

OUR FOUNDATION



ISSUE 6

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A NEW YEARS RESOLUTION

January 1, 2005:



*Louis Piconi, RRFC 1990-'93
Moderator,
2005-'06 RRFC Institute*

Viewing the horrendous images on TV over the past few days of the devastation and human carnage caused by the tsunami in Southeast Asia, I adjusted my New Years resolutions.

The images on TV illustrate tremendous needs on all levels of human existence, from basic housing, to food, clean water, medicine and health care. While Rotary is not an international disaster relief agency, Rotary clearly can and should provide the humanitarian assistance we do best in support of our Rotary family in South East Asia.

One tragic image I will never forget was of young boy in Sri Lanka, surrounded by hundreds of corpses. He was looking for his

**MY RESOLUTIONS: 1.FIVE NEW BENEFACTORS 2.TWO NEW \$25,000 BEQUESTS
3.IDENTIFY TWO \$250,000 CONTRIBUTORS TO THE PERMANENT FUND**

sister. The question that immediately came to mind was, How can we help this youngster? How can we provide him, and so many others, with the tools to survive this disaster?

Clearly, one way is through education. The educational infrastructure in Sri Lanka, and other affected areas, was swept out to sea last week. Rotary can set its sights on helping to build and facilitate schools with educational materials for children in the devastated areas. Is this asking too much? Some would say this dream impossible, impractical, too big or that this it is the responsibility of governments - not Rotary.



...Continued on page 4

PSA CAMPAIGN WITH A TRF AND CENTENNIAL THEME

Public Service Announcements (PSA) both for printed media and radio are being provided by the Rotary Global History Fellowship for use by districts and clubs.

President Glenn has mapped the course in this our Centennial Year. Share and celebrate Rotary's history and your club's accomplishments by writing Rotary articles for your local newspapers and recording Rotary Public Service Announcements (PSAs) for your local radio stations.

The Rotary Global History Fellowship has prepared "generic" articles and PSA announcements and recordings and would be pleased to send them to you. Please write to EBlender@aol.com with your request.

PUBLIC IMAGE CAMPAIGN WITH A POLIO THEME



A poster for Rotary International's Global Public Image Campaign. The top section has a yellow background with a sunburst pattern. Below this is a dark blue banner with the text "ROTARY INTERNATIONAL" in white. To the right of the banner is the Rotary International logo, which features a gear-like wheel with a star in the center, and the text "100 Years" below it. The main image is a photograph of a young boy in a white shirt and orange shorts running through a dry, grassy field towards a large, leafless tree. The bottom section of the poster has a dark red background. It contains the title "Rotary International's Global Public Image Campaign — How Clubs and Districts Can Make A Difference" in yellow and white text. Below the title is a paragraph of white text: "Rotary International has developed a Global Public Image Campaign for Rotary and the Centennial. The core of the campaign provides ready-made print, broadcast and outdoor elements with a polio theme to equip Rotary's 31,000 clubs in 166 countries to pursue donated local media placements in 2005." At the very bottom, another paragraph of white text reads: "Watch for the CD-ROMs coming gratis in the mail to clubs and districts in early 2005. Rotary clubs are encouraged to begin now to pursue local media contacts to obtain gratis or low-cost placements."

WHAT PAUL HARRIS SAID

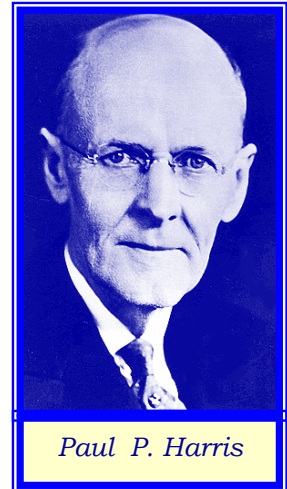
"Good works are not all there is in Rotary; good works are expressions only of something beneath. Some of the most powerful forces in the world are invisible...electricity, ...gravity. Even the air we breathe is invisible and yet it sustains life. The power of Rotary is invisible and yet it performs miracles. The gates of empires have been lifted from their hinges by the power of ideas. Beneath the good works of Rotary there is an invisible power; it is the power of good-will and by virtue of the power of good-will Rotary exists."

**Paul Harris in his autobiography,
My Road to Rotary, (p262)**

"Our first hundred years will stand as an inspiring record of men and women of all races, religions, nationalities and political creeds who have made significant contributions to creating a more peaceful world."

**RI President Glenn Estess (2004-05)
at the United Nations, November 6, 2004**

Celebrate 100 years: February 23, 2005



Paul P. Harris



Quoted from "What Paul Harris Said" - This service is prepared by The Rotary Global History Fellowship (an Internet Project) and is available by a free email weekly subscription from the website: <http://www.whatpaulharrissaid.org/>

Louis Piconi....Continued from page 1



My response as a previous RRFC is how can I support such a dream and when can I begin to make it happen!

As you know, over the past 10 -15 years, RI presidents, trustees and other senior Rotary leaders have articulated the importance of the Permanent Fund for the future. The C.O.L.'s in the 1990's overwhelmingly passed resolutions that were offered by Rotary clubs to attain a minimum target goal of US\$500 million by the 2005 centennial convention and a minimum target goal of US\$1 billion by the year 2025.

If our Permanent Fund had US\$1 billion or more today, the reality is that the earned interests would help fulfill the goal of polio eradication and provide the Rotary leaders the opportunity to make the decision to help facilitate the schools for the children in the devastated areas. Moreover, individuals, corporations and others would have a vehicle to contribute money in support of the humanitarian efforts of an organization that has the integrity and stewardship beyond reproach.

*Few of us can do great things,
but all of us can do small things
with great love.*

MOTHER TERESA

My Rotary Foundation New Year's Resolutions for 2005:

1. Attain 5 new benefactors in my club or district
2. Attain 2 members in my club or district to bequest a percentage of their assets of a minimum of US\$25,000 to the Permanent Fund
3. Identify and ask 2 individuals for a contribution to the Permanent Fund of US\$250,000

I asked myself - if not me, then who? If not this year, then when? ***Care to join me?***

**Louis Piconi,
2000-2001 RI Vice President,
1990-'93 RRFC**

DISEASES FOLLOWS DISASTERS

Compounding the disaster we find that contaminated water, inadequate hygiene and mosquito borne diseases become widespread

Water and sewer systems are damaged and infectious disease become commonplace because of the intermingling of those systems. Disease which are key threats are:

- Diarrhea (kills 2.2 million annually—mostly children),
- Dengue Fever (Mosquito borne and affects 20 million annually—kills 24, 000)
- Cholera (acute and quickly kills 1.1 million annually)
- Malaria (2 million deaths annually and spread by mosquitoes)
- Shigellosis (Kills 1.1 annually)
- Typhoid (infects 12.5 million each year)

WE MADE A PROMISE TO THE CHILDREN OF THE WORLD AND WE MUST KEEP THAT PROMISE



Charles "Chuck" Keller
RIPP 1988-89

To members of the **PolioPlus Partners** Task Force, I just had the privilege of participating in the IPPC meeting in Evanston where I heard the reports from our partners on the current status of polio and the prospects for the future. The message I got from them was one of optimism and the need to persevere.

There are areas of concern in polio eradication — West and Central Africa and Northern India in particular. However, the disease is beatable and our partners have developed plans to break the final chains of disease transmission. These plans involve increasing the number of National Immunization Days (NIDs) in certain countries to as often as every six weeks until polio is gone.

This means more social mobilization at which Rotary volunteers shine. That is where the Partners Program excels. We provide the paraphernalia that fuels our efforts to reach mothers with their babies—signage, caps, T-shirts, vaccine carriers and so on. Our “Open Projects List” details the needs identified by National PolioPlus

Chairmen in India, Togo, Nigeria, Cote d'Ivoire and others.

No gift is too small, US\$100 from a new Rotarian, \$300 from a new Rotary club, \$1,000 from a district's DDF funds. But each Open Project List project has a funding deadline. We need prompt action. Our fellow Rotarians in polio endemic countries need us now more than ever. They need to know that we are standing with them.

“This has been the year of PolioPlus, the year in which we reached out to accomplish the largest goal in our history ... The net result has been a year of pride and accomplishment for Rotarians. Indeed, I believe these are the best of times and that Rotary at this convention will enjoy its very finest hour.”

**Chuck Keller,
From an address to the
Rotary Convention (1988)
in Philadelphia, Pennsylvania,
U.S.A**

Dr. Bruce Aylward of WHO has described ***the biggest risk to polio eradication in Asia as apathy and frustration***. I would argue that a risk to the overall global eradication of polio would be apathy by Rotarians. It is our voice that urges WHO, UNICEF, CDC and national governments to finish the job. We cannot let that voice go silent.

We made a promise to the children of the world and we must keep that promise.

I need you as members of the Polio Plus Partners Task Force (and PRRFCs) to see that this message is carried to every Rotarian and every Rotary club. We cannot give up. We must push harder. We must beat polio and we will. Time is of the essence. I am counting on you to redouble your efforts as we go into the home stretch.

Sincerely,
Charles Keller
Chairman, Polio Plus Partners Task Force



ABOUT DONATIONS TO THE ANNUAL PROGRAMS FUND



Ask outright.
Know your subject.
Help Rotarians to give.
Do not assume they
have been asked, nor
assume that they know
what is going on.

Build contributions
to the
Foundation
into club annual
budgets.

Teach the new
Rotarian's about TRF.
Have their sponsor ask
for commitments.
Plan fireside TRF chats.

Educate the new (and old) Rotarians on
the importance of the gifting
and the impact it has on our clubs
ability to magnify the matching money.



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

Provide data that attaches dollar amounts of contributions with measurable results (e.g., \$100 contributed to Polio-Plus enables 1,000 children to receive immunization).

Market the Bequest Society and Benefactor status as a personal legacy.

Include the Foundation as a component of all club-level fund raising.

Ask members to donate their "recognition credits" to match others aspiring to be PHF's.

Utilize the matching money from your club or Foundation Recognition Credits

Have a club program on the Foundation, utilize your District and Zone Chairs, your RRFC, Alumni, GSE, scholarship recipients and the district speaker bureau.

Include a portion of the club's initiation fee as a "starter" contribution" to the Foundation.

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

Review records on past Paul Harris Fellows. Challenge them to do it again. Have the right person ask them to continue.

Provide a generic commitment card to make it easier to commit and ask for more than \$25 per quarter. How about \$50, \$100, \$250 Or \$1,000?

Make the \$25 per quarter automatic for all new Rotarians. i.e. "It costs \$225 a quarter to be in our club, \$200 for dues, \$25 for TRF.

Ask all PHF 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.

Set the expectations higher. Ask that each member donate a minimum of \$200 per year.



THE POWER OF A CHALLENGE GIFT



There were 6 Paul Harris Fellows in a club of 28 which I visited as their program speaker and my topic was "Every Rotarian, Every Year." Occasionally the audience "gives back vibrations" and I could feel their understanding and excitement of TRF from the podium. I spontaneously and immediately issued the club a challenge.

I told them I will match (using Foundation Recognition Credits) every member of the club – but only if they (the entire club) all become PHFs. I threw down a daunting and difficult challenge!

Within two weeks – all 28 members became PHFs (a 100% Paul Harris Fellow Club). They are as proud of themselves as I am proud of them. They have also pledged to continue to be a 100% Sustaining Member club. There you have truly the power of a Challenge Gift.

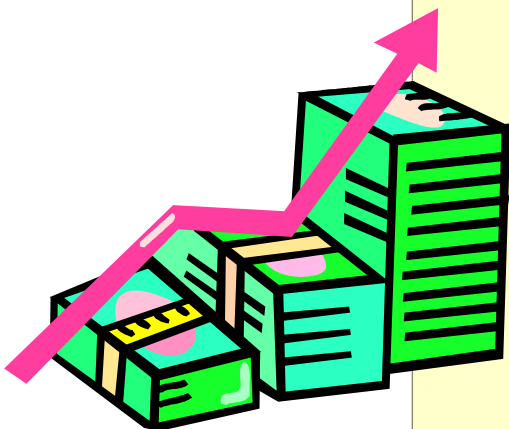
Often a "Challenge" can be both the educational tool and the stimulus to build Foundation contributions.

Are there members of your club who are multiple Paul Harris Fellows and/or Major Donors who have accumulated Foundation Recognition Credits (FRCs)? Your club Foundation Committee can approach those members and ask them to contribute their FRCs to challenge the club members.

For instance if you have 10,000 FRCs available and you offer each new US\$500 PHF contributor 500 credits you can raise an additional 20 gifts for the Foundation. Twenty new gifts would be worth US\$10,000 to the Annual Programs Fund.

Please educate your club to the fact that a PHF can be purchased for a spouse, a friend, a child or grandchild. Can you imagine how proud the recipients of the PHF's would be of the honor received when appropriate presentations are made at the club or at district events?

E.B.



SUBMISSION OF FINAL REPORTS

TRF is now prepared to fully implement the Trustee decisions related to phased-out grants.

Beginning January 2005, failure to submit acceptable reports for phased-out grant types will result in the following ramifications:

- New DSG requests will not be approved until all of the district-sponsored New Opportunities Grants and Community Assistance Program Grants within the district are closed.
- New International Grant applications will not be approved for clubs and districts that are international sponsors of open Discovery Grants until those grants are closed.
- New MG applications will not be approved for clubs and districts that are sponsors of Children's Opportunity Grants, Transportation Grants and Helping Grants until those grants are closed.



2005-07 ROTARY WORLD PEACE SCHOLARS SELECTED



The Rotary Centers Committee met in Evanston November 29 – December 2 and selected 60 Rotary World Peace Scholars finalists for

study at the Rotary Centers for International Studies in 2005-07 (Class IV).

The finalists are from 25 different countries. The average age is 28 years old. 42 are female and 18 are male. 23% are citizens of low-income countries and 3% are citizens of countries defined by Rotary as having a significant Muslim population. The selection committee designated two alternate candidates in addition to the 60 selected fi-

nalists.

2006-08 - CLASS FIVE

The deadline for Districts to submit applications to TRF for the Rotary World Peace Scholarship has been changed from October 1 to July 1 beginning in 2005. Applications will be available January 15, 2005.

Clubs and districts should plan to do interviews in April or May. Please make sure all of your Districts submit a qualified candidate to be considered in the next round. Candidates should have at least three years of professional experience in a field related to peace and conflict resolution.

ANSWERING THE CALL



***"I personally
like many
would rather
give to a Rotary
Involved
Project"***
Frank Devlyn

I was a proud Rotarian when immediately after the horrific and deadly tsunami disaster that the links—the communication lines between Rotarians worldwide began humming.

And the wires were not full of idle talk — for Rotarians offered cooperation and solutions.

VERY RAPID RESPONSE

From the Rotary Club of Helston-Lizard in the UK and Rotarian Calum Thomson came a very rapid response and information about the "ShelterBoxes" which unveiled a Rotarian to Rotarian opportunity for immediate involvement.

"Sadly, goods can be

diverted to black market criminals before they reach their destination. Those of you who know south-east Asia will be aware of endemic corruption in some countries." wrote Chris Joscelyne, the President of ROTARY eCLUB ONE, "but there is an exception .. the Rotary ShelterBoxes project in England has helped victims of natural disasters in several countries in recent years. Now the aid agencies have called on our fellow Rotarians in England to assemble shelter boxes as fast as they can."

Within minutes orders poured in from the Rotary World and the Rotary Club of Helston-Lizard in the UK began working around the clock (see below).

E.B.

THE RECENT LOG BOOK:

30 December 2004:

A further 250 ShelterBoxes left Helston this evening bound for Heathrow from where they will be flown by Virgin Airways to Delhi. At Delhi, the ShelterBoxes will be handed over to the **Rotary Club of Delhi** and the Salvation Army who will be responsible for onward transportation to the affected coastal areas and distribution to victims of the earthquake/tsunami disaster. 500 ShelterBoxes have been sent to the region this week.

29 December 2004:

Due to the incredible response to this disaster the full Rotary team of volunteers has been busy at the ShelterBox offices answering phones in response to the tremendous public reaction. A further 122 ShelterBoxes were dispatched to join the Boxes dispatched yesterday bringing the total to 250. At the request of the Sri Lankan Embassy, Sri Lankan Airlines will fly the boxes from Heathrow, free of charge, on 30 December. Teams of volunteers from **the Rotary Clubs of Mounts Bay, Helston,**

Helston-Lizard and members of the general public have packed a further 170 ShelterBoxes which are expected to be dispatched in the next few days.

28 December 2004:

In response to the SE Asia tsunami disaster that occurred on 26 December 128 ShelterBoxes were sent to Sri Lanka for distribution by **the Rotary Club of Colombo.**





Africa Regional PolioPlus Committee Meets in Mali

The Africa Regional PolioPlus Committee met in Bamako, Mali 10-11 December to discuss progress on polio eradication in Africa. Chaired by RRFC Ambroise Tshimbalanga Kasongo, the committee closely reviewed status reports from a variety of countries and strategized on ways to achieve a polio-free Africa.

In October and November (2004) of this year 23 countries in west and central Africa participated in synchronized National Immunization Days in an effort to halt the spread of the wild polio virus in the region. Some 80 million children were targeted for immunization.

WHAT'S WRONG HERE?

On Friday December 30 I received a telephone call from a non-Rotarian friend who was completing her yearend contribution list. "I want to donate \$500.00 to The Rotary Foundation but your website is not very user friendly", she said. "I've been working on this but even after finding a form to fill out—I don't know the code numbers nor answers to the questions. Can you help me?"

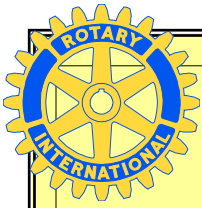
Not only my non-Rotarian friend but Rotarians throughout the world find it cumbersome (difficult?) to contribute to TRF via our website.

Something should be done about that.

E.B.

"It would be relatively easy to develop a simple, progressive page that does not require log-in codes and passwords. The page should allow a person, Rotarian or not, to make a quick, credit card contribution while the spirit moves him/her - not a complicated, time consuming, discouraging password protected impediment."

Dan Mooers



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PRRFC Lou Piconi wrote:

**"... there is a poem
that I once read that
motivates me to continue to
lead when possible and ask
for contributions for TRF"...**

***God has given me a place on earth to be here for a while.
I hope that as I'm passing through I will make somebody smile.
I want to make life easier for all those that I meet.
I ask God for His blessings to the strangers on the street.
I hope I'll never fail a child if I can help somehow.
I want to be as generous as my resources will allow.
And when my life on earth is done, it will be my final plea:
Let someone, somewhere think or say...
"You made a difference to me."***