

# EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

MAY 2008

## IS YOUR CLUB'S APF GOAL STILL A SECRET?

The deadline for clubs to submit their 2008 Fund Development goal to The Rotary Foundation was 1 May. If your club hasn't set its Annual Programs Fund (APF) goal, please be sure to do so as soon as possible and submit it to your district governor-elect.

Goal setting is the key to success in supporting Foundation annual giving, just as it is to your business or profession. Your club can help the Every Rotarian, Every Year effort get

off to a strong start in 2008-09 by setting a challenging, yet realistic APF goal.

To set this goal, ask your club secretary to access the District Monthly Contribution Report via Member Access on the RI Web site. The report will show last year's goal and percentage of the goal achieved. Then enter the new goal on the 2008-09 Fund Development Club Goal Report Form available at [www.rotary.org](http://www.rotary.org).

Remember, it's vital that every club set an annual giving goal. Over the past three years, the number of clubs submitting goals has grown more than 10 percent annually. In the same period, APF contributions have increased more than 10 percent a year. Also, clubs that set APF goals participate three to four times more in Foundation programs than those without goals.

## NIGERIA NIDS SPOTLIGHT MATCHING GRANT OPPORTUNITIES

While vaccinating children against polio during Nigeria's National Immunization Days (NIDs) last November, Rotarians saw many opportunities to meet other humanitarian needs such as nutrition, sanitation, and safe drinking water. Meeting these needs helps maintain high levels of immunity and raise the standard of living in impoverished areas where people are especially vulnerable to many diseases.

The West Africa Rotary Project Fair, held in Abuja in November, helped promote Rotary's role in the NIDs and support for humanitarian projects. The fair also illustrated how the Foundation's Annual Programs Fund and PolioPlus work together to help people live healthier lives (see "EREY, Rotary's US\$100 Million Challenge Go Hand in Hand," on page 2).

"[The fair] showcased clubs from Nigeria and Chad," said Audrey Leavitt, a member of the Rotary Club of King of Prussia, Pennsylvania, USA, who served on a 90-member immunization team of Rotarians and friends from the United States and Canada. "The clubs high-

lighted completed projects, which included bridge building, health education, safe blood collection, clean water, AIDS prevention, just to mention a few."

"It was a chance for American Rotarians to become acquainted with and bring back service project ideas from Africa to their clubs at home," said fellow team member Matt Jackson, of the Rotary Club of Chico, California.

"The Rotarians of Nigeria understand that they need to identify the great resources they have and use them to benefit their people," said Diana Reed, governor of District 6000 (Iowa, USA), who served on a 20-member immunization team from the United States. "We have a chance to help them identify those resources and develop

them and thereby touch the lives of countless numbers of people, but especially the next generation to come: the children. How do we do this? Rotary Foundation Matching Grants are the answer [and] will truly demonstrate that *Rotary Shares*."

*Diana Reed immunizes a child in Nigeria against polio.*



Angela Rester-Samse

## THE BOTTOM LINE

2007-08 Interim Annual Programs Fund Contribution Totals

US\$71.4M

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

## EREY, ROTARY'S US\$100 MILLION CHALLENGE GO HAND IN HAND

Did you know that EREY contributions to the APF can help support all of the Foundation's programs and Rotary's funding for the push to end polio worldwide?

Contributions to the Annual Programs Fund (APF) are the lifeblood of The Rotary Foundation's educational and humanitarian programs. Fifty percent of the contributions go to the World Fund to support Foundation programs. The other 50 percent goes into District Designated Funds (DDF). DDF can be used to participate in the Foundation's programs, including PolioPlus.

Contributions that are not allocated to a program remain in the District Designated Fund (DDF). Districts may direct any unallocated DDF to Rotary's US\$100 Million Challenge,

which is matching the \$100 million grant for polio eradication that The Rotary Foundation received from the Bill & Melinda Gates Foundation. Also, APF contributions raised before 30 June 2008 will generate DDF available in 2010-11. That DDF can be used to help fulfill Rotary's challenge in its final year.

"Many Rotarians are asking if Rotary's US\$100 Million Challenge is designed to supersede Every Rotarian, Every Year and the Rotary Centers Major Gifts Initiative," says Foundation Trustee Chair Robert S. Scott. "The answer is no. Each effort is equally important, and Rotary is fully committed to funding all three." The funding for each effort will complement, not compete, with each endeavor.

## UTAH ROTARIANS FIND A GREAT MATCH FOR EREY

When it comes to raising support for the Annual Programs Fund, don't forget to look right within your own community.

That's what District 5420 (Utah, USA) did when it teamed up with the Church of Jesus Christ of Latter-day Saints Foundation. Every Rotarian who made at least a \$500 contribution to the APF received \$500 in matching Foundation Recognition Points from the LDS Foundation.

In 2006-07, the LDS Foundation contributed a total of \$50,000 in matching funds to the APF. This support helped the district raise \$324,460 in APF contributions, an 85 percent increase

over the previous year. Per capita giving was \$165, and the number of Paul Harris Fellows reached 131, with more than half of the recognitions made possible by the match.

"We are hoping to double the number of Paul Harris Fellows in 2007-08, due to the number of additional people who will be using their points to match new contributions," says district Rotary Foundation Committee Chair Ken Jones.

Are members of your community waiting for an invitation to help support The Rotary Foundation's programs for a more peaceful world?

## A POWERHOUSE OF FOUNDATION SUPPORT

He chairs the Rotary Centers Major Gifts Initiative, is a member of the Health and Hunger Resource Group, heads the Rotarian Action Group of Dental Volunteers, and is Rotary Foundation alumni coordinator for zone 25.

In addition, he edits *Our Rotary Foundation* ([www.ourfoundation.info](http://www.ourfoundation.info)), a newsletter that reaches thousands of Rotarians monthly and sometimes bimonthly with an up-to-date look at the Foundation's programs in action, most of which are made possible by EREY contributions to the Annual Programs Fund!

You may know him from one of these or a score of other ways he has served humankind around the globe, including as a Rotary Volunteer and regional Rotary Foundation coordinator.

He's none other than Past District Governor Edward "Eddie" Blender, who received The Rotary Foundation Distinguished Service Award in February.

Eddie and his wife, Patti, are both members of the Rotary Club of Edwards/Vail Down Valley, Colorado, USA. They are also members of the Arch C. Klumph Society, Bequest Society, and Paul Harris Society.



*Major Donors Edward and M. Patricia Blender*

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

# EVERY ROTARIAN EVERY YEAR

For more information about Every Rotarian, Every Year or to share examples of successful fundraising strategies, please contact:

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RI Web site: [www.rotary.org](http://www.rotary.org)

## SIGN ME UP!

Keep up to date with Every Rotarian, Every Year 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 [www.rotary.org](http://www.rotary.org) (search "EREY newsletter").

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

## CHECK YOUR CONTRIBUTION HISTORY

Go to [www.rotary.org](http://www.rotary.org) and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online, where you will enter your user name and password. Once logged in, 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.

**YOUR CONTRIBUTION TO OUR  
US\$120 MILLION GOAL IN  
2007-08 WILL HELP ENSURE  
THAT ROTARY SHARES!**