



# OUR FOUNDATION

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

A NEWSLETTER FOR ROTARY LEADERS



## Recipes for success—Getting the Mix Right

Having the ability to cook mouth-watering, delicious food is a skill many of us still strive for. What we would not give to be skilful enough to create wonderful recipes in order to impress our friends and families.

And how many of us have tried to follow set recipes but forgot to add a pinch of salt or that spoonful of sugar? When we get the recipe wrong and don't get the right mix the consequences are catastrophic.

Similarly it is vitally important that Rotarians and Rotary Clubs also follow the recipes for success. It is essential that we continue to provide the fundamental support for the Annual Programs Fund in order to provide the fuel to fund our humanitarian and educational programs and projects. It is also fundamental that we finish the immediate job of matching the \$200 m Gates Challenge in order to END POLIO NOW. We also need to consider the long terms survival of The Rotary Foundation by pledging what we can to the Permanent Fund in order to protect the future. In addition, Rotary clubs all over the world need to continually find the donations in order to carry out their local and international projects partly funded through our grants structure(s.)



It can be so easy to neglect a part of the mix for a year or so(or even longer) but it is by realizing the need to include all the vital ingredients that we ensure that the future of the Foundation is as successful as any great culinary creation.

Just as a delicious meal sustains our energy to exist, our generous contributions to our Foundation sustains our energy to love and to change and save lives. Make sure you get the mix right!



**Calum Thomson**, Editor.  
OUR FOUNDATION  
newsletter



## Strength depends upon Membership, Extension and Contributions

The Rotary Foundation's strength depends on membership, extension, and contributions

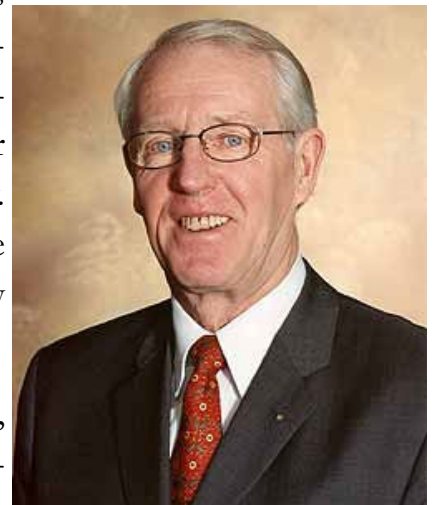
It is interesting to note that three countries – India, Japan, and the United States – alone account for 46 percent of the Rotary population worldwide. Together with Korea and Taiwan, they are among the largest contributors to The Rotary Foundation.

This is, of course, of greatest importance to The Rotary Foundation, as the possibility for it to support various programs is totally dependent on contributions from Rotarians, clubs, and districts. I am happy that in spite of the world financial crisis, Rotarians have been very generous and supported their own Rotary Foundation. This is something that we shall never forget – The Rotary Foundation belongs to the Rotarians.

Unfortunately, the membership numbers have been very static for quite a number of years. Controlling retention is one way to make membership increase or, at least, not decrease.

Another is extension. For instance, I feel it is time to seriously study the possibility of re-entering Cuba and again investigate the possibilities of expanding into China on a larger scale. I am sure this can happen if we really try. If we do not, it will never happen. These are just a couple of examples – there are many more.

Consequently we can note how membership, extension, and contributions all are linked together, and it is every Rotarian's responsibility and honor to work toward these goals as we are Building Communities – Bridging Continents through Service Above Self.



TRF Chair Carl-Wilhelm Stenhammar

# WE HAVE DONE IT

We have reached a milestone that once seemed impossible during 2009–2010. The Rotary Foundation has collected over US \$11.7 million from India. Congratulations. Large hearted Rotarians have contributed handsomely and in spite of economic recession and other setbacks, they have supported The Rotary Foundation.

I congratulate all Rotarians who have given hope to The Rotary Foundation. It is you, my friends, who have taken the money from your pockets to promote life giving programmes as polio eradication, literacy, health promotion and ultimately peace. These Rotarians contributed because they were motivated by club leaders. The club Presidents worked overtime and spent valuable moments to prevail upon the members to give more and more. Thank you club Presidents and the club's Rotary Foundation Chairmen.

The clubs were inspired to contribute by the District Governors and many of them had almost only one point programme — the promotion of The Rotary Foundation. The district leadership availed of every opportunity — be it the Installation function, be it the official Club visit, be it the Charter Night celebrations, be it the Inter City Fora. The Rotary Foundation was



always their concern. Thank you district leaders for the great job you have done and it is because of you that we have achieved a miracle. I can never forget the role of RRFCs and ARRFCs with whose guidance and assistance the DGs were able to promote the programmes of TRF to the clubs.

The role played by senior Rotary leaders and Past District Governors must be mentioned. These senior leaders were always there to assist, guide, promote and encourage the district leaders during the year. Their wealth of knowledge and experience was one of the key factors in promoting The Rotary Foundation.

The RI South Asia Office in New Delhi had to work overtime to collect, record, deposit and audit the contributions that flowed

in. In the last few days of the Rotary year 2009–10, they were burdened with the un-enviable task of maintaining records and depositing a plethora of cheques that were sent to their office. They deserve recognition for their work.

Friends, the New Year has begun. We cannot afford to rest on our laurels. We reached a magical figure during 2009–2010. But it is not a destination. It is but one step of the ladder that goes higher. Only you can take the step to reach higher levels. Let us surprise all by reaching more majestic heights. Shall we target for US \$15 million during 2010–2011? We are capable of achieving it. Let us provide The Rotary Foundation with another unique feat of excellence.

Let us optimise our performance. Let us inculcate pride in our achievements. Let us go that extra mile with confidence. Let us do the unthinkable, the almost unattainable. Let us make Rotary proud of our efforts.

I know you can make this happen.



*Rtn. Ashok Mahajan  
Trustee, The Rotary Foundation  
Member, IPPC  
Director, Rotary International,  
2007–09*

## Future Vision—update

### **Submitting online applications**

Applications for Rotary Foundation District Grants and Rotary Foundation Global Grants are available to pilot clubs and districts for submission online through Member Access. Applications are accepted on a rolling basis.

Before applying for grants, clubs and districts must be qualified. Districts must complete the online qualification process. Clubs then complete the club qualification process managed by the district. Once the district is qualified, it may apply for a district grant.

Once districts and clubs are qualified, they may apply for a global grant. The global grant application process has two steps:

1. Grant sponsors submit a proposal to provide a brief description of their planned activities and objectives. The Foundation works with sponsors to determine whether the proposal is complete and eligible.
2. Sponsors of eligible proposals are invited to submit a full grant application.

[Go to Member Access](#)

### **Planning for global grants scholarships**

The Rotary Foundation has compiled a list of study institutions in pilot districts. Rotarians may use it to determine whether an institution is located in a pilot district. The list is provided for reference only, and the Foundation neither recommends nor endorses any particular institution. Remember that global grant scholars must adhere to the eligibility guidelines for Rotary Foundation Global Grants.

Applicants do not need to provide proof of admission before the sponsoring clubs/districts submit a global grant proposal; however, such proof must accompany the application. Proficiency in the native language of the host country and in the language of the program of study is mandatory. All applicants who wish to study in a country where the native language is not their own are required to complete a Foundation-approved language proficiency test. For more information, please see the Language Requirement FAQ (in English only; other languages will be available soon).

## Future Vision—update

Pilot districts might consider developing a relationship with a local university that has a program in an area of focus. The university can send names of admitted scholars to the district for possible sponsorship as a global grant scholar.

### **Pilot and nonpilot district collaboration**

Do you have questions about how pilot and nonpilot districts can work together during the Future Vision pilot? Find answers here.

### **PolioPlus support under Future Vision**

At their June meeting, the Trustees decided that Future Vision pilot districts may not use district grant funds to support travel to PolioPlus National Immunization Days. Districts that have included such funds in their district grant spending plans should remove these items.

### **Rotary Peace Centers communication**

Pilot districts are encouraged to submit candidates for the 2011 Rotary Peace Fellowships program at no cost to their district. Rotarians specifically charged with recruiting, evaluating, or assisting district applicants can e-mail their contact information to Rebecca Crall at The Rotary Foundation to be included on mailings about important program updates and changes.

### **Endowed naming opportunities**

At their June meeting, the Trustees of The Rotary Foundation approved guidelines for endowed global grant naming opportunities under Future Vision.

The Trustees reaffirmed that gifts to the Permanent Fund, with spendable earnings directed to the World Fund, are the highest priority for Permanent Fund support. New endowed global grant naming opportunities offer major donors the option of supporting a specific area of focus



## Sustainability & Rotary Foundation Global Grants

Rotary Foundation Global Grants support large, grant - funded activities that relate to one or more of the six areas of focus and have a long - term impact. Clubs and districts can either create their own global grant - funded activities or sponsor packaged global grants that The Rotary Foundation develops in cooperation with its strategic partners. One requirement of a global grant is that activities must be sustainable and measurable.

### **What is sustainability?**

The Rotary Foundation defines sustainability as the capacity for maintaining outcomes long - term to serve the ongoing need of a community after grant funds have been expended.

### **What are The Rotary Foundation's principles of sustainability?**

The Foundation's principles of sustainability provide Rotarians with a guide to incorporating sustainability into their projects and activities. These eight principles are stated below, along with examples for putting them into action:

- 1) Global grants include activities and safeguards that continue a project's impact after Foundation funding is fully expended.
- 2) Global grants work toward multiple levels of sustainability.
- 3) Global grants make use of local resources, regional input, and local knowledge as much as possible.
- 4) Global grants respect the natural resource base and avoid deterioration or destruction of the local environment.

Examples of sustainable projects:

- Rotarians developing a water and sanitation project add a reasonable user fee to ensure that funds are available for ongoing maintenance of the water system as needed and that the local community feels ownership and remains invested in the project over the long term.
- Rotarians developing a water project ensure that the proposed technology uses resources that are available, easy to access, and not destructive to the local environment. The project's ongoing source of funds covers maintenance and any necessary improvements.

- Rotarians take social norms into account, such as gender roles and how men and women can participate in the project successfully.
  - Rotarians developing a maternal and child health project in a rural area include traditional birthing attendants, who incorporate traditional healing methods, along with new, innovative approaches to health care. The beneficiaries are more likely to embrace new techniques if traditional means of health care are also respected.
  - Rotarians planning a small business development project target businesses that use sustainable materials in their production process and that don't produce pollution - generating goods or services.
- 5) Global grants attempt to reach the most beneficiaries possible.
- 6) Global grants prepare scholars and individuals to contribute to new and innovative methods in professional fields within a Foundation area of focus.
- 7) Global grants prepare participants to increase impact and improve effectiveness in the communities and vocations in which they work.
- 8) Global grants utilize the input and skills of grassroots individuals and groups, such as Rotary Community Corps, to ensure continuation of projects and activities.
- Rotarians developing a malaria prevention project select an area for bed net distribution where the greatest numbers of people are at risk of infection or where bed nets are scarcest.
  - Rotarians developing a basic education and literacy project want to support a scholar in the study of adult literacy methods. They discuss the area of focus goals with candidates and ask them to identify how their studies and future career path may advance these goals.
  - Rotarians develop an economic and community development project that sends a vocational training team to a developing country to train small business entrepreneurs to market their services. The training curriculum also includes a "train the trainer" component to ensure that the knowledge can be passed on to the greatest number of individuals. They also ensure that the training program is given to a group that can truly use and apply the skills.
  - Rotarians incorporate the assistance of Rotary Community Corps members in building interest in project activities as well as using their local support and guidance to assist with ongoing monitoring

## Matching Grants—excellence in sustainable project-making

Five families who harvest salt from the desert in western India have Rotarians to thank for windmills that will double their income.

The Rotary Club of Wadhwan City, India, and the Rotary E-Club of the Southwest, Arizona, USA, received a Rotary Foundation Matching Grant and used club and District 5510 (Arizona) contributions to purchase 10 windmills. The windmills pump underground, salt-laden water into shallow ponds, where the salt can be separated through evaporation.

The families -- who are among the 10,000 families who migrate annually to the Little Rann of Kutch salt marsh in Gujarat to collect up to 800 tons of salt apiece -- previously relied on diesel engines to draw water to the desert's surface.

Five windmills were installed by the manufacturer in February with the help of Rotarians and the recipients. Club members expect the other five to be in use by October, the start of the six-month salt-harvesting season.

Deepak Agrawal, governor-elect of District 3060, visited the families in March and says they each saved about \$100 in fuel and engine repair costs over a month long period.

"The project allowed them to buy basic amenities -- a glass to drink water from, books for their children, a light bulb," Agrawal says. "With the time they saved from engine maintenance, one of the fathers brought his child to school, and a mother read with her children."

A windmill-powered generator also produced electricity for one of the families.



In early April, the salt workers partially disassembled the 20-foot-tall steel and reinforced-plastic windmills and used trucks and tractors to move them to surrounding villages before the annual monsoon rains, which cover the desert in several feet of water.

Shrinand Palshikar, a Wadhwan City club member, proposed the project after his club surveyed the salt workers in 2008 and noted that fuel costs outweighed their profits. The next year, the club purchased one windmill to test and worked with the Gujarat Grassroots Innovations Augmentation Network, using the technical expertise of club members to modify the windmill to operate in desert conditions.

The e-club learned of the effort through one of its members, Vimal Hemani, who lives near Wadhwan City.

"Our e-club is international, and that helped facilitate this project," says past club president Larry Levenson. "Hemani was able to personally participate in the project and work with our Indian partners."

"This windmill requires no major maintenance once the design is fully established," says Palshikar. "It's already two seasons that it has been under testing, and our confidence is very high."

Palshikar says that families who operate two windmills can reduce their fuel use by up to 80 percent, resulting in an even higher increase in income and decreased air pollution.

Agrawal says his district plans to help provide 100 windmills during the 2011-12 Rotary year, and he has talked to an area nonprofit and bank about making microcredit loans available to families so they can purchase windmills.

"We would be interested in expanding the project to serve many more families if the results are positive after the first full season," Levenson says.

By Peter Schmidtke

Rotary International News



## US\$200 Million Challenge—progress report

As of 30 June 2010, Rotarians have raised approximately **US\$141.2 million** 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.

### **Challenge Thermometer Now Available on the RI Website**

There is now a thermometer available on the Rotary International website. The thermometer will be updated once a month when the books have closed for the month. The following link will bring you directly to the thermometer. <http://www.rotary.org/en/Contribute/Funds/PolioPlusFund/Pages/ridefault.aspx>

### **Reminders**

Clubs are encouraged to contribute a minimum of US\$2000 for each Rotary year of this campaign. Districts are encouraged to contribute at least 20% of their DDF each Rotary year. Certificates of appreciation will be issued to those clubs and districts that meet these goals.

### **Service Awards for a Polio-Free World**

Rotary is now accepting nominations for Service Awards for a Polio-Free World. If you know a Rotarian who has done an outstanding job in the area of polio eradication, please read the attached criteria, fill out the attached nomination form and send it in by 1 November 2010. Please email it to [polioplus@rotary.org](mailto:polioplus@rotary.org) or fax it to 847-556-2189. This information is also available in other languages. If you have any questions, please contact Regina Rodriguez-Martin at [regina.rodriguez-martin@rotary.org](mailto:regina.rodriguez-martin@rotary.org) or 847-866-3305.



## Donor Recognition Update

At the June 2009 Trustees meeting, a new major donor level at the US\$250,000 threshold was first proposed to alleviate donor confusion about the significant overlap in contribution thresholds between level four major donors and Arch C. Klumph Society members.

Amendments were proposed to provide additional opportunities to honor society members and provide incentives for donors to reach the next level of recognition. In October 2009, a revised recognition program was outlined with the aim of consolidation, integration, and simplification of Arch C. Klumph Society, Major Donor, and Bequest Society levels.



During their April 2010 meeting, the Trustees approved the revised recognition program. Recognition pieces for Major Donors levels one-four and Bequest Society members will not change. Each circle of Arch C. Klumph Society membership will have new distinctive recognition pins and crystals.

The revised levels, indicated below, will be recognized beginning January 2011:

	<u>Arch C. Klumph Society</u>	<u>Major Donor</u>	<u>Bequest Society</u>
US\$1 million +	Foundation Circle	not applicable	Level Seven
\$500,000 to \$999,999	Chair's Circle	not applicable	Level Six
\$250,000 to \$499,999	Trustees Circle	not applicable	Level Five
\$100,000 to \$249,999	not applicable	Level Four	Level Four
\$50,000 to \$99,999	not applicable	Level Three	Level Three
\$25,000 to \$49,999	not applicable	Level Two	Level Two
\$10,000 to \$24,999	not applicable	Level One	Level One

## TRF Programs

### TRF Division – Well Prepared for 2010-11

As July 2010 comes to a close, the TRF Programs Division staff are busily working with Rotarians around the world in receiving, acknowledging, and processing their applications for Matching Grants, Ambassadorial Scholarships, Group Study Exchange Teams, and Rotary Peace Fellowships. The TRF Programs Division, in order to meet Rotarians' service expectations in administering the application forms used to access funding from TRF, has filled all 57 positions and is 100% staffed. Although the number of districts using the regular TRF Programs has decreased by 100 for the 2010-11 Rotary Year, the record level of District Designated Funds available coupled with the World Fund budget of US\$21.5 million for Matching Grants has led to a large volume of work again this year. By taking proactive steps to hire and train the programs division staff, TRF is well prepared to support the non-pilot districts this year.

### Humanitarian Programs- July Grant Application Processing

The Rotary year began in earnest for Humanitarian Programs. From the beginning of the Rotary year through 16 July 2010, HP received 455 Matching Grant and 25 District Simplified Grant applications for a total of 480 applications; by the same date last Rotary year, 909 applications had been received. This year, Humanitarian Programs is proud to report that all applications received through 16 July have been entered and are currently being reviewed by Foundation staff. This represents a significant improvement in service to Rotarians by Humanitarian Programs staff from the last Rotary year and should result in fewer delays throughout the grant process. Please communicate to your districts that as of now there is still plenty of World Fund available for Matching Grants for the 2010-11 Rotary year.

Application approvals begin 1 August and project sponsors are notified within one **or two weeks of their grant approval.**

### Competitive Matching Grants

A reminder that Matching Grant applications requesting over US\$25,000 from TRF are considered to be Competitive Matching Grants and are reviewed by the full board of Trustees at their October and April meetings. The deadline for the October meeting is 1 August and the next deadline will be 15 December for review at the Trustee's April meeting. Please contact Robbyn Tarpy, Program Officer for Matching Grants ([Robbyn.Tarpy@rotary.org](mailto:Robbyn.Tarpy@rotary.org)) with any questions.

## Alumni Success Stories

Michie Nakamaru, 1987-88 Ambassadorial Scholar sponsored by the Rotary Club of Shimodate, Ibaraki, Japan (District 2820) to attend Scuola Musicale di Milano Santa Cecilia in Milan, Italy.

Michie Nakamaru, is an internationally acclaimed soprano opera singer. Before traveling to Italy with the Ambassadorial Scholarship, she made her performance debut with the title role in R. Strauss' "Electra" conducted by world-renowned Seiji Ozawa.



While in Italy, Nakamaru won the Luciano Pavarotti International Vocal Competition and made her debut in Europe. After winning the Maria Caniglia Competition and the Francesco Paolo Neglia International Music Competition, she signed the contract with La Scala opera house in Milan, Italy. In 1990, she became the first non-Italian winner of the Maria Callas Vocal Competition. This notable accomplishment expanded her operatic career to stages all over the world.

Nakamaru performed for an UNESCO charity concert held at the Palace of Versailles in France in 1994. Since then, she has been actively involved in charity projects particularly to help find a cure for pediatric cancer. In 2006, she was honored by the president of Italy with Commendatore dell'Ordine della Stella della Solidarieta Italiana (Commander of Order of the Star of Italian Solidarity) for her contributions to Italian culture. She is currently based in New York City.

## Rotary Peace Fellows Alumni

Statistics are for all alumni through the 2008-10 class, with the exception of fellows from USAL, which has yet to finish. These statistics are accurate as of 2 August 2010.

There are 473 peace fellows that have reported their current position to The Rotary Foundation (out of 517 total alumni) or 91.5%.

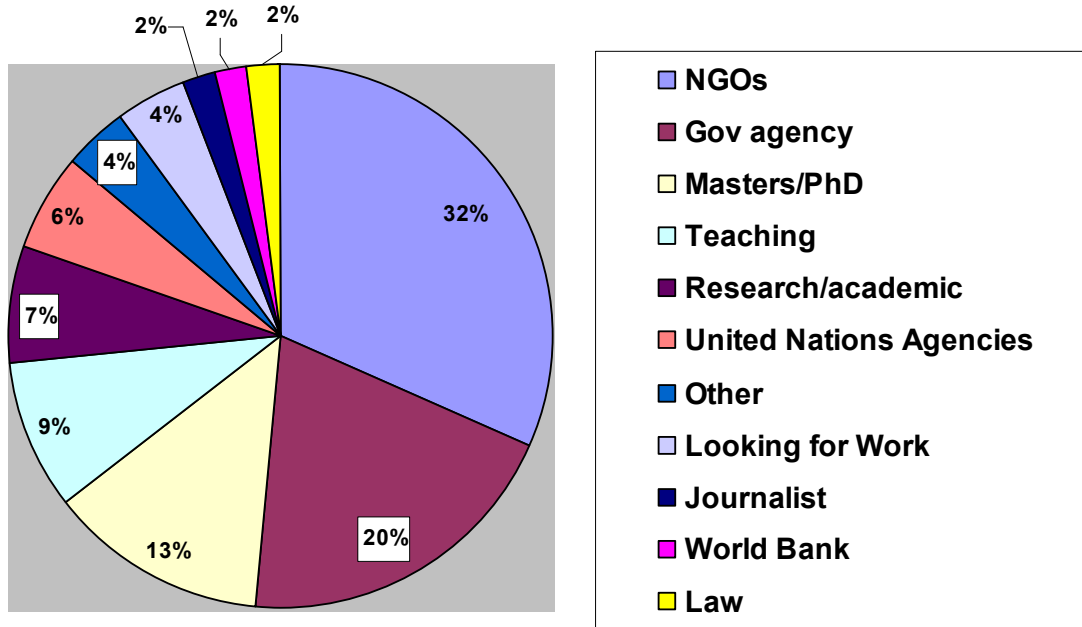
Of these 473 peace fellows:

- 152 work for NGOs or other peace-related organizations (32%)
- 94 work for a government agency (20%)
- 60 are pursuing additional advanced degrees in peace-related fields (13%)
- 41 are teachers/professors (9%)
- 32 work in research or academic support positions (7%)
- 27 work for United Nations agencies (6%)
- 11 are journalists (2%)
- 11 are lawyers or work in a law-related field (2%)
- 9 work for the World Bank (2%)
- 19 defy easy categorization; these include: bankers, human resource professionals, and business owners (4%)
- 17 reported they are actively looking for work in the field (4%)

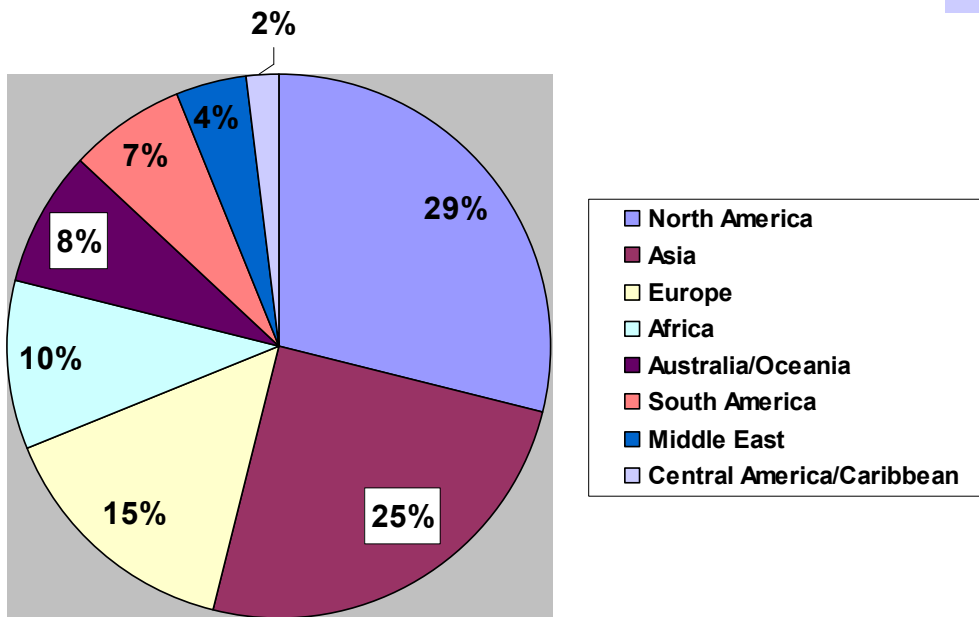
Alumni find work around the world:

- 137 reside in North America (29%)
- 120 reside in Asia (25%)
- 70 reside in Europe (15%)
- 46 reside in Africa (10%)
- 36 reside in Australia and Oceania (8%)
- 35 reside in South America (7%)
- 21 reside in the Middle East (4%)
- 8 reside Central America and the Caribbean (2%)

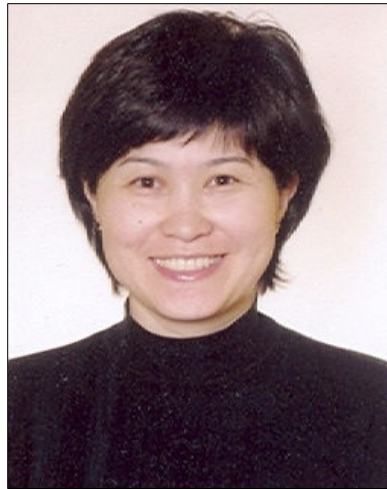
### Rotary Peace Fellow Alumni Employment



### Rotary Peace Fellow Alumni Employment Location



## Zumrat Salmorbekova - Peace Fellow Alumna



Ms. Zumrat Salmorbekova, Kyrgyzstan, Rotary Peace Fellow, 2007-09, Duke University/University of North Carolina, USA, sponsored by the Rotary Club of Bishkek, Kyrgyzstan, District 2430

Zumrat is based in Chapel Hill, North Carolina, where works with the United Nations Development Fund for Women (UNIFEM) as an international expert on peace, reconciliation, and security issues in the Ferghana Valley in Central Asia. She is a member of United Nations Joint Rapid Needs Assessment team and travels to the region to do in-depth gender sensitive needs assessments.

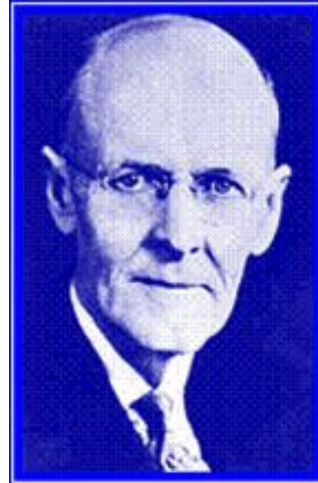
Zumrat performs volunteer work for Carolina seminars at the University of North Carolina in Chapel Hill, researching the Muhammadiyah movement in Indonesian Islam since 1970s up to 2010. She is also working on a case-study on Kyrgyzstan's national development strategy and how it affects peace or conflict there. In particular, she studies water management and natural resource distribution. This research is volunteer work for Pacific Basin Research Center.

## WHAT PAUL HARRIS SAID...

*“Rotary does not function alike in all nations. Climatic differences frequently account for temperamental differences. Sunny skies are conducive to light-heartedness, buoyancy, and impetuosity; dull skies to thoughtfulness, reticence, and reserve. The use of given names is an overture of friendship in some countries; the use of family names an overture of friendship in others. Such considerations are not of the essence of Rotary. Friendship is of the essence of Rotary, and customs best calculated to promote its growth are encouraged.”*

Paul P Harris, *This Rotarian Age*

The best ‘custom’ that ought to be encouraged amongst all Rotary friends is the custom of giving. Giving of our time to essential local and international projects as well as giving to our own Rotary Foundation today and tomorrow.



*Paul P. Harris*



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*Our Foundation*  
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Congratulations to Spain who won the FIFA World Cup in July. Winning Spanish Team Coach **Vicente del Bosque** recently displayed another great message of achievement—END POLIO NOW. Spain was one of the last countries in Western Europe to be declared Polio free.