

OUR FOUNDATION



ISSUE 27
APRIL 1, 2006

PERMANENT FUND POTENTIAL



PRRFC Eddie Blender
Zone 25, 2002-04

Do you know of a better place to leave your legacy than The Rotary Foundation?

Serving the world

through our Humanitarian, Educational and Cultural Programs Our Foundation has set the standard for member participation. Rotarians design the projects, raise the funds, collaborate with one another, participate hands-on and ultimately hold one another accountable for results.

Two years ago Our Foundation recorded 268 Major Donors and then 397 major gifts in 2004-05 (one-time outright gifts of \$10,000 or more). All together TRF was fortunate enough to have 960 new major

donors in 2004-05.

Although that's a large jump in contributors, it hasn't made me too happy because comparing TRF's numbers with Educational and Religious Institutions, Rotary does not come close to its potential.

The major gift potential to the Permanent Fund of The Rotary Foundation (TRF) with a constituency of 1.2 million members is staggering. I believe with an intensive and well planned marketing campaign the Permanent Fund can raise **not One Billion but Five Billion Dollars.**

I feel that we've not educated our members sufficiently about the many opportunities available in TRF programs and fundraising.

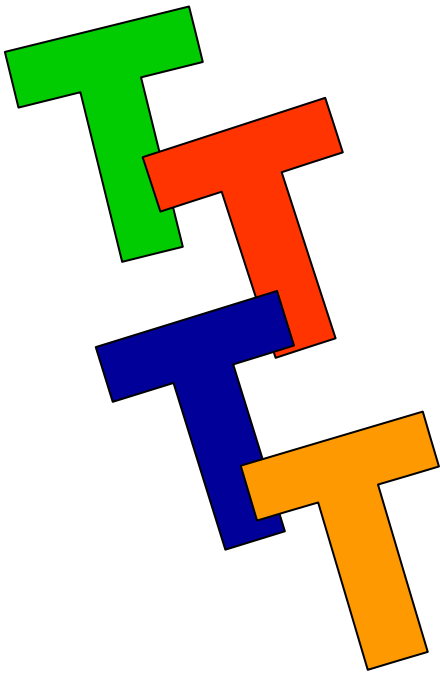
What do you think?

We contribute when great programs and great ideas are understood . Big donors don't make major gifts overnight. Their contributions occur when their wealth has finally matched a great idea.



SERVICE Above Self

OVERHEARD AT THE A.I. IN SAN DIEGO



By using those four Ts — *your thinking, your talent, your time, and your treasure* — I know that you will find those Rotarians who can give much more than \$100.

You will *Create Awareness* and *Take Action* in finding the many Rotarians and non-Rotarians who will want to give \$1,000, \$10,000, or even \$1 million because they trust and like what our Foundation does.

You will find that we have Rotarians who will be proud to join our Paul Harris Society where they give \$1,000 every year; others will want to join our Bequest Society where they remember our Foundation in their wills. You will also find that ever-growing number of Rotarians — now over 100 — who by giving \$250,000 or more join our Arch C. Klumph Society. Whatever the amount given, they all do it because they love Rotary.



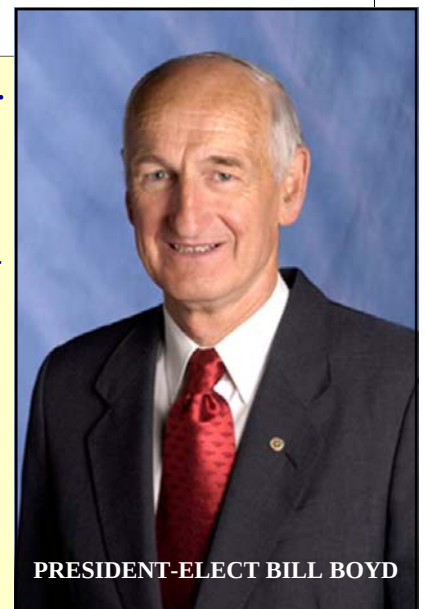
TRF CHAIRMAN FRANK DEVLIN

Without clean water, little else is possible. You can't raise food without water to grow your crops. You can't have healthy children without clean water for them to drink. You can't have literacy, either, if your children are ill with waterborne diseases or walking miles to the nearest well instead of going to school.

Water is life. If you are thirsty, nothing else matters. And so one of my emphases (in 2006-07) will be water management.



Photo by: Water For People



PRESIDENT-ELECT BILL BOYD

Illiteracy lies at the root of poverty, ranking as one of the prime impediments to earning a living wage. If a person wakes up in the morning without a job to go to, it normally means that this person has no income and thus no food on the table. The obvious risk is that such a person goes out to fight for food — how would he or she otherwise survive?

Most of the world's illiterate population is in developing countries, but we must not fool ourselves: We have illiterate people also in the developed part of the world, here in this country as well as in my own.

The latter may be of another nature, but it does no doubt exist.



RI PRESIDENT CARL STENHAMMAR



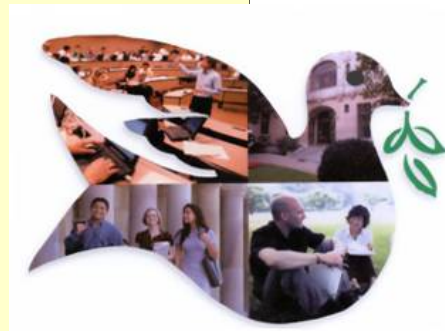
RRFC ALAN JAGGER

Conflict is caused by ignorance, preconceived ideas, prejudice, and lack of understanding. And the Rotary Centers for International Studies in peace and conflict resolution are directly addressing ways to bring people together and settle differences.

The first two classes of Rotary World Peace Fellows are already having a significant impact on world issues.

This unique fellowship funded by Rotarians is another example of a real Rotary Foundation success story that makes us proud to be Rotarians.

We can be doing more to secure this program's success by encouraging significant major gifts and bequests to the Permanent Fund for the Rotary Centers.



ROTARY INTERNATIONAL

POSSIBILITIES



11 October 2005



To all Rotarians Affected by the Recent Earthquake in Pakistan, Afghanistan and India and Floods and Mudslides in Belize, Costa Rica, El Salvador, Guatemala, Haiti, Honduras, Mexico and Nicaragua:

We are deeply saddened to learn of the recent earthquake that hit Pakistan, Afghanistan and India, and of the floods and mudslides in Belize, Costa Rica, El Salvador, Guatemala, Haiti, Honduras, Mexico and Nicaragua caused by Hurricane Stan. It has been devastating to learn of these catastrophes that have taken the lives of more than 30,000 people.

As Rotarians will seek out opportunities to provide immediate and long-term assistance to your communities, please contact RI staff with information regarding local relief efforts being undertaken by clubs in your area so that we may share this information with the Rotary community via the RI Web site (www.rotary.org/programs/wcs/disaster/reliefefforts.html).

Please send a description of your club's project, Rotarian contact information, and photographs (if possible) to the World Community Service Program Coordinator (wcs@rotaryintl.org) in the International Service Programs section. Your relief efforts will be posted on the RI Web site for Rotarians wishing to contribute funds and/or donated goods to victims.

When organizing your club or district's response to a local or international disaster, we recommend that Rotarians work closely with an experienced disaster relief organization such as the International Federation of the Red Cross and Red Crescent Societies.

While an immediate response is necessary at this time, we encourage you to begin thinking of long-term assistance projects. Please visit the RI Programs Web pages on the RI Web site (www.rotary.org/programs/wcs) for information on the World Community Service Projects Exchange and The Rotary Foundation Web pages (www.rotary.org/foundation/grants) for information on Humanitarian Grants.

As always, our thoughts are with you during this time of need and you have the support of Rotarians and RI staff around the world.

Sincerely,

Carl-Wilhelm Stenhammar
RI President

Frank Devlyn, Trustee Chairman
The Rotary Foundation

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1560 Sherman Avenue
Evanston, Illinois
60201-3698 USA
ph 847.866.3000
fax 847.328.8554
www.rotary.org

DISASTER RESPONSE

TWO-THIRDS OF KATRINA DONATIONS ARE EXHAUSTED CHARITIES FACED WITH DIFFICULT DECISIONS AND COUNTLESS REQUESTS

REALITY

Six months after Hurricane Katrina laid waste to the Gulf Coast, charities have disbursed more than \$2 billion of the record sums they raised for the storm's victims, leaving less than \$1 billion for the monumental task of helping hundreds of thousands of storm victims rebuild their lives, according to a survey by The Washington Post and reported by Jacqueline L. Salmon and Leef Smith on 27 February 2006.

Two-thirds of the \$3.27 billion raised by private nonprofit organizations and tracked by The Washington Post went to help evacuees and other Katrina victims with immediate needs -- cash, food and temporary shelter, medical care, tarps for damaged homes and school supplies for displaced children

What's left, say charities and federal officials, will need to be stretched over years to rebuild lives and reconstruct the social fabric of the Gulf Coast -- from job training to mental health counseling to rebuilding the homes of the poor to reestablishing arts organizations and paying clergy as they wait for their congregations to return

- The American Red Cross, has given out 84 percent of its Katrina and Rita donations.
- Overall, 50 cents of each donated dollar went out in cash to victims.
- 6 percent of contributions came in the form of supplies -- building materials, food, water, clothing, heavy equipment -- donated mostly by corporations.
- 56 percent of remaining donations are controlled by faith-based organizations.

Catholic Charities USA

Salvation Army

United Methodist Committee on Relief

United Jewish Communities.



THE FUTURE OF OUR FOUNDATION



Chairman-elect of the
TRF Trustees,
Luis Vicente Giay

(Excerpted from Luis Vicente Giay's presentation to the District Governors-Elect at the International Assembly at San Diego February 2006. For the complete speech please go to: http://www.rotary2000.org/PDG/pdg_home/New_News/06-IA/05-Future.pdf)

I envision an increasingly important role for Rotary International and The Rotary Foundation in preserving peace. The Rotary Centers for International Studies, a Rotary university for peace, a large corps of volunteers, the urban peace options — in short, a more than fascinating challenge to keep order, justice, and peace throughout the world.

Imagine a Foundation with a Permanent Fund in excess of a billion dollars financing programs costing more than \$250 million dollars per year.



One thing of which I am convinced, though, is that we must organize ourselves so that Rotary International and The Rotary Foundation can act within a national framework without losing their international character. Clearly, in every community, we will need to cooperate with the “**third sector**” that involves neither government authorities nor corporate entities. We can imagine the picture: thousands of volunteers out in the field, engaged in a rather simple activity.

While governments use public funds for private ends, volunteers make use of private funds to serve the public good, filling the gaps that even governments are unable to address.

By now you probably can't wait to ask, “Giay, all these future challenges, changes, and innovations that you are describing — will our Rotary Foundation be ready to deal with them when the time comes?” I am sure that already, now, right here today, we have the ability to stand up to them and

Continued next page



Rotary Foundation Chair-elect Luis Vincente Giay engages the assembly audience. Photo by Alyce Henson/RI

come out ahead. Why do I feel this way?

Professor Joseph Coates, a leader of the World Future Society, an extraordinary group of brilliant thinkers devoted to studying the future we are shaping, has compiled a most interesting report dealing with 83 assumptions about the year 2025. Coates brings up problems that society will have to face in the highly probable future and lists several crucial issues: managing our world, managing human health, managing environment and resources, population trends, automation and infotech, worldwide tensions, and public issues and values.

If we carefully consider how each of the 83 assumptions is posed and developed, we can assert that our Rotary Foundation has the human and financial resources to deal with all of them successfully.

My message today is one of great optimism, a highly positive note. We are the guardians of our Rotary Foundation, and we have made good use up to the present of this wonderful tool. But the Foundation is also a bridge reaching across to the future, a bridge on which we may safely tread. Plans for the future of Rotary will travel along the road of hope that is The Rotary Foundation.

Ladies and gentlemen, some of you may say that I have been too much of an idealist in this presentation, but I know that I stand before many idealists to whom these words of the Argentinean philosopher José Ingenieros well apply: ***“Only those who have the will to fight for a better world while living in an imperfect one deserve to be called idealists.”***

In closing, I want to encourage you to continue working and supporting our Foundation because the challenges for Rotary in its next century will only be another test for us to pass so that

*The voice of every Rotarian may resound
Proclaiming the ideal of service,
For the most noble gesture in the world road
Is to help one another by sharing the gift of a better life.*



WHY I AM A ROTARIAN

**I am a Rotarian
because I revel in
joy of belonging to
an organization
that not only
provides each
individual with all
the true friends
that one will ever
need, but also
because I wake
up each morn-
ing knowing that my work will save and
change a life that day.**



**Carolyn W. Pierce
RRFC Zone 31
Rotary Club of Dalton Massachusetts
District 7890**

This free, weekly feature contains inspiring statements from Rotarians on why they are Rotarians. We hope this will encourage others to examine why they belong to Rotary and to see the tremendous value of each membership in creating understanding and world peace ...

WHY ARE YOU A ROTARIAN?

Send your statement in about 300 words (or less) and please include your full name, photo (if available), club, district and country to: EBlender@aol.com

POLIO ENDEMIC COUNTRIES HIT ALL-TIME LOW OF FOUR



The number of countries with indigenous polio has dropped to an all-time low of four, as polio eradication efforts enter a new phase involving the use of next-generation vaccines targeted at the two surviving strains of virus.

This new phase was announced alongside the confirmation that indigenous polio-virus has not circulated in Egypt and Niger for over 12 months. This is the first time in three years that the number of polio-endemic countries has fallen, leaving Nigeria, India, Pakistan and Afghanistan as the only countries that have never stopped indigenous polio transmission.

The success in Niger and Egypt is the result of intense efforts in 2004-05 to halt Africa's polio epidemic and fast-track the introduction of monovalent polio vaccines into selected areas. The number of cases of polio in India and Pakistan in the last quarter of 2005 also fell by more than half compared with the previous year, due to more effective immunization strategies and the use of monovalent vaccine.

In addition to mass immunization with monovalent vaccines in the four endemic countries, large-scale campaigns with these vaccines will need to take place in 2006 in eight countries – including Somalia, Indonesia and Yemen – to stop recently imported polioviruses.

Critical to the success of these campaigns is a US\$ 150 million shortfall which must be filled as rapidly as possible. The eradication effort requires a further US\$ 425 million for the 2007-2008 period.

TRF MAKES AN URGENT APPEAL FOR DDF FOR POLIO PLUS PARTNERS

The need for high quality NIDs is of such importance that an urgent appeal is being made to every district to donate a portion of their District Designated Funds to PolioPlus Partners to ensure that your fellow Rotarians can carry out the activities necessary to finally win the war against polio. Contact your District Governor or District Rotary Foundation Chair to encourage them to support this urgent appeal.

EVERY
ROTARIAN
EVERY
YEAR

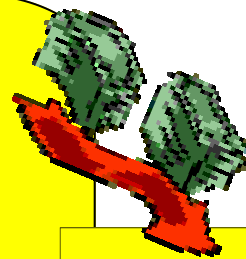


*Chairman of the TRF Trustees
Frank J. Devlyn*

We certainly are an international organization (see the side bar) - One Hundred Dollars (US\$100.00) equates to all of those currencies listed to the right and more.

It's time right now to Create Awareness and Take Action and to have your Rotarians, clubs and districts make the final push this year (only three months left to go) for Every Rotarian, Every Year. Our goal is US\$105,000,000 for 2005-'06. Go for it!

A
MINIMUM
CONTRIBUTION
OF US\$100.00
FROM
EVERY
ROTARIAN,
EVERY YEAR.



84.0269 EUR

Euro

98,424.26 KRW

South Korea Won

57.6203 GBP

United Kingdom Pounds

116.082 CAD

Canada Dollars

3,252.00 TWD

Taiwan New Dollars

136.329 AUD

Australia Dollars

11,818.40 JPY

Japan Yen

4,435.50 INR

India Rupees

154.819 NZD

New Zealand Dollars

131.431 CHF

Switzerland Francs

624.900 ZAR

South Africa Rand

308.200 ARS

Argentina Pesos

216.176 BRL

Brazil Reals

804.930 CNY

China Yuan Renminbi

626.724 DKK

Denmark Kroner

574.291 EGP

Egypt Pounds

776.137 HKD

Hong Kong Dollars

470.896 ILS

Israel New Shekels

1,071.25 MXN

Mexico Pesos

2,804.50 RUB

Russia Rubles

791.691 SEK

Sweden Kronor



The 2006-2007 President Elect Training Seminars (PETS) are beginning.

At PETS, Rotary Club presidents-elect must submit a completed 2006-2007 Fund Development Club Goal Report

Form to their district governors-elect. Otherwise, presidents-elect should submit the form by 1 May 2006.

Until 30 June 2006, club presidents should continue to work on reaching the US\$105 million goal for the 2005-2006 Worldwide Annual Programs Fund. Three months remaining!



With only three months remaining in this year's campaign I am reminding you that Every Rotarian, Every Year should contribute the minimum US\$100.00 to Our Foundation.

Please remind your clubs to do it now!

A MINIMUM US\$100.00 CONTRIBUTION

UN CONTRIBUTO DI MINIMO US\$100.00

最低US\$100.00の貢献

EIN BEITRAG DES MINIMUM-US\$100.00

ETT BIDRAG FÖR MINIMI US\$100.00

UMA CONTRIBUIÇÃO DO MÍNIMO US\$100.00

최소한 US\$100.00 기여금

UNA CONTRIBUCIÓN DEL MÍNIMO US\$100.00

極小値US\$100.00貢献

UNE CONTRIBUTION DU MINIMUM US\$100.00

Your Amigo in Mexico City,

Frank Devlyn

Chairman, The Rotary Foundation 2005-06

Past Rotary International President 2000-01



JONAS SALK AND ALBERT SABIN GET POSTAGE STAMPS

OTHER POLIO STAMPS THROUGH THE YEARS



*Honoring Those Who
Fight Polio
15 January 1957*



*26 May 1999
"Polio Vaccine Developed."*



*14 October 1987
ROTARY INTERNATIONAL –
ASIA REGIONAL CONFERENCE,
NEW DELHI*



*6 September 2005
CANADA ISSUES
Polio Vaccination Stamp.*

The US Postal Service issued new stamps to honor two men who led in the development of the polio vaccine.

The Postal Service now offers a 63-cent stamp of Doctor Jonas Salk, and an 87-cent stamp of Doctor Albert Sabin. The amounts are designed to cover postage for two- and three-ounce letters.

Sabin and Salk were among the leaders in the effort to develop a polio vaccine. During the first half of the 20th century, polio was much feared, especially as acripler of children. There were almost 58-thousand cases of the disease in the US alone in 1952. Perhaps the most famous polio patient was US President Franklin Roosevelt.



ROTARY FOUNDATION ALUMNI

... AN INVESTMENT THAT CONTINUES TO BRING RETURNS TO ROTARY AND THE WORLD



Every year over 3,500 men and women from over 150 countries join the roll of Rotary Foundation alumni. This international group now counts more than 90,000 members.

The experience of living, learning, or serving in a land other than their own makes every Foundation alumnus an advocate for Rotary's ideals. Their experiences foster international understanding through person-to-person contact, friendship, study, service, and cross-cultural exchange. Thanks to Rotary, alumni forge a warm chain of goodwill that joins peoples and communities around the world.

about their experiences, they share a contagious enthusiasm and promote international dialogue.

Contact your district's alumni subcommittee for help maintaining connections with the alumni in your district. By keeping your club involved with this group, you will realize the return on investment your club has made in these individuals.

FOUNDATION ALUMNI HAVE PARTICIPATED IN:

- Ambassadorial Scholarships
- Rotary Centers for International Studies in peace and conflict resolution (Rotary World Peace Fellows)
- Grants for University Teachers
- Group Study Exchange
- Individual Grants (Rotary Volunteers)
- Carl P. Miller Discovery Grants (now Individual Grants)

AMBASSADORS OF GOODWILL

Rotary Foundation program participants serve as goodwill ambassadors not just when they're abroad, but also when they return to their home countries as alumni. Speaking to Rotary clubs

"My experience as an Ambassadorial Scholar in Senegal challenged me to live and flourish in a culture that was far away from my comfort zone. Because of that, I got a glimpse of what I can do in difficult situations, and I have to admit I liked what I saw. I know that for years to come, you will be able to find a small piece of Rotary in each and every success that I have. Thanks a million for that."

Katie Krueger, Rotary Foundation Alumna
2003-04 Ambassadorial Scholar

Invite your club's alumni to speak at your club and participate in your events and projects. Foundation alumni can be enthusiastic advisors, mentors, and recruiters for future Foundation program participants. Consider them as potential contributors to The Rotary Foundation and as potential Rotarians.

A GSE LEADER TURNS TEARS INTO ACTION



John Tomlinson learned to cry in Africa.

In 1999, the Canadian Rotarian was leading a team of teachers on a Group Study Exchange (GSE) to various countries in southern Africa. They stopped in Brits, South Africa, to visit a makeshift

school and were reminded of a valuable lesson.

The school, once a fenced compound for housing migrant workers, overflowed with students. Some children had to sit under trees for their lessons from untrained teachers who had about 90 students each. The school had no blackboards, books, or paper, and some of the children wrote on slate boards. Furthermore, there were no toilets, and the nearest water was more than two miles away. Despite all of this, the children were eager to learn, and the instructors were eager to teach.

As Tomlinson, a retired principal, watched them, he remembered how four months earlier a teacher at a new school back home was upset because one of her classroom chairs was not the right color. Tomlinson wished that teacher could be in Brits to see that "real teaching is not about a love of furniture; it's about a love of teaching."

When it came time for the Canadian observers to leave, the students sang for them as a farewell.

They clapped their hands and stomped their feet in the red dust. It was more than Tomlinson could take. These kids had nothing, he thought, yet they were so happy to be at school. The man who had grown up in a house where real men don't cry, walked to the fence and sobbed for half an hour. He called his wife, Marylou, and told her he wanted to go home.

Tomlinson ended up finishing the seven-week trip, but not before he visited a hospital that was mainly for AIDS patients. He couldn't forget the babies there. Some babies had been taken to the hospital after they were found in roadside garbage bags. Newborns in plastic tubs were being warmed by the light bulbs over them. Three to four children occupied each crib, where they would stand and raise their arms for hugs. As Tomlinson picked up a little baby who had AIDS, she shuttered and gasped. He handed her to the matron and asked what happened.

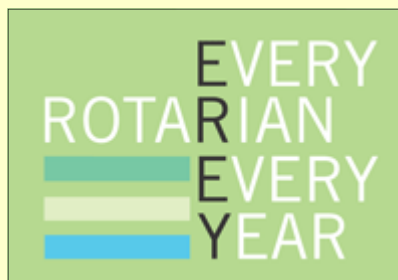
"She's dead," the matron said matter-of-factly.

Those experiences turned Tomlinson into a socially conscious, philanthropic Rotarian. "I became a true Rotarian," he says. "It was [because of] that GSE experience. It was a defining moment. I realized how much we have and how

much we can do. I came back and realized that the Foundation was my charity of choice, and that I had to convince others that it should be [theirs] also."

Thanks to Tomlinson and his former club, the Rotary Club of Bolton, Ontario, the school in Brits received two

Matching Grants from The Rotary Foundation and now has learning materials and a washroom. "I hope they're still singing," says his wife, Marylou. Until the trip in 1999, Tomlinson, now a member of the Rotary Club of



Continued next page

HELPING OTHERS TO WIN



At the Seattle Special Olympics, nine contestants, all physically or mentally disabled, assembled at the starting line for the 100-yard dash.

At the gun, they all started out, not exactly in a dash, but with a relish to run the race to the finish and win. All, that is, except one little boy who stumbled on the asphalt, tumbled over a couple of times, and began to cry.

The other eight heard the boy cry. They slowed down and looked back. Then they all turned around and went back.....every one of them.

One girl with Down's Syndrome bent down and kissed him and said, "This will make it better." Then all nine linked arms and walked together to the finish line.

Everyone in the stadium stood, the cheering went on for several minutes. People who were there are still telling the story... Why? Because deep down we know this one thing: What matters in this life is more than winning for ourselves. What matters in this life is helping others win, even if it means slowing down and changing our course.



**WHAT MATTERS IN
THIS LIFE IS MORE
THAN WINNING FOR
OURSELVES. WHAT
MATTERS IN THIS
LIFE IS HELPING
OTHERS WIN,**

Nipissing, Ontario, had never made a personal contribution to The Rotary Foundation.

Tomlinson has since donated to the Foundation, and Tomlinson and wife have been recognized

as a Paul Harris Fellows. He plans to make his three children Paul Harris Fellows as well.

Like Tomlinson, his former club didn't have a history of donating to the Foundation either. But a speech Tomlinson gave to its members about his GSE experience inspired many of them to donate to the Foundation.

SPREADING THE ROTARY MESSAGE

Tomlinson's love of Rotary ties in with his passion for educating others.

...A SPEECH TOMLINSON GAVE TO HIS CLUB MEMBERS ABOUT HIS GSE EXPERIENCE INSPIRED MANY OF THEM TO DONATE TO THE FOUNDATION.

When he becomes governor of District 7010 (Canada) this July, he plans to teach others about Rotary and encourage them to give to the Foundation. He would like to eventually become a district training leader.

Tomlinson first came to Rotary 25 years ago. "I was at a point in my career when I felt I needed to give back to my community," says Tomlinson, who was one of the incoming district governors at Rotary's International Assembly taking place 16-23 February in San Diego, California, USA. "I researched all the service organizations and decided to be in Rotary."

During the years, Rotary spilled over

into his family. His children got involved in Rotarian service projects and attended his Rotary club meetings. Even their dog Jake participated in walk-a-thons to raise money for The Rotary Foundation. And Tomlinson's daughter, Megan, was a Youth Exchange student in Australia. She's now a teacher. Her students are learning about geography, cultures, and Rotary, thanks to an online pen pal exchange with Rotarians. Not surprisingly, her father organized it.

During his year as district governor, Tomlinson plans to send a GSE team from his district to South Africa. In May, he hopes to fulfill a promise to take Marylou there.

She better bring a box of tissues.

By Tiffany Woods
Rotary International News

USING THE (NEW) SHARE DATABASE



THE ANNUAL PROGRAMS FUND (APF) IS THE MAIN SOURCE OF FUNDING FOR ALL OF OUR EDUCATIONAL AND HUMANITARIAN PROGRAMS. OUR GOAL FOR 2005-06 IS US\$105,000,000

Funds are raised through personal donations via

- **Every Rotarian, Every Year**
- **Paul Harris Fellowships**
- **Paul Harris Society**
- **White Hat Society**
- **Recognition credits**
- **Challenge Gifts**
- **Major Donors**

After your district raises contribution dollars for the Annual Programs Fund (APF) it gets a piece of the pie - your share of the donations.

The SHARE database has recently undergone a conversion to a new system and the reports are now in a different format than previously seen.

Under the donations heading the "Received DDF From" subheading indicates DDF coming into the year and this is shown in each line item by PY (program year) and then the year that the DDF came from.

For example, PY 2005 stands for program year 2004-05.

The "donated DDF to" subheading indicates DDF going out to a specific year from 2006-07 or being donated to a pooled fund.

The abbreviation PoolPPP stands for Polio-Plus Partners and the abbreviation PoolRCIS stands for Rotary Centers for International Studies.

Any amounts listed in parentheses indicate a return of funds to your district from a specific project.

Larisa Nemirovsky,
THE ROTARY FOUNDATION

WE GET LETTERS

Thanks for highlighting the New Models for Rotary Clubs Pilot Project in your March OUR FOUNDATION. When the New Models program was undertaken in 2000, our Cupertino (California) Rotary Club volunteered to be a part of the initiative. There are just 190 Clubs worldwide, of which 20 are in the USA. The purpose of the program was to study nontraditional methods of building a larger and better Club, and we have been very successful in this effort.

ENCOURAGED TO EMBRACE CHANGE

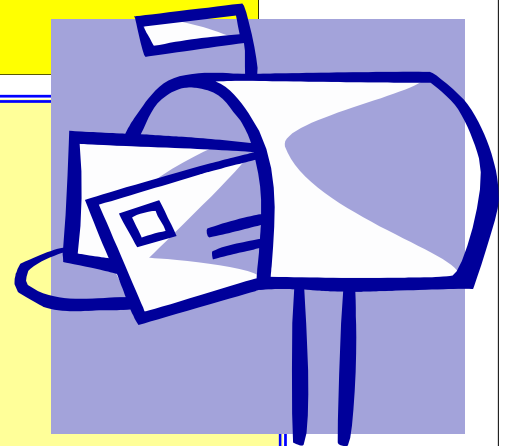
When we began, Cupertino Rotary had 105 members; today we have 162. The main reason for our growth has been one of attitude. Since we don't work within the constraints of the Rotary International procedures manual, we have been free to try various ideas encouraging membership growth. The key to this effort was the designation of a Community Leader Classification within our New Models club. The New Models program encouraged us to embrace change rather than resist it.

I recall in 1987, when service clubs first were able to admit women, the other service clubs in Cupertino resisted. At that time Kiwanis has about 90 members, Lions had 80, and Rotary had 65. Kiwanis and Lions chose to fight the change and resisted female membership. Today the local Kiwanis Club has roughly 20 members while Lions has about 25. Embracing change is a good strategy, not a bad one.

RELEVANT TO OUR COMMUNITY

We also wanted our membership to be more reflective of our community. In 2000, Cupertino Rotary had six Asian members; today we exceed 35. Not only has our membership grown, we are relevant to our community. Again New Models encouraged us to embrace change rather than resist it.

*Don Allen PDG, D 5170
RC of Cupertino USA*



I do not know whether it is a common phenomenon among Rotary clubs in the world that their rapid aging and failure to catch up with the times have caused many of them to suffer tremendous membership losses. In our district, we have many of such clubs and they are still so resistant to changes that they are suffering a slow death.

*Yours friend in Hong Kong,
Alexander Mak.*

Formation of a new club brings change to the old club, forces the existing club to look at its "conventionalities" and often brings about positive change. A newly created club forces its "older" club to become better. Everyone benefits - - the community, Rotary International, new members and existing members -- from the formation of new Rotary clubs.

Paul P. Harris,
In his address to the 1930 Rotary International Convention



31 JAN.
2006

PLEASE UTILIZE YOUR LOCAL TRF TEAM

*(The RRFC, the Strategic Advisor and
Major Gifts Advisor and TRF staff)*

Here are the overall numbers as of 30 January 2006:

	<u>31 January 2006</u>	<u>31 January 2005</u>	Increase (Decrease)
Annual Programs Fund	41,229,116	36,870,293	11.82%
Permanent Fund & Related	7,358,783	5,966,488	23.34%
Restricted	<u>11,333,520</u>	<u>15,546,516</u>	(27.10)%
Total	<u>\$59,921,419</u>	<u>\$58,383,297</u>	2.63%

Annual Giving slipped quite a bit in January but, hopefully, this is just a one-month blip.

Most of our districts are doing an outstanding job. For those districts that are seeing significant drops in giving, look to your larger volunteer support team for assistance: The RRFC, the Strategic Advisor and Major Gifts Advisor and TRF staff.

*Terri Stough
RI Staff*

Dear Eddie:

You will soon be hearing from Mary Brindle who will chair a District Initiative of "Why I Am a Rotarian." My goal is to have at least one Rotarian from each of our 59 clubs write "Why I Am a Rotarian."

Dan Barnett, DG, D5950
dbarnett99@earthlink.net

To the Editor:

I am a member of Edina Morningside Rotary in Edina, Minnesota, District 5950. At the request of our District Conference Committee, I am collecting "Why I am a Rotarian..." from club members around our district and compiling a book of "Why I Am..." Rotary-isms. Thanks for this inspiration.

Mary Brindle
Edina Morningside Rotary, D5950
2005-06 GSE Korea Team Leader

We certainly are an international organization—One Hundred Dollars (US\$100.00) is what the Every Rotarian, Every Year initiative asks us to contribute.

It's time right now to Create Awareness and Take Action and to have your Rotarians, clubs and districts make the final push this year (only three months left to go) for Every Rotarian, Every Year. Our goal is US\$105,000,000 for 2005-'06. Go for it!

Your Amigo in Mexico City,
Frank Devlyn

Chairman, The Rotary Foundation 2005-06
Past Rotary International President 2000-01

I am frustrated at the lack of information about good Foundation projects being done overseas which I can use to persuade my fellow Rotarians to contribute more to the Annual Program Fund. I am a hard-nosed believer that we contribute to the APF, not to get a Paul Harris Fellow recognition, an EREY banner nor a major donor crystal, but to help the less fortunate elsewhere in the world through the Foundation. I may be able to get some information in the Rotarian and the RI Newsroom, but the stories being told over there were often not in sufficient detail so as to give us much help in doing our work in selling the Foundation to our Rotarians. I hope that your newsletter 'Our Foundation' can include some of these great projects in the future.

Alexander Mak, Hong Kong

**...we contribute
to the APF, to
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the Foundation.**

An Ambassadorial Scholar Joins Rotary

Chris Schiffhauer (a Rotary Foundation Ambassadorial Scholar, 1997-98) is a member of the Care-free / Cave Creek Rotary Club (District 5510). Chris is the Web Site Director and also serves on the District Technology, Youth Exchange, and Ambassadorial Scholarship Committees.

During the 1997-1998 academic year, Chris was able to earn the French equivalent of a Masters degree at the Université Paul Valéry in Montpellier, France. He was sponsored by the Boardman Rotary Club in District 6650 (Ohio) and was hosted by the Montpellier – Maguelone Rotary Club in District 1700.

Chris' experience as an Ambassadorial Scholar had three profound effects on his life. The first and most direct effect was the learning experience he had that was the goal of the program. Chris says, "I was able to increase my fluency in French and gain credentials that would accelerate my career upon returning to the United States."

The second effect on Chris was that he became more intimately involved in the field of international education. This prompted him to gain a desire to advocate international education and its many benefits to other students. He says, "This would become both my career and my pastime when I returned home

Third and finally, Chris' devotion and admiration to Rotary grew immeasurably. "I can still remember the awe I felt when I contemplated how many people had done so much to make experiences possible for me, and that I would always owe the debt to pass on to other young people in the future."

Chris Schiffhauer feels very fortunate and honored to participate in the Rotary Foundation Ambassadorial Scholarship program and participate in Rotary as a Rotary Club member today and now working on the District level in the same programs from which he benefited so much.

David Norris
D5510
Arizona USA





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"The world's academic community has learned to appreciate Rotary ideals through the superb quality of Rotary Ambassadorial Scholars."

**Martin Limbird, Director,
International Advancement,
Ball State University**

At the Foundation Alumni Section at TRF we're doing daily updates of alumni records which includes a good amount of cross checking with RI Membership Systems to capture committee and office appointments of Foundation alumni who became Rotarians.

There are many Rotarians who were Group Study Exchange team leaders and members (in addition to Scholar-Alumni) who served as club secretaries (multiple years) and club presidents. We're capturing this information in the Comment's field of alumni records in the Alumni Relations Department. So as you review those district alumni lists, please note the long service record of many Foundation alumni.

**Linda Gold
Alumni Relations Coordinator
E-mail: linda.gold@rotary.org
Telephone: 1.847.866.3379**

Now is the time when most Rotary clubs are considering applications for 2007-08 Academic-Year Ambassadorial Scholarships.

The Rotary Foundation's Ambassadorial Scholarships program is currently the world's largest privately funded international scholarships program for university-level studies. For more Information, please visit:

http://www.rotary.org/foundation/educational/amb_scho/index.html