

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

FEBRUARY 2008

WANTED: CLUB ANNUAL GIVING GOALS

Club goal setting is vital to the *Every Rotarian, Every Year* effort. As the presidents-elect training seminars (PETS) take place, please be sure that your club sets its 2008-09 annual giving goal as soon as possible and sends it to your district governor-elect. An electronic copy of the 2008-09 Fund Development Club Goal Report Form is available at www.rotary.org, and the hard copy (printed in triplicate) will be distributed to each club president-elect at PETS. The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.

How much of a difference does club goal setting make?

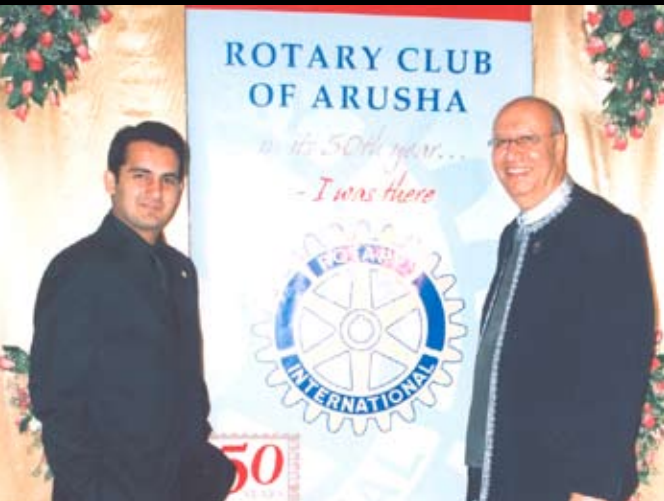
Plenty. Here are a few reasons why:

- Over the past three years, the number of clubs that submit Annual Programs Fund (APF) goals has grown more than 10 percent annually.
- In the same period, APF contributions have increased more than 10 percent a year.
- Clubs that set APF goals participate three- to four-times more in Foundation programs than those without goals.

Your club can help EREY get off to a strong start in 2008-09 by setting a challenging, yet realistic annual giving goal.

Remember, reaching the APF goal is about more than funds raised. A US\$100 contribution, for example, can help provide school supplies for 15 students in Costa Rica; \$500, eyeglasses for 200 people in Nigeria; and \$1,000, microenterprise loans for 22 women in the Philippines. *Every Rotarian* giving to the Foundation every year means putting into action the Foundation's mission of improving health, supporting education, and alleviating poverty.

ARUSHA CLUB ON TOP OF ITS GAME



As it turns 50, the Rotary Club of Arusha, Tanzania, is celebrating not only its golden anniversary but success as one of District 9200's leading supporters of The Rotary Foundation's Annual Programs Fund.

Ardent Foundation backer Mohammed Jaffer (left), age 25, is the youngest president in the history of the Arusha club. At right is Abbas Moledina, the club's Rotary Foundation director.

An annual highlight is a gala Foundation fundraiser, themed after Hollywood Oscars Night and India's Bollywood in recent years, which features raffle prizes, door prizes, awards for the best dancers and best-dressed, and an auction. Every member who arranges a corporate table sponsorship or sells raffle tickets is credited an equivalent recognition amount for Foundation support.

"This helps, because members desire to convince people to buy more tickets or give more

sponsorships, as it will also count to their credit for Paul Harris Fellow [recognitions]," Jaffer says.

Held every November, Rotary Foundation Month, the sell-out event has raised more than US\$57,000 for the Foundation in the past three years.

Club members are also active in Rotarians Eliminating Malaria in Tanzania, which distributes mosquito nets, medicines, and other tools in the fight against the disease. Another club focus is rainwater harvesting. Both efforts are funded in part by Foundation humanitarian grants.

"The best part about this club is that we are a family," Jaffer says. "The club currently has 28 members and we have 12 different nationalities. We enjoy being together . . . and we make sure that every new member who comes in becomes a part of our family."

THE BOTTOM LINE

2007-08 Interim Annual Programs Fund Contribution Totals

US\$45.5M

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

ROTARY AT THE RINK SCORES BIG FOR THE FOUNDATION



Rotarians and Falcons personnel celebrate Rotary at the Rink's success. Front row, from left: District Governor Nina Clancy, Falcons owner Chris Cummings, Mona Nyandoro, District Governor-nominee Bob Eurich. Back row from left: Daniel Bonyhadi, Falcons CEO John Tull. Following the Foundation fundraiser, Cummings accepted the Rotary Club of Fresno's invitation to join its ranks. Nyandoro is a member of the Fresno club; Bonyhadi, of East Fresno.

A fight that breaks out at a hockey game is hardly news. But a hockey game that helps

advance world understanding and peace is a whole different story.

That's just what happened when more than 400 Rotarians and friends got together for Rotary at the Rink in Fresno, California, USA — and helped their Rotary Foundation fundraiser get the biggest bang for the puck.

The 27 October event featured a semipro match between the Fresno Falcons and Bakersfield Condors, netting nearly US\$17,800 for the Foundation's Annual Programs Fund. Highlights of the Rotary family night included a pregame buffet, raffle, Halloween costume contest for kids, and postgame auction. Falcons players wore special Halloween jerseys for the game, which they later autographed for the auction.

District Governor Nina Clancy also sported a Falcons jersey, which was auctioned off for \$1,700. Nearly 5,800 fans in all attended the game, won by the Falcons, 3 to 2.

"The Falcons and the Rotary spirit were alive on Saturday night," said Falcons CEO John Tull. "We are proud to raise awareness and money for The Rotary Foundation."

DDF CAN BE USED FOR ROTARY'S US\$100 MILLION CHALLENGE

District Designated Fund (DDF) contributions have provided vital support for Rotary's polio eradication efforts. In 2006-07, 252 districts allocated more than US\$3 million to PolioPlus Partners and other polio eradication activities.

DDF can continue to play an important role in helping to fund the final push to finish polio worldwide. Over a three-year period, Rotary will be matching the \$100 million challenge grant it received for polio eradication from the Bill & Melinda Gates Foundation. Cash and DDF

will be accepted as matching funds for Rotary's US\$100 Million Challenge.

Annual Programs Fund-SHARE contributions raised this Rotary year (before 1 July 2008) will be generating DDF available in 2010-11 — the third and final year of the challenge. APF contributions today can help support all of our favorite Foundation programs and help reach our latest fundraising goals for a polio-free world.

Read more on Rotary's US\$100 Million Challenge at www.rotary.org.

2008-09 CLUB SUCCESS KIT NOW AVAILABLE

Clubs and districts will find the *2008-09 Every Rotarian, Every Year Club Success Kit* (958-EN) a handy, effective tool to help achieve their goals in support of The Rotary Foundation's Annual Programs Fund. Produced in the nine basic Rotary languages, the kit will be available at the club presidents-elect training seminars. Most of the kit's

contents can be downloaded from the RI Web site at www.rotary.org.

A key element of the kit is the *Every Rotarian, Every Year Brochure/Contribution Form* (957-EN). Clubs may order a sufficient quantity of the brochure/form for their members, free of charge, from Publications Order Services at RI World Headquarters, tel.: 847-866-4600; fax: 847-866-3276; e-mail: shop.rotary@rotary.org, or the international office serving your area. Use the publications order form, also included in the kit, or order through the online catalog at shop.rotary.org.

EVERY ROTARIAN EVERY YEAR

For more information about the Every Rotarian, Every Year initiative or to share examples of successful fundraising projects and challenge gifts, please contact:

Telephone: 847-866-3352

Fax: 847-328-5260

E-mail: erey@rotary.org

RI Web site: www.rotary.org

SIGN ME UP!

Keep up to date with the Every Rotarian, Every Year initiative and encourage other members of your club to become involved by receiving this quarterly newsletter. View or subscribe to the newsletter through the RI Web site at www.rotary.org (search "EREY newsletter").

If you are a current subscriber and your Internet service provider has changed, please subscribe using your new e-mail address.

CHECK YOUR CONTRIBUTION HISTORY

Go to www.rotary.org and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online, where you will enter your user name and password. Once logged in, enter your membership number (which appears on the mailing label of *The Rotarian* magazine in some countries), club number, and district number. If you don't know your club number, check with your club secretary.

**YOUR CONTRIBUTION TO OUR
US\$120 MILLION GOAL IN
2007-08 WILL HELP ENSURE
THAT ROTARY SHARES!**