

OUR FOUNDATION



ISSUE 4
DECEMBER, 2004

The Role of the Past rrfc

As Past Regional Rotary Foundation Coordinators, you are in a unique position. During your tenure as RRFCs, you served as primary Foundation resources for your designated area. You were a vital link between Rotary districts and the Secretariat. You supported district leaders in the selection of their Foundation committees and assisted them in establishing and achieving their Foundation goals. You conducted regional training seminars and served as Foundation speakers at Foundation-related events. Your role was critical in its broad support of The Rotary Foundation.

Even though you have become Past RRFCs, I would venture to guess that your wealth of knowledge and ex-



James Lacy
PRI President 1998-99
Trustees Chairman 2003-04

perience would still be of great benefit to our Foundation. I encourage you to be proactive in your continued support of Foundation goals and to offer your services to local clubs and districts, and to seek out ways to both promote and support the good work you know our Foundation accomplishes every day on behalf of those in need throughout the world especially our children.

You are part of a group of highly trained Rotary leaders who have much to offer to other Rotarians. I would personally be most pleased to see you continue to serve as an active resource in the Rotary world. We still have much to accomplish and with your help I know that we will fulfill our mission of peace and world understanding.

"I encourage you to be proactive in your continued support of Foundation goals and to offer your services to local clubs and districts."



CELEBRATE
ROTARY

100 Years

Hopefully, through this publication we will share information with one another and offer suggestions, comments, articles and many success stories especially on how we, Past Foundation Coordinators (PRRFCs) are educating Rotarians in our districts about EREY and are also continuing to procure major TRF gifts.



Glenn E. Estess, Sr.
RI President
2004-05

“I am asking each of you to be an instrument for peace and take the Every Rotarian, Every Year message to your heart and to your Rotary clubs. Every Rotarian, Every Year is based on the idea of taking a positive action.”

**Glenn E. Estess Sr.,
President, RI**

Have you noticed Rotarians wearing This banner?

The distinctive “PHS” stands for the Paul Harris Society.

THE PAUL HARRIS SOCIETY?

Each donor who annually contributes \$1,000 or more to the Rotary Foundation will be awarded membership into the Paul Harris Society.

Our districts are graced with many Rotarians who have the capability of becoming Society members. Please share this information with your district, clubs and members and join us in the forma-

tion of this exciting new program that gives us the tools to build a stronger Rotary Foundation and a better world for us and the generations to come.

For Paul Harris Society materials please contact:
PDG Barb Feder,
Permanent Fund National Advisor:
barbfeder@cs.com



PETS

Many Rotary leaders are in agreement that we do a good job teaching TRF at GETS and Anaheim and preparing our DGE's and DGN's for their upcoming years of service — but they also believe there is a disconnect occurring from district leadership to the clubs because we are not reaching, teaching, motivating or inspiring the individual Rotarian as well as we could at the club level.

President Elect Training (PETS) is key to beginning to understand Rotary and TRF. Past RRFC's and Anaheim Training Leaders could be excellent trainers at PETS.



We must reach and teach our incoming Presidents at PETS.

The District Governors and training leaders at PETS should be encouraging the incoming presidents of Rotary Clubs to appoint a Rotary Foundation Committee to coordinate TRF related goals and activities.

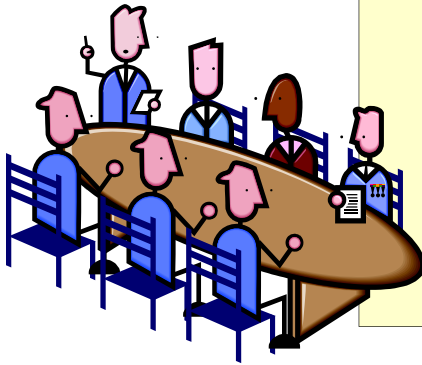
FRP

In answer to an inquiry.....

If the existing PHF contributes an additional \$1,000.00, he will rise to the PHF+1 level and will accrue \$1,000.00 in Foundation Recognition Points (FRP's) which he can transfer to another individual.

However, this existing PHF does not need to be the donor in order to reach additional multiple PHF levels. If the club contributes the \$1,000.00 to make the individual a PHF+1, then his personal PHF recognition total will increase to \$2,000.00 and he will not accrue any FRP's because he was not the donor of the \$1,000.00.

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



We've complained about Rotary Foundation (TRF) knowledge not reaching the everyday Rotarian, the club level Rotarian.

Districts are now required to appoint a training committee with the District Trainer (D.T.) as chair.

And now we have to be sure that the District Trainer is on the cutting edge of Rotary and TRF information. *Perhaps special sessions at Rotary Zone Institutes for the D.T. should be scheduled.*

Deadline Approaches for 2005-07 Rotary World Peace Scholar Applications and Funding

Time is running out for Districts to contribute unused DDF to the Rotary Centers Program to fund the next class (IV) of Rotary World Peace Scholars.

Please urge your Districts to allocate any amount of DDF so that we can fund as many qualified applicants as possible in 2005-07. Currently TRF has secured funding for only 26 scholarships for the 2005-07 program year and TRF has received over 150 applications.

The Rotary Centers Selection Committee will be meeting 29 November through 02 December to select the next class. Initial review of the applications indicates that there are many outstanding candidates. PRRFCs, please help us fund up to 70 scholarships for these future leaders in peace and conflict resolution.

2005-2006 RRFIC Institute Moderator Lou Piconi recently stated to the Past Rotary Regional Foundation Coordinators: “....your service to people through The Rotary Foundation has not ended. Hopefully, it has just begun to produce significant results.”

ASKING ROTARIANS TO GIVE TO THE ROTARY FOUNDATION

Many Rotary clubs have their own foundation. The club's Foundation and the Rotary "International" Foundation work hand in hand to make our humanitarian projects a reality. The club's Foundation provides the initial "seed money", while the Rotary International Foundation provides the matching money that magnifies those funds to make the projects a reality. Our Annual Fund gifting is what gives our "International" Foundation the money to match the club and district projects.



Bill Eck, Annual Giving Chair D5450

- Ask outright and give them the opportunity to give. Do not assume they have been asked, nor assume that they know what is going on.
- Ask for more than \$25 a quarter. How about \$50? \$100? \$250? \$1,000?
- If a member prefers to make one gift annually, remind them to do that on their birthday each year.
- Have a club program on the Foundation, utilize PRRFCs and the district speaker bureau. Make sure someone asks for people's commitment or upgrade at this time.
- Set the expectation that each member give \$150 or more per year.
- Set a goal to have every Rotarian in your club participate by giving to the Rotary International Foundation.
- Have the Rotarian's Sponsor ask for the commitment or someone else of influence.
- Utilize the matching money from your club or the Foundation Recognition Points (FRPs).

Continued on next page 6



Continued from page 5

- Ask certain Rotarians to give \$1,000/annually.
 - Have your club or club foundation give \$1,000 to show their support of our Rotary Foundation.
 - Make the \$25 per quarter automatic i.e: *"It costs \$225 a quarter to be in our club, \$200 for dues and \$25 for TRF"*
 - Form a Rotary International Foundation Committee to help promote, motivate, inspire and educate. Assign a member of the committee to visit with a new Rotary member at one of the upcoming meetings. *This one on one ensures the new member understand and participates.*
 - Educate the new (and old) Rotarians on the importance of the gifting and the impact it has on our clubs ability to magnify matching money for our projects around the world.
 - Review records on past Paul Harris Fellows and challenge them to do it again. Have the right person ask them to continue.
 - Provide a generic commitment card to make it happen.
 - Ask all PHFs in the club if they would be willing to talk with anyone on the list that is not giving or to upgrade someone who should give more.
 - Make sure to award all new Paul Harris Fellows and multi level PHF at club meetings. Be sure to make them special. Recognition is an important key.
 - Is your club's board setting the example by being contributors to the Foundation and a 100% example? Is everyone on the International Services Committee setting an example by giving?
- Bill Eck,
Annual Giving Chair D5450*

THERE IS NO DOUBT THAT ROTARY CLUBS AND DISTRICTS ARE USING FOUNDATION PROGRAMS MORE THAN EVER BEFORE AND OUR CONTRIBUTIONS HAVE NOT KEPT PACE WITH THE STEADY GROWTH IN PROGRAMS.

THIS INCREASED DEMAND TO FUND SERVICE PROJECTS REQUIRES AN INCREASE IN OUR ANNUAL PROGRAMS FUND CONTRIBUTIONS AND AS CHAIRMAN OF THE TRUSTEES CARLO RAVISSA STATED IT'S "...BECAUSE GLOBAL HUMANITARIAN AND EDUCATIONAL NEEDS WILL NOT DIMINISH."

Earning your wings & Becoming a benefactor

**Past RI Director
Mike Pinson (2002-04,
Zones 25/26)** carried with him dozens of benefactor wings in his jacket pocket.

And when Director Mike was given any opportunity to speak to Rotarians about the Permanent Fund he (right then and there) closed the deal and presented the “wings” to the interested Rotarian.

Mike was able to sign up almost 200 TRF Benefactors in a very short time by instantly providing the “angel wings” with which TRF kept supplying him.

THE TECHNIQUE

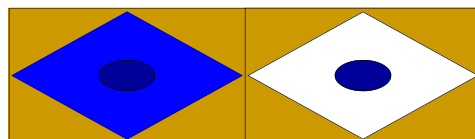
In addition to the wings Mike kept the “Benefactor Brochure” and a self addressed stamped envelope in his pocket.

He asked for a commitment of 10% of the Rotarians estate or a bequest or at the very least to become a \$1,000 benefactor. He presented the “angel wings” and the brochure and shook hands and asked the Rotarian to mail the form back to him.

Didn't Past Director Mike easily accomplish building benefactors? (see the side-bar).

THE WISH

Wouldn't it be wonderful if we (PRRFCs) could carry a pocketful of “wings” and be available at all times to help Rotarian donors to create their legacy for the Rotary Foundation?



“Perhaps the easiest way for any Rotarian to participate (in the Permanent Fund) is by making the Benefactor commitment, that is, the promise of a posthumous gift to the Foundation of as little as \$1,000. It behooves us to educate club members about this commitment possibility.

When Rotarians learn that they have the power to leave something behind that will be here FOREVER and continue to contribute to the work of the Foundation long after they are unable to do so, becoming a Benefactor is an easy sell.”

PDG Talee Crowe, Permanent Fund National Advisor





Rotary Centers Peacebuilder Districts

Can you help make it happen?

PRIPP Jim Lacy has stated to the PRRFCs... “I encourage you to be proactive in your continued support of Foundation goals.”

Would you (could you) help secure a district person to be the point person for the TRF World Peace Scholars Program?

Could each PRRFC set a personal goal to obtain at least one additional Rotary Center Peacebuilder District Commitment for TRF?

Districts that donate DDF in the amount of US\$25,000 per year or US\$50,000 every other year to support a Rotary World Peace Scholar for study at one of the Rotary Centers for International Studies for the 2004-06 program year and beyond are recognized as Rotary Centers Peacebuilder Districts.

TRF will recognize Peacebuilder Districts with special banners and certificates.

How does a district commit to becoming a Rotary Centers Peacebuilder District?

- Download the form:
- http://www.rotary.org/foundation/educational/amb_scho/centers/funding/support.html.
- Provided there is sufficient DDF available, obtain the District Rotary Foundation Committee Chair's approval and signature.
- Return the form to Judy Gibson, Rotary Centers Department Manager, The Rotary Foundation; fax: (847) 866-0934; e-mail: gibsonj@rotaryintl.org.

See “how-to” related articles by RRFs Taka Uyeno and Joe LaGuess —pages 10-11



How's your garden growing?



Gerald Meigs
PRI Director 2002-04
PRRFC 1987-89

It was early in my learning process as to how one develops a major donor that gardening and donor development was compared. As I have

moved along in developing major donor's, the similarity is clear.

First, I feel a qualified candidate that could be a major donor needs to be identified. I like to know their giving history to the Annual Fund, years as a Rotarian and their special area of interest in Rotary. Generally these basics help start the process of development. Much like gardening, you select the right plants for the area you want to develop. If you select the wrong plant it will not survive regardless of watering and attention.

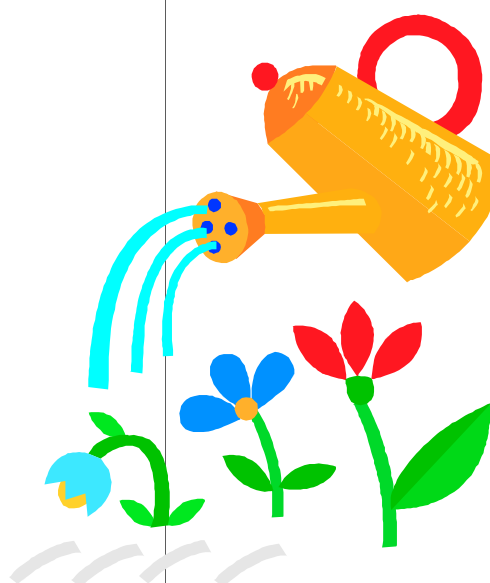
In order to find the type of Rotarian I think it is helpful to work with the club TRF chairperson. The club member can be helpful in identifying friends of the prospective donor that will be most important on team calls. This person is also

important in helping to learn about the prospects interests and priorities.

Now that we have the prospect or prospects identified it is time to cultivate and develop the prospects into major donors. The cultivation or development process can vary depending on the time table of the donor. I usually like to have several informal visits or meetings to better understand the prospect and their situation. These visits can be very enjoyable. Many times you make a new friend and help the donor toward making a very rewarding decision in their Rotary giving.

We are again gardening with the nurturing, watering, weeding, proper planting and then full development.

As a gardener you get great satisfaction in seeing the final results. The same is also true for the Rotarian that helps a prospective donor realize the great joy of giving.



**PRRFCs,
does it
bother you
that with
over
1.2 million
Rotary
members
we have
less then
6000 Major
Donors?**

Rotary World Peace Scholarships

BUILDING PEACEBUILDER DISTRICTS

**WITH REGARD TO THE EFFORTS IN
ACQUIRING PEACE BUILDER DISTRICTS,
I WOULD LIKE TO SHARE WITH YOU SOME OF
THE ACTIONS WHICH WERE TAKEN IN
OUR ZONE. THEY ARE:**

- **Send a letter to District Rotary Foundation Chairs to request support for the Rotary World Peace (RWP) programme. Attach a pledge form they can submit to TRF.**
- **Invite many RWP scholars to such events as District conference and Zone seminar so that they can meet and speak with Rotarians in person.**
- **A director, host area liaison and RRFC act as a team to emphasize the importance of the RWP programme. We speak about the programme to promote understanding among Rotarians on many occasions.**
- **RWP scholars' counselors put effort into maintaining good communication with their club members and also with district officers. They help make scholars' presence and their work visible to Rotarians.**



Takashi Uyeno

RRFC 2003-05

E-mail: tuyeno@attglobal.net

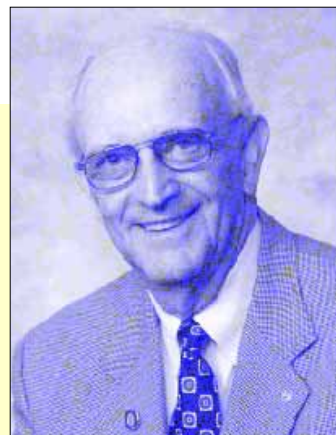
Our District 5300 is a PIONEER PEACEBUILDING District. We have been involved since the inception. Our district has been committed to Peace, the Rotary ideals of service and truly thinking "We Can Make a Difference". We have one of the first Peace Scholars and this district has always stood proud and among the pioneers in new ideas.

Roy M. York, Centennial Governor 2004-05, District 5300

BUILDING PEACEBUILDER DISTRICTS

A COMBINATION OF THINGS LIKELY LED TO THE THREE DISTRICTS IN ZONE 24 BECOMING "PEACEBUILDERS" AND HERE ARE THE FACTORS WHICH I BELIEVE HAD AN INFLUENCE IN THE DECISIONS.

- **A belief in the program as a means of "making a difference" toward the achievement of greater understanding and peace in the world.**
- **The districts have a history of supporting TRF projects and programs geared toward the internationality of Rotary.**
- **The money was available to become "Peacebuilders" while still maintaining an acceptable level of support for other programs funded through DDF.**
- **We reminded leadership of the opportunity and the need to support this most worthy program.**



Joseph LaGuess
RRFC 2004-06
 E-mail:
jlaguess@earthlink.net

PEACEBUILDER DISTRICTS TO DATE:

2560 / Japan (RRFC Nobuhiko Kataoka)
 2590 / Japan (RRFC Takashi Uyeno)
 2700 / Japan (RRFC Shigekazu Miyazaki)
 2730 / Japan (RRFC Shigekazu Miyazaki)
 2750 / Japan, Guam, Micronesia, Palau, Northern Marianas (RRFC Takashi Uyeno)
 2770 / Japan (RRFC Takashi Uyeno)
 2780 / Japan (RRFC Takashi Uyeno)
 3650 / Korea (RRFC Kyu Hang Lee)
 3660 / Korea (RRFC Kyu Hang Lee)
 3740 / Korea (RRFC Kyu Hang Lee)
 3750 / Korea (RRFC Kyu Hang Lee)
 5170 / California, USA (RRFC Joseph LaGuess)
 5180 / California, USA (RRFC Paul Davis)
 5300 / California and Nevada, USA (RRFC Joseph LaGuess)
 5330 / California, USA (RRFC Joseph LaGuess)
 5650 / Iowa and Nebraska, USA (Thomas Thorfinnson)
 6980 / Florida (RRFC John Smarge)
 7690 / North Carolina (RRFC Rocky Jacobs)

REACHING THE CLUB ROTARIANS

Are we planning well?

Foundation Seminars should be held in the July 1st to September 30 range. To hold one in October or November is too late.

The seminar should be held early enough to influence how the clubs plan for their Foundation Month (November) activities.

The content of the training and the manual needs to focus more on benefits and less on features.

Rotarians will support the foundation if they clearly understand the benefits of participation and involvement. They will then learn about features once they have decided they want to participate.

We should have a section in the seminars on how to be a Club Foundation Chair and should include a job description. We should include information on the Foundation moment. We should train club Rotarians how to use member access and the Club Monthly Recognition Summary. We should provide club Rotarians with information about the PowerPoint slides available to them on the Foundation part of the Rotary website.

WORLD UNDERSTANDING AND PEACE



"I just returned from Durango, Colorado and the Tri-District Humanitarian Grants Fair.

22 (of 50) of our clubs were represented there sponsoring 17 grants for D4110-Mexico and utilizing approx 25K of our 04-05

DDF.

The relationships developed and developing between Rotarians in all three districts and especially with Mexico via this conference is a sight to behold. It is wonderful.

The event for next year will be held in November in Hobbs, New Mexico."

DRFC Chair Dick Foster



Arrived home late last night after two weeks in East Africa immunizing children for polio and delivering wheelchairs to folks who never dreamed of owning one.

The first week was in Ethiopia and for me it was my third year on a Rotary Club immunization team.

Last year the country was declared free of polio and now we are doing 'mop up' work and taking precautions against the new spread of polio from northern Nigeria in Central Africa. Mostly our team of 50+ folks worked the areas of the country that adjoin the North South highway south of Addis Ababa. We immunized every child within 30 miles of the road for hundreds of miles. If polio is going to pop up again in Ethiopia, this is where the experts think it would appear.



Once again thousands of health workers, aid volunteers, missionaries, teachers, government workers, and Rotarians like us were involved in the Immunization effort. The effort was organized well and we were able to reach 10's of 1000's of children.

POLIO WILL BE ERADICATED

***PLEASE HELP
FULFILL YOUR
CLUBS
COMMITMENTS TO
THE POLIO
ERADICATION
FUNDRAISING
CAMPAIGN***

As an example, some of my time was spent at a location about 25 miles off the highway on a dirt animal path. We went to the site in a 4 wheel drive jeep and saw lots of kids who were both curious and perhaps 'scared to death' of us big white guys. We always carry balloons for the kids and that seems to ease the pain a bit.

Ralph Munro

Trustees reinstate GSE Annually

GSE is back
annually



Based on the financial status of the World Fund pool at this time, all districts in good standing are eligible to apply for World Fund Awards to send a GSE Team every year.

The GSE program will return to an every year, every district cycle in which exchanges are carried out in one program year. All changes are in effect starting with the 2005-06 program year.

As a result of these changes, the Foundation has made a one-time exception to postpone the 2005-06 GSE District Application submission date until 1 March 2005.

Districts may apply to send a maximum of two GSE teams during a given program year: one can be financed through the World Fund, the other must be funded through DDF, a DDF donation from a partner district, or a restricted gift to the Permanent Fund.

PLEASE NOTE:

- Fundraisers and challenge gifts are vital to the Every Rotarian, Every Year effort and will continue to be featured in the EREY Rotary Foundation Newsletter. For more information about challenge gifts, see "Annual Programs Fund Challenge Gift Examples" on the RI Web site at:
www.rotary.org/newsroom/downloadcenter/foundation/development.html#annual
or contact the Foundation.
- Are you prepared to give up-to-date Rotary Foundation presentations.? A Power-Point presentation highlighting the Foundation's milestone achievements is available on the RI Web site. Log on to:
www.rotary.org/centennial/index.html.
Other resources are also available on the Web site.



December, 2004

Dear Family and Friends,

Instead of buying and sending gifts to our family and friends this holiday season Jeanette, the children and I have decided to give one gift, a gift given in all of your and our names.

We are making a contribution to world peace through our organization, Rotary International. We are contributing this year to Rotary's Worldwide Annual Programs Fund Campaign.

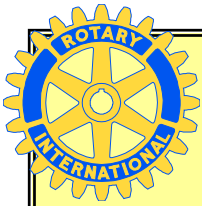
Our organization, Rotary International through Our Foundation has a stated mission of World Understanding and Peace.

We feel by our contribution we will be helping to make the world a safer place for our children and their children and generations of children to come.

Happy Holidays and With Love,

John and Jeanette





**RRFCS &
OUR FOUNDATION
DECEMBER, 2004
ISSUE 4**

EDWARD "EDDIE" BLENDER

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**Have you made (and
have you asked for) an
Annual Programs
Fund gift?**

