

OUR FOUNDATION



ISSUE 19

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What is your TRF Passion?



PRRFC Eddie Blender
Zone 25, 2002-04

When Rotarians talk about TRF—there is an energy flow which emanates from them and floods the conversation with enthusiasm and passion.

Describing their participation in a National Immunization Day, or hosting a Rotary Youth Exchange Student, perhaps as a counselor to an Ambassadorial Scholar or participating in a Group Study Exchange we feel their passion as their eyes sparkle with love and pride.

One of my favorite books by Rotarian Stephen R. Covey is called *First Things First: To Live, to Love, to Learn, to Leave a Legacy*. Covey was a featured speaker at PRIP Rick King's presidential conference in Salt Lake City in September of 2001.

Covey speaks to leaving a legacy as one of man's basic needs. As Rotarians and partici-

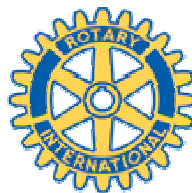
pants in TRF—can you think of a better place in which to leave some part of your wealth where it may do the greatest good for humanity?

What better equipped organization or institution than The Rotary Foundation can be found to be entrusted with such funds?

Leaving a legacy represents the enduring mark (and the need) of people to state we were here.

Endowed funds established through TRF's Permanent Fund are *charitable gifts that are permanent and enduring*. They allow Rotarians to leave a legacy and make a difference. Named in honor or memory of the donor, endowed funds provide financial support to the programs of Our Foundation. They are the charitable gift that keeps on giving and keeps on growing forever and forever.

*THE FULFILLMENT OF
YOUR PHILANTHROPIC
GOAL MAY BE TO
LEAVE A LEGACY TO
ROTARY BY MAKING A
GIFT TO THE
PERMANENT FUND*



SERVICE Above Self

Readers Comments ...

I was a Rotoract member and during those college years I never felt the essence of Rotary. When I participated as a team member (in 2000-'01) on a Group Study Exchange to the US, Rotary began to open, to blossom for me.

Immediately after my GSE experience I was invited into membership. With pride and with greater understanding I was able to share with Rotarians throughout my district the importance of Our Rotary Foundation Programs. All from the first-hand perspective of my GSE experience.

The cycle continues for in a few

weeks I will interview for the upcoming GSE Team Leader position. I now have the opportunity to speak for world understanding and

peace. And also the opportunity to raise TRF funds for the same organization that sponsored me. I am honored!

*Maria Elena de Herrero
Barranqueras
Rotary Club, Argentina*

Learning much more about Rotary through GSE

The Group Study Exchange (GSE) program of The Rotary Foundation is a unique cultural and vocational exchange opportunity for young business and professional men and women between the ages of 25 and 40 and in the early years of their professional lives. The program provides travel grants for teams to exchange visits between paired areas in different countries. For four to six weeks, team members experience the host country's institutions and ways of life, observe their own vocations as practiced abroad, develop personal and professional relationships, and exchange ideas.

The potluck dinner was at one of the prettiest spots anywhere, Sylvan Lake State Park in Eagle County, Colorado.

Minds were elsewhere, though, mainly on the Gulf Coast.

That's not surprising, considering the company. This was a gathering of local Rotary Club members with regional leaders attending.

The Rotarians do tend to be mindful of opportunities to help others. A club in Grand Junction passed the hat one day after the Katrina disaster and wound up with \$30,000, a pot of donations that's growing. Another on the Western Slope worked with its community to fill a big rig with supplies. Rotary, through its system of matching grants and international resources are a powerful force for good in that stricken region.

A Rotary member and pastor at the potluck is helping to put together a local contingent to go to the Gulf Coast this Thanksgiving and help rebuild.

Funny, politics and blame for all-too-human errors in leadership in the face of the catastrophe didn't come up at all. Now there's a model for this *moment*. *Instead of jockeying for position in the next election, maybe we all could focus for now on how we each might be able to help.*

The tide of giving is massive, and growing. This is the tsunami that the world — and our own valley — can use more of and it's also quintessential America: slow to react, but when she does, look out. There are no more generous citizens than here.

*Rotarian Don Rodgers
Western Eagle Valley Rotary Club
Colorado USA*

Rotarians do tend to be mindful of opportunities to help others

... And Opinions

I read the issues of Our Foundation, always with interest, and I would like to reply to the comments made by Rtn Daniel A Weiss.

The points I want to make are a) the Trustees and Rotarians each have different roles - the Trustees are responsible for administering TRF, Rotarians are responsible for fund-raising and finding projects to support within the programmes and b) Rotarians have the opportunity to influence how the money they raise is actually spent - something which no other charity/foundation I know of allows. These are issues I have written and spoken about for several years.

Rtn Daniel A Weiss wants us to stop calling TRF—*Our Foundation*—because of recent Trustee decisions to suspend the Volunteer Grants programme and to match a minimum of \$5,000, without consulting clubs and districts worldwide.

The Trustees, appointed from Rotarians around the world, take difficult decisions on our behalf. Any such decisions will inevitably be unpopular with some of us. In adopting Rtn Weiss' proposal, nothing would ever be achieved given that *every* Rotarian would need to have the opportunity to respond. Think of all those time-consuming logistics!

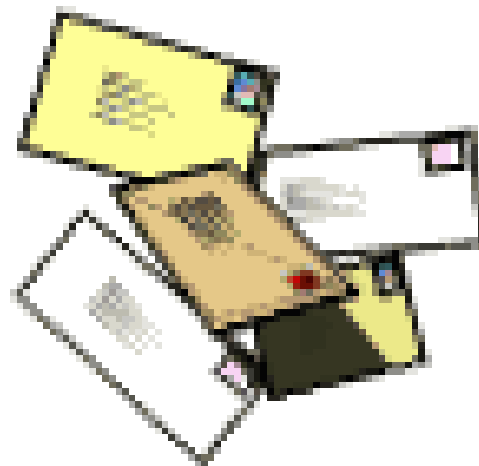
It really is 'Our Foundation'. Consider the SHARE System. All Rotarians are entitled to say how the money they raise is spent and on what programmes. No GSEs or Ambassadorial Scholarships take place without the agreement of clubs in a district. No money is allocated to humanitarian projects without the clubs' say-so. No money is available for District Simplified Grants without a district applying for funds. Most decisions are taken much closer to home than many Rotarians realise.

How many charities do you know which ask you for money, invest it to pay operating costs and to increase your original donation, and then ask you how you would like to have the money spent?

Let the Trustees get on with the difficult task of administering the Foundation while we get on with the equally challenging task of raising funds and seeking suitable projects to support. In this way *'Our Foundation' will flourish as a partnership between Rotarians, Trustees and TRF staff.*"

Paul Buyers
RRFC Zone 18
England

Let the Trustees get on with the difficult task of administering the Foundation while we get on with the equally challenging task of raising funds and seeking suitable projects to support.



Rotary and The United Nations



At the organizational conference of the **United Nations held in San Francisco in 1945**, the United States delegation invited Rotary International to appoint consultants. Rotary was one of the original 42 NGO's invited to participate. Twelve **prominent Rotarians served in this capacity** with resulting influence on the humane aspects of the Charter. Rotarians at San Francisco helped re-write the preamble (We the peoples rather than we the states).

Subsequently, **Rotary International was granted consultative status**, and through the years prominent Rotarians have served as observers at various important meetings.

Rotary Day at the U.N.



Rotarians are invited to attend ***Rotary Day at the United Nations on Saturday, 5 November 2005.***

The event offers Rotary registrants to look behind the scenes at one of the world's most important organizations.

This unique opportunity will offer both a visit to the United Nations Headquarters in New York City and participation in panel discussions featuring leaders and officials from the United Nations, UN affiliated Non Governmental Organizations (NGO's) and Rotary International.

For registration and additional information please write to:

Ted Krisanda, PDG,
UN Day Registrar
(e-mail) pdg7470@optonline.net

There are many ways to give to the Rotary Foundation

CASH:

is the simplest way to give and always welcome. A cash gift provides immediate tax benefits to the donor.

MEMORIAL:

contributions may be made in the honor or memory of a family member, friend or other loved one.

STOCK & SECURITIES:

can be donated to the Rotary Foundation. Appreciated securities have double tax advantage. The donor gets an annual charitable tax deduction and avoids capital gains taxes.

REAL ESTATE:

and other property can be donated to The Rotary Foundation (TRF), again with special tax benefits.

LIFE INSURANCE:

A donor can name TRF as beneficiary of an existing policy that is no longer needed, or consider purchasing a life insurance policy naming TRF as irrevocable beneficiary. The latter approach allows the donor to deduct the premiums paid from his or her tax bill.

LIFE INCOME GIFTS:

Special techniques such as a Charitable Gift Annuity or Charitable Remainder Trust allow the donor to receive considerable tax deductions and an income for life. When the donor passes away, the remainder transfers to TRF for use specified by the donor.

BEQUEST OR ESTATE GIFT:

People who understand and care about TRF may name the TRF in their will or estate plan. Even though the gift matures later, the donor is honored and recognized during his or her lifetime as a member of the Bequest Society.



**SHARE YOUR SUGGESTIONS, COMMENTS AND SUCCESS STORIES WITH YOUR
RRFC COLLEAGUES. WRITE: TO THE EDITOR AT EBLENDER@AOL.COM**

What Paul Harris Said...

"Individual efforts when well directed can accomplish much, but the greatest good must necessarily come from the combined efforts of many men. Individual efforts may be turned to individual needs but combined effort should be dedicated to the service of mankind.

The power of combined effort knows no limitation."

*Paul P. Harris,
The Rotarian,
July 1917*

Raising funds for Our Foundation is a combined effort.

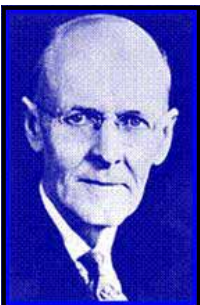
The Every Rotarian, Every Year program exemplifies that effort.



The **Every Rotarian, Every Year** initiative began on 1 July 2004, encouraging every Rotarian worldwide to make an annual contribution of US\$100 or

more to the Foundation's Annual Programs Fund.

Achieving the US\$100 per capita annual giving goal will enable the Foundation to meet the need for **humanitarian** and **educational programs** identified by Rotary clubs and districts worldwide. **The power of combined effort knows no limitation.**



A "WHAT PAUL HARRIS SAID" message will be sent (free-of-charge) to you each week and to whoever you wish. Please register for this free service by sending an e-mail to: Chairman@RotaryHistoryFellowship.org

November is FOUNDATION MONTH

THE PERMANENT FUND: ... to ensure a secure future for the programs of the Foundation by building a strong endowment fund.



The Rotary Foundation has received major gifts throughout its history and has been actively developing a major gifts effort since 1996. The Permanent Fund has become an important source of support to programs. The principal is never spent, while a portion of the interest earnings each year help pay for programs.

Volunteers and staff who raise major gifts to the Permanent

HOW MANY DOLLARS ARE NEEDED?

Contribution of US\$25,000
Named Fund within the Permanent Fund [Approximately 350 Named Funds exist]

- Permanent Fund (World Fund)
- Permanent Fund (SHARE)
- Permanent Fund (Children's Fund)

Endowed Named Funds:

1. Contribution of US\$150,000

- Ambassadorial Scholarships [60],
- GSE [3],
- Humanitarian Programs [10]

2. Contribution of US\$500,000

Rotary Center Scholarships [5]

Fund have expanded their focus:

1. it helps meet the fundraising objectives of the Foundation and
2. it helps satisfy donors' giving preferences.

We talk about two faces or aspects of our major gift efforts:

- The Public Face – All Rotarians can consider making a commitment to the Permanent Fund of The Rotary Foundation through their final estate plans, thus becoming a Benefactor.
- The Private Face – a select group of Rotarians (3-5%) have the financial capacity to consider a major gift of US\$25,000 or more to the Foundation.

TRF must help Rotarians and others accomplish their philanthropic goals in conjunction with The Rotary Foundation's programs.

The fulfillment of a philanthropic goal may be to leave a legacy to Rotary by making a gift to the Permanent Fund, making a significant gift to a special cause like PolioPlus, or a challenge gift for the Annual Programs Fund.

These gifts validate our TRF mission by saying, "I like what you do – it means something to me. I want to help in a significant way."

Water, Health and Hunger Concerns Resource Group 2005-06 ... Inside a Rotary World Task Force

The World RI Coordinator Ron Denham shares some of the task force's views and goals:



- Encouraging every Rotarian to become knowledgeable of issues relating to water, sanitation, health and hunger
- Encouraging every Rotary club to become involved in a water, sanitation, health and/or hunger project or program
- Encouraging and facilitating three water-based, pilot programs to demonstrate Rotary's capability to mobilize local resources, international agencies, NGOs and the private sector to create a sustainable disease-free, healthy community.

1. Knowledge:

Of special interest has been a paper "Community-based Approaches to Water and sanitation: A Survey of Best, Worst and Emerging Practices". This document is invaluable for any group wanting to implement a water project. Technical papers from other organizations have also been distributed.

1. Knowledge:

Provided the line of communication zone coordinator to district coordinator to club is effective, every club should be aware of global water issues.

2. Educational Aids:

We have received a proposal from Peter Swanson, who produced the PBS documentary "Water-The Drop of Life" to produce another documentary "Rotary—The Water Story". This documentary will feature interviews with Rotarians telling their perspective on water and health issues. It will present Rotary's approach to water projects and why we are involved. It will also contain footage from the PBS documentary featuring interviews with Kofi Annan, the dalai Lama, Jimmy Carter etc. "Rotary—The Water Story" will have the following goals:

2. Educational Aids:

- educate Rotarians and the public about the emerging

water crisis

- encourage Rotary clubs to initiate water projects
- inform the NGO community about Rotary's role
- provide a tool for Rotary clubs to inform their local communities about our humanitarian works.

3. Alliances:

To date we have developed working relationships with: UNICEF, EWB (Engineers without Borders), WaterAid, Water for People, CARE, WASH (Water Supply and Sanitation Collaborative Council), PAWS (Partners for Water and Sanitation). In addition clubs and districts are everywhere encouraged to develop a relationship with a local NGO as an essential step in every water-related project.

Our overarching mantra is "Think Global—Act Local". Wherever we have agreed to work with global agencies and NGOs, we ensure a relationship is forged at the local level.

4. Focus:

Last year the goals of the task force were creating awareness of water issues and encouraging every club to implement a water project. Reporting measures reflected these goals. We asked the zone coordinators to report on the number of districts that held water-related seminars/workshops/conferences etc. We also sought data on projects. In general this approach was successful. Most zones and districts featured water at least once during the year. And, we estimate that about 10,000 clubs are involved in a water-related project.



Trustee Chairman Frank Devlyn Speaks to UNICEF at the United Nations



*Frank Devlyn
Chairman of the Trustees
2005-2006*

Dear Family & Friends of Rotary:

I wish all of you could have been present at the meeting of the UNICEF Executive Board where there were representatives from every region and most key countries in the world. The Executive Director of Unicef Ann M. Veneman gave the opening statement where she gave her gratitude and recognition for all Rotary International has been able to do in our Partnership to combat, control in our goal of eradicating Polio.

Yes my family & friends of Rotary I wish you could have heard the different delegations from all areas of the world ask to speak and give gratitude and recognition to Rotary International after I gave my presentation. UNICEF worldwide does recognize our work. It was an honor to represent Rotary at this important reunion and be able to show these top representatives from UNICEF the value of the Added Credibility offered by a Rotary International that helps to Create Awareness for Our World To Take Action.

We show that we put into practice our motto of Service Above Self.

ROTARY EXTENDS POLIO PARTNERSHIP WITH UNICEF

By Jane O'Brien

NEW YORK, 29 September 2005 – UNICEF is to extend cooperation with one of its most important partners in the campaign to wipe out polio. Rotary International has provided more than \$180 million to UNICEF for this work and encourages governments to give practical support for the eradication initiative.

“UNICEF occupies a very special position for Rotary,” said Frank Devlyn, Trustee Chairman of The Rotary Foundation at today’s meeting of the UNICEF Executive Board. “We are trying to save children’s lives and this partnership has proved that we can do that. It’s proved that an organization such as Rotary can come together with UNICEF and do so much more together.”

Role Model Leadership

Condensed from a seminar by Rotarian Kenneth B. Lerman



Role model leadership based on moral character and courage takes steely strength and discipline. Many talk it. Fewer have it. True leaders hold themselves to a higher standard, whether or not anyone is watching. It is natural for a true leader to do the right thing, no matter the temptation. This conviction to do what's right doesn't come at the expense of business objectives or department goals. It is a very large part of them.

To not include positive workplace values in reaching business objectives is Machiavellian, old and faulty – “the ends justify the means.”

Role model leaders know that attainment of business objectives by any means, without morality, is like building a house on sand. ***“When the wind and rain beats on that house – great will be the fall of it.”***

Smart leaders take every opportunity to promote and reinforce strong, positive workplace values. This investment of time, talent and dollars to reinforce strong workplace values has its return in stronger workplace performance.

IS IT FAIR TO ALL?

Here is my everyday workplace touchstone that I use to guide me in my attempt to be a role model business leader – and in my family life – to help me become the man I want to be. It is from Rotary International and is known as The Four-Way Test.

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL for all concerned?

If the USA has the maturity and compassion to demand political correctness in everything it does – it certainly can demand demonstrable and visible moral character and courage from role model leaders in both business and in government.

Kenneth B. Lerman.

For additional articles and information, Ken can be contacted at (316) 733-5800 and through his web site at www.kenlerman.com.

ROTARY FOUNDATION ALUMNI

Inviting Alumni to participate in Rotary and Our Foundation

Did you know?

There are now more than 90,000 Foundation Alumni. 60% are former Group Study Exchange Team members, 39% are former Foundation Ambassadorial Scholars, and 1% are former recipients of Grants for Rotary Volunteers, Discovery Grants, Individual Grants, or Grants for University Teachers.



I JOINED A NEWLY CHARTERED ROTARY CLUB.
I FOUND OUT THAT I CAN WORK TOWARDS MY OWN PAUL HARRIS FELLOW WHICH DONATES TOWARDS THE VERY SAME PROGRAM THAT FUNDED MY SCHOLARSHIP.



***Rotarian Jean Irwin
Foundation Alumni
Ambassadorial
Scholar, at the Inter-
national Convention
(Chicago)***

The Foundation Alumni Resource Group (FARG):

- **Encourage Rotary clubs and districts to involve Foundation Alumni in Rotary activities;**
- **Urges clubs to consider Alumni as potential members of Rotary**
- **And also as potential contributors to The Rotary Foundation;**
- **And advocates that we use Alumni as effective spokespersons for the programs of The Rotary Foundation.**



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WHAT HAS BEEN MISSING FOR ME HAS BEEN PRACTICAL TRAINING IN NEGOTIATION AND MEDIATION. A SECOND ELEMENT THAT I STRONGLY SUGGEST ADDING IS SOME KIND OF GROUP EXPERIENCE GOING TO AN INTERNATIONAL CONFLICT ZONE TO FACE WHAT WE ARE STUDYING IN THE FIELD ... I THINK THAT SPENDING TIME IN CONFLICT ZONES (COLOMBIA, BOLIVIA, ISRAEL-PALESTINE, IRAQ, CONGO, ETC.) WOULD HELP MAKE THE PROGRAMME UNIQUE.

William Payne
Rotary Peace Fellow
University of Salvador, Argentina

DG Don Chauvin of District 6200 (in the heart of Katrina's rampant destruction) stated, "It is one thing to talk about Rotary's SERVICE Above Self, but to witness this motto in action leaves one with a humbling feeling. I can attest to all of you the FAMILY OF ROTARY is alive and doing quite well!"

Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake up somebody.

—Henry Wadsworth Longfellow