

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

FEBRUARY 2007

A NEW CHAPTER IN LEARNING FOR THE BLIND IN TURKEY

In Istanbul's Beyazit Library, hundreds of books on cassette tapes are being dubbed onto CD and into MP3 format for the city's blind population. This exhaustive effort is supported by the Rotary clubs of Istanbul-Findikli, Turkey, and East Salem, Oregon, USA, which obtained a Rotary Foundation Matching Grant of US\$38,900 in addition to other Rotarian donations. Six soundproof booths and equipment, purchased through the project, are being used to record the library's books.

The project is one of several initiatives led by clubs in Istanbul that are demonstrating a commitment to improving literacy rates in Turkey. Key to making possible Foundation grants for projects like this one is increased giving by Turkish Rotarians to the Foundation's Annual Programs Fund. Their per capita annual giving more than doubled — to US\$60.28 — in 2005-06, from \$29.44 in 2004-05.



MONIKA LOZINSKA-LEE/RI

Twin brothers Selim and Kerim Altinok, who are both blind, note the library's current stock of books on tape. They finished law school by listening to legal books on tape, recorded for them by their father. The Altinoks inspired the Istanbul-Findikli club to take on the Matching Grant project.

REMEMBER TO USE NEW LOCKBOXES

Attention U.S. and Canadian Rotarians! Here are the new lockboxes where contributions to The Rotary Foundation should be sent.

In the USA:

The Rotary Foundation
14280 Collections Center Drive
Chicago, IL 60693

In Canada:

The Rotary Foundation (Canada) Box B9322
PO Box 9100, Postal Station F
Toronto, ON M4Y 3A5

Payments sent to the former lockbox addresses will be automatically forwarded to the new lockbox through 31 March 2007.

THE FOUNDATION'S 2006-07 GOALS — HOW DOES YOUR CLUB MEASURE UP?

Rotary Foundation Trustee Chair Luis Vicente Giay has established the following goals for the Foundation in 2006-07:

1. Focus on the eradication of polio
2. Heighten the Foundation's profile on the world stage in the field of peace and conflict resolution through its unique partnership with premier institutions
3. Achieve a worldwide per capita of US\$100 in giving to the Annual Programs Fund while establishing a new record for major gifts to the Permanent Fund
4. Collaborate with Rotary International to enhance Rotary's public image
5. Improve grassroots-level training to increase awareness of the Foundation's mission
6. Articulate and implement the future vision of The Rotary Foundation for Rotary's second century of service
7. Strive to administer its programs with speed and simplicity

Is your club taking action to achieve these goals? Every Rotarian's participation is needed to help the Foundation respond to a world of need.

THE BOTTOM LINE

2006-07 Interim Annual Programs Fund Contribution Totals

US\$39.96M

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

A TRUE BELIEVER

For the past two Rotary years, the District 5010 club with the highest per capita giving has been the Rotary Club of Yuzhno-Sakhalinsk, Russia. In 2004-05, with 21 members, they gave US\$723.81 per capita; in 2005-06, with 27 members, they gave \$344.44 per capita.

For several years, one member of the club has routinely donated \$1,000 annually to the Annual Programs Fund. The island of Yuzhno-Sakhalinsk is rich in mineral resources and there is currently a lot of oil development. I had naturally assumed that this Rotarian had a high-paying job with some Russian-American oil development consortium. Wrong! In July of every Rotary year, he goes to the bank and

takes out a loan of \$1,000. He donates the \$1,000 to The Rotary Foundation because he is a true believer. He repays the loan throughout the year. Come next July, he will start all over again.

To put all this in perspective, you should know that a monthly salary of \$400 would be considered middle class in Russia. I have no idea what this gentleman earns, but I now understand that he is not rolling in rubles. Rotary blood runs in his veins and he gives thanks for all that The Rotary Foundation does for Russia and the international community.

— Carolyn E. Jones, Rotary Foundation Trustee

THE FOUNDATION RANKS AMONG TOP NONPROFIT ORGANIZATIONS IN LEADING SURVEY

The Rotary Foundation ranks among the top 400 nonprofit organizations in the United States, according to *The Chronicle of Philanthropy*, a biweekly newspaper that covers the nonprofit world. Based in Washington, D.C., the publication is considered the top news source for charity leaders, foundation executives, fundraisers, and others involved in philanthropy.

The Rotary Foundation ranks 132nd in *The Chronicle's* Philanthropy 400 survey for 2006, up from 140th in 2005. The Foundation's 2006

ranking is based on amounts raised in the 2004-05 Rotary year and money spent on programming in relation to administrative costs.

The Chronicle's ranking of an organization's fundraising performance is based on cash donations raised and gifts of stock, real estate, art, medicine, food, and other noncash items. It relies heavily on information from tax returns that the U.S. Internal Revenue Service requires charities to file and also on annual reports.

WANTED: CLUB ANNUAL GIVING GOALS

Club goal setting is vital to the Every Rotarian, Every Year effort. As the presidents-elect training seminars take place, please be sure that your club sets its 2007-08 annual giving goal as soon as possible and sends it to your district governor-elect. The 2007-08 Fund Development

Club Goal Report Form is available at <http://erey.rotary.org> (under Club Success Kit Downloads). The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.

GET THE FACTS — NEW DOWNLOADS AVAILABLE

- Download *The Rotary Foundation Annual Report 2005-06* (187B-EN) and *2006 Facts* (159-EN) from the RI Web site at www.rotary.org/newsroom/downloadcenter/foundation. See how much the Foundation spent on programs and learn about some of the outstanding humanitarian and educational efforts those funds support.

- The new *Paul Harris Society Brochure* (099-EN) is now available for download at www.rotary.org/newsroom/downloadcenter/foundation and may be ordered through Publications Order Services: <http://shop.rotary.org/catalog>.



WORDS FOR ACTION

"What better place than Rotary is there to be involved in service? . . . What better place is there than The Rotary Foundation to give back?"

— Past District Governor and Arch C. Klumph Society member Edward "Eddie" Blender

EVERY ROTARIAN EVERY YEAR

For more information about the Every Rotarian, Every Year initiative or to share examples of successful fundraising projects and challenge gifts, please contact:

Telephone: 847-866-3352

Fax: 847-328-5260

E-mail: erey@rotary.org

RI Web site: www.rotary.org

SIGN ME UP!

Keep up to date with the Every Rotarian, Every Year initiative and encourage other members of your club to become involved by receiving this quarterly newsletter. View or subscribe to the newsletter through the RI Web site at <http://erey.rotary.org>.

If you are a current subscriber and your e-mail address has changed, please subscribe using your new e-mail address.

WANT TO CHECK YOUR CONTRIBUTION HISTORY?

Go to www.rotary.org and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online. Enter your user name and password if you are registered. To become registered, enter your membership number (which appears on the mailing label of *The Rotarian* magazine in some countries), club number, and district number. If you don't know your club number, check with your club secretary.

When signing up, Member Access will prompt you to enter your e-mail address as your user name and send your password to that e-mail address. After successfully logging in with your initial user name and default password, you can change both in Member Access.