



# OUR FOUNDATION

A NEWSLETTER FOR ROTARY LEADERS

AUGUST, 2010

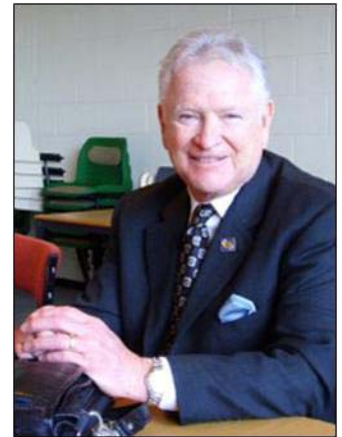
ISSUE 98

[www.ourfoundation.info](http://www.ourfoundation.info)



## HOW MUCH SHOULD WE GIVE?

The Rotary Foundation's founder Arch C. Klumph in January 1935 said, "... *there are men who are seeking ways and means of leaving some part of their wealth where it may do the greatest good for humanity. What better-equipped organization or institution than The Rotary Foundation can be found to be entrusted with such funds?*"



Edward Blender, Publisher  
Our Foundation

Rotarians know the power of Our Foundation and how Rotarians through their contributions are able to target poverty, hunger, education and health. It's reasonable to ask how much should we give.

Perhaps the best-known prescription for giving is the Mormon practice of tithing, where members give 10 percent of their income to the church each year.

The concept of tithing appears often throughout history. In the Bible there is the commandment to "... *tithe all the increase of thy seed, that the field bringeth forth year by year.*" The year-by-year yield sounds like an ancient version of what we now think of as annual income.

In the Koran a donation of one-fortieth (2.5 percent) of one's accumulated wealth each year is specified.

A financial planner Brent Kessel offers the example of a person with \$10 million in land that generates no income and \$5,000 in monthly pensions and then cites a chef who earns \$180,000, but has no savings. He asks, "... *shouldn't*



*The Our Foundation newsletter is one of the monthly features of the Rotary Global History Fellowship (RGHF)*

*Continued next page*



## HOW MUCH SHOULD WE GIVE?

Continued .....

*the land baron be giving away more each year?"*

Kessel suggests a baseline standard of 10 percent of income or 1 percent of net worth, whatever is greater.

Meanwhile Peter Singer a professor at Princeton argues forcefully for devoting more individual resources to be used for ending global poverty.

Singer proposes a progressive scale based on income. Once it hits six figures and beyond, he says you should give away higher and higher percentages of each incremental dollar earned.

*How much should we give? What do you think?*

Eddie Blender  
[EBlender@aol.com](mailto:EBlender@aol.com)

### ROTARIAN CONTRIBUTIONS MAKE ROTARY'S SERVICE PROJECTS AND ACTIVITIES POSSIBLE.

*Contributions to Annual Programs Fund through the Every Rotarian, Every Year (EREY) appeal are the primary source of funding for Foundation projects, which cover more than 200 countries and geographical areas.*

*From digging water wells for villages in Africa to teaching basic literacy skills to children in Latin America, thousands of Rotarians volunteer their dollars, time and expertise.*

*All contributions to APF are spent wisely on effective Rotary projects.*

## KLINGINSMITH ASKS ROTARY CLUBS TO GET 'BIGGER, BETTER, AND BOLDER'

As the 2010 RI Convention in Montréal, Québec, Canada, drew to a close on 23 June, RI President-elect Ray Klinginsmith outlined his plans for his term, which begins 1 July. Participants also got a preview of next year's big event in New Orleans, Louisiana, USA, where the Host Organization Committee has planned fun for the whole family.

Klinginsmith will ask Rotarians to apply "cowboy logic" and make Rotary clubs "bigger, better, and bolder."

### TAKING PRIDE, TALKING LESS, SAYING MORE

The fundamental principles of cowboy logic are taking pride in your work, talking less and saying more, doing what has to be done, and remembering that some things just aren't for sale, he explained during the closing plenary session.

### BIGGER, BETTER, AND BOLDER,

"I believe the way for Rotary to remain viable and vibrant in the next century is to help our clubs to be bigger, better, and bolder," Klinginsmith said. "The clubs are the life and breath of Rotary. Therefore, it is clear to me that my job is to help the district governors to help the clubs. We can do it, and we will do it, if all of us follow the simple solution of cowboy logic."

Klinginsmith also listed improvements that he and the RI Board have already authorized, including revisions to the RI Strategic Plan to make it easier to implement and evaluate, a realignment of RI committees to fit the revised plan, the recruitment of 41 Rotary coordinators, and a commitment to finding new ways to attract younger members and enable them to serve as district governors.

*By Arnold R. Grabl  
Rotary International*



*RI President-elect Ray Klinginsmith speaks during the closing plenary session on 23 June at the 2010 RI Convention in Montréal, Québec, Canada. Photo by Alyce Henson/Rotary Images*



**A ROAD TO  
A BRIGHTER  
FUTURE**

IT IS CALLED THE PAUL HARRIS MEMORIAL ROAD, A HALF-MILE-LONG CONCRETE WALKWAY THAT KEEPS THE VILLAGERS OF NABAPALLY, INDIA, FROM BEING ISOLATED

DURING THE RAINY SEASON. IT IS ALSO ONE OF THE MANY INFRASTRUCTURE PROJECTS SUPPORTED BY A HEALTH, HUNGER AND HUMANITY (3-H) GRANT THAT HAS BROUGHT PROSPERITY TO A RURAL CORNER OF INDIA.

SPONSORED BY THE ROTARY CLUBS OF CALCUTTA METROPOLITAN, INDIA, AND MEDICINE HAT, ALBERTA, CANADA, THE GRANT HAS SUPPORTED SCHOOLS, MICROCREDIT LOANS, WELLS, TOILETS, AND A HEALTH CLINIC FOR SEVERAL COMMUNITIES.

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THE ROAD IS NOT JUST A WAY OUT OF ISOLATION, IT IS A ROAD TO A BRIGHTER FUTURE — THANKS TO ROTARY.

## URGENT RELIEF IS POSSIBLE BECAUSE OF YOUR DONATIONS



Past Rotary International President Glen Estess



**VOLUNTARY  
DONATIONS  
TO TRF  
MAKE OUR  
WORK  
POSSIBLE**

During the 2010 Montreal Rotary Convention, Rotary Foundation Trustee Chair Glenn E. Estess Sr. reviewed the impact the Foundation made this year in places such as Haiti. *"When the earthquake struck, Rotarians had 33 projects in water, health, and education ongoing," he said. "The connections necessary to bring urgent relief were already in place."*

### BECAUSE OF ROTARIAN GENEROSITY TO OUR FOUNDATION OUR PROJECTS ARE SUCCESSFUL

Estess reminded Rotarians that voluntary donations, not club dues, make the work of the Foundation possible. *"Because of your generosity, Rotary projects will bring the Haitian people what they need: prosthetic limbs, school equipment, bedding and clothes, the means to grow food and purify water. Because of your generosity, we will be able to keep working, month after month, year after year, to help Haiti heal."*

**POLIO** GLOBAL  
ERADICATION  
INITIATIVE

## Strategic Plan 2010-2012

### ROTARY INTERNATIONAL'S INVOLVEMENT

Rotary International is the world's first and largest humanitarian service organization with a global network of 1.2 million members in more than 170 countries.

Through its *PolioPlus* program, established in 1985, Rotary was the first to have the vision of a polio-free world, and continues to play a major/crucial role in global efforts to eradicate polio.

More than one million Rotary members have volunteered their time and personal resources to protect more than two billion children from polio in 122 countries from polio.

Rotary provides urgently needed funds and to date, the organization has contributed more than US\$900 million. In addition, Rotary has played a major role in decisions by donor governments to contribute over US\$5 billion to the effort. That amount, combined with direct funds from Rotary, is more than half the money needed for the entire global polio eradication program.

Rotary members also provide valuable field support during National Immunization Days (NIDs) through social mobilization and by administering the Oral Polio Vaccine (OPV) to children.

In November 2007, Rotary International joined to inject a further US\$555 million into the Global Polio Eradication Initiative (GPEI) through a challenge grant mechanism.



***By the time the world is certified polio-free, Rotary International's contribution to the GPEI will exceed US\$1.2 billion.***

**ROTARY'S  
1.2 MILLION  
VOLUNTEERS  
CONTRIBUTE  
THEIR  
TIME, SKILLS,  
ADVOCACY AND  
FUNDS  
IN EVERY  
POLIO-INFECTED  
AND DONOR  
COUNTRY.**

**THE NEW GPEI STRATEGIC PLAN 2010-2012 BUILDS ON THE SPECIAL 2009 PROGRAM OF WORK AND INCORPORATES THE MYRIAD LESSONS LEARNT SINCE THE GPEI BEGAN. THESE LESSONS UNDERPIN THE NEW APPROACHES FOR ACHIEVING EACH OF THE STRATEGIC PLAN'S MAJOR OBJECTIVES:**

- 1. INTERRUPTING WILD POLIOVIRUS TRANSMISSION IN ASIA;**
- 2. INTERRUPTING WILD POLIOVIRUS TRANSMISSION IN AFRICA;**
- 3. ENHANCING GLOBAL SURVEILLANCE AND OUTBREAK RESPONSE;**
- 4. STRENGTHENING IMMUNIZATION SYSTEMS.**

**NEW  
STRATEGY  
BUILDS ON  
99% DROP  
IN NIGERIA  
CASES  
BUT FACES  
50% FUNDING  
SHORTFALL**

## **GLOBAL POLIO ERADICATION INITIATIVE LAUNCHES 2010-2012 STRATEGIC PLAN**

**GENEVA (June 17, 2010)** – In Geneva a broad range of stakeholders formally launched the new Strategic Plan 2010-2012 for eradicating wild poliovirus.

Polio eradication sits at a critical juncture. Across Africa, 10 of the 15 previously polio-free countries re-infected in 2009 have successfully stopped their outbreaks. Key endemic countries are witnessing historic gains against the disease. Nowhere is progress more evident than Nigeria, where case numbers have plummeted by more than 99% – from 312 cases at this time last year, to three in 2010. In India, for the first time ever, the remaining endemic states of Uttar Pradesh and Bihar have not reported any wild poliovirus type 1 cases concurrently for more than six months.



This meeting in Geneva is being held to build on the gains already made in 2010 and to galvanize new action on polio eradication. Last month, the World Health Assembly welcomed the new plan while expressing deep concern about the US \$1.3 billion funding shortfall (out of a budget of US \$2.6 billion) over the next three years. This financing shortfall is a serious risk to the eradication of polio – activities are already being cut back or postponed due to a lack of funds.

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*Continued next page*

## GLOBAL POLIO ERADICATION INITIATIVE

### Every Last Child: Launch of Strategic Plan 2010 - 2012

The *Strategic Plan 2010-12* comes at a time when remarkable progress has been made in areas where poliovirus was once entrenched.

Ironically, insufficient financing now threatens this global effort. Against a core donor-approved US\$ 2.6 billion budget through 2012, the Initiative faces a US\$ 1.3 billion funding gap. Of note, the number of donors to the GPEI has dropped from 47 in 2004-05 to just 22 so far for 2010-11.

*The primary objectives of the event are to consolidate financial commitments and to provide a venue for polio-affected countries to demonstrate their commitment to meeting the strategic plan milestones.*

The Ministers of Health of Nigeria, Angola and Senegal, among a number of other senior health ministry officials, existing and potential funders, vaccine manufacturers and key partner organizations will attend the meeting – co-hosted by WHO Director-General Margaret Chan and the new UNICEF Executive Director Tony Lake – to discuss the implementation, monitoring, economics and financing of the new plan.

Failure to meet the financial requirements of eradication has human consequences, in terms of children paralyzed for life by a disease which is entirely vaccine-preventable, as well as the economic consequences of ongoing supplementary immunization in perpetuity in order to maintain the current number of cases. But most compelling are the ethical consequences: failing to protect future generations when the tools are available to do so.

**INSUFFICIENT  
FINANCING  
NOW  
THREATENS  
THIS GLOBAL  
EFFORT**

**FAILURE TO  
MEET THE  
FINANCIAL  
REQUIREMENTS  
OF ERADICATION  
HAS HUMAN  
CONSEQUENCES,  
IN TERMS OF  
CHILDREN  
PARALYZED  
FOR LIFE**



## ROTARY HONORS U.S. LEADERS FOR THEIR WORK TO END POLIO

FOR AS LITTLE AS 60 CENTS WORTH OF VACCINE, A CHILD CAN BE PROTECTED AGAINST THIS DEVASTATING DISEASE FOR LIFE. TO DATE, THE NUMBER OF POLIO CASES HAS BEEN REDUCED FROM 350,000 CHILDREN ANNUALLY IN THE MID-1980S, TO FEWER THAN 1,700 REPORTED CASES IN 2009.

Rotary International recently recognized members of Congress and government officials with its *Polio Eradication Champion Award* for their ongoing support in securing critically needed funds to achieve a polio-free world.

Since the mid-1980s, the United States government has contributed a total of \$1.7 billion to polio eradication. While presenting the awards at a reception in Washington, DC, James Lacy, past President of Rotary International and Chair of Rotary's Polio Eradication Advocacy Task Force for the United States said, "Thanks in great part to the support of the US government, the world stands on the cusp of a historic victory over polio. The leadership of these individuals has been crucial to ensuring that every child is protected. Together, we can ensure that no child anywhere will ever again suffer the crippling effects of polio."

Recipients of Rotary's 2010 Polio Eradication Champion Award include: US Undersecretary of State for Democracy and Global Affairs, Maria Otero; Sen. Mark Begich (D-AK), Sen. Ron Wyden (D-OR), Rep. Phil Roe (R-TN), Rep. Henry Waxman (D-CA).

In addition to the 2010 honorees, Rotary acknowledged the ongoing leadership of some 40 other Senators and U.S. Representatives whom Rotary has previously recognized.

*The progress made toward polio eradication is seen through the collective achievement of the current and past Congressional recipients of the Polio Eradication Champion Award," said Lacy. "When Congress began its support of this effort in 1995, nearly 60 countries had polio. Today, there are only four countries that have never stopped the spread of polio. We must maintain this level of dedication to end polio forever.*



*RI Past President James Lacy Chair of Rotary's Polio Eradication Advocacy Task Force*

As there is no cure for polio, the best protection is prevention. For as little as .60 cents worth of vaccine, a child can be protected against this devastating disease for life. To date, the number of polio cases has been reduced from 350,000 children annually in the mid-1980s, to fewer than 1,700 reported cases in 2009.

The Americas were declared free from polio in 1994, as well as the Western Pacific region in 2000 and Europe in 2002. Once eradicated, polio will be the second disease after smallpox ever to be eliminated worldwide.

### OTHER GLOBAL LEADERS

Other global leaders who have been honored with Rotary's *Polio Eradication Champion Award* include Angela Merkel, Chancellor of Germany, President Laurent Gbagbo of Côte d'Ivoire, Prime Minister Manmohan Singh of India; Prime Minister Jean Claude Juncker of Luxembourg, President Mamadou Tandja of Niger; President Umaru Musa Yar'Adua of Nigeria; President Asif Ali Zardari of Pakistan; and UN Secretary-General Ban Ki-moon

Rotary made polio eradication its top philanthropic goal in 1985. As the lead private sector contributor and volunteer arm of the Global Polio Eradication Initiative (GPEI), Rotary has contributed more than \$900 million to ending polio, of which the approximately 400,000 members of Rotary clubs in the United States have contributed over \$200 million.

Rotary is currently working to raise an additional \$200 million toward a \$355 million challenge grant from the Bill & Melinda Gates Foundation. These funds will provide much needed operational support, medical personnel, laboratory equipment and educational materials for health workers and parents.

To date, more than two billion children have been immunized against the paralyzing and sometimes deadly poliovirus. Tremendous progress has been made in the last two decades, as polio cases have declined by 99 percent. Yet, challenges remain in the four polio-endemic countries: India, Pakistan, Afghanistan, and Nigeria.

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**TO DATE, MORE THAN TWO BILLION CHILDREN HAVE BEEN IMMUNIZED AGAINST THE PARALYZING AND SOMETIMES DEADLY POLIOVIRUS. TREMENDOUS PROGRESS HAS BEEN MADE IN THE LAST TWO DECADES, AS POLIO CASES HAVE DECLINED BY 99 PERCENT. YET, CHALLENGES REMAIN IN THE FOUR POLIO-ENDEMIC COUNTRIES: INDIA, PAKISTAN, AFGHANISTAN, AND NIGERIA.**

## INDIAN PHILANTHROPIST COMMITS US\$1 MILLION TO POLIO ERADICATION

During a ceremony at Rotary International headquarters in Evanston, Illinois, USA, Arch C. Klumph Society inductee Rajashree Birla gave a brief speech. The Rotary senior leaders in the audience expected her to talk about her US\$300,000 contribution to the Rotary Foundation which endows an Ambassadorial



*From left: Past RI President Rajendra K. Saboo, Bill Gates and Rajashree Birla*

Scholarship and supports the Annual Programs Fund. Instead, Birla, of Mumbai, India, focused mostly on polio eradication.

As she concluded, the soft-spoken Birla then made an announcement that took everyone by surprise: She is committing an additional \$1 million to Rotary's US\$100 Million Gates Challenge for Polio eradication.

"You took our breath away," said an elated Bob Scott, trustee chair of The Rotary Foundation, after a standing ovation for Birla.

Birla's late husband, Aditya Birla, led his family's business to become one of India's largest. Today, Aditya and Rajashree's son, Kumar Mangalam Birla, heads the Aditya Birla Group (ABG), a Fortune 500 company with 40 plants employing 100,000 workers in 20 countries.

Integral to the Birla business philosophy is a longstanding commitment to accountability, not only to shareholders and employees but also to the local communities in which the business operates. Birla continues the family legacy of giving back to society through her leadership in the Aditya Birla Centre for Community Initiatives and Rural Development, which focuses on sustainable development in the communities



**ROTARIANS HAVE  
A LOT OF  
COMPASSION,  
WHICH IS VERY  
NECESSARY.  
I DO SEE PEOPLE  
GOING TO THE  
SMALLEST DETAILS  
TO GIVE ALL THEIR  
SUPPORT TO THE  
DOWNTRODDEN OR  
THE NEEDY PEOPLE.  
I THINK I HAVE LES-  
SONS TO LEARN  
FROM ROTARY.**

around ABG plants.

An honorary member of the Mumbai and Mulund Rotary clubs, Birla feels a strong kinship with Rotary and its commitment to community service.

*"As a fellow Rotarian, I'm always happy to see the amount of work you do. The Rotarians symbolize a culture of giving and caring which is strikingly close to our group's philosophy,"* she said.

Birla has been a key supporter of Rotary's goal of eradicating polio. The Aditya Birla Centre has helped immunize some three million children in 3,200 villages in India, one of the four remaining polio-endemic countries.

"At the same time, we perform reconstructive surgery and try to rehabilitate polio victims so that they become independent and regain their self-esteem," said Birla.

Scott later said that, to some extent, he wasn't surprised by Birla's announcement. "I know of her keen interest in the eradication of polio," he said. "I just knew that she would do something as generous someday."

Past RI President Rajendra K. Saboo praised Birla and her family for their leadership in Indian society. "Mrs. Birla is one person who connects the corporate sector with the community," he said.

RI Director Ashok Mahajan described Birla as a "shining example of what humans have to do to be humane."

Birla is the second donor from India to make a commitment of \$1 million or more for Rotary's US\$100 Million Challenge for polio eradication.

**FROM LARGE-SCALE COMMUNITY DEVELOPMENT PROJECTS TO POLIO ERADICATION, INDIAN ROTARIANS ARE IMPROVING PEOPLE'S LIVES ON A BROAD FRONT THROUGH THEIR SUPPORT FOR THE ROTARY FOUNDATION.**

**"IT'S THRILLING TO SEE HOW OUR ROTARY CLUBS, IN PARTNERSHIP WITH THE FOUNDATION, ARE BUILDING A NEW INDIA," SAYS PAST DISTRICT GOVERNOR KRISHNAN CHARI. "WE HAVE SEEN A DRAMATIC RISE IN CONTRIBUTIONS TO THE FOUNDATION FROM THE ROTARIANS IN INDIA."**

**IN THE PAST FEW YEARS, INDIA HAS MOVED FROM NINTH TO FOURTH IN PER COUNTRY TOTAL GIVING TO THE ROTARY FOUNDATION WORLDWIDE**

**IT IS AS SIMPLE AS HAVING A NOTEBOOK, PENCIL, AND GLUE.**

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**IN PAVAS, A POOR DISTRICT IN SAN JOSE, COSTA RICA, A PACKET OF EDUCATIONAL MATERIALS MEANS THE DIFFERENCE BETWEEN AN EDUCATION AND WORKING ON THE STREET.**

**BECAUSE MOST PUBLIC SCHOOLS IN COSTA RICA ARE UNDER-FUNDED AND LACK MANY BASIC SUPPLIES, THE ROTARY CLUB OF ROHRMOSER, COSTA RICA, DEVELOPED A PACKET OF TEACHING MATERIALS FOR STUDENTS AND PARTNERED WITH THE ROTARY CLUB OF VANCOUVER, BRITISH COLUMBIA, CANADA, TO DISTRIBUTE 777 PACKETS TO CHILDREN IN FIVE VERY POOR ELEMENTARY SCHOOLS.**

**A CONTRIBUTION OF US\$100 BUYS 15 PACKETS. WITHOUT THIS PROJECT, MANY STUDENTS WOULD BE FORCED TO DROP OUT OF SCHOOL.**

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**WHEN EVERY ROTARIAN, PARTICIPATES EVERY YEAR, OUR FOUNDATION IS ABLE TO CONTINUE TO BUILD A BRIGHTER FUTURE FOR THE CHILDREN OF THE WORLD.**

## ROTARIAN HARSHAD MEHTA TO DONATE \$2 MILLION TO HELP END POLIO

### A ROAD TO A BRIGHTER FUTURE

IT IS CALLED THE PAUL HARRIS MEMORIAL ROAD, A HALF-MILE-LONG CONCRETE WALKWAY THAT KEEPS THE VILLAGERS OF NABAPALLY, INDIA, FROM BEING ISOLATED

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THE ROAD IS NOT JUST A WAY OUT OF ISOLATION, IT IS A ROAD TO A BRIGHTER FUTURE — THANKS TO ROTARY.

Rotary's efforts to eradicate polio have gotten a US\$2 million boost from a Rotarian diamond and jewelry magnate.

Harshad Mehta, a native of India who is a senior partner in the Belgium-based Rosy Blue diamond and jewelry company, has pledged to donate the money to Rotary's polio eradication efforts over the next three years.

Mehta, the largest Indian donor to The Rotary Foundation, was inspired to make the commitment after learning about the Bill & Melinda Gates Foundation's \$100 million challenge grant for polio eradication. Rotary must match the grant dollar for dollar over a three-year period.

Foundation Trustee Chair Robert S. Scott recalls a conversation with him in December, when Mehta suddenly said, "I will give \$2 million toward the match." It was "a very exciting development and an extremely generous" commitment, says Scott.

Mehta, 60, joined the Rotary Club of Bombay Metropolitan in 1986 as a charter member. His previous contributions to The Rotary Foundation have totaled more than \$1 million. Some of the money has been used to endow an Ambassadorial Scholarship that finances recipients' studies at universities.



*Rotarian Harshad Mehta (right)  
shown with Bill Gates*

Mehta serves as chair of the United Arab Emirates operations of Rosy Blue, a family business that employs more than 15,000 people around the world. He's also Armenia's honorary consul in Mumbai and the vice chair of the Dubai Diamond Exchange. He is a past chair of the Gem and Jewelry Export Promotion Council and a past vice president of the Federation of Indian Export Organizations.

In his spare time, he enjoys reading, listening to music, walking, swimming, playing cricket, and spending time with his wife, three children, and five grandchildren.

In the final push to stop polio, Mehta urges Rotarians not to give up. "We must further strengthen our resolve as we are so close to the ultimate goal," he says. "Any slackening at this point will result in a total loss of all the time, effort, and money put in over the past years."

## “SCHOOLS ENDING POLIO” CAMPAIGN

*Zone 8 (Australian Capital Territory, New South Wales, Northern Territories, PNG Papua New Guinea, Queensland, Solomon Islands, South Australia, Tasmania, Timor Leste, Victoria, Western Australia begins “Schools Ending Polio” Campaign*

Zone 8 recently unleashed their “Schools Ending Polio” Campaign. This campaign is a media package mailing which will be sent to 10,000 primary and secondary schools across Australia. As there are over 4 million students in Australian schools, this is a great opportunity to spread the Polio message to the younger generation as well as raise awareness of Rotary within the community.

This project grew out of an idea from Public Image Resource Coordinator for the Zone, Dick Garner. Dick approached the top rating Channel 9 TV news presenter in Melbourne, Peter Hitchener, about his idea of spreading polio awareness through Australia’s schools. Peter, a supporter of Rotary, agreed to assist in the project.

Today TV news provides important information to many. Based on this, the concept of a TV style newscast on Polio for schools by school students was conceived. A primary and secondary school Principal were approached; each agreed to have their schools take part and for students from their schools to be the news presenters. Presenters were chosen by the Principals, scripts distributed and the film studio booked.

Primary and secondary school editions of the newscasts were filmed. In

both, Peter acted as a news anchor and briefly introduces his two “junior” reporters who go on to present their own news items on polio.

The finished DVD includes both the primary and secondary schools newscasts, plus a quiz/teaching module based on the newscast content. In addition there is a

Polio poster, a copy of the comic book “The Polio Story”, information on Rotary youth programs, and an invitation to find out more about Rotary membership.



Dick had a mailer designed and printed to hold a covering letter and the DVD. Each mailer is decorated with Polio and Rotary images and is posted direct to the schools. Rotary clubs are advised of the project and are asked to liaise with their local schools to confirm they had received the mailing.

Schools are encouraged to have an “End Polio Now” casual dress day and to collect change for Polio. On the designated “End Polio Now” casual day, teachers are encouraged to show the DVD and discuss it with the students accompanied by an activity related to Polio. Dick Garner said: “If we could get 25% of the students to donate \$1.00 we would raise \$1 million dollars.

However, just as important, we will also let the schools’ teachers, the younger generation and their parents know more about Rotary International”. All proceeds will be donated to the Gates US\$200 Million Challenge.

### BEQUEST SOCIETY

THE ROTARY FOUNDATION RECOGNIZES INDIVIDUALS OR COUPLES WHO HAVE MADE COMMITMENTS IN THEIR ESTATE PLANS TOTALING US\$10,000 OR MORE.

DONORS MAY ELECT TO RECEIVE AN ENGRAVED CRYSTAL RECOGNITION PIECE AND A DIAMOND CIRCLE PIN AND/OR PENDANT COMMEMORATING THE COMMITMENT AT EACH NEW RECOGNITION LEVEL.

US\$10,000 TO 24,999.99  
– LEVEL ONE

25,000 TO 49,999.99  
– LEVEL TWO

50,000 TO 99,999.99  
– LEVEL THREE

100,000 TO 499,999.99  
– LEVEL FOUR

500,000 TO 999,999.99  
– LEVEL FIVE

1,000,000 OR GREATER  
– LEVEL SIX

**HOW MUCH SHOULD WE GIVE?****CONTINUED .....****INVESTING LESS THAN US\$2 A WEEK  
THROUGH THE FOUNDATION CHANGES LIVES**

A child bathes in Río Bajabonico in La Grúa, Dominican Republic. Rotary club members have helped install 19,000 bio-sand filters, which make water safe to drink, through the Rotarian-led Children's Safe Water Alliance. *Rotary Images/Alyce Henson*

Worldwide, Rotary Foundation Matching Grants are saving and changing lives. Since the first Matching Grant was awarded in 1965, more than US\$335 million has been distributed through more than 30,000 grants.

This is a tremendous achievement for Rotarians, who have made these grants possible through their generous donations to the Annual Programs Fund, and dedicated their time and talent to help carry out projects that put Service Above Self.

By giving \$100 a year -- less than \$2 a week -- to the Annual Programs Fund through the Every Rotarian, Every Year (EREY) initiative, Rotarians become part of *the Foundation's mission to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.*

Here are just a few of the projects made possible through Matching Grants.

**REPAIRING CLEFT PALATES**

Australian, Dutch, and Indonesian Rotarians have helped repair cleft lips and palates for more than 2,000 children. One of the most common birth defects, clefts can interfere with eating, speaking, and breathing.

Thalca Hamid, an orthodontist from the Rotary Club of Surabaya Central, Surabaya, Indonesia, and two other club members began the project in 2001, arranging patient transportation, educating parents about postoperative care, and providing children with books and toys. Rotarians also recruited local villagers to talk to rural families about the benefits of the surgery.

"The children and their families have unbelievable pressure and stress because many feel that such defects are a curse," Hamid says. "Previously, few in our community realized how complicated this defect is." [Read more.](#)

*Continued next page*

### [NEW HOPE AND SELF-ESTEEM](#)

The [Bitone Center for Disadvantaged Children](#), located in Kampala, Uganda, is home to two dozen children ages 8-18. Many are orphans; others have lost their homes or been estranged from their families by disease, war, or economic hardship. The Rotary clubs of Kampala-East and Traverse Bay Sunrise, Michigan, USA, are providing support with help from a Rotary Foundation Matching Grant.

By connecting children to traditional Ugandan dance, music, and theater, as well as providing shelter, food, and education, the center strives to give them new hope and self-esteem. [Read more](#), and see some of the children perform a traditional Ugandan dance.



### [WITHOUT WATER, THERE IS NO LIFE](#)

In many parts of the world, people lack access to clean water, leading to disease and death. More than 3.5 million people die from water-related diseases each year, and more than 40 percent of those deaths are due to diarrhea, which UNICEF lists as the second-leading childhood killer. [Polio](#) also spreads through contaminated water.

Rotary club members have helped install 19,000 bio-sand filters, which make water safe to drink, through the Rotarian-led Children's Safe Water Alliance in the Dominican Republic. They've reached an estimated 100,000 people in 300 communities.

For seven years, more than 200 clubs in 18 districts in Canada, the Dominican Republic, the United States, and other Caribbean countries have supported the effort, as has the Foundation, with 30 Matching Grants.

We believe every Rotarian has a story about EREY. Why do you give through Every Rotarian, Every Year? Send your story to [my.erey.story@rotary.org](mailto:my.erey.story@rotary.org), and it might be chosen to appear in the next EREY ad in [The Rotarian](#).

[YOUR CONTRIBUTIONS TO  
EVERY ROTARIAN, EVERY YEAR  
HELP MAKE PROJECTS  
SUCH AS THESE POSSIBLE .](#)



**HOW MUCH SHOULD WE GIVE?**

CONTINUED .....

**THE ROTARY PEACE CENTERS PROGRAM**

*How often have you heard, "...a dialogue is needed. They must sit face to face with one another and talk. We must have personal contact"*



In this very cruel and bloody world we have threats and fighting and bombs and bloodshed speaking louder and more often than diplomacy/dialogue.

Part of the mission statement of our Foundation (TRF) is: "... the achievement of world understanding, goodwill and peace". Are these mere words from Rotarians? I think not!

Rotarians do not find a corner and pull blankets over their heads hoping "it" will go away. They dream large, they talk the talk and they walk the walk, working together they conjure up the Magic of Rotary.

For years Rotarians dreamed of a Rotary sponsored entity promoting world peace, goodwill and understanding. This is now a reality! It has been for nearly eight years and those years have been very successful. We have seven Rotary Peace Centers preparing our graduates through programs in peace studies, mediation and conflict resolution.

Our graduates are our Army, our Peace Fellows, our Peace Builders, our Change Agents and we have prepared them to truly make a difference in the world through our Peace Centers.

We have been soliciting applicants worldwide to apply for the two year Rotary World Peace Fellowships, which lead towards a masters degree (or doctorate) and Short-Term Certificates (a three month program) in peace studies and conflict resolution.

Your club/district by finding the best qualified and brightest in your community to apply — can help to change the world.

*Continued next page*

## ROTARY, MOVING THE WORLD IN THE DIRECTION OF PROGRESS AND PEACE— QUEEN NOOR PRAISES ROTARY'S 'CHORUS OF HOPE'



Queen Noor of Jordan is thanked by RI President John Kenny during the third plenary session on 22 June at the 2010 RI Convention in Montréal.

Queen Noor of Jordan addressed attendees of the 2010 RI Convention in Montréal, Québec, Canada, on 22 June during the third plenary session, highlighting the importance of building sustainable communities through the work of The Rotary Foundation and of collaborating with like-minded organizations.

While conflicts and other global challenges make achieving stability seem like a daunting task, Queen Noor said Rotary can make a significant contribution through its international network of dedicated clubs and its strategic alliances with other organizations, moving the world in the direction of progress and peace.

### ROTARY UNITES IN THE PURSUIT OF PROSPERITY, SUSTAINABILITY, AND PEACE

"For the first time in human history, as our world becomes ever more connected, [we have] the capacity to truly unite peoples and cultures in the pursuit of prosperity, sustainability, and peace," she said. "I want to thank you for pioneering the path of great partnerships and alliances. Rotary International has shown for the past 100 years that the most powerful agent of change is people, united. In this next century, may we find a way through coalitions of peace and justice to convince the world to join Rotary's chorus of hope."

She praised the Rotary Peace Centers as well as the polio eradication effort, which she recalled promoting in Jordan in the late 1980s.

"I remember going into rural areas and giving oral vaccines to small children while their mothers looked on," Queen Noor said. "The real gift of polio [eradication] is peace. Eradicating polio will be one of the great building blocks of peace for decades to come."

*By Joseph Derr  
Rotary International News*



**"MAY WE FIND  
A WAY THROUGH  
COALITIONS  
OF PEACE AND  
JUSTICE TO  
CONVINCE THE  
WORLD TO  
JOIN ROTARY'S  
CHORUS OF  
HOPE."**

## ROTARY PEACE FELLOW ALUMNUS DISCUSSES THE PROSPECT OF PEACE



Marios Antoniou, a former Rotary Peace Fellow, speaks to attendees during the secondary plenary session on 21 June in Montréal, Québec, Canada.

*Photo by Monika Lozjnska-Lee/Rotary*

**I AM A ROTARY PEACE FELLOW ALUMNI AND I AM STANDING HERE TODAY BECAUSE OF YOUR KIND CONTRIBUTIONS TO ROTARY PROGRAMS LIKE THE ROTARY WORLD PEACE FELLOWSHIP. THIS OUTSTANDING PROGRAM OFFERS THE OPPORTUNITY TO PEOPLE FROM ALL AROUND THE WORLD TO OBTAIN A MASTERS DEGREE IN THEIR RELATED FIELD OF STUDIES AND ALWAYS IN RELATION TO PEACE - CONFLICT RESOLUTION AND INTERNATIONAL DEVELOPMENT AT ONE OF THE 6 ROTARY PEACE CENTERS.**

At the 2010 RI Convention in Montréal, Québec, Canada, current and former Rotary Peace Fellows discussed the prospect of peace and Rotary's role in building bridges of understanding within the family of Rotary.

Marios Antoniou, a recent graduate of the Rotary Peace Center at Duke University and University of North Carolina at Chapel Hill, was among dozens of peace fellows attending the convention. Addressing attendees at the secondary plenary session on 21 June, Antoniou, who is from Cyprus, explained the context of conflict and progress toward peace on the island.

"The division line is still guarded on the northern side by the Turkish army, the southern side is guarded by the Cyprus national guard, and in the middle [is] the UN peacekeeping force of Cyprus, the longest-lasting peacekeeping force in UN history," he said.

Antoniou said he learned a valuable lesson as a teenager during an international peace camp, a meeting between 20 Greek and Turkish Cypriots.

"A group of teenagers were in a circle, talking and trying to deconstruct the negative image of the fearful enemy -- the fear of the 'other,'" he said.

That experience put him on the path toward looking deeply into the roots of conflict.

"Truth is like a puzzle. The problem is that each side had half of the stack of the puzzle pieces, and therefore it was impossible for us to look at the whole picture," said Antoniou. "At that moment, I realized that our knowledge and our perceptions were the product of our education, and that was the experience that gave me a new life's goal. I decided to pursue a degree in education in order to be able to become a change agent in our educational system."

Antoniou went on to work with nongovernmental organizations promoting peace in Cyprus, working with youth at the same camp he attended.

"Through several projects over the years, I worked on bringing together teenagers from both communities of the island, and through deliberation sessions, I tried to help them realize the same thing that I had realized after my first experience of meeting people of the other community," he said.

In his work, Antoniou has stressed that education and social justice are the building blocks of peace. "A future political peace without the existence of social peace is only condemned to once again fail," he said.

Sponsored by the Rotary Club of Nicosia Salamis, Antoniou says his training as a peace fellow has built upon this foundation of social justice education.

He explained how Rotary is contributing to peace in Cyprus by setting the example of harmony under a common goal. "Now clubs from both communities hold their president-elect trainings and other functions together, in English," he said. Antoniou also participated in a breakout session dedicated to building peace with three other alumni: Scott Lang, Cheryl Hebert, and Raymond Hyma. A steady stream of Rotarians visited former peace fellows at the program's booth at the House of Friendship.

*By Joseph Derr  
Rotary International News*

## THE PEACE PROGRAM: MAKING A DIFFERENCE IN THE WORLD.



### PEACE IS POSSIBLE!

For years, dedicated Rotarians dreamed of a Rotary-sponsored academy promoting world peace, goodwill, and understanding. This concept was proposed in 1996 as the Paul Harris Centers for International Studies to commemorate the 50th anniversary of the death of Rotary founder Paul Harris.

This idea evolved even further when Rotary Foundation Trustees recommended the creation of Rotary Centers at educational institutions worldwide where Rotary Fellows would obtain a two-year graduate degree in international relations, conflict resolution and peace studies.

In April 1999, the Trustees planted the seed for such a program with the approval of the Paul Harris Centers concept and now it is officially known as the Rotary Peace Centers.

Rotary World Peace Fellows are graduates of the Rotary Centers for International Studies in peace and conflict resolution program. They are a part of tomorrow's solution in promoting greater tolerance and cooperation among people worldwide.

Rotary World Peace Fellows, who are chosen from a wide variety of countries, can help future leaders advance knowledge and understanding.

The first class of scholars in 2002 began their studies at one of the seven Centers located around the globe. In 2004 the seed that was planted five years prior had now matured and produced the first graduating class of Rotary World Peace Fellows.

With this first group of graduates (of Peace Fellows) came remarkable individuals who are truly making a difference in the world.

**THE ROTARY  
CENTERS  
MAJOR GIFTS  
INITIATIVE  
COMMITTEE'S  
PURPOSE  
IS TO RAISE  
US\$95 MILLION  
DOLLARS BY  
30 JUNE 2015  
TO HELP TO  
ENDOW THE  
ROTARY WORLD  
PEACE  
PROGRAM.**

**AT THIS TIME  
OVER  
US\$47 MILLION  
DOLLARS  
HAS BEEN  
RAISED**

*Continued next page*



## AN INVITATION TO SUPPORT THE ROTARY PEACE CENTERS PROGRAM

### NAMING OPPORTUNITIES ARE AVAILABLE TO:

Support activities of the Rotary Centers, including fellowships, applied field internships, seminars, research and travel stipends, and the administrative expenses of the Rotary Centers program. Contributions may be designated for a specific class of Rotary World Peace Fellows or for an endowed fund within the Permanent Fund to provide support in perpetuity. Outright named gifts provide current funding for one or more fellows at a center. The principal of an endowed fund contribution is never spent, but a portion of the earnings is made available for specific Rotary Center activities.

#### Endowed Funds

**\$1,500,000 — *Rotary World Peace Fellows:*** Endows one Rotary World Peace Fellow at a Rotary Center approximately every year. Donors receive annual reports on the fellows, their internships, research projects and their study institution.

**\$750,000 — *Rotary World Peace Fellows:*** Endows one Rotary World Peace Fellow at a Rotary Center approximately every other year. Donors receive annual reports on the fellows, their internships, research projects and their study institution.

**\$500,000 — *Rotary World Peace Fellows:*** Endows one Rotary World Peace Fellow at a Rotary Center approximately every three or four years. Donors receive annual reports on the fellows, their internships, research projects and their study institution.

**\$250,000 — *Applied Field Experiences:*** Endows up to 10 applied field internships or

research projects for a class of fellows at a Rotary Center. Donors receive annual reports on the fellows, their internships, research projects and their study institution.

**\$1,000,000 — *Rotary Center Visiting Lecturer:*** Endows a visiting lecturer who has diplomatic experience, either with a United Nations agency or in some other aspect of peace and conflict resolution, to teach courses and serve as a mentor for fellows at one Rotary Center.

**\$100,000 — *Rotary Center Annual Seminars:*** Endows annual seminars at a Rotary Center.

**\$50,000 — *Rotary Center General Support:*** Endows a fund bearing the donor's name and provides general support to the program.

#### Outright Named Gifts

**\$60,000 — *Rotary World Peace Fellow:*** Funds a named Rotary World Peace Fellow at a Rotary Center for up to two years. Donors receive annual reports on the recipients, their internships, research projects, and the study institution.

**\$50,000 — *Applied Field Experiences:*** Names up to 10 applied field internships or research projects for a class of fellows at a Rotary Center. Donors receive information on the recipients, their internships, research projects and their study institution.

*For more information on naming opportunities and ways of giving, please contact: The Rotary Foundation.  
1-847-866-3000*

## OUR FOUNDATION — FREQUENTLY ASKED QUESTIONS

### IS THE ROTARY FOUNDATION ELIGIBLE TO RECEIVE CORPORATE MATCHING GIFTS FROM MY EMPLOYER?

- TRF is recognized as a 501(c)(3) charity and may be eligible to receive corporate matching gifts from your employer if TRF meets the company's charitable guidelines. Many international companies match contributions to TRF from employees who work in different countries. Your employer's Human Resources department can advise if your gift can be matched and provide you with the required corporate matching gift forms.

### CAN I CONTRIBUTE TO TRF THROUGH MY WORKPLACE GIVING CAMPAIGN?

- Many employers encourage their employees to contribute to charities through payroll deduction. Your employer's Human Resources department can advise if your employer participates in a workplace giving campaign.



### WHAT IS A ROTARY FOUNDATION SUSTAINING MEMBER?

- A Rotary Foundation Sustaining Member is a donor who contributes US\$100 or more per year to the Annual Programs Fund. A donor will not appear as an RFSM on the EREY Eligibility Report until his or her personal cumulative giving for the current year has reached \$100 or more. RFSM badge stickers (956-MU) included each year in the *Every Rotarian, Every Year Club Success Kit* (958-EN) should be given to members as they reach RFSM status. Additional sheets of stickers can be ordered from <http://shop.rotary.org>.

### WHAT IS THE PAUL HARRIS SOCIETY?

- The Paul Harris Society (PHS) is recognition for those who personally contribute US\$1,000 or more each year to the Foundation's APF, PolioPlus, or Humanitarian Grants Program. PHS member contributions count toward Rotary Foundation recognition.

*"I AM CONFIDENT THAT I AM DEMONSTRATING A COMMITMENT TO ROTARY IDEALS — FURTHERING PEACE AND CULTURAL TOLERANCE — THROUGH THE WORK THAT I PRODUCE." — ALISSA NICOLE CREAMER*

*AS A ROTARY FOUNDATION AMBASSADORIAL SCHOLAR, ALISSA NICOLE CREAMER GOT A CLOSE-UP LOOK AT HOW PEOPLE RECOVER FROM THE RAVAGES OF WAR.*

*WHILE STUDYING DOCUMENTARY FILM-MAKING IN SPAIN, SHE PARTICIPATED IN A PROJECT SUPPORTED BY 60 SPANISH ROTARY CLUBS TO FUND REHABILITATION OF CHILD VICTIMS OF LAND MINE EXPLOSIONS.*

*NEARLY EVERY DAY FOR THREE MONTHS, CREAMER VISITED TWO ANGOLAN CHILDREN AT A LOCAL HOSPITAL. SHE GOT TO KNOW THEIR LIFE STORIES AND NOW SHE IS DIRECTING A DOCUMENTARY FILM THAT TELLS THEIR STORY TO THE WORLD.*

*\*\*\**

*BY SPONSORING AND HOSTING SCHOLARS, ROTARIANS GIVE THE WORLD HOPE FOR THE FUTURE.*

## FREQUENTLY ASKED QUESTIONS

### THE CHILDREN STOPPED DYING

WHAT KIND OF DIFFERENCE CAN YOUR CONTRIBUTION TO THE ROTARY FOUNDATION'S ANNUAL PROGRAMS FUND MAKE?

A LIFE-SAVING ONE, SAY RESIDENTS OF THREE VILLAGES IN THE DOMINICAN REPUBLIC.

BEFORE A FOUNDATION MATCHING GRANT PROJECT INSTALLED BORE WELLS THERE, WATERBORNE DISEASES CLAIMED THE LIVES OF ONE OUT OF EVERY FIVE CHILDREN.

"AFTER THEY DRILLED THE WELL, THE CHILDREN STOPPED DYING," A WOMAN IN ONE VILLAGE TOLD VISITING ROTARIANS FROM DISTRICT 5950 (MINNESOTA, USA), WHICH SPONSORED THE PROJECT.

### DO MY APF GIFTS COUNT TOWARD PAUL HARRIS FELLOW RECOGNITION?

- Yes. All gifts designated for APF are eligible for and count cumulatively toward Rotary Foundation Sustaining Member, Paul Harris Fellow, Multiple Paul Harris Fellow, Paul Harris Society, and Major Donor recognition. More information on donor recognition is available by visiting



[www.rotary.org](http://www.rotary.org) and entering "Recognition" in the search field.

### WHAT ARE FOUNDATION RECOGNITION POINTS?

- An existing Paul Harris Fellow is awarded Foundation recognition points (FRPs) in appreciation of contributions he or she has personally made above the initial US\$1,000 but which are not yet allocated for Paul Harris Fellow recognition. An individual receives FRPs only for contributions personally made after becoming a Paul Harris Fellow. Available FRPs may be applied toward another individual's Paul Harris Fellow recognition. However, they do not count toward Rotary Foundation Sustaining Member or Major Donor recognition.
- As of 1 July 2009, FRPs may only be transferred in transactions of 100 points or more, and individual donors will be the only ones authorized to transfer points from their individual accounts. Club presidents and district governors may no longer authorize point transfers for other individuals, but they may continue to authorize transfers from their club or district accounts.
- Additionally, individual points will expire upon the death of the donor. Paul Harris Fellow medallions will not be provided automatically but can be purchased for \$15.
- For more information on FRPs, visit [www.rotary.org](http://www.rotary.org) and enter "Foundation recognition points" in the search field.



## FREQUENTLY ASKED QUESTIONS

### CAN I APPLY MY FOUNDATION RECOGNITION POINTS TOWARD BECOMING A MAJOR DONOR?

- No. Major Donor recognition can only be achieved through personal contributions (cumulative or outright) to the Foundation of US\$10,000 or more.



### WILL I RECEIVE FOUNDATION RECOGNITION POINTS FOR MY CONTRIBUTIONS TO THE PERMANENT FUND?

- No. Only contributions to the Annual Programs Fund, PolioPlus, and the Humanitarian Grants Program are eligible to receive Foundation recognition points. Contributions to the Permanent Fund are eligible for Benefactor and Major Donor recognition.

### WHAT IS THE DIFFERENCE BETWEEN A 100% ROTARY FOUNDATION SUSTAINING MEMBER CLUB AND AN EVERY ROTARIAN, EVERY YEAR CLUB?

- Banner recognition of 100% Rotary Foundation Sustaining Member Clubs is awarded annually to clubs in which every active member personally contributed US\$100 or more to APF during the Rotary year. Banner recognition is automatically awarded at the conclusion and audit of the Rotary year.
- A club can also be recognized annually as an Every Rotarian, Every Year Club. This recognition is awarded to clubs that achieve a minimum of US\$100 per capita from active dues-paying members and 100 percent participation with every active member contributing some amount to APF



### MAJOR DONOR

THE ROTARY FOUNDATION RECOGNIZES THOSE INDIVIDUALS OR COUPLES WHOSE COMBINED PERSONAL GIVING HAS REACHED US\$10,000, REGARDLESS OF THE GIFT DESIGNATION.

MAJOR DONORS MAY ELECT TO RECEIVE A CRYSTAL RECOGNITION PIECE AND PIN AND/OR PENDANT COMMEMORATING THE GIFT AT EACH NEW RECOGNITION LEVEL.

US\$10,000 TO 24,999.99  
– LEVEL ONE

25,000 TO 49,999.99  
– LEVEL TWO

50,000 TO 99,999.99  
– LEVEL THREE

100,000 TO 499,999.99  
– LEVEL FOUR

500,000 TO 999,999.99  
– LEVEL FIVE

1,000,000 OR GREATER  
– LEVEL SIX

**PROPER  
SANITATION  
IMPROVES HEALTH**

A CONTRIBUTION OF  
US\$ 1,000 HELPED  
PROVIDE SEVEN  
TOILETS IN SRI LANKA.  
MORE THAN  
2.6 BILLION PEOPLE  
STILL LACK ACCESS TO  
PROPER SANITATION.

MOST PEOPLE IN THE  
DEVELOPED WORLD  
DO NOT THINK ABOUT  
THEIR SANITATION  
SYSTEM UNLESS IT IS  
NOT WORKING  
PROPERLY, BUT IN  
SRI LANKA MANY  
PEOPLE LACK ACCESS  
TO PROPER  
SANITATION  
FACILITIES.

THE ROTARY CLUB  
OF JAELA-KANDANA,  
SRI LANKA,  
PARTNERING WITH  
THE ROTARY CLUB OF  
MADRAS NORTHWEST,  
INDIA, TOOK THE  
MATTER INTO THEIR  
OWN HANDS AND  
OBTAINED A  
MATCHING GRANT TO  
PROVIDE SANITATION  
TO A SMALL  
COMMUNITY OF 15  
FAMILIES. THEY BUILT  
14 TOILETS THAT  
PROVIDE THE FAMILIES  
WITH PROPER  
SANITATION,  
IMPROVING THE  
HEALTH OF THE  
ENTIRE COMMUNITY.

\*\*\*

**ROTARIANS MEET THE  
NEEDS OF THE WORLD  
BY WORKING  
THROUGH  
THE ROTARY  
FOUNDATION.**

## FREQUENTLY ASKED QUESTIONS

during the Rotary year. This banner recognition is automatically awarded at the conclusion and audit of the Rotary year.

### WHAT IS A 100% PAUL HARRIS FELLOW CLUB AND HOW CAN MY CLUB BE RECOGNIZED AS SUCH?

- A Rotary club that has all of its dues-paying members as Paul Harris Fellows can be certified as a 100% Paul Harris Fellow Club and is eligible to receive a one-time special recognition banner from The Rotary Foundation.



- To obtain this recognition
  1. A club leader must contact the district governor after determining that all current dues-paying club members are Paul Harris Fellows.
  2. The district governor must confirm that all members are Paul Harris Fellows and send a recognition request to The Rotary Foundation – One Rotary Center; 1560 Sherman Avenue; Evanston, IL 60201-3698 USA, or their international office. Confirmation and banner requests can be made by e-mail to [apf@rotary.org](mailto:apf@rotary.org). Please note that honorary Rotarians and former club members do not need to be Paul Harris Fellows for clubs to receive this recognition.

### FUTURE VISION PLAN AND THE ANNUAL PROGRAMS FUND?

- On 1 July 2010, The Rotary Foundation will begin implementing the Future Vision Plan pilot. Designed to simplify Foundation grants and processes, the plan will focus Rotarian efforts where they will have the greatest impact by addressing priority world needs that are most relevant to Rotarians.
- The 100 pilot districts will have a unique opportunity to share feedback and best practices to help guide the worldwide implementation of the Future Vision Plan in July 2013.

## FREQUENTLY ASKED QUESTIONS

- Throughout the pilot, participating districts can apply for Rotary Foundation District Grants and Rotary Foundation Global Grants to implement their service projects and activities.
- Global grants support larger, international projects with sustainable, high-impact outcomes in the following six areas of focus that correspond to the Foundation's mission:
  - *Peace and conflict prevention/resolution*
  - *Disease prevention and treatment*
  - *Water and sanitation*
  - *Maternal and child health*
  - *Basic education and literacy*
  - *Economic and community development*
- District grants are block grants made to districts for up to 50 percent of their District Designated Fund. They may be used for both local and international projects and for activities that may or may not fall within an area of focus.



\*\*\*\*\*

***Rotarian contributions to the Annual Programs Fund (APF) make our service projects and activities possible.***

***Contributions to APF through the Every Rotarian, Every Year appeal (EREY) are the primary source of funding for Foundation projects, which cover more than 160 countries and geographical areas.***

***From digging water wells for villages in Africa to teaching basic literacy skills to children in Latin America, thousands of Rotarians volunteer their time and expertise.***

***All contributions to APF are spent wisely on effective Rotary projects.***

### **ARCH C. KLUMPH SOCIETY**

**DONORS WHO CONTRIBUTE US\$250,000 OR MORE MAY HAVE THEIR PHOTOGRAPHS AND A SHORT PROFILE SHOWN IN THE ARCH C. KLUMPH INTERACTIVE DISPLAY AT ROTARY INTERNATIONAL'S WORLD HEADQUARTERS IN EVANSTON, ILLINOIS, USA.**

**DONORS RECEIVE A SPECIAL LAPEL PIN AND A CERTIFICATE SIGNED BY THE PRESIDENT OF ROTARY INTERNATIONAL AND THE CHAIR OF THE ROTARY FOUNDATION, AND THEY ARE INVITED TO A SPECIAL EVENT AT ANNUAL RI CONVENTIONS.**

**THE SOCIETY IS NAMED IN HONOR OF THE ROTARY FOUNDATION'S FOUNDER, ARCH C. KLUMPH.**



HAVE YOU EVER CONSIDERED THAT YOUR CONTRIBUTION TO TRF MAY MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH?

ROTARY FOUNDATION MATCHING GRANT PROJECTS HAVE HELPED PROVIDE THE MALAWI CHILDREN'S VILLAGE (MCV) WITH EVERYTHING FROM CLEAN WATER, FOOD, AND MEDICATIONS TO BLANKETS, SEWING MACHINES, AND A WINDMILL.

THE ROTARY CLUB OF CANANDAIGUA, NEW YORK, USA, AND CHAKUNGA SIBALE, DIRECTOR OF THE MCV, FOUNDED THE PROGRAM IN 1997 WITH LOCAL SUPPORT FROM THE ROTARY CLUB OF LIMBE.

"THE MCV HAS HAD A VERY GREAT EFFECT TO RELIEVE THE SUFFERING OF CHILDREN IN MY COUNTRY," SIBALE SAYS.

ROTARIAN CONTRIBUTIONS TO THIS PROJECT HAVE LITERALLY MEANT THE DIFFERENCE BETWEEN LIFE AND DEATH FOR MANY OF THE CHILDREN IN THE MCV PROGRAM.

## END OF THE ROTARY YEAR STORIES AND STATISTICS

### US\$200 MILLION GATES POLIO CHALLENGE UPDATE:

As of June 28, 2010, Rotarians have raised approximately **US\$133,505,000 for the US\$200 Million Challenge**. These contributions will help Rotary raise US\$200 million to match US\$355 million in challenge grants received from the Bill & Melinda Gates Foundation. 2010 –2011 begins our final Polio Challenge Grant year.

### A GREAT TRF STORY: THE WALKING STICK FUNDRAISER

The Rotary Foundation (TRF) acquired 19 walking sticks. Each one is uniquely painted with the underside engraved with: *"No Crutches, No Canes. A World Without Polio. Thanks, Rotary International."*

The sticks were originally used as mementos to people who were recognized as Polio Champions, in thanks for their support of Rotary International and the Global Polio Eradication Initiative. There were remaining sticks that The Rotary Foundation offered tRotary Foundation (TRF) acquired 19 walking sticks.to be used for fundraising efforts, and that's how one of the Rotary walking sticks began its amazing odyssey.

Harriet Schloer, District 5110's PolioPlus chair offered one of the sticks to the Rotary Club of Jefferson County (Madras, OR) for its annual Cherry Tree auction on February 20, 2010. District Governor John Cox (D5110) won the stick with a bid of US\$700 and took it to his home in Eugene, OR.

In March 2010, DG Cox was invited to attend the Rotary Club of Fisherman's Wharf's (D5150) crab feed fundraiser. DG John offered the Rotary walking stick as an auction item, with the stipulation that it would go for not a penny less than US\$500. Cox made the pitch, served as auc-



tioner, and within a few minutes sold the stick to Rotarian Lee Page for US\$1,200.

In two short months, this one walking stick has raised US\$8,100 toward Polio eradication and has the potential to raise even more – quite a journey for what began as a decorative stick of wood to help one person walk. It now promises to help hundreds.

## CONTRIBUTIONS UPDATE

Total contributions to The Rotary Foundation through 31 May 2010 are ----11.98 % above last year's figures for the same period due in large measure to contributions to Rotary's US\$200 Million Challenge.

Of that amount, US\$80,388,705 represents contributions to the Annual Programs Fund, a decline of 0.21 % over last year. Permanent Fund contributions at US\$9,446,711 are up 14.33%. PolioPlus contributions totaled US\$32,213,429. Restricted giving is up 20.79 % to US\$18,440,288. Unrestricted Other representing contributions to the Donor Advised Fund are up 61.04% at US\$3,381,189 in support of Haitian disaster recovery efforts.

		2010	2009	Increase (Decrease)
<b>SUMMARY</b>	Annual Programs Fund	80,388,705	80,557,704	(0.21%)
	PolioPlus*	32,213,429	22,290,223	44.52%
	Permanent Fund & Related	9,446,711	8,262,498	14.33%
	Restricted	18,440,288	15,266,785	20.79%
<b>SUBTOTAL</b>		<u>\$140,489,133</u>	<u>\$126,377,210</u>	<u>11.17%</u>
	Unrestricted - other	3,381,189	2,099,570	61.04%
<b>TOTAL</b>		<u>\$143,870,322</u>	<u>\$128,476,780</u>	11.98%

**Haiti DAF – As of 28 June - \$1,714,500**

**Chile Recovery Fund – As of 21 June - \$876,198**

## PERMANENT FUND

On 30 April 2010, the Permanent Fund's net assets were US\$201.9 million. As of 30 April 2010 the estimated expectancies to the Permanent Fund stood at US\$430.7 million. Therefore, **the Permanent Fund's net assets and expectancies were US\$632.6 million as of 30 April 2010. The goal is to reach US\$1 billion by 2025.**

### **BENEFACTOR**

**A BENEFACTOR IS ONE WHO INFORMS THE ROTARY FOUNDATION IN WRITING THAT HE OR SHE HAS MADE A PROVISION IN HIS/HER ESTATE PLANS FOR THE ROTARY FOUNDATION OR WHO MAKES AN OUTRIGHT GIFT OF US\$1,000 OR MORE TO THE PERMANENT FUND.**

**BENEFACTOR RECOGNITION CONSISTS OF A CERTIFICATE AND INSIGNIA TO BE WORN WITH A ROTARY PIN.**

**PAUL HARRIS  
FELLOW**

**PAUL HARRIS FELLOW  
RECOGNITION IS  
GIVEN IN  
APPRECIATION TO  
ANYONE WHO  
CONTRIBUTES  
OUTRIGHT OR  
CUMULATIVELY, OR IN  
WHOSE NAME IS  
CONTRIBUTED, A GIFT  
OF US\$1,000  
OR MORE TO THE  
ANNUAL PROGRAMS  
FUND, POLIOPLUS, OR  
THE HUMANITARIAN  
GRANTS  
PROGRAM.**

**THE RECOGNITION  
CONSISTS OF A  
CERTIFICATE AND PIN.  
AN OPTIONAL  
MEDALLION IS  
AVAILABLE FOR \$15.**

**BEQUEST SOCIETY UPDATE**

As of 31 May 2010, there were 7,296 Bequest Society commitments with an expected value of US\$316.5 million. These commitments represent a significant percentage of the expectancies to the Permanent Fund and an increase of 52 new bequests valued at more than US\$1.9 million since April.

Will you include The Rotary Foundation in your will or other estate plan to forever be a part of Rotary's legacy of doing good in the world? [www.rotary.org/bequest](http://www.rotary.org/bequest)

**DONOR ADVISED FUND UPDATE**

As of 31 May 2010, there were 142 DAF accounts with a fair market value of US\$9 million. TRF DAF has gone interactive! Manage your account online at [www.rotary.org/DAF](http://www.rotary.org/DAF).

**THE ROTARY CENTERS MAJOR GIFTS INITIATIVE**

As of July 2, 2010 the RCMGI has received **Us \$ 46,655,000** in contributions (unaudited).

**Peacebuilder Districts**

While districts are not required to contribute funds to the Rotary Peace Centers, all districts are encouraged to allocate some amount of their District Designated Funds (DDF) in support of the peace fellowships. Districts that allocate US\$25,000 per year or US\$50,000 every two years from their DDF to support a Rotary Peace Fellow are known as Peacebuilder Districts and will be recognized appropriately.

More than ever the Rotary Peace Fellowship program needs your help. Please consider allocating your unused DDF towards renewing or establishing a new Peacebuilder District commitment.

For information on how to recommit or to start committing DDF to Rotary Peace Centers, please contact Judy Gibson, [judy.gibson@rotary.org](mailto:judy.gibson@rotary.org)

## HUMANITARIAN GRANTS UPDATES

### INCREASED MATCHING GRANTS BUDGET

You are all now aware of the significantly increased budget for Matching Grants of \$21.5 Million. It is anticipated that there will be plenty of funding available to support Rotarian's grant requests throughout the Rotary year. There is no need to submit all applications 1 July. Rotarians will likely receive faster processing if they wait a few months into the Rotary year to submit their application.

The Rotary Foundation has increased its resources in order to help combat the significant number of applications that will likely be received in July, but there will still be delays when over 150 applications are submitted each day. Rotarians that are comfortable waiting until November or December to submit their application will experience fewer delays as the volume for submissions during that time is very low. TRF plans on having two competitive grant rounds for Matching Grants, one at the Trustee's October meeting and one at their April meeting. Deadlines for these applications are as follows: **1 August** for the October meeting and **15 December** for the April meeting

Staff has received many questions asking if it is still possible to submit Matching Grant applications that do not request a match from The Rotary Foundation. The answer is: yes. Even though there is a significant budget available, Rotarians are still free to submit applications which do not request a match from TRF.

### INTERNATIONAL TRAVEL FOR MATCHING GRANTS

The Trustees recently permitted international travel as an eligible expense for Rotarian volunteers who are qualified to directly implement a Matching Grant project starting 1 July 2010. Travel should be included in the budget and financing of the Matching Grant application and will have to be booked by the clubs and districts (not through Rotary International Travel Service (RITS)). Eligible items would include travel insurance, vaccines, lodging, coach class plane fares, visas, food, ancillary expenses, etc. The Rotary Foundation will abide by Rotary International's travel ban list for any countries where travel may not be safe.

More information will be posted on the website, including an updated application form and an information guide to address anticipated questions. You will be notified when this information is available to Rotarians worldwide. Please feel free to direct Rotarians to Robbyn Tarp, Program Officer for Matching Grants ([robbyn.tarpy@rotary.org](mailto:robbyn.tarpy@rotary.org)), for further information.

#### PAUL HARRIS SOCIETY

**THE PAUL HARRIS SOCIETY IS RECOGNITION FOR THOSE WHO ELECT TO PERSONALLY CONTRIBUTE US\$1,000 OR MORE EACH YEAR TO THE ANNUAL PROGRAMS FUND, POLIOPLUS, OR THE HUMANITARIAN GRANTS PROGRAM.**

**PAUL HARRIS SOCIETY CONTRIBUTIONS ARE ELIGIBLE TOWARD ROTARY FOUNDATION SUSTAINING MEMBER, PAUL HARRIS FELLOW, MULTIPLE PAUL HARRIS FELLOW, AND MAJOR DONOR RECOGNITION.**

## SAVING LIVES - FEEL IT!



**ROTARY  
FOUNDATION  
SUSTAINING  
MEMBER**

**A ROTARY  
FOUNDATION  
SUSTAINING  
MEMBER IS AN  
INDIVIDUAL WHO  
PERSONALLY  
CONTRIBUTES  
US\$100 OR MORE  
EACH YEAR  
TO THE ANNUAL  
PROGRAMS FUND.**

**THESE  
CONTRIBUTIONS  
ALSO COUNT TOWARD  
PAUL HARRIS FELLOW,  
MULTIPLE  
PAUL HARRIS FELLOW,  
PAUL HARRIS SOCIETY,  
MAJOR DONOR, AND  
CLUB RECOGNITION.**

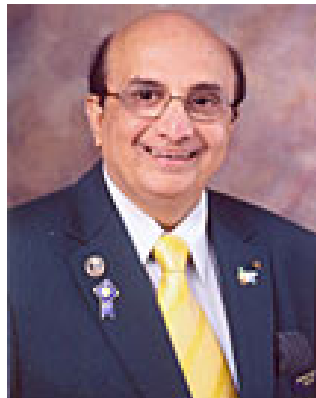
It is important to learn the habit of giving and also teach it to your children. If you teach them to be tight-fisted then they lose sight of the human beings around them. The rich and the disadvantaged are equal as human beings, is it not our duty to help the economically challenged sections to rise up? To give them a hand-up!

Material resources were never meant to be amassed by an individual or a group of people. Most of wealth was built on the toil of some individuals. Go and see how most of them live. Can you digest your next meal without feeling for them? You cannot.

What you can do is to understand the needs around us and help those in need. That is why I joined Rotary.

The innate compassion in you must show out. It should manifest itself through your contributions. When your help results in saving lives, you should touch it, you should feel it.

Feel the happiness in giving. Support the Rotary Foundation.



Ashok M. Mahajan,  
Trustee,  
The Rotary Foundation

## CONTRIBUTING TO OUR FOUNDATION

Zone 10B Regional Rotary Foundation Coordinator Archi (Jason S.C. Hsu), reported that Past RI President John Kenny presided over a special dinner in Taipei in August 2010 honoring three new Arch C. Klumph Society inductees from Taiwan.



RRFC Jason S.C. Hsu

Each have contributed US\$250,000.00 or more to The Rotary Foundation to support:

- Annual Programs Fund-SHARE;
- PolioPlus;
- and the Permanent Fund (our Foundation's endowment)

Furthermore, two of the inductees directed a portion of their contribution to the Rotary Centers to fund three Named Rotary World Peace Fellowships each.

Director of International Fundraising, Brian King said, *“This is leadership by example, and the commitment to supporting all of TRF’s funding priorities is a shining example of putting the future of Rotary in the hands of our program beneficiaries, the hands of our future peace-makers, and in the hands of our future Rotarians....”*



TRF TRUSTEE LOUIS PICONI

*“I strongly believe that people give to people, not necessarily to causes.”*

**THIS IS  
LEADERSHIP  
BY EXAMPLE -**

**THE  
COMMITMENT  
TO SUPPORT  
ALL OF TRF'S  
FUNDING  
PRIORITIES.**

# APPLIED FIELD EXPERIENCES AT ICU

## ICU FELLOWS VISIT HIROSHIMA

“THOUGH ALL OF US WERE AWARE OF THE EVENTS AND AFTERMATH OF THE 1945 NUCLEAR ATTACKS, NONE OF US WERE PREPARED FOR THE EMOTIONAL ENDEAVOR IT WAS TO BE.”

“A touching experience that raised new perspectives on the greater meaning of Hiroshima, the wider implications of modern warfare, and the voices we can choose to raise.” -Heather

“Visiting the Hiroshima Peace Memorial Museum made me remember a Holocaust museum in Jerusalem. Both places meant to remember some of the saddest moments in the history of mankind. What we do with those memories can make us worse or make us better as human beings, either way, it is our choice.” -Yuri

“Dropping the atomic bomb and the waging of war, especially the bombing of civilian targets, seem equally devastating to me.” -Indri

THE CLASS VIII FELLOWS AT THE INTERNATIONAL CHRISTIAN UNIVERSITY ROTARY PEACE CENTER ARE EMBARKING ON THEIR APPLIED FIELD EXPERIENCES (AFE) PRESENTING OPPORTUNITIES FOR THEM TO APPLY THEIR SKILLS AND KNOWLEDGE IN VARIOUS PEACE-RELATED INTERNATIONAL ORGANIZATIONS.



### Indri Hapsari Mustika Dewi

LILA - PILIPINA Lolos Center, Manila, Philippines

International Outreach Team at House of Sharing, Seoul, South Korea

Advocates for survivors of rape and sex slavery by Japanese troops during War World II and envisions a world of peace without rape, sex slavery, or other forms of violence on women in war and armed conflict situations.

### Yuri Haasz

Duke Univ. Summer Program on Global Policy & Governance, Geneva, Switzerland

Faculty For Israel Palestine Peace (FFIPP), Israel and the West Bank

Summer Internship for Human Rights and Just Peace in Palestine/Israel.

### Sarah Houghton

Duke University Program on Global Economic Governance and Trade

United Nations Conference on Trade and Development (UNCTD), Geneva, Switzerland

Assist in Division on International Trade and Commodities with research and outreach to assess trade and gender-related issues in five Less Developed Countries.

### Katharine Mote

International Peace and Security Institute (IPSI), Bologna, Italy

*Empowering Peacemaker's Symposium*; 4 week training in conflict prevention, resolution & reconciliation.

United Nations Peacebuilding Support Office (PBSO), New York, USA

Assist with review of Peacebuilding Fund's projects over past 3 1/2 years since the Fund was established.

### Glenn Raynor

Solomon Islands Community Conservation Partnership, Solomon Islands

A collaboration between the American Museum of Natural History's Center for Biodiversity and Conservation, University of Queensland and various in-country partners.

### Ritu Shrestha

United Nations Office of the High Commissioner for Human Rights, Bangkok, Thailand

Assist in monitoring developments of human rights, politics and conflict in SE Asia.

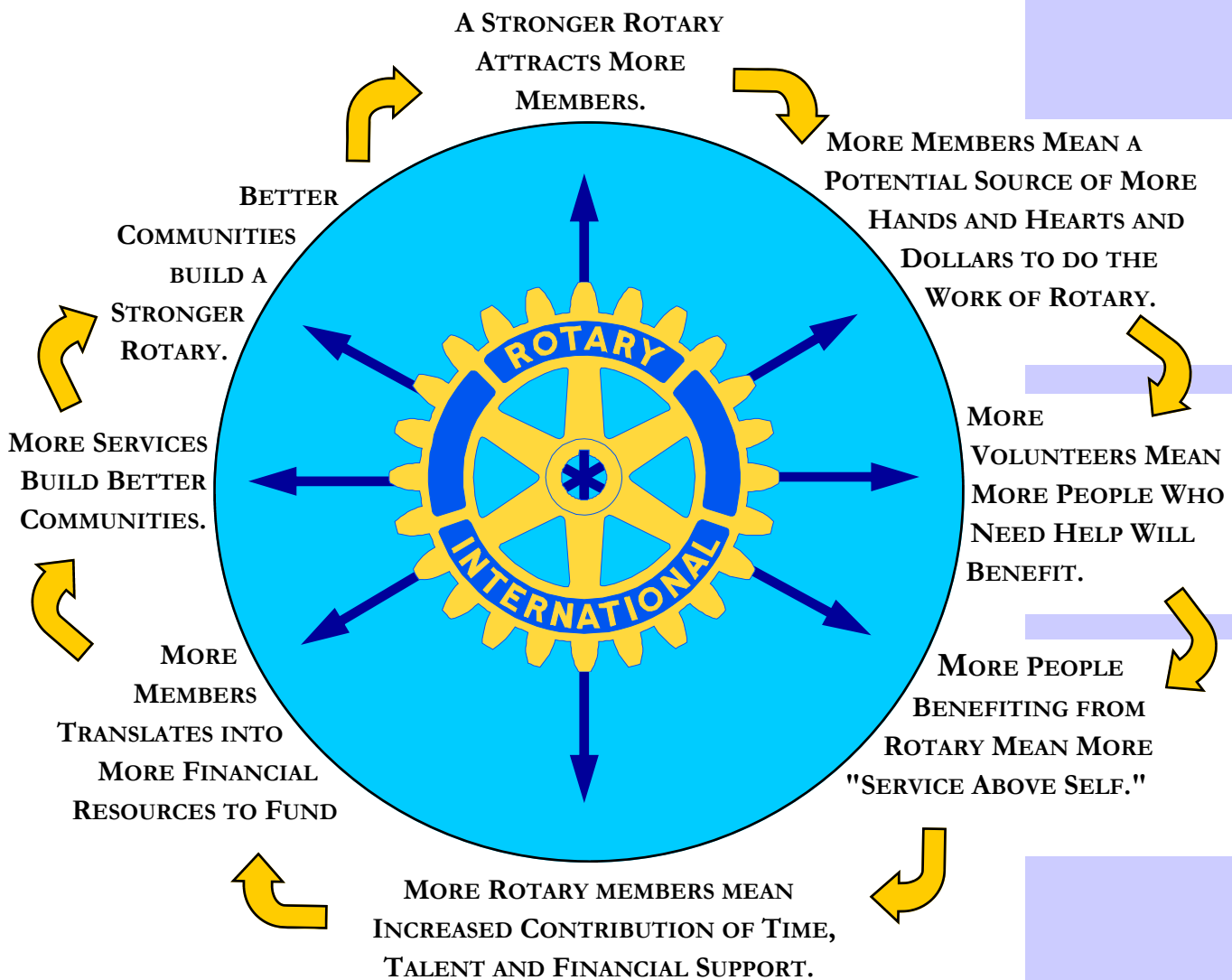
### Nicole Clark-Somerville

Plan International, Benin Republic

Assist with programs and field assessments that promote the rights of children.



# THE ROTARY FOUNDATION AND MEMBERSHIP GROWTH — THE MAGIC CYCLE OF ROTARY



## THE RI STRATEGIC PLAN AND MEMBERSHIP AND OUR FOUNDATION



### ROTARIAN CORE VALUES:

*SERVICE*  
*FELLOWSHIP*  
*DIVERSITY*  
*INTEGRITY*  
*LEADERSHIP*

So why is the RI Strategic Plan important to your club's membership?

The answer is very simple: Dynamic clubs attract new members, and they are a source of pride for existing members.

Who wouldn't want to belong to an action-oriented club whose contributions are improving lives in their own communities as well as communities worldwide?

Consider the ways your club fulfills the priority of supporting and strengthening clubs by answering the following questions:

- What are three innovative things your club has done — or will do — to address membership issues relevant to your region?
- How has your club become more flexible to accommodate the needs of younger working professionals? What specifically have you done — or can you do — to attract members from a diverse cross-section of your community?
- How is your club approaching membership recruitment and retention differently than it did 5, 10, and 20 years ago?
- What does your club offer to its prospective and current members in terms of leadership development opportunities?

These questions will get you thinking about how your club's membership efforts support Rotary International's mission and vision, and how your club can step up these measures to play an integral role in implementing the RI Strategic Plan.

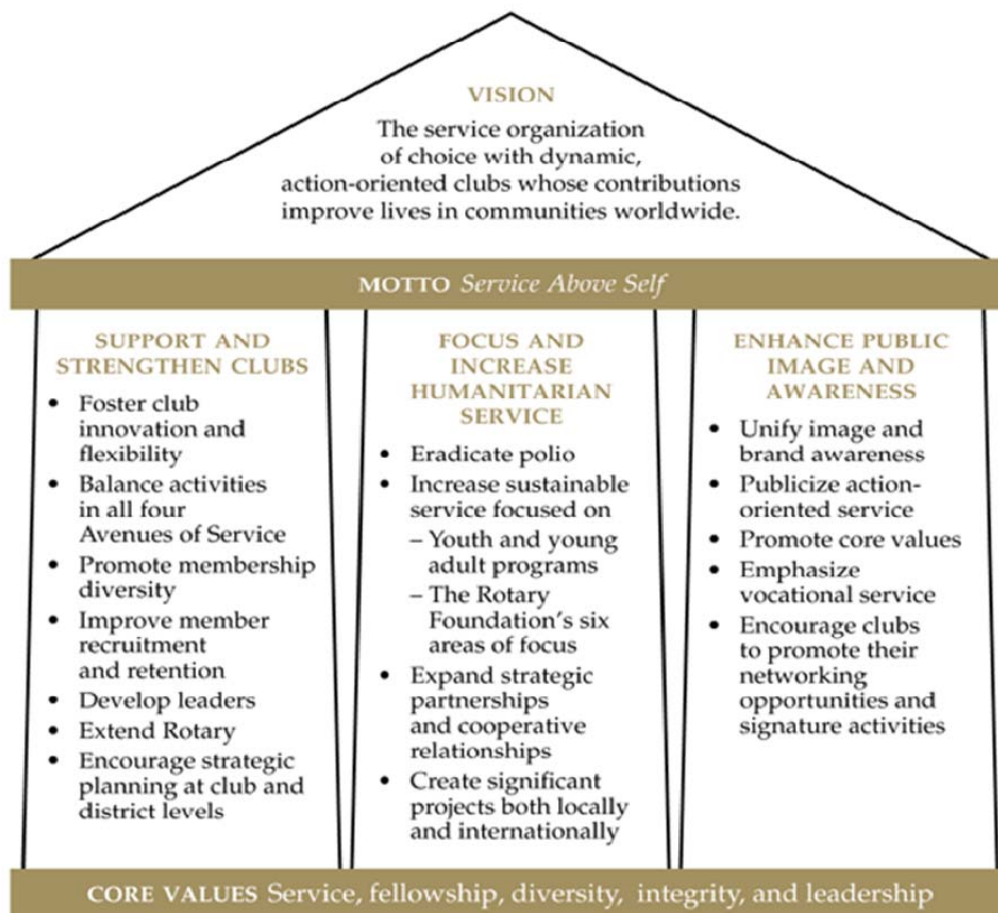
## WHEN ASKED WHAT DO ROTARIANS DO?

“We Provide Service to others, promote integrity, and advance world understanding , goodwill and peace through our fellowship of business, professional and community leaders.”



ROTARY INTERNATIONAL

# STRATEGIC PLAN



**DYNAMIC CLUBS ATTRACT NEW MEMBERS, AND THEY ARE A SOURCE OF PRIDE FOR EXISTING MEMBERS.**

### MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



## **A PILOT PROJECT (NMFRC PP) NEW MODELS FOR ROTARY CLUBS THE C.O.L. IN 2007**

### **THE ROTARY CLUB OF CUPERTINO, CALIFORNIA USA — EXTRAORDINARY MEMBERSHIP GROWTH AND TRF PARTICIPATION.**

#### **MEMBERSHIP C.O.L. 2007**

**PARTICIPANT IN  
"COMMUNITY SER-  
VICE" (COMMUNITY  
VOLUNTEER) IS A NEW  
ACCEPTED VOCATION  
FOR MEMBERSHIP  
("BUSINESS,  
PROFESSIONAL AND/  
OR COMMUNITY  
SERVICE")**

***"We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders."***

In the past (2006) the above quote used to read... "*...business and professional leaders*", but because of the RC of Cupertino's participation as a New Models for Rotary Club (2000-'06), and its foresight and dedication that section of RI's By-laws was changed at the 2007 COL by revising and adding as shown above, the words .. "*community leaders*".

#### **On the tenth anniversary of the NMFRC PP a report from Cupertino PDG Don Allen (D-5170):**

"Here's my view of the COL revision. I think it adds a new dimension to the opportunity to serve, through Rotary. Anything that enhances that capability is a step forward, so the effort was well worthwhile. As a bi-product of the New Models Pilot Project initiative the program unleashed RC Cupertino, allowing innovation we had previously only dreamed about.

We know that New Models was designed to enhance growth of membership. Ten years have now passed since the program was introduced, and RC Cupertino has grown from 101 members to 191, and we anticipate 200 by June 30, 2010. I would anticipate continued growth of 15-20 members annually until we hit 250 in a few years, so we aren't done yet.



***PDG Donald Allen, RC of  
Cupertino, California USA***

Finally, and as a personal observation, I'm surprised that no one from Evanston has shown up to study our club more closely. One would think RI would want to replicate whatever we are doing. Regardless, it was a grand experience and we are honored to have been included "

## THE FUTURE OF ROTARY: GROWING AND MAINTAINING MEMBERSHIP

### MEMBER RETENTION PROGRAM

by PDG James Walker

*Rotarians are made not born.* The retention of existing members is critical to club growth and success. Clubs should recognize that a person may choose to become a member of Rotary, but it is the club's responsibility to see that the new member becomes a Rotarian.

Once a new member joins, the Membership Committee (Membership Team) accepts the responsibility to inform, educate, encourage and support them through:

1. A dignified yet enjoyable Induction feature at the club meetings.
2. A pro-active Red Badge Program to show new members the club's activities and to create opportunities to meet our experienced members.
3. Hands-on participation and leadership development through Red Badge Community Service Projects
4. An informal and hosted Fireside Dinner Program to promote fellowship between new members and their spouses or significant others with experienced Rotarians.
5. Informative and stimulating Orientation meetings for all new members to expose them to the world of Rotary - at home and internationally.
6. An active 'We Care' program that supports all our members during their personal and business challenges.
7. Tracking and follow-up of all members' attendance and involvement to encourage and support their participation in club activities, i.e. Retention & Involvement.
8. Monthly Membership Team meetings, including experienced and relatively new members, to pro-actively identify member needs and set a corrective course of action.
9. Develop and maintain a club environment that supports and recognizes that membership growth is critically important to club success.

*The success of a Membership Program is due in great part to the leadership of the Club President and his Board of Directors. Membership development and retention starts from the new applicants first Rotary impressions and proactively continues.*



*D5170 PDG Jim Walker, Rotary Club of Cupertino, California USA*

**ROTARY EMBRACES  
A CLUB CLIMATE  
THAT ALLOWS  
GENDER AND  
ETHNIC  
DIVERSITY.  
WE MUST OPEN  
THE FRONT DOOR  
OF MEMBERSHIP  
DEVELOPMENT  
AND CLOSE THE  
BACKDOOR  
THROUGH AN  
ACTIVE  
RETENTION  
PROGRAM.**

#### **ACTION STEPS:**

**INFORM  
INVITE  
INDUCT  
ORIENT  
EDUCATE  
INVOLVE**

## THE COUNCIL ON LEGISLATION 2010



The Council comprises more than 500 representatives from every part of the Rotary world.

Voting members include one elected representative of the clubs of each Rotary district. Some nonvoting members include the chair and vice chair of the Council, the RI president, members of the RI Board, and past RI presidents

The Council on Legislation Rotary’s “parliament,” meets every three years to deliberate and act upon all proposed enactments and resolutions submitted by clubs, district conferences, the General Council and Conference of Rotary International in Great Britain and Ireland, and the RI Board. Here are a few highlights from the 2010 Council:

- E-clubs became a permanent part of Rotary International.
- A fifth Avenue of Service was added: New Generations Service.
- Transferring and former Rotarians must obtain a certificate from the board of the previous club confirming the prospective member’s prior membership in that club.
- No club may limit membership in the club on the basis of sexual orientation.
- The RI Board was requested — through a resolution — to consider proposing legislation to the next Council to create a new type of membership: satellite club membership.

## TWO LEGS MAKE TWO HUNDRED

### *A Humanitarian Grants Success Story ... by DGE Diana White, D7020*

While attending the Centennial Convention in Chicago, Rotarian Roger White, D7020, attended a workshop on land mines and victims. Roger had a general knowledge of land mines and the resultant problems from them being laid but was very impressed by the work being carried out by Rotary clubs throughout the world to help eradicate the problems. Thus inspired, Roger decided to find out more information and to see what he could do to help. He joined the Rotarians for Mine Action group, helping to run their booth at the Copenhagen convention in the following year. In addition, he decided to see if his club (RC of St. Thomas, in the Virgin Islands) would be interested in exploring the idea of doing an overseas project assisting land mine victims.

In February of 2006, several St. Thomas Rotarians were undertaking a sponsored half marathon on the island of St. John so Roger decided he would join them. It should be mentioned that the route takes the walkers up 1,000 feet and down again. Never having walked this distance before, he began to improve his fitness level and, at the same time, soliciting sponsorships from friends and colleagues throughout the world. Donations came in euros, sterling and dollars and eventually totaled \$5,700. With an early start to avoid the worst of the tropical heat, six Rotarians joined Roger to complete the 13 miles of hilly terrain finishing at a convenient watering hole in Cruz Bay!

Roger's search for an international partnering club was made easy by a fellow club member, Solomon Kabuka - a native of Uganda. After many e-mails and the able assistance of then Governor Tusu and AG Caroline Abija, Roger established a correspondence relationship with the President Abongo Levi of the RC of Lira in the north of Uganda. Lira and its environs had been within the area of the 20 year long attacks by the Lord's Resistance Army. Thousands of villagers throughout the area had been forced to flee from their homes and were living in internal displacement camps. Many had lost limbs due to land mines and there is still a genuine concern that more will be lost when they return to their villages since there has been no mine clearance undertaken. In addition, many young men had been recruited to join the LRA and were now in dire need of rehabilitation and education.



**WHAT IS  
ROTARIANS FOR  
MINE ACTION -  
ROTARY  
ACTION GROUP?**

**ROTARIANS FOR  
MINE ACTION IS  
A VOLUNTARY  
NON-FOR-PROFIT  
ASSOCIATION  
DEDICATED  
TO BUILDING  
AWARENESS  
AMONGST  
ROTARIANS AND  
ROTARACTORS,  
WHO ARE  
INTERESTED AND  
INVOLVED IN  
EFFORTS TO RID  
THE WORLD OF  
LANDMINES AND  
TO ASSIST THOSE  
WHO HAVE BEEN  
INJURED BY THEM.**



**IN ADDITION, THEY RECEIVED TOOLS AND PLOUGHS TO BE USED WITHIN THEIR VILLAGES TO PRODUCE FOOD FOR THEIR FAMILIES. THE GRANT WAS ALSO ABLE TO PROVIDE EDUCATIONAL SCHOLARSHIPS FOR TEN YOUNG ABDUCTEES TO ENABLE THEM TO LEAD PRODUCTIVE ADULT LIVES.**

Using the funds raised on his walk and a further donation from his club, Roger obtained a matching grant totaling \$25,000.00 part of which enabled the Lira Rotary club to provide 125 victims with lower limb prostheses and the ability to, once again, be productive members of their societies.

By the time the grant was finalized, Roger and Levi had established a great rapport via the internet and it seemed an obvious conclusion to the project for them to meet in person. In September of 2007, Roger and his wife, now DGE Diana of District 7020, spent three weeks in Uganda during which time they were able to meet the limb and scholarship recipients and also to research the feasibility of future projects to assist with the eradication of the mined areas. When visiting the displacement camps, it became apparent that, while some harvesting was being undertaken, the fact that the camps were intended to be temporary in nature, there had been little effort to establish farming areas. This was further complicated by the land having been given by local farmers to assist the displaced persons and the farmers receiving little or no compensation for not having the use of their own land - in some cases for almost 20 years. The area has been peaceful for the past year and some of the residents had returned to their villages and planted crops. Unfortunately, in early September there was a period of record-breaking rainfall causing sufficient flooding for all the crops to be destroyed. The heart-breaking result was that the villages had now had to return to the camps for food and shelter.

Since 2006, there have been further annual fundraising walks by St. Thomas Rotarians and two more matching grants as well as direct financial support for projects in the war affected area. These have provided further rehabilitation necessities such as replacement pro-



sthesis, tools, seeds, well drilling, mosquito nets, sewing machines and bee keeping equipment and further educational scholarships. This expansion of assistance has been possible as a result of the generous involvement of RC Fredericksberg and District 1470 in Denmark and RC Kirkcudbright in Scotland in joining with RC St. Thomas to assist the Rotarians of Lira to bring relief to the displaced and the injured in their area – real Rotary International at work.

## WHAT PAUL HARRIS SAID...

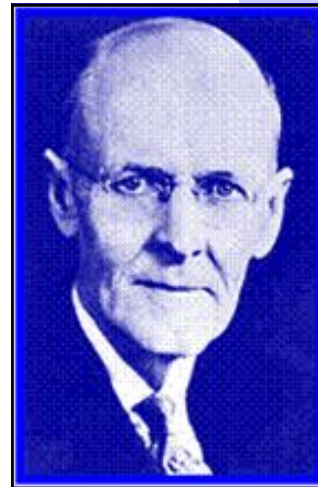
*“I do not believe capital can afford to permit hunger, squalor, or disease. Let us banish the city miserable before we build our city beautiful. Slums are political malaria breeders, and we must not have them in our midst.”*

Paul P. Harris

- True Spirit of Service Can Redeem the World,  
THE ROTARIAN, March 1918

Rotarians are not only participating in projects (Humanitarian and Educational) in Our Foundation’s 2011—12 emphases but are also raising the dollars needed through Our Foundation’s Every Rotarian, Every Year Annual Programs Fund (APF).

Will your club be a  
100% APF Sustaining Member Club  
this year?



*Paul P. Harris*



Rotary History features will be sent to you every week (free-of-charge) and also to whomever you wish. Please register for this free service at: [www.historycomment.org](http://www.historycomment.org)

*What Paul Harris Said is a monthly feature of the Rotary Global History Fellowship*

*Our Foundation*

*August, 2010*

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[www.ourfoundation.info](http://www.ourfoundation.info)

A prince can mak a belted knight,  
A marquis, duke, and a' that;  
But an honest man's aboon his might:  
Guid faith, he maunna fa' that.  
- [Robert Burns](#), *For A' That and A' That*



RI President John Kenny and his wife, June, welcome attendees at the opening plenary session of the 101st RI Convention in Montréal, Québec, Canada, on 20 June. *Photos by Alyce Henson and Monika Lozinska-Lee/Rotary Images*