had been laid for what I wanted to do. A woman who works tirelessly to improve Rotary's public presence, Mary Margaret quickly confirmed that the Portland airport was on Interspace Airport Advertising's list of airports, and a quick call to the sales representative handling the Portland airport confirmed that space was available. With Mary Margaret's contacts for appropriate billboards designs and the blanket endorsement of District 7780 Governor Tim Placey, I was able to move quickly in arranging for the indoor billboards.

Our District Secretary Liz Valliere put together a great graphic design, focusing on the polio eradication message so people will know Rotary is fulfilling its promise. Governor Tim contacted the 15 clubs in the Great Portland area, and with \$50 per club and the clubs' place and time of meeting incorporated by Liz into the billboard's design, the material was soon off to the printer in Canada for the duratrans' production. After a slight inconvenience by having the first set of duratrans lost in U.S. Customs, Forest City Imaging

quickly produced a second set at no charge and last December, the indoor billboards - a large one in baggage claim and a smaller one in the holding area - were installed.

District 7870 Governor Pete Powers took up my offer to help arrange duratrans for the Manchester Airport in his district and as soon as the Portland duratrans were installed, two more were ordered for Manchester. These billboards list seventeen Rotary clubs, with their meeting times and places - eleven clubs in District 7870 and six in District 7780. On Friday, February 28, these two duratrans were installed, the larger one right in front of the busiest baggage claim carousel and the other just outside the fast food restaurant area where passengers line up to go through security.

Between the two airports, more than 3.5 million people each year will be exposed to the message of these signs. Both local residents returning home and visitors from away will know that Rotary clubs play a vital role in their communities in Maine and New Hampshire and that



the club members are proud of it. People who before only saw the little round signs as they came into town will now focus on the fact that Rotary and its clubs are on the verge of one of the greatest accomplishments in public health - the total eradication of a horrifying killer of children. Some may even say to themselves -

Continued on next page

## Rotary Clubs are Working On It (continued from previous page)

"Gee, I'd like to be involved in an organization like that!"

The obvious point is that Rotary clubs could and should use every means available to promote their presence in the community and tell people what they do. There are all kinds of resources available, and its rarely necessary to re-invent the wheel. Maybe donated highway billboards in New Hampshire and Massachusetts and other parts of the northeast can be used in the same way they successfully have been used in California and other

areas. A great resource is available! Perhaps donated "moving" billboards on the sides of delivery vans and trucks can carry Rotary's message of help and caring. A



great resource is available! Maybe supplements in local newspapers carrying the message of Rotary's 100<sup>th</sup> Anniversary and its accomplishment in eradicating polio, and paid for by local business advertising, will carry the message to your community. A great resource is available!

For more information on these and other ways to build Rotary's image in your community, and to increase public awareness of Rotary's efforts in eradicating polio, contact Dan Mooers at [dwm@mooers-law.com](mailto:dwm@mooers-law.com).

## Hampton, New Hampshire, Town Manager Takes it All Off for Polio Eradication



James Barrington is the Town Manager of Hampton, New Hampshire, well known in the community for his handsome, meticulously

trimmed, full, white beard. He also is a member of the 65 member Rotary Club of Hampton, and serves as the Master of Ceremony at the club's TV auction, an annual effort that raises about \$30,000 each year for the club's community fund.

This year the club committed to polio eradication the first \$10,000 from the March 9th auction and the members made an extra effort to increase the auction's profit. But James was not fully satisfied with that commitment so, at the club's Tuesday, March 4th, meeting, James floated an idea, which, as he says, suddenly gained a life of its own. To the disbelief of his fellow members, James announced:

"I want to make all of you aware before this weekend so you can help with the promotional efforts. As you all know, we are on the verge of eradicating Polio from

the face of the earth. The goal is within our reach. Every idea that we can find to raise further funds for that goal is worthwhile. To that end, here is my idea. I have had my beard since 1978 - the year my younger daughter was born. As the chairman of this club's Polio Eradication Committee I am obviously committed to the goal. I offer to shave my beard on live TV Sunday at the conclusion of the auction if we can raise a minimum of \$2500 in contributions for the polio eradication program. This is in addition to the \$10,000 that the club has pledged from the initial proceeds of the auction."

The idea grew and soon small pledges were coming in from around the district. District 7780 Governor Tim Placey and District Polio Eradication Chair PRID Dan Mooers made the 150 mile round trip from their homes to Hampton Sunday evening to personally deliver their pledges, and to watch James have his first shave in 25 years.

When asked how his wife felt about this idea, James lamented: "The first question Darlene asked me when I told her about this was 'Do you really want to shave your beard?' " My answer was, "No. But I'm willing to do it for this worthy cause." A lot of other people thought it was a worthy cause too, and at the end of the four hour TV auction, more than \$3,000 had

been pledged just for the pleasure of watching James "take it all off" on live TV.

When the total passed the required \$2,500, a quick call was made to James' hair stylist, and as the auction wound down, a barber's chair and a barber's pole was moved front and center in front of the cameras. To make sure he lived up to his pledge, the local Chief of Police handcuffed James to the barber's chair and with the cameras rolling, it all came off - the beard, the mustache, all the facial hair that could be found. One person even pledged \$200 if he (or she, perhaps) could have the handsome white hair from James' chin, and at the end, all the severed hair was dutifully collected and bagged for delivery to the purchaser.

And what did James think of his smooth, pale face and a chin not seen in 25 years? "Ugh," he said, "tomorrow I start growing it back." Sure, James, until the next Rotary cause needs you to take it all off again!



## "Ordinary People Doing Extraordinary Things"

Governor Tim continued his string of snowy special events with district's annual World Peace and Understanding Dinner. Held February 22 at Verrillo's in Portland, almost 120 people braved the nasty weather to attend. They were able to see exhibits from different clubs showing various international projects they've undertaken, had a great dinner, and listened to a most interesting speaker (who also had some wry comments about our snow). Ann Lee Hussey and Mike



Nazemetz, Rotarians from the South Berwick club, are to be commended for their terrific organizing job.

Mike Nazemetz made the introductions of the head table, including the speaker and his wife, PRID Mark Maloney and his wife Gay Maloney, and Governor Tim and Gladys Placey. Tim formally introduced the new district governor designee Bob Laux, and his wife Cynthia Moran-Laux, both members of the Bethel club. The governor went on to speak about the Foundation and Paul Harris Fellows – and all the work that's happening around the world, made possible by the generosity of Rotarians and Rotarian friends. Tim had \$51,000 in district-designated funds to give to clubs for projects, and he gave every bit of it.

Of course a major effort has been underway for the polio eradication campaign. We've already collected \$125,000 towards our district goal of \$332,000, and have a great number of projects under our belts, both at the club and district level. Tim mentioned and thanked many of the contributors from our dis-

trict – banks like Ocean National, Kennebunk Savings, and First Federal, and a long list of companies including WGME Channel 13, Shaw's, and Seltzer & Rydholm. He and Mark Maloney presented plaques to Shaw's, represented by store manager David Walsh, and Kennebunk Savings Bank, represented by bank president Joel Stevens. And of course, a very special thanks to Marvin Collins of Sunday River and the American Ski Company. As everyone knows by now, Sunday River gave us the ENTIRE ticket price for every ticket we sold for our ski day in January, allowing us to raising \$15,600 for polio.

In a moving moment, PRID Dan Mooers and Gay Maloney presented Gladys Placey with a multiple Paul Harris Fellowship pin, to honor her contributions to Rotary. Gladys then presented her husband with one of his own, also in honor of and thanks for his contributions to Rotary and to our district.

The program continued with Mike Nazemetz listing some of the projects undertaken by various clubs – among them an AIDS hospice and a village water project. He also introduced Nancy Hawes, a member of the GSE committee, who introduced the four exchange students (from around the world) who were attending the dinner.



Dan Mooers introduced us formally to PRID Mark Maloney, his wife Gay Maloney, and their daughter Margaret. Mark joked for several minutes about the differences between his state and Maine when it comes to snow, making it clear



that Alabamians don't have any idea how to handle snow! But his talk turned serious as he spoke about polio and the National Immunization Day (NID) he and his wife Gay participated in in 1998. They visited four sites in Delhi, including one in a squatters' camp (where there were three stations in total). At one point during that NID there were 5,000 immunization stations in Delhi alone, and 250 to 350 children were vaccinated at each station. It was the same all over India. 140,000,000 (yes, million!) children were immunized during that one NID. That's half the population of the United States! The NID held on February 9<sup>th</sup> of this year was billed as the largest healthcare event in history, with 165,000,000 children targeted. This is an extraordinary effort, and one that would not be possible without the support of Rotarians, just like us, all over the world. And polio victims, along with the many other victims of famine, disease, and strife in the world, are among the reasons Rotarians do what they do.



## From the Chairman

February 28, 2003

Good morning Governor Tim,

Just a few minutes ago, I reviewed the video I received a few days ago that includes the various public service announcements entitled "Giving Maine Promise." What a way to begin this day, the 98<sup>th</sup> birthday of our organization!

We are certain the efforts and organization to get WGME, Shaw's, the Boy Scouts and others involved to have people bring bottles and cans to raise funds for Rotary's PEFC and the Long Creek mentoring facility were Herculean. Most importantly, in my opinion, the pride of Rotarians in their organization has been raised beyond expectations that shall produce results in the future we can only imagine. Please extend congratulations and a thank you to WGME, Shaw's and

Rotarians involved with the project on behalf of Rotary International.

Tim, we are well aware of the tremendous and exciting events taking place during this year in your district. We are very appreciative. Again, we would appreciate you personally thanking the banks and other businesses supporting Rotary and the polio eradication fundraising campaign on behalf of the North American Committee and Rotary International. We ask this of you as the Rotary officer in your area and the simple fact that we cannot possibly express appreciation to the many Rotary leaders and businesses around the world who are supporting Rotary programs with great leadership and commitment.

The polio eradication fundraising campaign has given all Rotary leaders this year many opportunities to reach out to their local communities to tell our story,

termed the "public image" of Rotary. You are leading your clubs in planting seeds for more service to potential newer members who see the value of membership. Your efforts have been a model of what Rotary can never have enough of - team leaders and team players. Take a bow - you earned it!

To all the Rotary leaders in District 7780, and to those who personally participated in our fundraising campaign, please extend our sincere appreciation.

Louis Piconi,  
2000-01 RI Vice President  
Chairman, North America  
Committee Polio Eradication  
Fundraising Campaign  
PO Box 112577  
Pittsburgh, PA 15241-0177

## Special ROTARY Vehicle Registration Plate

by Harry Lanphear

LD 978 may be something we want to testify on. There is no hearing date currently scheduled for this that I can find, but the bill will go to the Transportation Committee probably in April. I am told getting new versions of license plates is very difficult, but worth a try. The sponsor of the bill is Senator Nass who I know well. If Maine Rotary folks want to support it, the best start would likely be to call Senator Nass (email is SenRichard.Nass@legislature.maine.gov) and also plan to testify when it goes to public hearing.

For those new to the legislative process, I can help if a decision is made to pursue this. To keep track of the bill, go to the following site: <http://janus.state.me.us/legis/LawMakerWeb/search.asp> and type in LD 978.

### LD 978

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 29-A MRSA §456-C is enacted to read:

#### §456-C. Rotarian registration plates

Beginning November 1, 2003, the Secretary of State shall issue Rotarian registration plates pursuant to section 468, to allow citizens who are members of the Rotary International to identify Maine members.

1. Rotarian registration plates. The Secretary of State, upon receiving an application and evidence of payment of the registration fee required by section 501, the excise tax required by Title 36, section 1482, a statement from the organization proving membership in Rotary International for the plates, signed by an organization official, and the administration fee, shall issue a registration certifi-

cate and a set of Rotarian plates to be used in lieu of regular registration plates. These plates must bear identification numbers and letters.

2. Administration fee. A person may apply for the special registration plates by paying a sum of \$20 credited to the Specialty License Plate Fund as established in section 469 for administrative and production costs.

3. Renewal fee. In addition to the regular motor vehicle registration fee prescribed by law, the annual renewal contribution for Rotarian registration plates is \$20 to the Specialty License Plate Fund established in section 469 for administrative and production costs.

### SUMMARY

This bill authorizes the issuance of a special registration plate for motor vehicles for members of Rotary International in Maine.

## My Personal Journey to Eradicate Polio

by Ann Lee Hussey  
Rotary Club of South Berwick

We have accomplished so much in our efforts to eradicate polio but so much remains to be done. In 1985, when Rotary International initiated its polio eradication campaign, there were 122 countries reporting polio outbreaks with 1000 paralytic cases reported a day. By 2001 only 7



endemic countries remained with 488 cases reported worldwide for the entire year. Of those 488, 239 were in India alone. In 2002, the target year to stop poliovirus transmission globally, India was one of only two countries (with Nigeria) to see a significant rise in new cases. There were 1866 cases reported worldwide and of those new cases, 1566 were confirmed in India, representing 85% of new polio cases worldwide. The northern state of Uttar Pradesh, India's most heavily populated state (173 million), accounted for 1218 cases – 79% of India's cases. In the state of Uttar Pradesh where the population is 17% Muslim, 59% of the reported cases were in Muslim villages. For a long time, Muslim parents refused the oral vaccine for their children because of rumors that the vaccine was a sterilization drug promoted among Muslims by the country's Hindu-dominated government. Many Indians in rural areas are wary of forced sterilization ever since it was conducted during Prime Minister Indira Gandhi's "state of emergency" in the mid 1970's. There have been 27 new polio cases in India in January 2003 already.

On January 29<sup>th</sup> of this year, I traveled to India to participate in the launching of its largest ever, mass immunization cam-

campaign against polio, targeting 165 million children. I was a member of a team of 68 from the USA, most from the Midwest, and some from Canada (the only one from New England). We were a portion of over 1.3 million volunteers and health workers, going house-to-house and working at booths in communities to reach every child under the age of five years. We spent several days traveling around India to get an understanding of the people and their culture. We then divided up into groups and were sent to different towns and villages where local Rotarians hosted us. I, with three other women, went to Modinagar, a town of 125,000 about a two hour drive northeast of Delhi.

Our hosts were Dr. Rita Bakshi and Anurag Vidyarthi, the President and the Secretary respectively of Rotary Club of Modinagar Central. Dr. Rita is the principal of Ginni Devi College, a college of 2,000 girls ranging in age from 17 to 21.



The girls participated at the vaccination booths as part of their community projects. On the day of February 9, the official National Immunization Day, Modinagar had 47 vaccination sites set up throughout the town and outlying villages. We started early that morning watching the preparations for the deployment of volunteers. Food packets for the volunteers, banners, display cards, child health data charts, coolers along with ice packs and vaccine all were dispersed. Supervisors from the health services arrived to take charge of the teams of three to four girls and each team moved to their respective areas. There was also a booth set up right in front of the college and I was able to start by giving the first child

his vaccination at this particular site. We then dove to as many of the vaccination



sites as we could throughout the day, to check on their progress, to vaccinate children while we were there but just as importantly to be a visible presence for Rotary International in the community. We all wore our special yellow NID shirts that, with the fact we were four women from the USA, made us stand out wherever we went. We were welcomed wherever we traveled and treated like celebrities. Many, especially in the rural spots, could not speak English but all it took was a smile and I was promptly rewarded with multiple smiles. Two sites we visited stand out in my memory though every part of my journey was special.

The first occurred in a neighborhood just off the main road passing thru the town. Because of the narrow streets and congestion of people we left our car at the main road. We proceeded to walk down a secondary street with our hosts and a couple other Rotarians led by a bicycle



rickshaw carrying posters and megaphones blaring out a taped message asking parents and grandparents to bring the

Continued on next page

## My Personal Journey (continued from previous page)

children out to be vaccinated. The message mentioned the different organizations involved and included the voices of Indian film and cricket stars urging the people to participate. We soon had a contingency of locals following us – mainly children. We had become a parade! We turned onto an even smaller street leading to a Muslim neighborhood where a vaccination site was set up. Our arrival caused quite a commotion and people turned out of their homes to see us. More importantly, they brought their children to be vaccinated. One woman in our group started blowing up balloons, passing them out to the children to attract more to come out. I found myself caught right where I wanted to be. I soon had the pleasure of dispensing those two precious drops to child after child. Parents felt it special to have their child vaccinated by an American woman. This is what I had traveled halfway around the world for! I did not want to leave. What greater joy could exist in the rest of my day?! But our hosts insisted we had other important stops to make. And they were right. We found out later that evening that our presence in the community (the word spread like wildfire to all sections) increased the turnout. We had truly become ambassadors for Rotary International. Just four weeks prior, an NID was held and



they had reached 45% of the children in one day but with four American women in their midst we helped to increase the number of vaccinated children to 70% on this second NID.

The second memorable site was in the outlying village of Kalchina, a strong Muslim community that welcomed us

warmly and graciously. The dirt road leading into town was deeply rutted and not conducive to automobile traffic. We again proceeded on foot. The initial gazes were serious and pondering but with Anila Aryaji, a dedicated local social worker whom we had met previously, leading us down the streets the smiles escaped. We were led into the courtyard of their Muslim mosque, an immense honor in itself but an even greater honor, at least for myself, soon followed. We were seated in chairs with the throng of villagers in a circle around us. A Muslim man walked up and handed me his infant son and again I found a bottle of vaccine in my hand. The honor of vaccinating his child was bestowed upon me! They then led us



to a second courtyard where the President of the Village Council, "The Grand Pradhan," acknowledged us for our solidarity and commitment for the Polio Eradication mission. He stated that our mere presence honored his entire village.

I leave India waiting to return. The people are warm and gracious. Even those with so little have a serene calm about them. All were so appreciative that we would travel so far at our own expense to help their children.

We have to stop polio in the world. India poses our greatest challenge but their people are committed. This round of immunization is expected to cost some \$32 million, half to cover the cost of vaccine and half covering the cost of delivering it to the children. India hopes to launch six polio immunization campaigns in 2003, including 2 national ones, at a total cost of \$86 million according to the World Health Orga-

nization. Polio eradication is facing a funding gap of \$275 million worldwide, and \$100 million in India alone.

No child should have to suffer the cruel effects of polio. It is totally preventable with



2 precious drops. To quote Dr. Robert Scott, polio fundraising campaign director, "If there is wild poliovirus anywhere, then it is a threat to us all. Importation to other countries from endemic countries has occurred many times with resultant new cases. The poliovirus that could paralyze your child or grandchild is a plane ride away." Become a part of this great humanitarian endeavor and be proud.

We have to believe it can happen. We have to make it happen. I have seen the crawling, the braces, the disfigured bodies and the children abandoned to orphanages because of their handicap. Look into the faces of these children. See what I see – hope.



Photos courtesy of Ann Lee Hussey