

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

MAY 2009

WHAT SPURS GIVING, EVEN IN CHALLENGING TIMES

How many members of your Rotary club are contributing to The Rotary Foundation's Annual Programs Fund?

According to professional fundraiser Bill Eck, of the Rotary Club of Denver Southeast, Colorado, USA, Rotarians will give, even in tough economic times, if they recognize Rotary's value to them.

A former District 5450 Foundation chair and annual giving chair, Eck recommends asking the following questions of Rotarians individually or, preferably, in an interactive group setting. Their responses, he says, will help them realize Rotary's full value, leading them to want to make a gift.

- What is important about Rotary to you personally?
- What impact has Rotary had on your life?
- What is your proudest accomplishment in Rotary and why?
- What is your most meaningful experience in Rotary and why?
- What is your role in furthering world understanding, goodwill, and peace?
- How does The Rotary Foundation of Rotary International strengthen Rotary and you?
- Why is making a difference to people in the world important to you?
- What is your part in ensuring The Rotary Foundation's impact?
- If you had \$1 million dollars to give to The Rotary Foundation's programs, what would you do with it and what does that do for you?

Eck says that "the power of taking Rotarians to the value they receive from Rotary will only strengthen their commitment, ownership, and gratitude" in giving to the Foundation, every year.

INDIAN GRANT PROJECT AIDS U.S. SCHOOL DISTRICT



Courtesy of Ram Gawande

Ram Gawande (right) passes out a new textbook to a student at the Trimble Elementary School in August.

near Athens, Ohio, USA, receive thousands of textbooks. Forty percent of families in the district live below the poverty level.

For nearly 18 years, Ram Gawande, a member of the Rotary Club of Athens and District 6690 governor-elect, has been involved in projects aimed at improving life in his native Nagpur, India. After hearing of Gawande's election as district governor, Nagpur Rotarians thanked him for his years of support by raising US\$5,100 to benefit Athens. Gawande used the gift to provide reading and math books to Trimble district middle schools.

"Rotary in the United States has done a lot for the people of India, and the people of India

want to say thank you," Gawande says. "We've become united under a common mission of improving literacy."

An \$8,530 Rotary Foundation Matching Grant and \$2,300 in donations from the Athens club and District 6690 augmented the Nagpur Rotarians' support. Athens Rotarians purchased thousands of math, science, and reading textbooks from the National Geographic Society.

"The expressions of gratefulness on the students' faces are much like those [of the students] we have helped in India," Gawande says. "It was very touching to see how happy Rotarians in India made students [here]."

Basic education and literacy, which are vital to improving the quality of life, comprise one of six focus areas of The Rotary Foundation's Future Vision Plan, set to begin on a pilot basis on 1 July 2010.

THE BOTTOM LINE

2008-09 Interim Annual Programs Fund Contribution Totals

US\$63.9M

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

IS YOUR CLUB'S APF GOAL STILL A SECRET?

The deadline for clubs to submit their 2009-10 fund development goal for giving to the Annual Programs Fund (APF) was 1 May. If your club hasn't set its 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 2009-10 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 2009-10 Fund Development Club Goal Report Form available at www.rotary.org.

Remember, it's vital that every club set an annual giving goal. Clubs that set goals contribute more to the APF and participate three to four times more in Foundation programs than clubs without goals.

YOUR GIFT ENABLES ROTARY TO MAKE DREAMS REAL



Contributions to the Annual Programs Fund help meet needs around the globe, including those in local communities. With

the help of a Foundation District Simplified Grant, the Rotary Club of Toulouse Ovalie, France, furnished a recreation center for people with Alzheimer's disease and their families. Staffed by psychologists, nurses, and volunteers, the center provides twice-weekly sessions of games, songs, and other activities focused on reinforcing patients' memory and affording caregivers much-needed rest.

Say yes to making life better for people around the world, including those in your own community. Make your annual gift today!

EREY, ROTARY'S US\$200 MILLION CHALLENGE GO HAND IN HAND

EREY contributions to the Annual Programs Fund (APF) can help support all of the Foundation's programs and Rotary's funding for the push to end polio worldwide. Recently, part of a team of Rotarian volunteers from zones 27 and 28 in the United States joined local Rotarians to improve life in the village of Sabo Gero, Kaduna, Nigeria, by installing a concrete floor in a school and repairing a broken water well. The volunteers carried out the project while other team members performed surgeries and wound care at a nearby hospital, all part of a Rotary Foundation Matching Grant project.

Local Rotarians told the visiting volunteers of efforts to build a relationship with the community leaders of Sabo Gero, who had previously rebuffed attempts to immunize the 2,500 children there. After completion of the project, however, the village leader agreed to allow a joint Rotary/UNICEF-led team to

vaccinate all the children in the village during a National Immunization Plus Day.

Contributions to the 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 all Foundation programs, including PolioPlus. The other 50 percent is directed to the District Designated Fund (DDF), which allows districts and clubs to decide how to participate in the Foundation's programs.

In fact, districts may direct any unallocated DDF to Rotary's US\$200 Million Challenge, in response to the \$355 million in grants for polio eradication that The Rotary Foundation received from the Bill & Melinda Gates Foundation. Also, APF contributions raised before 30 June 2009 will generate DDF and World Fund available in 2011-12. That DDF can be used to help fulfill Rotary's challenge in its final year, which ends 30 June 2012.

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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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 (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 and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online, where you will enter your unique e-mail address and password. You must have an e-mail address on file at Rotary International to enter the Member Access portal. Submit e-mail addresses to data@rotary.org.

**YOUR CONTRIBUTION TO OUR
US\$125 MILLION ANNUAL
PROGRAMS FUND GOAL IN
2008-09 WILL HELP ENSURE
THAT ROTARIANS CAN
MAKE DREAMS REAL.**