

# EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

FEBRUARY 2010

## WANTED: CLUB ANNUAL GIVING GOALS

Club goal setting is vital to the Every Rotarian, Every Year effort in building sustained support for The Rotary Foundation's Annual Programs Fund, the primary source of funding for the Foundation's programs.

Setting a goal that is specific, manageable, and achievable will instill your club's members with motivation and commitment, increasing the likelihood the goal will be met. It's a way to help every Rotarian understand how vital his or her support is to carrying out the Foundation's mission of improving health, supporting education, and alleviating poverty.

As the presidents-elect training seminars take place, be sure that your club sets its 2010-11 annual giving goal as soon as possible and sends it to your district governor-elect. The *2010-11 Fund Development Club Goal Report Form* is available [online](#), and copies of the form will be distributed at PETS. The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.

Through each Rotarian's contribution, the Foundation has the combined resources to improve people's lives on a tremendous scale. As your club sets its goal for the coming year, please remember that *The Future of Rotary Is in Your Hands*.

## 2010-11 EVERY CLUB SUCCESS KIT NOW AVAILABLE

Clubs and districts will find the *2010-11 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 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 website at [www.rotary.org](http://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 (phone: 1-847-866-4600; fax: 1-847-866-3276; e-mail: [pbos@rotary.org](mailto:pbos@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 <https://shop.rotary.org/catalog>.

## GIVING YOUNG LIVES A BIG BOOST IN BRAZIL

Breastfeeding has the potential to prevent 1.4 million child deaths each year in the developing world. Babies who are breastfed receive a strong foundation of nutrients, vitamins, minerals, and antibodies.

The Rotary clubs of Bage-Minuano, Rio Grande do Sul, Brazil, and Jackson Hole Supper, Wyoming, USA, helped establish a center for collecting and redistributing breast milk at a hospital serving about 600,000 low-income residents in the Bagé region. A US\$8,996 Rotary Foundation Matching Grant and sponsor contributions of \$10,996 purchased equipment for the milk bank.

"The region is the least developed in the state and also commonly affected by severe droughts," wrote Bage-Minuano Rotarians in a project report. "[The milk bank] has saved and will save the lives of innumerable neonatal children."



A milk bank project is helping children in Brazil get off to a healthy start in life. Maternal and child health is one of six areas of focus in The Rotary Foundation's Future Vision Plan, which kicks off a three-year pilot on 1 July.

## THE BOTTOM LINE

2009-10 Annual Programs Fund Contribution Totals

**US\$40.4M**

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

## FOUNDATION PROJECT SPELLS PROUDEST ROTARY MOMENT

Henning Sorknaes has no trouble remembering his proudest Rotary moment. It was taking part in a community service project supported by several Rotary clubs to help restore a hospital in Senta, Serbia. The hospital, which serves a population of about 150,000, mostly ethnic Hungarian Serbians, lacked modern technical equipment and was barely surviving on a mixture of public and private funds.

Sorknaes's club, the Rotary Club of Budapest-City, Hungary, partnered with five other clubs and the Rotary Club of Zemun, Serbia, to secure a US\$20,000 Rotary Foundation Matching Grant. The grant helped fund a \$1.2 million project to equip and train staff to make the hospital's cardiology department fully operational. The clubs worked with Assist International, which contributed almost \$1 million worth of donated equipment. Shortly after the unit was restored in 2004, Sorknaes was approached by a relative of a heart patient who had been revived and treated by the equipment. "I will never forget the look in his eyes," he recalls.

"I had the honor and privilege to be the project manager and to see the interest from the community,

which was overwhelming," Sorknaes says. "As a side effect, this project led us into participation in another four hospital projects in Hungary and Romania, with the same story there."

The effort also brought in several prospective members for the new Rotary Club of Senta, which received its charter in 2006.

Many other Rotarians have experienced their proudest moments because of a Foundation-funded project. Donations to the Annual Programs Fund through the Every Rotarian, Every Year initiative ensure that efforts such as these can continue.



Henning Sorknaes (second from left) at a ceremony at Senta Hospital, Serbia, marking completion of a Matching Grant project that helped restore the hospital's cardiology unit

# EVERY ROTARIAN EVERY YEAR

For more information about Every Rotarian, Every Year or to share examples of successful fundraising strategies, please contact:

Telephone: 1-847-866-3352

Fax: 1-847-328-5260

E-mail: [erey@rotary.org](mailto:erey@rotary.org)

RI website: [www.rotary.org](http://www.rotary.org)

## SIGN ME UP!

Keep up-to-date with Every Rotarian, Every Year and encourage other members of your club to become involved by receiving this quarterly newsletter. View or subscribe to the newsletter through the RI website at [www.rotary.org](http://www.rotary.org) (search "EREY newsletter").

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

## WHEN TO EXPECT YOUR 'SHARE'

The Rotary Foundation sends three mailings each year to provide districts with information about their *SHARE*/District Designated Fund (DDF) accounts. If you are a district governor, district governor-elect, or district Rotary Foundation committee chair *and your current e-mail address is in the RI database*, then you can expect to receive updates in January, May, and August. In some cases, subcommittee chairs also receive materials about grants, PolioPlus, Rotary Centers, and scholarships.

Each of the three mailings answers a different question:

*(January) How much DDF will my district have available to spend next year?*

For 2010-11, this information was sent to all districts in January 2009, when the annual *SHARE* Kit was mailed. Why so early? If a district plans to donate an Ambassadorial Scholarship to another district, the Foundation needs to be notified 16 months in advance. The 2011-12 *SHARE* Kit was mailed to nonpilot Future Vision districts in January 2010. Future

Vision pilot districts will receive their kits in November 2010.

*(May) How much DDF does my district have left to spend before the end of the Rotary year?*

In May, you will receive via e-mail a *SHARE* Transaction Detail Report and Tagged DDF Report to show how much DDF remains unspent and how much remains committed. The balance in the district's DDF account as of 30 June will automatically roll forward and be available for use in the next Rotary year.

*(August) How much DDF carried forward from last year?*

After a new Rotary year has begun, districts are notified of how much additional DDF they have to spend that was left over from the previous year. This "carry forward amount" is listed on the *SHARE* System Report.

For more information, contact the *SHARE* coordinator at 1-847-866-3362 or [share.mailbox@rotary.org](mailto:share.mailbox@rotary.org).

## CHECK YOUR CONTRIBUTION HISTORY

Go to [www.rotary.org](http://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. You must have an e-mail address on file at Rotary International to enter Member Access. Submit e-mail addresses to [data@rotary.org](mailto:data@rotary.org).

**THE FUTURE OF ROTARY IS IN YOUR HANDS — MAKE YOUR CONTRIBUTION TODAY TO HELP THE FOUNDATION MEET ITS US\$96 MILLION ANNUAL PROGRAMS FUND GOAL.**