



KEYNOTE ADDRESS

AT MAJOR DONORS LUNCHEON

Jonathan B. Majiyagbe

TRF Trustees Chair

Fu-Chuan Room (B1)
1340-1350, Friday, Oct. 17, 2008

President D.K. Lee, members of the Board of Director and Trustees, Past RI president MAT Caparas, Past RI president Bhichai Ratttakul, members of all the family of Rotary Major Donors.

Good afternoon.

It's a distinct pleasure be able to address you to thank you for all of your doing on major donors of Rotary Foundation. Our Foundation's mission is simple: to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. But the process for achieving our mission can be complicated, so it is important that all Rotarians learn exactly how our Foundation can help us to do greater good in the world.

I know that Rotarians in this part of the world are strong supporters of our Foundation. For example, Hong Kong ranked first in per capita giving to the Annual Programs Fund last year, and Taiwan ranked third. That's pretty impressive. I want to thank all of the many Foundation supporters who are here today – generous Rotarians who support the Annual Programs Fund, make special gifts to PolioPlus, and a example is Gary Huang yesterday give some money to the PolioPlus, and contribute to our Permanent Fund. Because of your generosity, children have food, shelter,

and an opportunity to learn. Your gifts are helping women start small businesses to provide for their families and enabling students and young professionals to learn about other cultures.

I'm happy to see that Rotarians in this region are also active participants in Foundation programs. One of the grants being sponsored by Rotarians in Taiwan is a 3-H grant totaling \$380,000 to immunize children in China against Hepatitis B. This is an ambitious effort that will help many children lead a healthier life. And it will also contribute greatly to international understanding.

Large projects like this illustrate the potential our Foundation has to meet the many challenges that plague our world. In the years ahead, The Rotary Foundation will be focusing more and more on supporting high-impact projects through the implementation of the Future Vision Plan.

I hope that all of you have been reading about this forward-looking plan on the Rotary Web site or in Rotary publications. I encourage you to learn more about it so that you can make an informed decision as to whether your district should apply for the pilot that begins in July 2010.

Briefly, I can tell you that our Future Vision Plan is designed to concentrate our resources on those areas

where we can have the greatest effect and garner more public recognition. It is also designed to simplify our grant structure and our processes – something that Rotarians have been requesting for years. By reducing our grants to two types, we are making it easier for Rotarians to access the Foundation's resources, while giving districts control over more of their district designated funds.

We are seeking a balanced geographic representation of districts participating in the pilot. I hope that one or more Taiwan districts will want to be part of this exciting new way of working with The Rotary Foundation. The 100 pilot districts will have the opportunity to test the new processes and determine what, if any, adjustments need to be made to the plan. If you want a voice in how our Foundation operates in the future, I suggest that you apply to be a pilot district.

Some Rotarians have questioned why our Foundation needs to change. I understand their concern. I would never advocate changing our Foundation's mission or our motto as it was set out in 1917 by Arch C. Klumph, to "do good in the world." But I believe that the Future Vision Plan will help us to better fulfill our mission and do *more* good, help more people, and make a greater and more enduring impact in the world. And I believe that those are all excellent reasons for change.

But there are also practical reasons behind these changes. In recent years, Rotarians have expressed their concern about how long it takes to apply for and receive a Matching Grant. One reason is the remarkable popularity of the program. In the 35 years between 1965, when the program started, and 2000, the Foundation awarded its first 10,000 Matching Grants. We awarded the second 10,000 Matching

Grants in just four years, between 2000 and 2004. That's almost a 900 percent increase!

Even though the Foundation increased its staff to handle the jump in applications, the sheer volume made it impossible to act as quickly as everyone would have liked. By streamlining the process for accessing Foundation funds, we believe Rotarians will be able to react more swiftly to immediate needs and accomplish more long-term goals.

In developing the Future Vision Plan, we took a lesson from our Foundation's most successful effort – PolioPlus. Rotary has received much media attention and significant public acclaim because of Rotarians' remarkable fundraising success and our partnership in the Global Polio Eradication Initiative.

Our relationships with WHO, UNICEF, the Centers for Disease Control and Prevention, and Bill & Melinda Gates Foundation have enhanced our credibility in the world of international public health.

The recent challenge grant from the Gates Foundation clearly acknowledged the key role that Rotary – and Rotarians – are playing in the battle to end polio now.

This is a battle that we are winning, and indeed, *must* win. To this end, the World Health Organization has strengthened its resources in the field, and Rotary has increased its advocacy efforts with global government and religious leaders. And Rotarians are responding with typical generosity to Rotary's US\$100 Million Challenge.

We have received several large gifts of more than \$100,000. For example, Solomon Kui-Nang and Janice Lee of the Rotary Club



of Kowloon East contributed \$250,000 to help meet the challenge. This was after this generous couple had been inducted into the Arch C. Klumph Society.

Some of our smaller gifts are worth highlighting as well. One that especially impressed me came from a U.S. Rotarian named Robert Durchslag from Elgin, Illinois. Just six months after joining the Rotary Club of Elgin, he stepped forward with a gift of \$10,000 to Rotary's challenge.

To me, this speaks volumes about how critically important polio eradication is to Rotarians. Those of us who have been in Rotary for two decades or more have been asked to contribute to the cause of polio eradication on several occasions. But new Rotarians like Robert Durchslag have not had that opportunity.

I believe that all Rotarians want to play a part in Rotary's victory over polio. We should make sure they have that chance.

We have three years to match the \$100 million grant from the Gates Foundation. We are asking districts to help by contributing 20 percent of their district designated funds for each of the three years of the challenge.

In less than a decade, we will celebrate our

Foundation's 100th anniversary. Much has changed in Rotary and in the world since Arch Klumph first encouraged Rotarians to establish an endowment to do good, and much will continue to change. We will solve some problems and tackle new ones. We will improve our processes to become more efficient and effective and then improve them further as new technologies become available. Our Foundation for the future must not be a static institution, but one that is continually adapting to meet the world's needs. I assure you that we will never lost sight of our mission, but we must make every effort to fulfill it more efficiently so that we can continue to **Make Dreams Real** for decades to come.

Thank you

