

ROTARY LEADER

OUR FOUNDATION

When it comes to cultivating major gifts, finding a donor's passion is paramount

GIVING

Behind the scenes of one of the largest gifts in the Foundation's history

PEACE

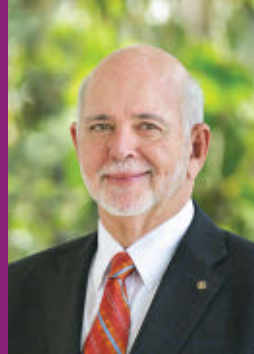
Three ways you can build peace with the new Rotary Peace Academy

DISTRICT CORNER

How to work with Rotaractors on a project

After Hurricane Maria, the Rotary Club of San Juan, Puerto Rico, used a global grant to expand a theater program for at-risk youth. Learn how your gifts to The Rotary Foundation make projects like this possible.

PRESIDENT'S MESSAGE



BARRY RASSIN

One early June, more than 30 years ago, I had a business trip scheduled to Las Vegas. I had been a Rotarian for about six years, and I thought of myself as an active member: I attended every meeting, I'd served as club secretary, I knew everyone in my club. But for me, Rotary was very much a community organization. It connected me to Nassau and perhaps even to the Bahamas — but no farther.

I had never given much thought to Rotary beyond the Bahamas, and it had never crossed my mind to travel to a Rotary Convention. But that spring, I realized that my trip to Las Vegas would coincide with the Rotary International Convention and thought, why not? I sent in my registration and paid my fees, never suspecting that the experience would change my life.

When I walked through the doors of that convention, I was stunned. It was one thing to know that I was part of a global organization with over a million members around the world. It was something else completely to stand there in the middle of it. I went to every general session, looked in at every booth at the House of Friendship, and

learned about projects that I hadn't even known you could do in Rotary. That convention didn't just open my eyes. It opened my mind. It inspired me to completely change the way I saw Rotary, what Rotary could do for me, and what I could do through Rotary. That inspiration has stayed with me ever since — and is renewed every year, at every Rotary Convention.

In June 2019, Rotarians from all over the world will converge in Hamburg to Capture the Moment at the 110th Rotary International Convention. Many, like me, will have been coming to conventions for years; many others will be coming for the first time. Whether they're looking to connect with old friends, to find inspiration for a new Rotary year, or simply to see what Rotary is all about, each of them will find their own moment in Hamburg.

If you're a regular convention goer, you absolutely won't want to miss out on the friendship and inspiration you'll find in Hamburg. And if you've never been to a convention, please consider this my personal invitation. **Register online** by 15 December for the best rate — and let this convention *Be the Inspiration* for your Rotary journey.

IT'S ALL ABOUT THE DONOR

When it comes to cultivating major gifts, finding a donor's passion is paramount

Anne L. Matthews, a former Foundation trustee and vice president of Rotary, has plenty of experience talking with potential donors about major gifts. She says the most important thing she has learned is that you need to cultivate relationships.

"Just because somebody is wealthy doesn't mean you are going to walk in and get a major gift from that person all of a sudden," says Matthews. "You have to earn their trust, and that happens through relationships."

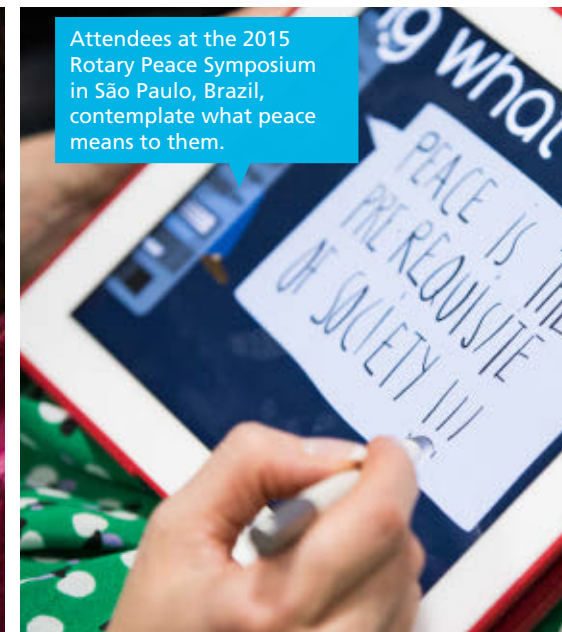
That topic was on the agenda when the Major Gifts Initiative Oversight Team met in August. The team supports **endowment/major gifts advisers** and coordinates the work of the major gifts initiative (MGI) committees. These committees support efforts to seek major gifts that will fund Rotary's work in basic education and literacy, health, peace, and water and sanitation.

Trustee Vice Chair Brenda M. Cressey, who serves as liaison to the oversight team, explains that The Rotary Foundation's approach to fund development has become more donor-centered, placing more importance on each donor's interests. This shift has included, for example, allowing Rotarians to direct their gifts to the **Annual Fund** to a particular area of focus.

"When donors can see the actual outcomes and impact of their gifts, it encourages them to do even more," Cressey notes.



A student works in class at Sônia Braga da Cruz Ribeiro Silva school in Contagem, Brazil. Aided by a Rotary Foundation grant, students learned to read and write together in small groups by producing their own books.



Attendees at the 2015 Rotary Peace Symposium in São Paulo, Brazil, contemplate what peace means to them.

Members of the oversight team shared their insights on working with donors.

Anne L. Matthews, who chairs the MGI committee that supports basic education and literacy, recalls a wealthy Rotarian she met whose wife had felt the long-term effects of polio for years before she died. Through a series of phone conversations, in-person meetings, and dinners, Matthews learned the details of the story.

Matthews says, "At one point I said, 'Gabby, wouldn't it be great if you could make a significant contribution in honor of her?' He leaned back in his chair and said, 'You know, I hadn't thought about that, Anne.' And I just said, 'Would you give it some thought?'"

Two months later, he called to give \$250,000 to the PolioPlus Fund.

Chris M. Offer, past governor of District 5040 (Canada) and chair of the MGI committee for peace, stresses how important it is to listen.

"A successful meeting is one where they have talked more than I," he says.

As a career police officer and the grandson and son of military veterans, Offer says his own interest has been peace. He recalls his dad, who was wounded in war, talking about how terrible and futile war is. But he is always ready to talk to a donor about a different area.

"I went to talk to a couple about the peace centers," Offer says. "And the wife said, 'I know about peace, but I want to do something for children.' I had brought all this peace literature, and I just stowed it away. I said, 'Let's talk about what you can do for children.'"



Geeta K. Manek, a past district governor in Nairobi, Kenya, and chair of the health MGI committee, also says she doesn't push her own agenda.

"Truly, in Africa, all six areas of focus are so important, you cannot prioritize one over the other," she says.

Manek finds it helpful to take potential donors to see Rotary projects that are already making a difference. On one trip to northern Kenya in the middle of a drought, she was surrounded by little children who were so thin that their bones showed. At the end of the day, she looked in her purse for candy to hand out and found an empty water bottle. She was surprised when the children wrestled over it, until one boy explained, "When it rains, this bottle will save my life."

"Examples like this are what I show my friends and say, 'We live and thrive as businesses, but these are the people suffering. And it doesn't take much to help,'" she says.

Vinay Kulkarni, past governor of District 3131 (India) and chair of the water and sanitation MGI committee, specializes in working with corporations that are interested in giving to the Foundation to fulfill India's corporate social responsibility requirements. The law requires corporations with revenues over a certain amount to give 2 percent of their profits to charity.

Kulkarni says gifts advisers in his district have created a slideshow that explains the Foundation's work in the six areas of focus and highlights its accountability and its **four-star rating from Charity Navigator**. They then ask questions to determine which areas interest the corporation.

One club worked with the Tata Group, a global enterprise headquartered in India, to support projects in basic education and literacy and made sure executives had an opportunity to witness the progress.

"They are really happy with the tremendous impact on the community," Kulkarni says. "And they want to come back and do even more."

Keep it general

When your district plans its next Major Donor event, consider inviting people who are interested in all of the areas of focus and discussing them all. This will help donors understand their options. Brenda Cressey says experience has shown that many districts have trouble finding continuing or new donors who have just one interest.

"You might have an individual who is really interested in peace but is torn because they want to support a water project," says Cressey. "When you're just talking to them about something specific, their interest may be somewhere else."

"We need to understand each of the areas of focus in a way that we can walk with that donor hand in hand from beginning to end," Cressey adds. "We can have so-called experts if the donor needs or requests more information. But in most cases, they don't need that."

BEHIND THE SCENES OF A \$14.7 MILLION GIFT



India real estate investor Ravishankar Dakoju thrilled the Rotary world earlier this year when he announced a gift of \$14.7 million to The Rotary Foundation. The gift was announced at the installation of the new governor for District 3190, Suresh Hari Swaminathan.

Suresh shares that he began talking with Ravishankar, president of the Rotary Club of Bangalore Orchards, about a year before, when he was holding meetings with all of his incoming club presidents.

“(Ravishankar) silently walked up to me and whispered after dinner that he was planning to earmark some amount of his savings toward causes he is passionate about,” Suresh says.

Over the course of several subsequent meetings, Suresh listened as Ravishankar talked about his work constructing schools in a North Eastern state of India, and his plans to create a microcredit program, a Peace Tower on the Indian border, and a nursing home. Ravishankar also spoke about his dreams of having a Rotary Peace Center located near India.

“I took this opportunity to convince him to give to The Rotary Foundation, which could then initiate work on his pet projects,” Suresh says. “It took a couple of months to get the concept through and work out the details.”

Suresh says he learned valuable lessons in assisting Ravishankar with his generous gift. Among them:

- Always keep your eyes and ears open for opportunity
- Don't underestimate anyone's ability or desire to support the work of doing good
- Shed your own inhibitions
- Maintain appropriate secrecy
- Keep the donor's wishes as your top priority
- Give due recognition to the donor with the utmost sensitivity

[Read more about Ravishankar Dakoju's gift](#)

PROJECT SPOTLIGHT



PLANTING TREES IN SÃO PAULO, BRAZIL

A project to plant trees in a neighborhood park to provide greenery and stabilize the soil in an urban area and contribute to national reforestation efforts

PROJECT LOCATION **MANDAQUI, SÃO PAULO, BRAZIL**
 PROJECT DATES **3-22 APRIL 2018**
 PROJECT CATEGORY **ENVIRONMENT**

Interactors partnered with the Rotary Club of São Paulo-Mandaqui to plant seedlings in an urban park. Four kinds of trees were planted. Rotary members will care for them until they are mature.

[Learn more about the project](#)

Use My Rotary's discussion groups, Rotary Ideas, and Rotary Showcase to help you with your service projects from start to finish.

3 WAYS YOU CAN BUILD PEACE

How do you define peace? Is it living in harmony with others? Is it having a well-functioning government and the free flow of information? Or is it the absence of violence and war?

There is no one right way to define peace. But there are many ways to work toward achieving it.

Rotary is partnering with the **Institute for Economics and Peace (IEP)** to enable Rotary members, peace fellows, and community members to design and execute stronger peace projects and promote peace more broadly. Through this partnership, Rotary and the IEP have created webinars, interactive tools, and workshops that teach new peacebuilding methods and training in the Positive Peace concept.

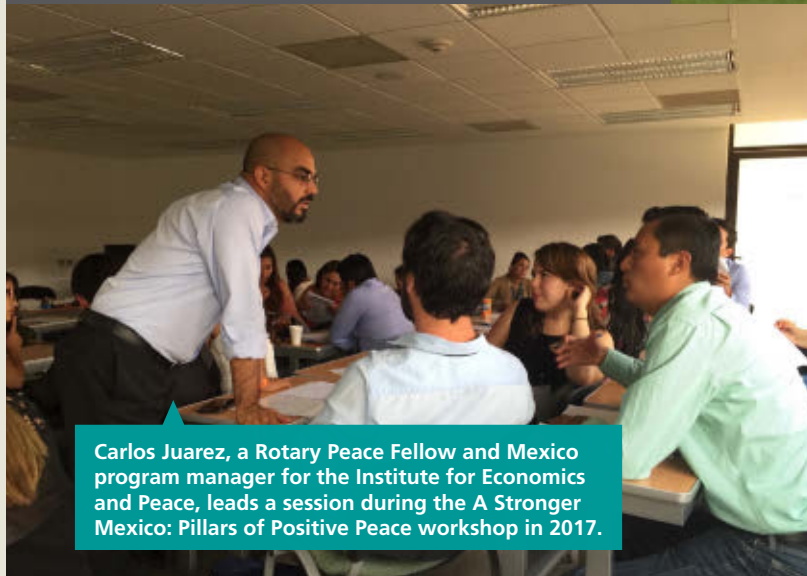
The IEP is the world's leading think tank dedicated to analyzing peace and quantifying its economic value. Learn more about Rotary's **partnership** with the IEP and how together we're creating opportunities for peace to thrive.

1 TAKE THE ROTARY PEACE ACADEMY COURSE

Learn how to build and sustain peace in your community through this free, self-paced online course which you can complete in under two hours. Discover how peace is measured, what Positive Peace is, and how to work for peace and conflict resolution through Rotary using Positive Peace concepts.



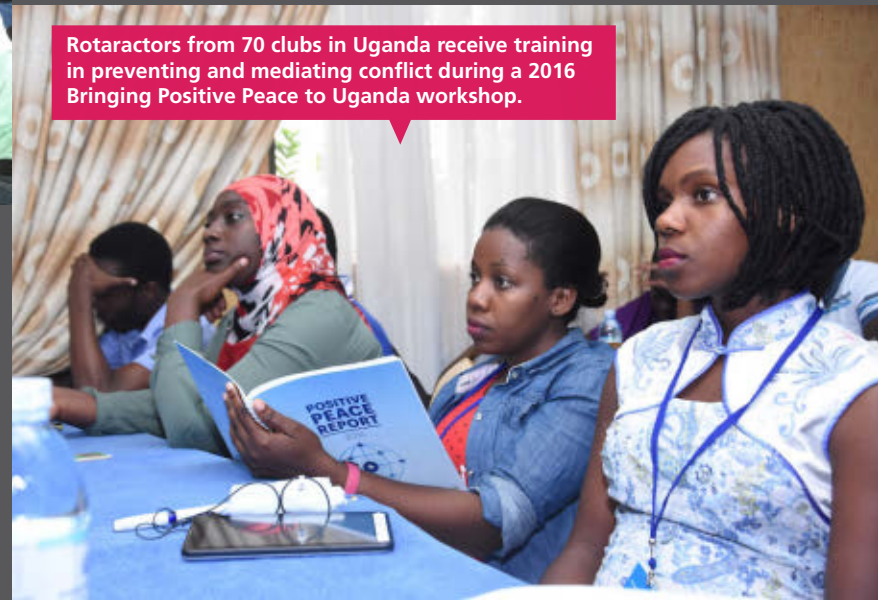
Participants work together during a mapping exercise to understand how the eight pillars of Positive Peace are interconnected during a workshop in Mexico in 2017.



Carlos Juarez, a Rotary Peace Fellow and Mexico program manager for the Institute for Economics and Peace, leads a session during the A Stronger Mexico: Pillars of Positive Peace workshop in 2017.

2 START A CONVERSATION ABOUT POSITIVE PEACE

Organize a diverse gathering of community leaders and peacebuilders to discuss the practical ways you can foster peace in your community. Use our presentation guides to facilitate the discussion.



Rotaractors from 70 clubs in Uganda receive training in preventing and mediating conflict during a 2016 Bringing Positive Peace to Uganda workshop.

3 HOST A POSITIVE PEACE WORKSHOP — COMING SOON

You can equip young leaders with the knowledge they need to build and sustain peace in their communities: hold large-scale Positive Peace workshops. Hosted by Rotary clubs and districts using Rotary Foundation global grant funds, these workshops connect participants with real opportunities to take action. A curriculum will be available in 2019.

A fundraising effort by the Rotaract Club of Hippocrate, Morocco, to buy bicycles for students was given a Rotaract Outstanding Project Award last year.

HOW TO WORK WITH ROTARACTORS ON A PROJECT

Maximiliano Toledo began helping people in his community of Villahermosa, Mexico, as part of the Rotaract Club of Tabasco Bicentenario.

The club started by delivering food to family members waiting outside of hospitals for loved ones. Then they did some research about what else the patients and families needed and gathered everything necessary to apply for a Rotary Foundation global grant to supply a mobile X-ray machine for the pediatric hospital. All that remained was convincing their sponsor Rotary club to get involved with the project.

“We wanted to do something big to show them that we could be trusted,”

Toledo recalls. “We told them, ‘Hey guys, we have all the contacts and everything. All you need to do is sign.’”

The Rotary Club of Villahermosa agreed. It later partnered with the Rotaract club on another global grant project, this one to provide water filter stations for 35 villages in the Tabasco region that lacked access to clean drinking water.

“Doing the global grants helped us realize how big Rotary is,” says Toledo, who became a dual member by joining the Rotary Club of Villahermosa in 2017. “Rotary is international. But you do not always see that if you are not involved in these larger efforts.”

As a Rotary club member, you have an opportunity to guide, support, and work alongside your sponsored Rotaract club’s members. This builds their leadership skills, increases their international understanding, and serves their communities.

Nominate your club for an award

Does your sponsored Rotaract club already have an outstanding project? **Nominate it for a 2018-19 Rotaract Outstanding Project Award!**

Here are a few tips for partnering with your Rotaract club and designing outstanding projects together:

- **Start with impact.** Rotary has six areas of focus in which Rotaractors and Rotarians can contribute to lasting change. Outstanding projects start when you think big about the impact you want to make and set your main goal within an area of focus. If you hope to apply for global grant funding, consult the **Areas of Focus Policy Statements** to make sure your project aligns with the Foundation’s goals for that area.
- **Make your project sustainable.** Rotary considers a project sustainable if it produces long-term solutions to problems and if community members can maintain the outcomes after your intervention ends. Guide Rotaractors in creating a sustainable local participation, including working with the community, encouraging local participation, providing training, buying equipment and supplies locally, and finding local funding. Download the **Areas of Focus Project Ideas** to learn more. To plan a project, first understand the needs and strengths of the community by completing a **community assessment**.
- **Document and share your success.** Throughout the project, document and share your progress and success. Join or start a conversation in a **discussion group** on My Rotary, find support for a project on **Rotary Ideas**, and share your project on **Rotary Showcase** to inspire others and promote Rotary’s work to improve communities around the world.

Rotary clubs: Work with Rotaract clubs as partner organizations when you plan a **global grant**.

5 WAYS TO CAPTURE THE MOMENT IN HAMBURG

The beautiful harbor city of Hamburg, Germany, will host Rotary's largest event of the year, the Rotary International Convention, 1-5 June.

Hamburg is Germany's largest port and the home of its oldest Rotary club. The convention's theme, Capture the Moment, "is about the power and potential and force Rotary has on your life and in the world," says John Blount, chair of the 2019 convention committee. "We want to capture where we are and what we can do — the possibilities of Rotary as an organization and in our clubs. We want you to be there to experience that."



Use the convention promotion video to encourage members to attend.

From cultural events to sports, there's something for everyone. Here's what you can expect:

- The Host Organization Committee will host a **welcome reception** for up to 2,000 convention attendees in the historic Hamburg Chamber of Commerce building, located in the heart of the city, on 1 June.
- The beautiful 26-story Elbphilharmonie, or Elbe Philharmonic Hall, will be the site of two **classical music performances**. The building offers incredible views of the city and its harbor.
- Germany's first-ever **National Youth Ballet**, founded by renowned choreographer John Neumeier, will perform for attendees.
- Rotary clubs throughout Hamburg will host a **hospitality night** on 4 June. Meet German Rotarians and share your Rotary moments with new friends.
- Around 2,000 riders will take part in a 14-day bicycle tour from Austria to Germany, stopping each day to raise awareness of polio. Convention attendees are invited to **sign up for an 18-kilometer ride** through Hamburg that will join the tour for its final leg through the city the morning of 1 June. Participants will cycle at a relaxed pace, stopping for refreshments along the way. Bring your own bike or rent one in Hamburg.

Register for the convention by 15 December to receive the early-registration discount

Find other host events

WHAT'S NEW

Rotary's strategic plan is the framework for our future, ensuring that we continue to be known as a respected, dynamic organization that advances communities worldwide. Learn more about **Rotary's Vision Statement** and the process that is now underway to craft our next strategic plan.

Any club, big or small, can host a Rotary Day. RI President Barry Rassin is asking clubs and districts to organize these fun, informal community events to publicize Rotary's inspiring work and attract new members to our clubs. [Learn why and how to host a Rotary Day.](#)

Register for the 2019 Rotary International Convention, 1-5 June in Hamburg, Germany, and Capture the Moment.

WHAT'S NEXT

NOVEMBER

Rotary Foundation Month

- 5-11 World Interact Week
- 27 Giving Tuesday — have you made your gift to The Rotary Foundation?

DECEMBER

Economic and Community Development Month

- 1 Last day to submit a video for the **Interact Video Awards**
- 15 Last day to submit a photo to The Rotarian magazine's annual photo contest
- 15 Last day to receive the early-registration discount for the 2019 Rotary Convention in Hamburg, Germany
- 31 Last day to nominate a Rotary member for the **Rotary Foundation Citation for Meritorious Service**



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Save lives and enrich
communities over the next
century and beyond.

rotary.org/legacy



ABOUT ROTARY LEADER

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