

# 下屆的地區領導人們學習有關新的獎助金模式

## Incoming district leaders learn about new grant model

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左圖：未來願景委員會主委，前 RI 社長 Luis Giay 在 1 月 18 日的國際講習會當中強調扶輪基金會新的獎助金模式的益處。

*Left: Past RI President Luis Giay, chair of the Future Vision committee, highlights the advantages of The Rotary Foundation's new grant model during the International Assembly 18 January. Rotary International/Alyce Henson*



右圖：RI 秘書長 John Hewko 談到延續性、策略規劃、以及永續性的必要性。

*Right: RI General Secretary John Hewko talks about the need for continuity, strategic planning, and sustainability. Rotary International/Monika Lozinska*

今年的國際講習會將相當多的資源集中於訓練將上任的扶輪領導人們扶輪基金會的新獎助金模式，以為 7 月的未來願景全球啟動鋪好路。

This year's International Assembly is focusing considerable resources on training incoming Rotary leaders in The Rotary Foundation's new grant model, to pave the way for the worldwide launch of Future Vision in July.

這項工作的設計是藉由將總監當選人們與地區扶輪基金主委們帶著有關此獎助金模式的豐富知識送回他們地區來加惠於所有扶輪社友們。

The effort is designed to benefit all Rotarians by sending the governors-elect and district Rotary Foundation chairs-elect back to their districts with a wealth of knowledge about the grant model.

“未來願景計劃提供我們一個成為真正最頂尖組織，與其他許多成功的慈善組織，像是(比爾與美琳達)蓋茲基金會，平起平坐的機會。”前 RI 社長及未來願景委員會主委 Luis Vicente Giay 告訴將上任的領導人們。“為確保扶輪的未來，我們需要一個強壯、充滿活力、有組織、反應靈敏、有能力、國際化的基金會，並且準備好應付社會、扶輪社友們、以及各扶輪社所呈現給我們的種種挑戰。”

“The Future Vision plan provides us with an opportunity to be a truly cutting-edge organization, on the same level as many other successful philanthropic organizations, like the [Bill & Melinda] Gates Foundation,” Past RI President and Future Vision Committee Chair Luis Vicente Giay told the incoming leaders. “To ensure the future of Rotary, we need a Foundation that is strong, vigorous, organized, agile, competent, international, and ready to meet the challenges and demands that society, Rotarians, and clubs present to us.”

Giay 強調新獎助金模式的幾項優點，包括將此制度簡化為三大獎助金類型而可以較少的規定來資助各式各樣的活動。將地區獎助金放到一套新的地區委員會架構的手中可讓各扶輪社與地區有較大的彈性來滿足當地性與國際性的社區需求，他說。

Giay highlighted several advantages of the new grant model, including streamlining the system into three grant types that fund a variety of activities with fewer requirements. Placing district grants into the hands of a new district committee structure will give Rotary clubs and districts greater flexibility in meeting community needs both locally and internationally, he said.

而藉由將全球獎助金聯結到扶輪的六大焦點領域，基金會將可以

And by linking global grants to Rotary's six areas of focus, the Foundation will be able to ensure that

保證各項專案具有更大的影響力以及永續性 - 對於受益社區的影響力可以在獎助資金用罄後仍然持續很久。

projects have a greater impact, as well as sustainability – an impact on the benefiting community that continues long after grant funds are expended.

未來願景計劃已經受益於扶輪的領導階層在根除小兒麻痺的努力，這項工作依賴了與期他組織的策略夥伴關係。為反映此教訓，包裹式獎助金讓扶輪社友們參與由扶輪的世界基金與期策略夥伴們所資助的事先設計好的專案。

The Future Vision plan has benefited from Rotary's leadership in the effort to eradicate polio, which has relied on a strategic partnership with other organizations. Reflecting that lesson, packaged grants allow Rotarians to take part in predesigned projects funded entirely by Rotary's World Fund and its strategic partners.

“作為扶輪社友們，我們可以利用我們新的基金會來在世界行善，” Giay 說，“我有信心你們都會成功。”

“As Rotarians, we can use our new Foundation to do greater good in the world,” Giay said. “I am confident you all will succeed.”

## 擦亮我們的品牌

## Sharpening our brand

在另一場講習會演講中，將上任的領導人們聽取前 RI 社長 William B. Boyd 談論有關強化扶輪品牌的行動。他說由扶輪的顧問 Siegel+Gale 公司所做的大規模研究已經發現了扶輪社友們與非扶輪社友們看待這個組織的方式之間的認知差距，這也是這項品牌行動被設計要來處理的。

In another assembly speech, the incoming leaders heard Past RI President William B. Boyd talk about the initiative to strengthen Rotary's brand. He said that extensive research conducted by Rotary's consultants, Siegel+Gale, had found a perception gap between the way Rotarians and non-Rotarians view the organization, which the brand initiative is designed to address.

“對於非扶輪社友們來說，這項溝通很重要，因為他們需要知道我們是誰和我們做些什麼，以及是什麼將我們與其他組織區別。然後我們可以要求他們加入我們，” Boyd 說，指出這項行動並非關於徹底改造或創造一個新的品牌，而是關於將現有的品牌帶入更鮮明的焦點。“品牌是什麼？它是很單純並且很清楚的我們是誰、我們做些什麼、以及它為何很要緊。”

“For non-Rotarians, that communication is very important, because they need to know who we are and what we do, and what differentiates us from other organizations. Then we can ask them to join us,” Boyd said, noting that the initiative is not about reinventing or creating a new brand but about bringing the existing one into sharper focus. “What is a brand? It's simply and clearly who we are, what we do, and why it matters.”

他要求將上任的領導人們傳播有關扶輪品牌的訊息，並且走出去接觸非扶輪社友們去說明這個組織在當地以及在全球所做的。

He asked the incoming leaders to spread the message about Rotary's brand and to reach out to non-Rotarians to explain what the organization does both locally and globally.

## 基金會各項目標

## Foundation goals

扶輪基金會主委當選人李東健提出了基金會的 2013-14 目標，包括完成根除小兒麻痺的工作，啟動未來願景的獎助金模式，讓扶輪社友們投入創新性的專案，創造夥伴關係，以及建立對於扶輪基金會的擁有感與驕傲感。

Rotary Foundation Chair-elect Dong Kurn Lee laid out the Foundation's goals for 2013-14, including completing the job of eradicating polio, launching the Future Vision grant model, engaging Rotarians in innovative projects, creating partnerships, and building ownership and pride in the Rotary Foundation.

“在扶輪，每一件工作都是有價值的，每一件工作都是重要的，”李東健說。“但是在未來的一年內，今天在這裡的你們全體將會有一項決定扶輪的成功與否的特殊角色去扮演 - 而且不僅是在 2013-14，而是在其後的所有年度。那是一項巨大的責任，而我知道你們會起而面對這項挑戰。”

“In Rotary, every job is valuable, every job is important,” Lee said. “But in the year ahead, all of you here today will have a special role to play in determining Rotary's success — and not just in 2013-14 but in all the years to follow. It is a tremendous responsibility, and I know that you will rise to this challenge.”

## 來自 RI 的支援

## Support from RI

RI 秘書長 John Hewko 於 1 月 16 日他於講習會的演講中聚焦於延續性、策略規劃、以及永續性的必要性。

RI General Secretary John Hewko focused on the need for continuity, strategic planning, and sustainability in his address to the assembly 16 January.

“每一位扶輪社友，以及每一位扶輪領導人，都是一條鍊條中的

“Every Rotarian, and every Rotary leader, is a link in a chain. Our success can't ever be measured by our

一個環節。我們的成就絕不能以我們自己的強弱來衡量，”  
Hewko 說。“它是要以我們將我們之前所做的與我們之後所能  
做的聯結的多好來衡量。”

own strength,” Hewko said. “It will be measured by  
how well we link what was done before us to what can  
be done after us.”

他鼓勵地區總監當選人們利用 **扶輪社中心 (Rotary Club  
Central)**，一套將於 7 月出來的線上工具，來協助各地區與扶輪  
社更加瞭解並記錄它們過去的成就並做數年的策略規劃。扶輪社  
友們可以藉由登入 [↑↖↗↘ \(Member Access\)](#) 來找到這項工具。

He encouraged the district governors-elect to use  
**Rotary Club Central**, an online tool rolled out in July  
to help districts and clubs better understand and  
capture their past achievements and plan strategically  
for several years. Rotarians can find the tool by  
logging on to [Member Access](#).

Hewko 說永續性，在其核心，意指扶輪社友們現在所做的工作，  
在沒有持續的投資下，將會有一個持續性的影響力。“一隻滿足  
短期需求的援手絕不會像利用我們的資源做為一種能夠在長久  
時間持續滿足需求的投資那樣有效率，”他說。

Hewko said sustainability, at its core, means that the  
work Rotarians do now will have a continued impact,  
without continued investment. “A helping hand that  
meets a need in the short term is never as efficient a  
use of our resources as an investment that will  
continue to meet that need over time,” he said.

為協助推銷扶輪並確保它的未來，他要求地區總監當選人們好好  
利用網際網路與社群媒體。[扶輪獎助金微網站 \(Rotary Grants  
microsite\)](#) 於這個月啟動，Hewko 也提到重新設計的 RI 網站正  
在進行中。

To help promote Rotary and ensure its future, he  
asked the governors-elect to make use of the Internet  
and social media. The [Rotary Grants microsite](#)  
was launched this month, and Hewko noted that a  
redesigned RI website is in the works.

