



District 7450

The Rotary Foundation "Informant"



Volume 2 Number 2

Holly Lankin- Editor

November 2009

November is Rotary Foundation Month

Our Rotary Foundation Changes and Save Lives!

Our Rotary Foundation was founded by Rotary International President Arch C. Klumph in 1917 as an endowment fund for Rotary "to do good in the world." However it wasn't until 1947, when Paul Harris died, that significant contributions were made and disbursed.

The Rotary Foundation has funded health, hunger and humanitarian project in virtually every country in the world. By funding the Ambassadorial scholarship program, Rotary supports future leaders. The new world peace scholars are already making an impact in their native regions. Rotary clubs use funds from the Rotary Foundation to further enhance their impact through the matching grant and district simplified grant program. Team members and leaders participating in the Group Study Exchange program are personally involved in promoting world peace and understanding. Individual grants are made to Rotary volunteers who make a significant impact wherever they go.

The Rotary Foundation is our foundation; it is not just another charity. We own it , we get to help decide where the money is spent and we support it. It is our primary vehicle for making an impact on the world. Through our flagship Polio plus project, we are receiving and will continue to receive international recognition of our great work.

Rotary Foundation Gala Celebration

November 20, 2009 Cocktails at 6:00 Dinner at 7:00

Desmond Hotel in Great Valley; One Liberty Boulevard; Malvern, Pa 19355

Please join us to celebrate our Rotary Foundation and to honor our supporters and participants!

Major Donors * Bequest Society * Paul Harris Society * Benefactors * Rotary Foundation Alumni

We are honored to have as our guests, **Past Rotary International President and Rotary Foundation Trustee Wilf Wilkinson**, as well as **Elias Thomas, Zone 32 Coordinator ~ \$200 Million Challenge.**



Please make checks for \$75.00 per person payable to Rotary District 7450
c/o Dawn deFuria, 230 Baldwin Drive, West Chester, PA 19380

Credit Cards also accepted

RSVP no later than Friday November 13, 2009



Please join us for a night of fun and fellowship! We look forward to seeing you there.



Here is a system for raising Funds for our Rotary Foundation

Why is it that some clubs are successful raising funds for the Rotary Foundation and others less so? Successful clubs have a system. If yours works, then skip to the next article in this publication; if not here is a system that you can use.

First, we need to educate our members about the fantastic work that our foundation does.

Each club should schedule four to six programs a year on the Rotary Foundation. There are lots of speakers available on a wide variety of subjects. We are not suggesting that each program be an extended solicitation of funds, though once a year could be. Here is a list of speakers that every club should use each year:

1. Speaker from the District Rotary Foundation committee telling about a number of humanitarian projects of the Foundation.
2. Invite someone who was an outbound team member of a recent Group Study Exchange team to tell about the enormous benefits of the program
3. Contact the Ambassadorial Scholarship subcommittee chair and arrange for an inbound scholar to speak.

4. Invite someone from the matching grants committee or simplified grants committee to tell you how you can secure funds for your projects.

5. Show a filmstrip from the foundation. This could be on hand for use as an emergency program when the speaker gets sick.

6. Get someone knowledgeable to talk about the Polio Eradication efforts. You could have someone tell about a visit to a National Immunization Day.

There are other ways to educate your members. Someone could report on the foundation's work on club e-mails, web-sites and newsletters. Some clubs have a Rotary Foundation minute at each meeting.

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Rotary Foundation Speaker's Bureau

The District 7450 Rotary Foundation Committee has established a speaker's bureau to better communicate with local clubs and members.

Local clubs can request speakers from each subcommittee – Alumni, Annual Giving, Grants, Group Study Exchange, Rotary Peace Fellows, Permanent Fund, Polio Plus, or Scholarships.

To make a request, go to the Rotary Foundation section of the District 7450 website. When you select "Speaker Request", a request form will be displayed. Supply contact and meeting information, three potential dates, and select the sub-committee that is of interest. A "Comment" area allows you to be more specific about your request.

When the form is submitted, the request will be forwarded to Russ deFuria, who will contact the appropriate speaker. The speaker will contact you.

Committee members look forward to sharing their experiences and enthusiasm with all District 7450 Rotarians.

The screenshot shows the District 7450 Rotary Foundation website. At the top, it says "District 7450 - Southeastern Pennsylvania, USA". Below that, the "District 7450 Rotary Foundation" logo is displayed, along with contact information for the Chairman, Russ deFuria: (H)(610) 696 0979, (W)(610) 626 2540, and email DG0708@brienheatcool.com. A link for a "Joint District 7430 & 7450 Rotary Foundation Workshop - October 17 (click)" is also present. On the left, a navigation menu includes: Foundation Home, Alumni, Annual Giving, Grants, Group Study Exchange, Paul Harris Society, Rotary Peace Fellows, Permanent Fund, PolioPlus, Scholarships, Newsletter, SHARE, Committee Members, Foundation Meetings, Speaker Request, and Rotary On YouTube. The main content area is titled "District 7450 Foundation Speaker Request" and contains a form with the following fields: "Your Club" (required), "Meeting Location" (required), "Meeting Time" (required), and "Topic Requested" (dropdown menu). A note indicates that fields with an asterisk are required.

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Second we need an organized system for asking for contributions.

Here is an easy one that you can use. First of all, you will need one solicitor for each twenty members. When you see how easy it is, you will have no problem getting help for your club chair.

You will need to print up the latest version of your club giving report. That can be obtained from your Club President or secretary who has access to it on line. Or, if you wish, contact your foundation area coordinator who will get it for you. That report will give you the amounts contributed by each member in the past and will list all members who never contributed. You will see all those who are Paul Harris Fellows and multiple Paul Harris Fellows. Also you will see the date of their last contribution and will know if they have contributed this year.

During November, which is Rotary Foundation month, or any month for that matter, give each member a written solicitation addressed to them personally asking for a contribution. Include a date that you wish to have the funds such as December 31 (so they can get the tax deduction) or June 1 so that the club can get credit in the current Rotary year.

Using the announcements time of the club meeting, remind the members that it is time to make their contribution.

Looking at the club recognition report, ascertain how many club credits you have for Paul Harris Fellow recognition. Offer your members to “match” their contributions with club credits. For example, if a member has \$500 in giving history, why not ask them for \$250 and offer to match that amount, making them a Paul Harris Fellow now? The conversation takes a minute or two after a club meeting and often works. Don’t save club credits! Use them to obtain more contributions.

Ask every member personally to contribute. Tap them on the shoulder before or after a club meeting...Susan, are you able to make your contribution to the Rotary Foundation this year? (you already know that she has not made a contribution from the recognition report.) Would it be possible for you to bring a check in the next two weeks or would you prefer to donate by credit card? Credit card donations are made using the donor form. They put their card information down and sign it, send it in...and you are done.

Make the member feel good about contributing any amount by the way you thank them.

Recognize your donors regularly. On your membership list, have an asterisk next to the name of all your Paul Harris fellows. Include a different sign for benefactors, bequest society members and major donors. Award Paul Harris recognition in a suitable club ceremony.



U.S. club brings safe water to communities in Mexico, Malawi
Rotary Images / Alyce Henson



Three girls show their fingers marked with indelible ink after receiving the oral polio vaccine funded by Rotary International. Addis Ababa, Ethiopia. *Photo by Rotary Images.*



Gregorio Hernandez (left) and Lisa Monette (right) plant trees in Thailand as an act of peace. *Photo courtesy Lisa Monette*



Deadline for District Simplified (Matching) Grants (DSG) is October 31, 2009.

District Simplified Grants are a tool for Rotary Clubs and district to support short-term humanitarian projects that benefit the community. Clubs interested in obtaining a DSG matching grant for a worthy project will need to submit their applications to

Vasanth Prabhu
175 Stewarts Court
Phoenixville, PA 19460
Vprabhu39@aol.com



Matching grants will be approved for the most compelling projects up to a maximum of \$5,000. Members should be aware that the Rotary Foundation prohibits certain types of projects such as funds for travel or for erecting buildings. For the best chances of getting a project approved, clubs should contact Govinda Malya to review the project with him first.

After the project is completed, the Rotary Foundation requires proof of completion. Clubs and Districts that do not complete this requirement are prohibited from receiving grants in the future. More information and applications can be found on the District website as listed below. If there are still funds available, there will be a second deadline of December 31, 2009 for approval in January.

More information on DSG's can be accessed on Rotary District 7450 website as follows:

1. www.rotary7450.org
2. Enter website
3. Click on Rotary Foundation in left column
4. Click on Grants in left column
5. Grant Process Details, examples of already funded grants and a power point presentation are all available to help your club access the DSG funds.

Another Step Toward Ending Polio Now



As we inch toward ending polio, our district is **working to organize an NID (National Immunization Day) trip during the next Rotary year. Who has interest in going?**

We're at the very beginning stages of exploring such a trip--don't have dates yet (although fall 2010 or early 2011 are on the table for discussion) or location (although India is a viable destination and probably safest at this time).

Help End Polio

Please let Carol Metzker know if you're interested in exploring this possibility. She will hold a conference call to introduce location and date possibilities, potential costs, fundraising and "NID savings plans" before the holidays get rolling. Contact info: echmetzker@aol.com, 610-793-4387

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Clubs Seek Area Professionals for Goodwill Exchange to Southern Greece

Rotary District 7450 is seeking four outstanding professionals, who are not members of Rotary to visit the southern area of Greece for four weeks in April 2010 as part of the Group Study Exchange program of The Rotary Foundation.



Through the program, teams of professionals exchange visits between paired areas in different countries. The awards involve four-week visits, during which team members share homes with Rotary families and have the opportunity to meet their professional counterparts. They will also give presentations to Rotary clubs and other groups about our home country.

The Rotary Foundation provides a round-trip air ticket, and local Rotarians in the host country provide meals, lodging and group travel in their district. Team members pay for personal and incidental expenses, as well as travel insurance.

District 7450 had a fabulous time hosting the inbound team from the Philippines April 2009.

Team Member, John Jacome (College Professor and Law Student), Team Member, Michael Julian (Stock Broker); Team Member, Dr. Rowena “Weng” Andaya (OB/GYN); Team Leader, Estelita “Baby” Bunye (Business Woman), and Team Member, Roy Molon (Event organizer, TV producer/writer).

People interested in applying should have been employed full-time for two years in a recognized business or profession. Young professionals within the age range of 25 to 40 are encouraged to apply. The age requirement is strictly enforced. Applicants must live or be employed in Rotary District 7450—comprised of the counties of Philadelphia, Delaware, Chester, and portions of Montgomery and Bucks counties.

Applications may be downloaded from the Rotary District 7450 website at:

www.rotary7450.org by clicking on the GSE link on the home page or by contacting Ms. Kerry Costello-Null, Rotary Group Study Exchange Program Chairperson at 267-257-0730 or kcostello@wordsworth.org. Completed applications may be emailed or mailed to: Kerry Costello-Null 808 Regina Street, Philadelphia, PA 19116.

Application deadline is October 31, 2009





Successful Orientation for District 7450 Ambassador Scholars

An orientation for District 7450’s current Inbound Ambassador Scholars was successfully completed on Sunday, August 30. The seminar was conducted at **The Hub** at the *Cira Centre* in Philadelphia in a “first class” office space donated by Philadelphia Rotary member, Bill Decker.



Scholars in attendance were: Nicholas Falconer (New Zealand, Business student, University of Pennsylvania); Makoto Kuwabara (Japan, Education student, University of Pennsylvania); Hideya Muraoka (Japan, Business student, University of Pennsylvania); Louis-Hubert Pacco (Belgium, Law student, University of Pennsylvania); and, Nelly Vascello (Italy, Law student, University of Pennsylvania).



Rotary District 7450 presenters were: Joan Batory (District Governor Elect); John Washington (District 7450 Assistant Governor); and Joe Batory (District 7450 Scholarship Chairperson). Ambassador scholar counselors, Mary Lasota, Esq. (Greater West Chester Sunrise); Bert Volger (West Chester); and Jeb Brookman (Philadelphia) also participated in this session as well as Ambassador Scholar alumna, Mayumi Kusunose.

Topics covered at this orientation included: Basic information about Rotary; Scholar responsibilities and requirements; some “how to” for scholar presentations and reports; Security on campus pointers; Rotary’s Zero Tolerance for Sexual Harassment; and, what to see and do in Philadelphia. “Even though this year’s multi-Rotary District ‘Link Program’ for Ambassador Scholars was cancelled due to financial reasons, we were determined that we would still have an orientation for the incoming Ambassador Scholars to our District,” said Joe Batory, District 7450 Scholarship Chairperson. “And, for our first attempt at doing this, we were just delighted with the outcome. This turned out to be a “first class” production put together in a very short time thanks to the team effort of a group of determined District 7450 Rotarians.”



The Role of the Club Foundation Chair

Educating club members about the Foundation is a critically important role. The more individual club members know about the Foundation the more they will want to participate in its programs and the more likely they are to financially support its programs. The Rotary Foundation strongly encourages Rotary Clubs to have well trained, enthusiastic, knowledgeable, respected Rotarians serve as the Club’s Foundation Chair.

Arranging Good, Interesting Foundation Programs: Good, interesting club Foundation programs bring home the power and benefits of the Foundation’s programs by putting a human face on what TRF does to save and change lives. The best Foundation programs spotlight the experiences of Foundation Alumni: Group Study Exchange Team Members, former and current Ambassadorial or Rotary World Peace Scholars, and participants in Humanitarian Grants Programs.

Organizing the “The Foundation Moment”: Taking two to three minutes at the start of each Rotary club meeting to show how the Foundation saves and changes lives can be a powerful way to tell the Foundation to club Rotarians. It is important to make the ‘Foundation Moment’ interesting and exciting. However, if only one Rotarian tells the Foundation’s story each week Club members may stop listening. The responsibility for the ‘Foundation Moment’ should be rotated among a group of Rotarians so Rotarians hear Foundation stories told in different ways with varying emphasis. This can be done either by choosing several Rotarians to share the responsibility for telling the Foundation’s story or by sharing the responsibility with the entire Club.

If the ‘Foundation Moment’ is shared with the entire Club those Rotarians unfamiliar with our Foundation have to take the time to learn a little about the Foundation in order to tell its story. In addition, over time the club can reach consensus about which Foundation programs most interest its membership

Raising Funds for The Rotary Foundation The Club Foundation Chair is responsible for developing, organizing and coordinating the fund raising effort for The Rotary Foundation involving its Annual Programs Fund and the Permanent Fund. The Annual Programs Fund is the lifeblood that supports The Rotary Foundation’s Educational and Humanitarian activities. The Permanent Fund is The Rotary Foundation’s endowment fund. In addition, there is a PolioPlus Fund, which is used solely for Rotary’s effort to eradicate polio worldwide.

Giving is frequently an emotional decision, rather than a logical one. Rotarians who have participated in Foundation’s programs and those Rotarians who have seen firsthand how the Foundation saves and changes lives are more likely to willingly support The Rotary Foundation. That’s why Foundation education and encouraging participation in the Foundation’s programs is such an important part of the Club Foundation Chair’s role.



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Rotarians Invited to Become Members of the Rotary Foundation Bequest Society

Many Rotarians are surprised to learn that they can be recognized as members of the Rotary Foundation Bequest Society for merely promising to arrange for the Foundation to receive a gift of \$10,000 or more after their death. No money needs to be paid while you live. A form for this purpose can be obtained from any member of the District Rotary Foundation Committee.



Funds from members of the Society are held in the Rotary Foundation Permanent (Endowment) Fund. The interest from the Fund is used to pay for current projects. The Districts are credited with that interest for purposes of the “Share” program if the donor specified that it should be placed in the “Annual Programs Fund.”

Many members have found that an excellent way to fund this promise is to name the Rotary Foundation as a beneficiary in their 401K plan or Individual Retirement Account (IRA). It is easy to contact your IRA custodian or employer for a new beneficiary form for you to do that. Remember that money from 401K plans or traditional IRA plans would have been taxable had you left it to your relatives.



Your tax advisor will explain to you that it is best to segregate IRA's that are going to your relatives from IRA's that are going to charitable organizations.

Some members leave their IRA's to their spouses, with the provision that if their spouse predeceases them, certain funds are paid to the Rotary Foundation Permanent Fund. The spouse places the same provision on their IRA form and joins in membership in the Society.



Members who promise to give between \$1,000 and \$9,999 become Rotary Foundation Benefactors, and are also deeply appreciated. Some members leave the Rotary Foundation money in their wills; your tax advisor will explain why it is much better to leave that money to your relatives and your traditional IRA money to charities.