

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

AUGUST 2007

PAUL HARRIS SOCIETIES MULTIPLY HOPE



Monika Lozinska-Lee/Rotary Images

Wayne Cusick (left) receives recognition from Foundation Chair Luis Giay for his role in the development of the Paul Harris Society.

From providing clean drinking water to polio vaccine to literacy instruction, a Rotarian's US\$1,000 contribution to The Rotary Foundation significantly boosts a community's quality of life. Think what that \$1,000 contribution could accomplish if made every year.

More than 4,300 Rotarians have found out by joining Paul Harris societies.

The Paul Harris Society is a special district-administered recognition program for Rotarians who wish to support the Foundation in a more substantial way each year. The society recognizes Rotarians and friends of the Foundation who annually contribute \$1,000 or more to the Annual Programs Fund, PolioPlus Partners, or the Humanitarian Grants Program. Contributions are also eligible toward Rotary Foundation Sustaining Member, Paul Harris Fellow, Multiple Paul Harris Fellow, and Major Donor recognition.

The first Paul Harris Society was established in 1998 in District 5340 (California, USA) by Past District Governor Wayne Cusick. The idea quickly spread to other districts and became an official Foundation program on 1 July 2006. Today, 176 out of 532 districts now have a

Paul Harris Society, totaling more than 4,300 members.

At the 2007 RI Convention in Salt Lake City, Utah, USA, Rotary Foundation Trustee Chair Luis Giay presented Cusick with a special award for his role in creating and promoting the Paul Harris Society as a significant way to support the Foundation.

"I was just trying to figure out a way to increase annual giving," said Cusick, surprised and delighted by the honor. "It seemed like a good idea at the time. . . . Ten years ago I had no idea that this was going to happen."

Become a member of the Paul Harris Society today and help build hope around the world in a special way. For more information, go to www.rotary.org/newsroom/downloadcenter/foundation/development.html#phs.

MAKE EFFECTIVE USE OF YOUR ZONE TEAM

Achieving your district's Annual Programs Fund goal can seem a daunting task. Remember, your zone's Rotary Foundation team can help you win the race. These key players include:

- Regional Rotary Foundation coordinator (RRFC), who promotes Foundation programs and fundraising and is a vital link between Rotarians and the RI Secretariat. The coordinator trains zone and district leaders, helping them set and achieve fundraising goals.
- Annual Programs Fund strategic adviser, responsible for promoting the Every Rotar-

ian, Every Year message and raising Annual Programs Fund (APF) contributions in assigned districts to help meet the \$100 per capita worldwide goal. The adviser provides a link between the RRFC, district leaders, and Foundation staff in helping clubs and districts set and achieve APF goals.

- Major Gifts adviser, who promotes and supports solicitation of gifts of US\$10,000 or more to the Foundation in an assigned area. This adviser reports to the RRFC and is a link between district leaders and Foundation staff in major gift fundraising.

- Rotary Foundation alumni coordinator, who ensures that Rotary clubs and districts make Foundation alumni integral to Rotary.

Enlist your zone team's support by inviting its members to district Rotary Foundation seminars, presidents-elect training seminars, governors-elect training seminars, and Major Donor dinners and other recognition events. To find out who your team's members are, check the *Official Directory*.

THE BOTTOM LINE

2006-07 Interim Annual Programs Fund Contribution Totals

US\$102.5M

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

PHILIPPINE ROTARIANS DOUBLE ANNUAL GIVING



Raffy Garcia (center), 2006-07 president of the Rotary Club of Pasig, Philippines, presents to District 3800 Governor Jaime Dee a major gift to The Rotary Foundation's Annual Programs Fund. Garcia received recognition as a Foundation Major Donor for his support. At left is RI President's Representative and Past Director M.K. Panduranga Setty.

How does a district go from US\$47 in per capita giving to The Rotary Foundation to \$100 in just one year?

For District 3800 (Philippines), creativity, initiative, and teamwork, united by the vision of the district's annual giving subcommittee chair, are the formula for success.

"As a marketing man by profession, I knew I had a good product to sell and the market potential right in front of me — the dedicated Rotarians of District 3800," says annual giving chair Manny Reyes.

The district's annual giving goal for 2006-07 was \$172,800, based on a \$100 per capita contribution. But even before the annual giving initiative began, Reyes asked the district governor and district international service chair how much they would contribute. The district governor committed \$2,000 which, when added to previous donations, qualified for Major Donor Recognition. The

international service chair presented \$1,000 checks from each of 10 of his fellow club members. Reyes also pledged \$1,000.

Reyes then kicked off the annual giving effort with a district auction fundraiser, which netted \$42,000. In the following months, he visited clubs throughout the district, each time coming away with contributions to the Foundation. Members of the district's newly chartered Paul Harris Society donated \$24,000. Subsequent contributions by Major Donors helped the district reach its goal.

All 79 clubs in the district contributed to the turnaround effort. "This made District 3800 a 100 percent contributor to the Foundation — a first in its history," Reyes says. "Another first was achieving the \$100 in per capita giving, in addition to having the highest amount of contributions to the Foundation among the 10 Rotary districts in the country."

ONE MAN, THREE DAYS, 482 MILES FOR THE FOUNDATION

Running, biking, and swimming 482 miles in the course of a year or even a month is hardly the stuff of sports headlines. But racking up that distance in three days — equal to more than three ironman triathlons in a row — staggers the imagination.

Jeff Glidden did just that through his Ultra Distance Triathlon Challenge, raising US\$100,000 and counting (as of June 2007) for The Rotary Foundation's Annual Programs Fund.

A member of the Rotary Club of The Spokane Valley (Opportunity), Washington, USA, Glidden began his trek in Golden, British Columbia, Canada, on 31 May. By the time he crossed the finish line in Kennewick, Washington, USA, on 2 June, he had run 89.6 miles, biked 384.2 miles,

and had swum 8.2 miles — just in time to attend District 5080's annual conference.

"It was more rewarding than anything I have ever done," Glidden says. "Many Rotarians who have never given before contributed. That was definitely one of my goals."

Corporate sponsors helped fuel Glidden's mega-triathlon challenge by each contributing at least \$1,000. All proceeds from the challenge went to The Rotary Foundation. For more on Glidden's extraordinary feat, go to www.rotarytrichallenge.com.

A hearty thank you to all dedicated Rotarians who, like Glidden, have gone the distance to help the Foundation's Annual Programs Fund top the \$100 million mark.

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:

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GET TO KNOW THE FOUNDATION'S 2007-08 GOALS

- Polio eradication is realistic
- Every Rotarian, Every Year — **A promise to be fulfilled**
- Rotary Centers for International Studies in peace and conflict resolution — **Peace is possible!**
- Reconnecting with Rotary Foundation alumni — Our forgotten assets

2007-08 APF GOAL

At their June meeting, the Trustees set the 2007-08 Annual Programs Fund (APF) goal at US\$120 million. The goal reflects the Foundation's continuing commitment through the Every Rotarian, Every Year initiative to raise \$100 per capita in giving from more than 1.2 million Rotarians worldwide.