



Rotary  
District 9211



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# the WAVE

Issue no. 02 | August 2019

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**Chief Editor**

**Charles Odaga**  
RC of Kampala South

# Editorial

The editorial team would like to welcome you to this month's edition of the District Governor's newsletter. Thank you for sparing your precious time to connect with us. We have acted on the feedback we received and we thank everyone that got in touch.

As we focus on the month's theme about Membership and New club development, we would like to re-echo the call of strengthening membership in Rotary. Particularly, we are drawing our attention to Interactors and Rotaractors who undeniably hold the future of Rotary. For this edition, we are happy to feature three stories compiled by youth and it is our hope that this sparks off more of their involvement in Rotary activities. We thus implore all clubs to give our youth every support they need to grow in their Rotary journey.

Starting with the month of September, we are offering an opportunity to all Rotarians and Rotaractors who would like to advertise their businesses on this online platform. We have included a card with very attractive rates to enable us not only grow our businesses but Rotary too. All proceeds from this advertising space will go towards the Rotary Foundation of the respective countries. We believe this will be a great opportunity to directly reach the over 5,000 Rotarians and further organically reach their networks. For this, we request that we share The Wave on the different social media platforms to connect Rotary with the world around us.

To our members of the Rotary fraternity, we continue to request you to share articles about the great and even small things you do to create an impact in the communities you serve. Let's tell the world about Rotary and together, we will invariably grow our membership.

On my own behalf, I thank the members of the editorial team for their unwavering commitment in delivering this newsletter.

Do remember to send your articles and stories to [dg9211news@gmail.com](mailto:dg9211news@gmail.com)

Enjoy the reading.

## The Editorial Team



Dorothy Waniala – Contributor  
RC of Kampala Springs  
(In formation).



Sandra Namarome  
Contributor - RC Najeera



Bernard Tabaire - Advisor  
RC Kisugu Victoria View



Jackie Mali – Contributor  
RC of Kampala East



Catherine Njuguna - Advisor  
RC Dar es Salaam - Mikocheni



Flavia Serugo – Advisor  
RC Kampala Naalya



Felix Mwebe- Designer  
Rct. Club of Lake-Victoria

# RI President August Message

*Mark Daniel Maloney*  
*President 2019-20*



During 2019-2020, I am encouraging Rotarians and Rotaractors to grow Rotary. We must grow our service, we must grow the impact of our projects, but, most importantly, we must grow our membership so that we can achieve more.

Let us try a new approach to membership, one that is more organized and strategic. I am asking every club to form an active membership committee consisting of people of different backgrounds who will look methodically at the leadership of the community.

Your club's membership committee will then apply Rotary's classification system — designed to ensure that the range of professions in your community is well represented — to identify potential leaders with the skill, the talent, and the character that will strengthen your club. If your club's membership committee is unsure how to proceed, look to the club membership committee checklist on [Rotary.org](https://www.rotary.org) for clearly defined steps to organizing its work.

How else will we connect to grow Rotary? We will also form new types of clubs — either independent clubs or satellite clubs — with different meeting experiences and engaging service opportunities, not just where there is no Rotary, but also where Rotary is already thriving. No Rotary club in the world can possibly serve all segments of its community. Therefore, we must organize new clubs to engage the community leaders who cannot connect with our existing clubs.

Growing Rotary is all about taking the connections that make our organization unique in the world and strengthening and multiplying them. Let us commit ourselves to growing Rotary and to welcoming the next diverse generation of women and men as Rotary Connects the World.



## DG's August Message

August is the designated month for Membership and New Club Development. And as we are all aware, "Membership" is the number one internal priority of Rotary International. Why? Because membership is one of the pathways through which we can extend our footprint and enhance the impact of our projects.

As District Governor, one of my roles is to encourage clubs to increase our membership. And the statistics show that clubs have taken heed. We are bringing in new members. We are forming new clubs and our district is one of the fastest growing Rotary districts in the world. Sadly however, our district is also continuously losing members. Over the last four years, we have been losing an average of 200 – 300 members a year!! And so the question is - why are our clubs so porous? Therefore as we celebrate this month, it is imperative that we focus on the retention of the people who come through our doors.

Keeping members is a sign of a club's stability and well-being – just the same way retaining personnel in a company indicates a good working environment and stable organization. Conversely, consistently losing members is an indicator of gaps somewhere. I often hear from clubs that members are dropping out because they are unable to regularly attend weekly meetings. And yes, that is partially true and we must address it. In this day and age – where people have so many competing demands on their time, we must change our strategy to reflect the changing times. We must exercise more flexibility in the way we run our clubs, applying the options given by the Council on Legislation. We must be mindful of the demands on our members' time, and should never expect our members to make a choice between their families and Rotary, or their work and Rotary.

But beyond tweaking a few things, we need to do some introspection. What is it that our clubs are not

doing that makes it difficult for some members to commit to us? What is it that we offering our members that would make them forsake everything else, for an hour each week, to attend our club fellowships? Put simply: what is our club's value proposition? It is important for everybody, as it is for you and me, to ensure that we value our time and money and how we spend it. What that means for us in Rotary is to make an intentional effort to ensure that we are providing our members with a worthwhile experience! It is important that our fellowships are informative, fun but also meaningful and responsive to the needs and interests of our members. Our value proposition should be derived from the Object of Rotary and should guide our relationships with each other. The Object of Rotary is the essence of who we are and what we do.

Finally, we need to work on membership engagement in order to retain our members. Engaged 'seasoned' rotarians are a club's greatest asset while 'disengaged' members could be a significant liability. Member engagement should begin before induction and throughout the year to ensure a sense of belonging and 'connection.' Members who are welcomed, and are involved in club leadership, decisions and activities; and who perceive that the organization is benefiting them will not only stay on as members, but will want to share the experience with friends and acquaintances.

This year the District has appointed two District Officers: PAG Ronald Kawaddwa (District Chair - Membership) and PAG Jane Kabugo (District Chair - New Club Development) to assist clubs with membership extension, engagement and development. Let us use them and the online resources on My Rotary to grow and boost our membership.

A happy family attracts - share your love for Rotary.



F X Sentamu  
District Governor 2019 - 20  
Rotary International District 9211

**Rotary**  
District 9211



Tanzania &  
Uganda





# OPPORTUNITY

Starting with the month of September, we are offering an opportunity to all Rotarians and Rotaractors who would like to advertise their businesses on this online platform. We have included a card with very attractive rates to enable us not only grow our businesses but Rotary too. All proceeds from this advertising space will go towards the Rotary Foundation of the respective countries. We believe this will be a great opportunity to directly reach the over 5,000 Rotarians and further organically reach their networks.



	Monthly	Quarterly (4months)	Half Year	Full year
FULL PAGE	\$200	\$790	\$1100	\$1800
ONE HALF	\$100	\$290	\$575	\$1000
ONE QUARTER	\$50	\$140	\$285	\$550

For More Detials and Bookings Call: +256 754 411 001  
Rtn. Charles Odaga - Chief Editor



# JOINT INSTALLATIONS WAY TO GO FOR ROTARY AND ROTARACT CLUBS

*Rtn. Richard Kyambadde*  
*Past President –Rotary Club of Mityana*

The Rotary calendar is busiest in the months of May-June with the Rotary International Convention and change of leadership and installation of presidents across all clubs. It's during this time that social media is awash with digital flyers for presidential installations for Rotary and Rotaract presidents. In Uganda alone where we have more than 150 Rotary clubs and over 100 Rotaract clubs, planning and tracking these dates have proven to be difficult. Imagine if all these were to hold independent installation functions!

From my own experience, organizing a club installation function is no easy task; it involves a lot of commitments and financial obligations that must be met by club members and guests who grace the functions. Costs involved vary depending on each club. Some clubs have overwhelming costs that always raise the attendance fee to these functions and thus putting a strain on its membership to sell cards.

In places with many Rotary Clubs, the targeted people are always the same and the same people are always approached, the sequel is that they are fatigued.

I know that in my own club, we have had to encourage members to attend as many Rotary & Rotaract Club installations as possible and the assumption has always been that members from those clubs would also be persuaded to return a gesture.... sometimes they don't. The furthest we have gone in the past was the Rotary Club of Hoima (glad they paid back), a total round distance of 350km! it was such a tiring fun activity and well as one gets to meet new people, connect and also create new friendships and also strengthen old ones, there probably is a better way to achieve these same results with less fatigue?

When it comes to Installations in and around Kampala, connecting from one corner to another on a busy evening/afternoon is no fun, the traffic jam makes it even worse. I have sometimes got to Rotary Functions at almost closing time, especially on such days when I must switch from one function to function.

When it comes to our lovely Rotary leaders whose names are always proposed as chief guests and guests of honor, the fatigue of Installations has not spared them either. You will see about 20 flyers with the same face of a person who must be to a specific function almost every day between May-July.  
Way Forward –

There are possible options to have interesting, less costly and fun filled Club installation functions. For instance: -

If we have about twenty-two (22) Rotary Zones in Uganda each under the leadership of an Assistant Governor why don't clubs in the same zone hold a joint installation? That would therefore mean there would be only 22 Rotary Club Installations in Uganda and the possibility of attending then becomes high at a substantially less cost .....imagine such convenience!

We could also consider organizing joint installation functions for Clubs on the same highway (for example Clubs along Entebbe Road, Mityana Road, Masaka Road, Bombo Road Northern Bypass or better still, clubs in the same identified locus can have joint functions.

Imagine having seven Installations in a year! Considering clubs that meet on the same day. For example, those that meet on Monday, these could organize joint installation functions and that means there will only be about seven Installations in the whole country! Such joint installation functions could even be rotational every year to give all participating clubs a chance to host. With such arrangements, costs are appreciably cut down and the fatigue is eliminated. All the above proposed options come along with challenges. But, those challenges can be overcome with thorough preparedness and high level organization which Rotarians and Rotaractors can jointly handle as a family!





# MHEZI WATER SYSTEM, PHASE-I

## Project Development

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*Compiled By*  
GILIAD- PROJECT MANAGER MHEZI WATER SYSTEM



# Background to project update

Project status reporting measures the implementation of the project against the project plan. It effectively and efficiently communicates the project status at regular intervals to project stakeholders. As the manager for the Mwezi Water System, I would like appreciate all contributions including Rotary foundation for funding, partner Rotary club of Ames for sponsorship and technical advice, the local experts and the community for the efforts rendered to enable us attain achievements for the phase-I of Mhezi Water System project implementation. We have managed to cover certain milestones with your support and these are mentioned below.



# Continuing developments

We are at a stage where the promotion for environment/water sources conservation for sustainable supply of water to the system is continuing through tree planting at the current water source.

There is also a continuous effective inspection of the additional water source of Mchamweni as an alternative source and sustainable supply of water to the system. This is a potential source that will continue to serve the population above the current supply.

This additional water will significantly complement the current source to satisfy such a big population of above 2150. The beneficiaries will include six public primary and secondary schools, churches and a health center.

# Benefits to community underway

Project status reporting measures the Three of the complete water points are serving a health facility and two public institutions –Chanjagaa secondary and Kweresha primary schools while 10 water point pipes are nearly completed. The water intake is well furnished and supplying to the filtration and treatment house.

The filtration and treatment building is well furnished with a chlorination powered by solar unit. Chlorine solution dosage is in progress and communities covering around10 water points enjoy clean and safe water. The 150 cubic meter storage tank building, fittings, painting and signage are already done while appropriate piping network and fittings to 10 water points is underway and near to completion. More than two hundred water friendly trees have also been planted around the source and these serve as great water catchment resources.



# Sustainable management of the project

Operators and local artisans underwent an intensive training on system operations-service, replacements, filtration, chlorine dosage and testing at water points, meter reading and records keeping.

The effective training for water board and system management covered decision making processes, importance of water tariff payment and revenue collection, financial records, planning and budgeting. These trainings are crucial as they only allow project ownership by stakeholders but they serve as model for sustainability even when the project implementation phases are all completed.



# Council elevates Rotaract

Representatives from around the world also vote to preserve club flexibility

*By Arnold R. Grahl*

The 2019 Council on Legislation may not have made as many dramatic changes as the Council three years ago did, but it made several decisions that will shape the future of Rotary.

Among the most important, the Council elevated the status of Rotaract clubs. The change broadens the definition of membership in Rotary International to include Rotaract clubs. The change is intended to increase the support that Rotaract clubs receive from RI and to enhance their ability to serve.

“We need to be an inspiration to our young partners, so they will continue doing the great service that they do,” said Immediate Past RI President Barry Rassin when he presented the measure. “This sends a strong message that they are truly our partners in service.”

In many ways, the Rotaract experience will not change. Rotary clubs will still charter and sponsor Rotaract clubs. Rotaract clubs will still have their own standard constitution and their own unique club experience. Members of a Rotaract club will not be called Rotarians. And Rotaract clubs will not immediately pay dues or receive other benefits, such as the official magazine that Rotary members receive. The Board will determine a dues structure over time.

The measure simply expands the definition of membership in Rotary International to include both Rotary and Rotaract clubs.

Every three years, representatives from Rotary districts around the world meet in Chicago, Illinois, USA, to consider changes to the constitutional documents that govern Rotary International. This year's Council considered more than 100 proposals.





# ALOHA ROTARY

6-10 June 2020 | Honolulu, Hawaii, USA  
Register today at [riconvention.org](http://riconvention.org)

#Rotary20



# 15<sup>th</sup> INTAKE

## UNDERGRADUATE CLASS

24<sup>th</sup>  
Aug

### MODULE 1 Topics

- Insights into leadership • **My Rotary World**
- Ethics - Vocational Service • **Foundation 1: Our Foundation** • Engaging Members • **Creating service projects**

28<sup>th</sup>  
Sept

### MODULE 2 Topics

- Strategic Planning & analysis
- **Attracting Members** • Club Communication
- **Team Building** • Foundation II - Targeted Service

26<sup>th</sup>  
Oct

### MODULE 3 Topics

- Rotary Opportunities • **Effective Leadership Strategies** • Foundation III - International Service
- **Public Image & PR** • Building a stronger club
- **Making a difference**

@8:00AM @ PROTEA HOTEL KOLOLO, KAMPALA UGX 80,000/= PER CLASS.

**For registration & Payments, Contact** Atim Sharon - 0782 200 992 / 0701 312 305

**Deadline: 17<sup>th</sup> August 2019**

**Email:** [infoatrliuganda@gmail.com](mailto:infoatrliuganda@gmail.com)



# LUZIRA RAILWAY QUARTERS VILLAGE IN DIRE NEED OF DRAINAGE SYSTEMS

By: Dorothy Waniala  
– RC of Kampala Springs (In formation)



Residents of Luzira Railway Quarters Village are in distress following the recent heavy rains that caused extensive damage to their homes and businesses. The community claims that on rainy days; their business premises and homes flooded and they do struggle to survive and all as a result of poor drainage system.

Community member Namara revealed that on rainy days, water moves above the ground surface and enters their yards causing damage to businesses and houses; further posing a threat of waterborne diseases such as malaria, dysentery, diarrhea, and typhoid and in the worst case cholera.

According to the Namara; shopkeepers and shop attendants are always inconvenienced during rainy days by the water that flows directly into their shops due to the absence of drainage channels. Such a situation makes it very difficult for customers to access business premises when it rains.

Water is essential to life, for both plants and all living creatures; however, it can be very invasive when it flows. When residential and business property experiences drainage issues, water can be a nuisance and actually cause a great deal of damage. Different drainage problems, including puddling, pooling, and saturated soil, and even undirected downspout water, can destroy landscaping and turn a yard into a swamp.

The good news is that there are a number of solutions and many can be natural means of diverting water away from buildings.

For example Grassy Swale - This method involves building a slight hill or grade that diverts water away from one side to roll down the other side and disperse in more absorbent soil or to create a bog area for collection.

Another natural method is a Planned Bog – where by water is diverted away from buildings, allowing it to pool in one dedicated area that is planted with water-loving species. This method is environmentally friendly and improves the beauty of the surroundings.

Ms. Barungi Elizabeth; the Chairperson L.C.1; Luzira Railway Quarters Village appealed to Kampala Capital City Authority seeking approval to improve the drainage system in the community. KCCA is mandated to approve such physical plans. The Rotary Club of Kampala Springs in partnership with other clubs will work closely with the community and once the approvals are granted, the drainage system will be handled as soon as possible. The right approach to the drainage will be taken into consideration, since there are many factors that determine which drainage system is best for a community.





#RotaryCancerRun19



# MAKE A DONATION, MAKE A DIFFERENCE.

Donate Shs1 million or more to the construction of the bunkers at the Rotary Cancer Center at Nsambya Hospital and get 5 Rotary Cancer Run vests, plus you and your 4 friends get to be hosted in the VIP tent on **Sunday 25th August 2019**.

You will also get the honour to write your name in our book **'Warriors Against Cancer'** and dedicate your donation in memory of a family member or friend who lost their fight against Cancer.

Your contribution will take us an extra mile in this fight against cancer.  
For more details, Contact the persons below:

**PDG Ken Mugisha - 0751 413 051 or Rtn Flavia Serugo - 0772 120 208**





# ROTARY CLUB TO PUBLICISE CANCER RUN WITH HYPE AND FUN

Rotary Clubs in Uganda have been encouraged to market and promote the Rotary Cancer Run 2019 in their fellowships during the second week of August. The members are expected to dress up in their vests and jointly promote the activity through colourful and action packed activities.

The 8th Edition of the Rotary Cancer Run will take place on Sunday 25th August 2019 in Kampala and in 40 other towns all over Uganda. Participants will run to raise funds to procure high tech cancer treatment machinery estimated to cost US\$4.5m or approximately UGX 18 billion. Of this money, Ushs1.6billion has been raised so far from the 2016 to 2018 runs.

“We expect to raise at least Ushs 1bn towards this in the next run in August”, PDG Steven Mwanje, the Chair of the Uganda Rotary Cancer Programme said.

The publicity drive of this campaign is expected to not only raise and increase awareness among Rotarians and the public, but to educate Ugandans in general about cancer and how it can be prevented and treated.

Clubs will be free to choose activities of their choice during fellowships to promote the Cancer Run, but will be called upon to ensure that the activities attract publicity in the traditional and social media, and attract participation from the public.

“We want to challenge all Rotary Clubs in Uganda to put aside time in their fellowships to publicise and boost the Rotary Cancer Run in the second week of August which will be two weeks to the event,” Juliet Kyokunda the Chair of the Rotary Cancer Run Organising

### WHAT HAS BEEN ACHIEVED SO FAR?

**36 BEDS** **USD 150,000**

- A 36-bed cancer treatment centre at Nsambya Hospital worth UGX1.5 billion, which is operational now.
- Fitted the centre with equipment worth over USD150, 000 that we acquired through two Global Grants.

### HOW MUCH DO YOU WANT TO RAISE THIS YEAR?

USD 4.5m or approximately UGX18 billion to go towards the construction of:

**TWO**  
LINEAR ACCELERATORS

**TWO**  
BUNKERS

### IN KIND SUPPORT

HIMA CEMENT

NATIONAL HOUSING & CONSTRUCTION CORPORATION

- Hima Cement - Contributed cement.
- National Housing & Construction Corporation - Contributed roofing materials.

### HOW HAS MONEY BEEN RAISED OVER THE YEARS?

TOTAL NET CASH COLLECTIONS	Year
68,000,000-	2012
94,604,700-	2013
92,634,220-	2014
228,282,662-	2015
300,399,000-	2016
772,000,000-	2017
708,511,104-	2018

- The money from the first three runs (2012, 2013, 2014) went directly to the construction of the Rotary Centenary Bank Cancer Centre at Nsambya.
- Shs200m from the fourth run (2015) went to the construction of the Rotary Blood Bank at Mengo Hospital.
- The money from the fifth, sixth and seventh runs (2016, 2017 and 2018) is available in the bank.

### WHEN IS THE RUN AND WHERE IS TAKING PLACE?

**Sunday 25th August** at Kololo Ceremonial Grounds and in all major towns across the country.

The ticket costs **Shs25,000** only.

Tickets available at: Capital Shoppers, Bulange Mengo, Rotary Office on 9th Floor NIC Building, Game Stores Lugogo, Select Centenary Bank Branches and Airtel Shops, and in all major towns across the country.

### WHO DO I CONTACT FOR MORE INFORMATION?

- PAG Julie Kyokunda, Chair RCR 2019. **0703 408 525**
- PP Denis Jjuuko, Vice Chair RCR 2019. **0758 111 409**

Rotary

Parliament of Uganda

Centenary Bank

#RotaryCancerRun18

KEEP RUNNING

**ROTARY CANCER RUN**

**SUNDAY 25 AUGUST**

KOLOLO CEREMONIAL GROUNDS AND MAJOR TOWNS THROUGHOUT THE COUNTRY.

**7:00AM**

5KM 10KM

**REGISTRATION FEE: 25,000/=**



MAVD McCANN



Committee said. “We expect some glamour and hype as clubs push the Rotary Cancer Run agenda. We would like that at the end of their fellowships, all tickets in the club will be sold out,” she said.

“The clubs with the most successful social media reach and largest number of tickets sold will be recognised at the Rotary Cancer Run”.

Corporate organisations, which have partnered with the Uganda Rotary Cancer Programme are also encouraged to promote the Rotary Cancer Run at the workplaces, so that the staff can register for the Run, and also educate themselves about cancer.

This year, a number of initiatives have been introduced to raise funds and awareness for the Run. These include the newly created Rotary Cancer Run Fellowship programme, in which individual donors will be recognized if they contribute at least Shs1 million.

Again this year, Parliament of Uganda and Centenary Bank are the lead sponsors.

To date, a 36-bed cancer facility, which provides treatment to cancer patients is operational at Nsambya Hospital. Additionally, through the Run, funds have been raised towards the Rotary Blood Bank at Mengo Hospital.

“We call upon other corporate bodies and individuals to join by partnering with us to bridge the cancer gap in Uganda,” Kyokunda said.

Registration for the Rotary Cancer Run is at Ushs 25,000 at all Centenary Bank branches, all Capital Shoppers outlets, Rotary Office on the 9th Floor of NIC Building, and Game Stores Lugogo. Registration will also be done in all major towns that are participating in the run.



# 07<sup>th</sup> INTAKE

## GRADUATE CLASS

24<sup>th</sup>  
Aug

### MODULE 1 Topics

- **Motivating Volunteers**
- Membership Issues
- **Diversity In Rotary**

28<sup>th</sup>  
Sept

### MODULE 2 Topics

- **Effective Communication**  
(Including Public Speaking)

26<sup>th</sup>  
Oct

### MODULE 3 Topics

- **Effective Communication Part 2**  
- Graduation

@8:00AM @ PROTEA HOTEL KOLOLO, KAMPALA UGX 80,000/= PER CLASS.

**For registration & Payments, Contact** Atim Sharon - 0782 200 992 / 0701 312 305

**Deadline: 17<sup>th</sup> August 2019**

**Email:** infoatrliuganda@gmail.com

# The Rotary Leadership Institute: FAQ's



### What is Rotary Leadership Institute?

- A leadership and development program to strengthen Rotary Clubs through education, collaboration and the exchange of ideas among its future leaders.
- A three part curriculum facilitated by experienced, trained faculty members who engage participants through open discussion, problem solving and creative role-play
- A recommended program of Rotary International, more than 400 districts in 197+ countries now offer it to their members.



### Why attend Rotary Leadership Institute?

- Leadership Development
- Rotary Knowledge
- Exchange of Ideas
- Project Leads
- Member Engagement
- Improved Communication
- Team Building
- Public Relations Service
- International Perspective



### How does it work?

- Three progressive levels plus graduate courses
- 6-7 hour day per level
- 50 minute segments



### Discussion & Participation

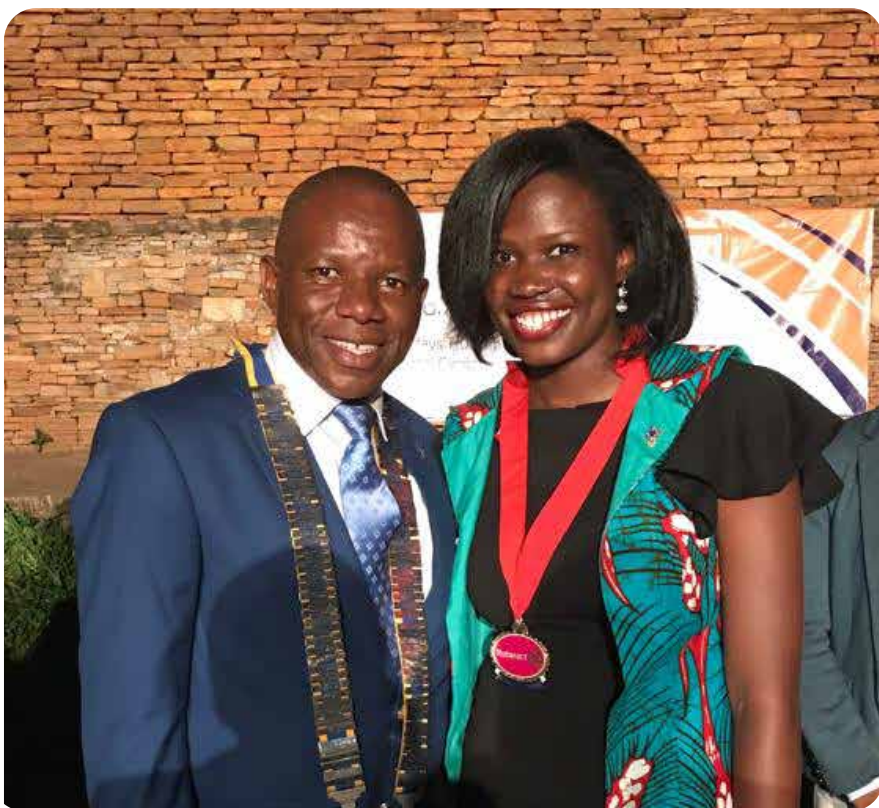
- Not a lecture
- Facilitated by certified volunteer Rotarians
- Participation open to all serving and prospective Rotarians and Rotaractors
- Cost varies by location
- All costs go towards breakfast, lunch and beverage breaks



# If only I were 30yrs...!

the transition from Interact  
to Rotaract and Rotary in  
waiting

*By Nyakato Bonabana Antonette  
Connecting President  
Rotaract Club of Kampala Naalya*



Growing up as a young girl, I harbored the thought that Rotary was only for the rich and this thought made me commit less of time to understand how Rotary operates. However, keeping around PAG Julie Kamuzze Musoke gave me an in-depth knowledge that enabled me to join Interact while at Gayaza High School. This experience taught me a lot about Rotary related norms and this made me abandon my earlier thoughts about Rotary. Indeed, Rotary is about service.

After my secondary education, I decided to commit more time to Rotaract/ Rotary activities at a time when PAG was President of her Club in 2015-2016. At this time, she doubled as the Chair, Rotary Youth Leadership Awards 2015-2016 and she also served on the organizing Committee for the Rotary Cancer Run. Watching her participate in all these Rotary projects helped me understand how Rotary works. I learnt so much by attending Rotary Family fun days, Christmas Fellowships, Singing and Dancing Competitions. This exposure not only gave me an opportunity to attend RYLA but also got me recruited as a sales assistant on two cancer runs.

During this time of active participation in Rotary projects, my anticipation to join Rotary became ripe but little did I know that I had to wait until I turned 30 as the norm is for me to become a Rotarian. This insight set me a back and caused me to take a little break but with the inspiration I received from IPP Edgar and Ethan Musolini while attending RYLA in Entebbe, I became re-energised to continue in my journey and transition from Interact to Rotaract as I weight to turn 30 and become a Rotarian.

After the short break, I called IPP Edgar and he invited me for Fellowship at the Rotaract Club of Kampala Nalya. I found the club in formation with 7 members and I decided to join them and give it a try. With this observation, I started inviting my friends from University- MUBS precisely in pursuit to increase membership and club attendance. I also took advantage of the RYLA Kabale to popularize the Rotaract Club of Kampala Nalya

and the club became re-known for its fun activities associated with social clubs which attract youths with edutainment during our fellowships.

What I enjoy the most are inspirational speakers identified both at Rotaract and Rotary in every fellowship on a weekly basis. I also enjoy the different country programs like the Rotary Cancer Run, Vijana Poa, Rotary Blood Bank and Mission Green.

Through Rotary, I am a proud Rotaract Charter Member of My Club; my confidence at giving speeches has greatly been improved and I can easily stand out of the crowd. Being the 1st President Elect, I now take on the honors to network with different kinds of people in Rotaract, Rotary and beyond to serve and connect with our community.

I thank everyone that has contributed to my journey and I look forward to growing the club as well as exploring the opportunities that Rotary has in store for me and the Club.

I pledge to serve to the best of my ability, so help me God.  
For God and my Country.







## SOCIAL MEDIA TO PROMOTE ROTARY EVENTS AND PROJECTS

I have seen many Rotary and Rotaract clubs putting in a lot of effort while planning for events like the Annual Rotary Cancer Run, DCA, Kirk Whalum show (Fundraiser) and Rotaract Earth Initiative. These are always amazing projects because they get us to pay attention to detail yet a

few people get to know about the amazing work we keep doing in communities in Uganda and Tanzania. It is only questionable how much more we can tap into social media promote our work in communities. For us to promote Rotary values through Social media, it is important we prepare

just the same way for a successful project to get good results. Here are 6 tips we can look into to develop a social media strategy for to give mileage to each of our next Rotary project or event.

### 1. Define your objective

An important aspect of social media marketing is to achieve the desired goals of a Club or event by persuading the target audience and the different stakeholders to follow in a certain direction Hence, always make sure that your objectives SMART (Specific, Measurable, Achievable, Relevant and Time-bound).

### 2. Define your audience

Knowing the people you want to communicate to not only helps you to publish the right content across social media platforms but also helps you choose the right social media tool or strategy to employ to reach your target audience. Failing to define the category of persons you want to target can result into the failure of the project or event.

### 3. Define the type of content you want to share

Knowing the type of content you want to publish helps you choose the social media strategy to use. Does your communication rely heavily on



photography or live videos? Instagram then would be a great tool to highlight your work. If your content marketing plan involves tons of articles, links, designed artwork, videos and fun reads, then Facebook will be your new best friend. If your you want to engage people using only videos then YouTube should be your number one choice. The type of content you choose to share will greatly affect your decision of the social media channel to use rather than misallocating your resources and time on all social media channels.

### 4. Craft your content strategy

Ensure that you have useful and relatable content that is well structured and easily found to create traction towards your event or fundraiser. Important to note is the Rotary Brand guidelines that must be followed throughout your content creation process. If you intend to use Rotary brand logos, make sure you download these from the brand center via [my.rotary.org](http://my.rotary.org) and if partners/sponsors intend to design branding materials, share the brand guidelines with them and offer advice on the order for how different Rotary logos should be used.

### 5. Get everyone involved

Always think about all the people (key note speakers, partners, sponsors, Rotary/Rotaract clubs and communities) that will be part of the event and how they can join the conversation online. Ask all your club members to post about the event as well on their social media profiles because they all have people they can influence but before all this is done, choose a hashtag to track the conversation easily.

*Rct. Micheal Lubowa  
Past Country Public Relations Chair  
Rotaract Uganda - 2018/2019  
Rotaract Club of Kampala East*





# NATIONAL LAUNCH

*Free Medical Services*

**Venue:** Ruhaama HC III, Ntungamo

**Date:** Sat 10 August 2019

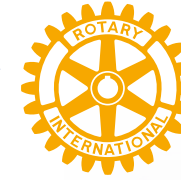
**Time:** 9:00 am

Spearheaded by:

Rotary Club of Makindye  
Rotary Club of Bulindo

Rotary Club of Ntungamo  
Rotaract Club of Makindye

*Good Health Happy Families*



# 95th District Conference and Assembly

# Launch



**Lets Connect**

**#DCA95 @D9211**

**Date:** Wednesday 7th August 2019

**Time:** 6:30pm

**Venue:** Hotel International Muyenga

# When passion meets inspiration

*Vivien Katusabe  
Rotaract Club of Kampala-Kibuli*

If networking was a subject in my high school days, I would have been a straight A+ student. It has enabled me reach greater horizons and not only that, but also utilized it for a better cause.

Late 2016, I was employed by Tropical Bank Limited, posted to Katwe Branch and guess what! My networking skill was at it again. I got acquainted to most staff members across all branches. We (junior staff) had routine monthly trainings at the Head office in Lugogo and I made acquaintance with a beautiful young lady, Shamim (Now Immediate Past President, Rotaract Club of Kampala-Kibuli) who invited me to attend the weekly meetings, also known as "Fellowships" in the Rotary circles.

The first time I heard "Fellowship", I thought we were going to a cult gathering of sorts. So I was extremely curious, yet nervous, but then again curiosity killed a cat, not Vivien.

Together, we visited different Rotary and Rotaract clubs within Kampala for meetings and other events. I was truly amazed by a group of selfless individuals I met, who build schools they will never go to, treat children they will never meet, build boreholes they will never draw water from without expecting a pay.

Many of the meetings we attended were exciting, engaging and very interesting. I kept craving for more...and slowly, my faith in humanity was strengthened and whenever I would be home, I would sit and think to myself; how people would come together, be happy and sacrifice to make the world a better place to live in.



So, I decided to be part of this group (Rotary/Rotaract). I could feel it in my bones that associating with such people would be the best decision to make. My soul was overjoyed, I felt butterflies in my stomach and I would have done myself a disservice to disagree with my soul.

I continued visiting the different clubs, but mostly Rotaract Kampala-Kibuli for about 6 months. In the process, I was assigned a mentor and later inducted into the club on 22nd March 2017.

I have had the privilege to serve on different committees within the club, country and district. It has helped build my brand, my network, I have helped people, travelled and most importantly learned a lot.

Rotaract is no different from a one week old love. But just like no two loves are similar, neither can be the feeling of being in love. Rotaract makes you grow and warms you in its embrace. You never even know what brings forth that feeling of love, which makes you even realize that you found the piece that fit into the puzzle of life.

Because of Rotaract, I laugh a little harder, cry a little less and smile a lot more. I walk on the streets with my head held high because I know I was lent a lapel pin that represents a noble cause.

Oh how I valiantly say out the name Rotaract!.



# AUGUST 2019, DG VISITATION SCHEDULE

Date	Activity 1 (AM)	Activity 2 (Noon)	Activity 3 (PM)
Sun 04-Aug-19			
Mon 05-Aug-19			RC Kampala North
Tue 06-Aug-19			RC Kololo
Wed 07-Aug-19			RC Kyambogo
Thu 08-Aug-19			RC Bushenyi
Fri 09-Aug-19		RC Makindye, RC Bulindo, RC Ntungamo	
	RFHD Launch - Ntungamo		
Mon 12-Aug-19			RC Kasangati
Tue 13-Aug-19		Innerwheelers	RC Kampala Nsambya
Wed 14-Aug-19			RC Muyenga
Thu 15-Aug-19			RC Kampala City Makerere
Fri 16-Aug-19		RC Kyengera	
Sat 17-Aug-19		RC Kampala City	Rotaractors - Central
Sun 18-Aug-19			
Mon 19-Aug-19	Arusha Rotaractors	RC Arusha Sunrise	RC Mount Meru
Tue 20-Aug-19	RC Arusha.	Project visits	RC USA River
Wed 21-Aug-19	RC Arusha Clocktower	Travel to Karatu	RC Karatu
Thu 22-Aug-19		RC Babati	Fly yo Ebb
Fri 23-Aug-19			Muyenga Breeze
Mon 26-Aug-19		Kigumba	Masindi
Tue 27-Aug-19	Park Ride		Arua + Rotaract
Wed 28-Aug-19			Kitgum
Thu 29-Aug-19	Rct Gulu		RC Gulu
Fri 30-Aug-19		Lira	
Sat 31-Aug-19	RC Kampala Central (Ngora project)		Soroti Central



**Rotary**  
District 9211





# July DG's Club Visits In Pictures



*DG shakes hands with  
President Twaha Lukwanzi RC Mengo*



*RC Kabale*



*RC Ibanda*



*RC Gomba*



*RC Bugolobi*



*RC Bugolobi Morning Tide*



*RC Bweyogerere Namboole*



*RC Entebbe*



*RC Kabwohe*



*Prov RC Mbarara Metro*



*Interact Kabarole*



*Interact Kabale*



# July DG's Club Visits In Pictures



*RC Lwengo*



*RC Lukaya*



*RC Kihhi*



*RC Kasese Early Actors*



*RC Kampala West*



*RC Kampala Impala*



*RC Kampala Day Break*



*RC Rubaga*



*RC Kampala Central*



*RC Kampala South*



*RC Kampala Arch*



*RC Kalangala*





*RC Rubaga Lakeview*



*RC Namugongo*



*RC Kampala Naguru*



*RC Kampala Naalya*



*RC Muyenga Sunday Sunset*



*RC Mubende*



*RC Mityana*



*RC Mbarara*



*RC Masaka*



*RC Lyantonde*



*Rct. Mbarara*



*Rct Kabarole - Empaako Yange Amooti*



*Rct Kabale Community*



*RC Sunrise Kampala*



*RC Seven Hills*



*RC Rukungiri*





# ROTARY CANCER RUN<sub>2019</sub>

**...KEEP RUNNING**

**SUNDAY  
25  
AUGUST**

**KOLOLO CEREMONIAL  
GROUNDS AND MAJOR  
TOWNS ACROSS THE  
COUNTRY  
6:00AM**

**5KM**

**10KM**

**21KM**

**REGISTRATION FEE:**

**25,000/=**

**REGISTRATION CENTERS**

Rotary Office 9th Floor NIC Building •  
Centenary Bank Kampala branches • All  
Capital Shoppers Outlets • Game stores



@RotaryCancerRun



Rotary Cancer Run



**Centenary  
Bank**



**Parliament of Uganda**



**MAVD McCANN**



**OLD MUTUAL**

