

EVERY ROTARIAN EVERY YEAR



In Our Centennial Year 2004-05

Why every Rotarian every year?

WE ARE LOOKING AT A SIGNIFICANT DROP IN OUR TOP FOUNDATION PROGRAMS.



Eddie Blender
RI Zone 25 R.R.F.C.

Rotarians have given generously to the Rotary Foundation (*Our Foundation*) to meet a wide range of humanitarian, cultural and educational

needs.

There is no doubt that Rotary clubs and districts are using Foundation Programs more than ever before (*Please see the chart on page 6*) and contributions have not kept pace with the steady growth in programs

This increased demand to fund service projects requires an increase in

our Annual Programs Fund contributions.

The financial pressures on The Rotary Foundation speak to the need for greater contributions.

It is true that global humanitarian and educational needs will not diminish.

In order to serve Rotarians in meeting these needs the Trustees do not wish to further reduce, eliminate or suspend Foundation Programs.

The answer lies in Every Rotarian Every Year and increasing our Annual Programs Fund contributions.



CELEBRATE
ROTARY

100 Years

every Rotarian every year



Annual giving is the cornerstone of the Foundation's funding efforts. The Annual Programs Fund seeks an annual gift from - Every Rotarian, Every Year. The primary objectives of Every Rotarian Every Year is to:

- Attract, inform, and involve potential contributors
- Maximize contributions to the Foundation to support Rotarians' service efforts
- Encourage participation in club and district Foundation-sponsored programs
- Establish regular patterns of giving, possibly leading to major outright and/or planned gifts

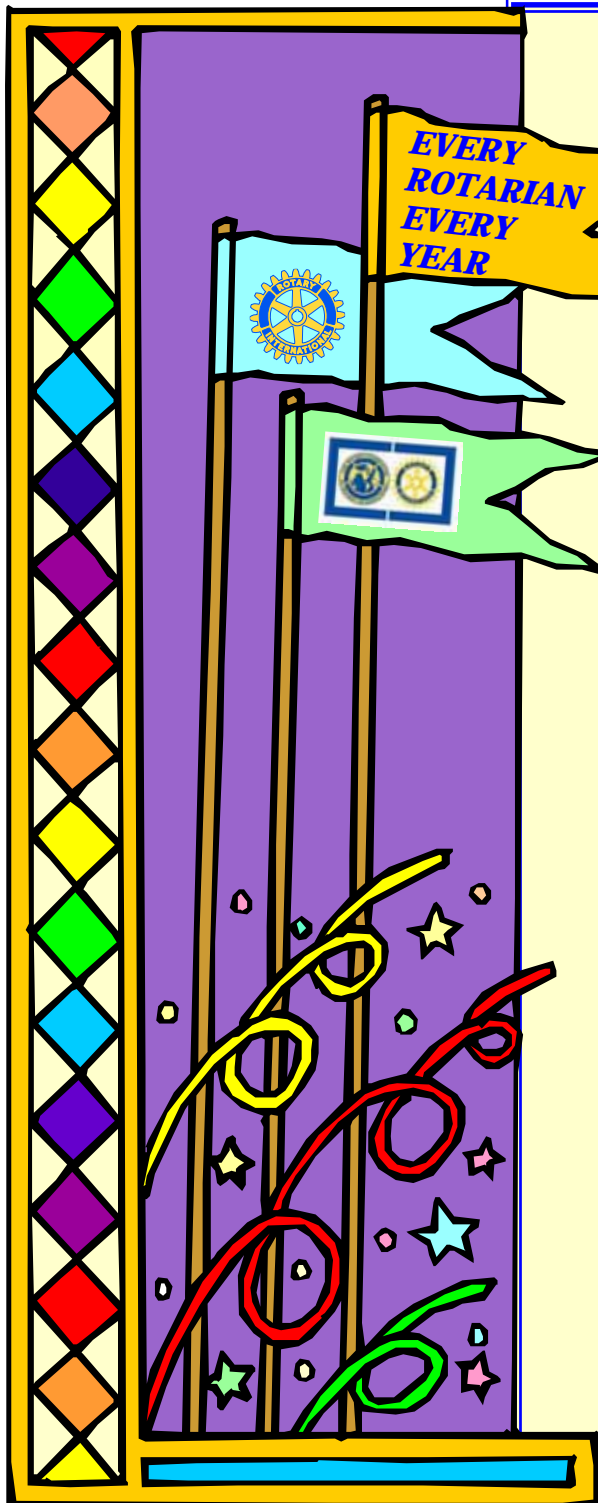
The Responsibilities Include:

- Collect goals from every club and report them to The Rotary Foundation no later than May 7, 2004
- Promoting the concept of Every Rotarian, Every Year - asking all Rotarians to give something to The Rotary Foundation annually
- Communicating progress toward the goal each month in the governor's monthly letter
- Leading by example by you becoming a Paul Harris Fellow and a Rotary Foundation Sustaining Member
- Organizing and working with the members of the district Rotary Foundation committee (DRFC) to promote financial support to the Foundation
- Promoting to Rotarians and others the many accomplishments of The Rotary Foundation during your club visits
- Recognizing Rotarians for their support to the Foundation at club and district events

Per Capita Giving Calculations:

- Per capita giving is calculated on Annual Programs Fund contributions only
- It does not include restricted contributions (Polio Plus, Matching Grants, etc.) or Permanent Fund contributions
- To calculate the per capita giving for a Rotary club, divide the total Annual Programs Fund contributions from that club by the number of club members
- The membership figure that appears on the Monthly Contribution Report is the membership of the club as determined by the Semi-Annual Report of January 2003

More funds available to support the demand for more Humanitarian and Educational Programs.



If Rotarians achieve the annual goal of US\$100 per capita (US\$125,000,000) in contributions to the Annual Programs Fund in 2004-05, the World Fund would have approximately US\$62,500,000 (50%) available for funding programs in 2007-08.

When the \$100 per capita goal is achieved and this level of funding is sustained, the Trustees will be able to make more funds available to support the demand for more Humanitarian and Educational Programs.

Achieving world understanding and peace through local, national and international humanitarian, educational and cultural programs.

100 % Rotary Foundation Sustaining Member Clubs

Effective 1 July 2003, clubs can strive to achieve 100% Rotary Foundation Sustaining Member (RFSM) status. To be eligible to receive this new annual banner recognition every individual Rotarian in the club must contribute US\$100 or more to the Annual Programs Fund - *SHARE* dur-

ing the course of the Rotary year.

When a Rotarian achieves this level of giving in his/her donor account, they will automatically be flagged as an RFSM. When all members of the club become RFSMs, the club will attain 100% RFSM Club status.

THE PAUL HARRIS SOCIETY

Each donor who annually contributes \$1,000 or more to the Rotary Foundation will be awarded membership into the Paul Harris Society.

As the popularity of our Foundation's humanitarian, educational and cultural programs increase and we celebrate our successes, it is important to recognize that those outcomes are not sustainable unless we annually contribute the income needed.

ROTARY INTERNATIONAL ZONE 25 THE PAUL HARRIS SOCIETY

Every year Rotarians from every corner of the globe work to make our goal of world peace and understanding a reality through the projects and programs of the Rotary Foundation. Our Foundation's ability to serve humanity is limitless as long as we continue to "Lend a Hand" in hand-on projects and through our financial support.

Please accept this invitation to become a Charter Member of Rotary International Zone 25's PAUL HARRIS SOCIETY. Through this zone-wide initiative, beginning this year, every donor who annually contributes \$1,000 or more to The Rotary Foundation will be awarded membership to the PAUL HARRIS SOCIETY. Society members will receive a special Certificate of Recognition, a distinctive gold and blue lapel

banner which can be worn with their Rotary pin and will be recognized at all district and zone Rotary Foundation events.

Our districts are graced with many Rotarians who have the capability of becoming Society members. Please share this information with your district, clubs and members and join us in the formation of this exciting new program that give us the tools to build a stronger Rotary Foundation and a better world for us and the generations to come.

For Paul Harris Society materials please contact:
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What your Gift Can Do

Your US\$100 gift to the Annual Programs Fund helps provide:

- Four new wells for rural villages in Zimbabwe
- A hearing aid for a deaf child in Pakistan
- Three cataract eye operations in India

Your US\$500 gift to the Annual Programs Fund helps provide:

- A watch repair mini-business for six disabled workers in the Philippines
- Carpentry tools for a vocational workshop that trains 150 deaf children per year in Gambia

Your US\$1000 gift to the Annual Programs Fund helps provide:

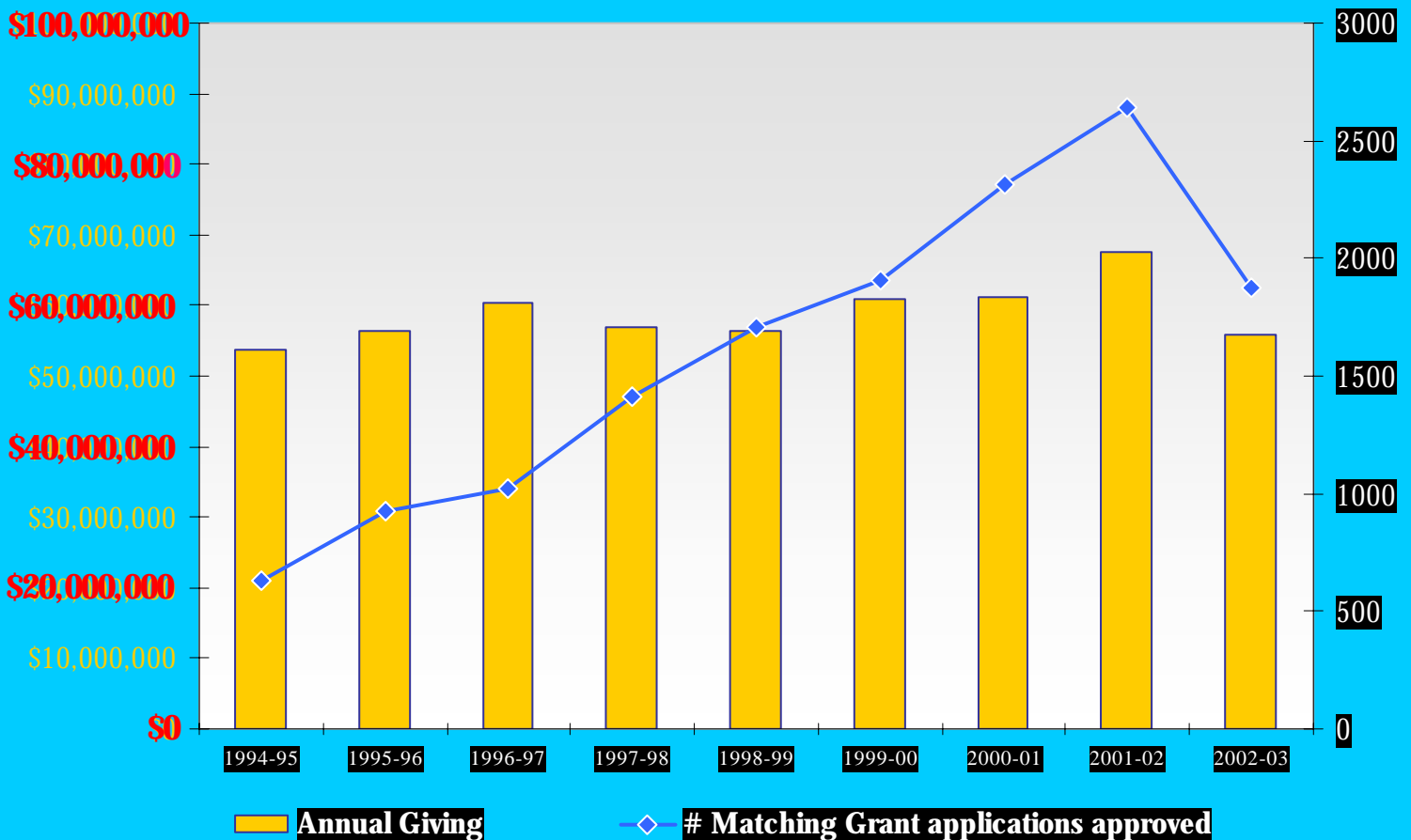
- Materials to construct a deep borewell in India, supplying clean water to more than 300 people
- Establishment of a tree nursery in Jamaica that will produce 5,000 tree seedlings annually and increase family income for 700 farmers
- And so much more to be done left to the creativity of Rotarians world-wide



A Critical Turning Point

Rotary's next century promises even greater opportunities for service. *The Annual Programs Fund is the power that fuels this future.*

But in recent years contributions have not kept pace with the steady growth in programs. Humanitarian grant requests have been denied due to lack of funding. Group Study Exchanges have been scaled back. With a gift from *Every Rotarian, Every Year*, we can successfully meet the challenges of our next century.



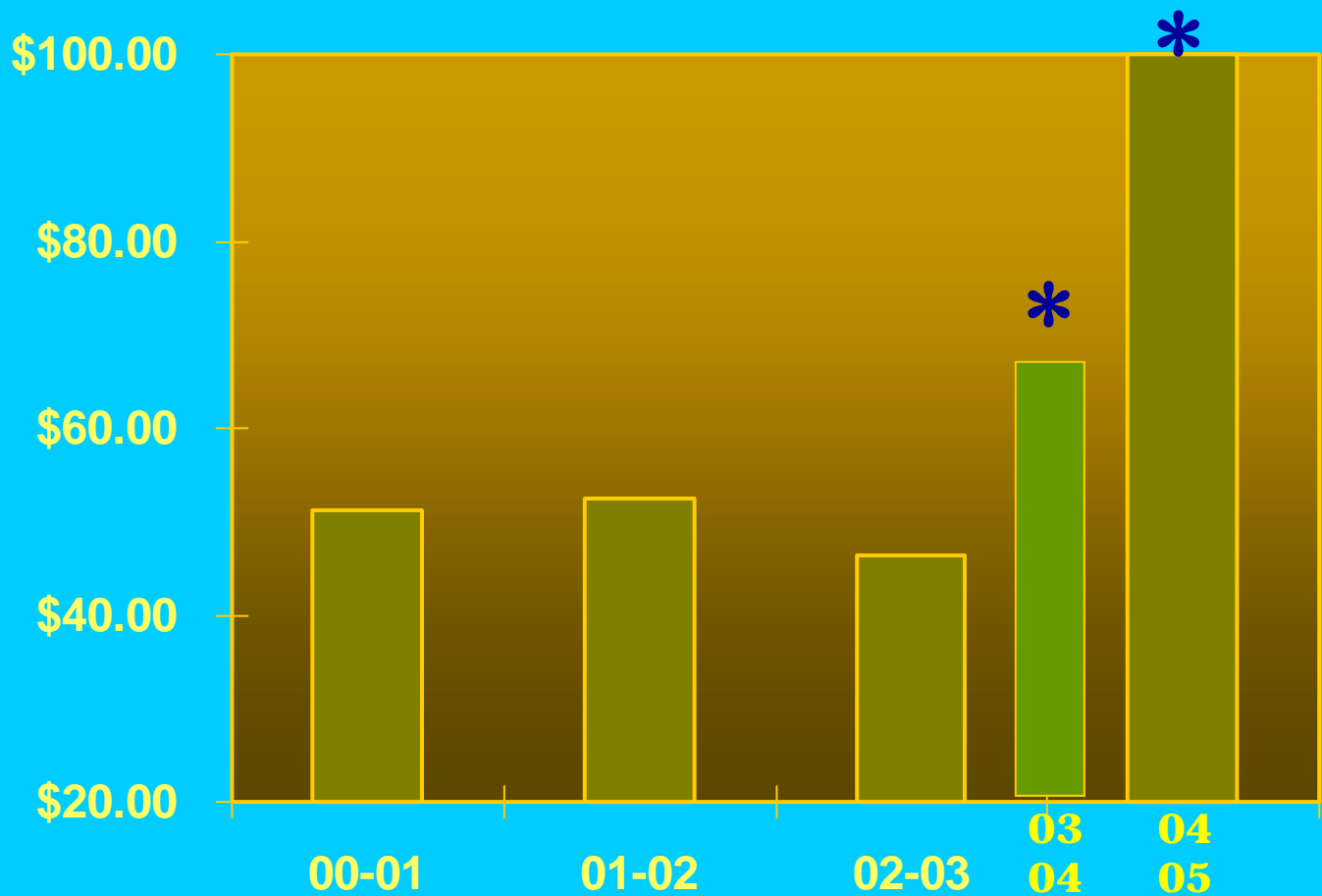
Your leadership and support is critical for a peaceful and prosperous world during Rotary's Second Century of Service

1905

2005

2105

Per Capita Goal by 2005 *



In 00-01 the Per Capita was \$51.20

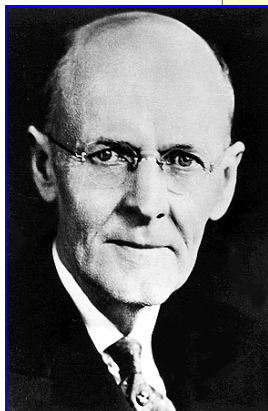
In 01-02 the Per Capita was \$52.41

In 02-03 the Per Capita was \$46.30

*** Our Goal in 03-04 is \$70,000,000
and a Per Capita of \$70.00**

*** Our Goal in 04-05 is \$125,000,000
And an enhanced Per Capita
of \$100.00 or more for Every Rotarian—Every Year**

What Paul Harris Said..



Paul P. Harris
Rotary's Founder

"When Rotary holds its convention ten years hence, the skies will be full of planes from all the cities throughout the world. [The year was 1947] Nothing but good can come of such meetings of men united in the common ideal of service.

Rotary is an integrating force in a world where forces of disintegration are all too prevalent; Rotary is a microcosm of a world at peace, a model which nations will do well to follow."

Paul P. Harris, Page 269, "My Road to Rotary" 1948

.....An integrating force. What wonderful words. It is the responsibility (make that the mission) of every Rotarian to believe in and live those words.

Rotarians by participating in projects in their own communities and communities throughout the world -- make a difference.

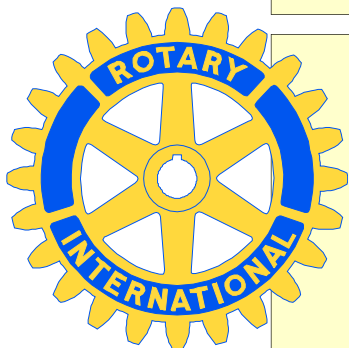
Rotarians by participating in the programs of and supporting the Rotary Foundation - create world peace and understanding.

Rotarians change the world. Yes, we are an integrating force!

Martin Luther King, Jr., on the subject of human rights said... "Darkness cannot drive out darkness, only light can do that. Hate cannot drive out hate, only love can do that."

By Lending a Hand and Celebrating Rotary we continue Paul Harris's dream

E.B.



Quoted from "What Paul Harris Said"

***This service is prepared by
www.Historynewsletter.org
and is available by weekly free email
subscription from the website or at
www.whatpaulharrissaid.org***

Advancing Our Foundation's Life changing Programs

The Rotary Foundation could be the leading philanthropic organization in the world if Rotarians were challenged to see the future of a world of peace and harmony and understand the need for their financial support. For that message to be heard by every Rotarian, each Rotary club must take ownership of its Annual Programs Fund goal, set an enhanced goal, and strive to achieve a fundraising progress over and above the US\$100 per capita.

The Centennial year provides the opportunity to redefine the goal setting process and move it from the District Governors-elect and into the individual Rotary clubs. The accomplishment of our US\$100 Annual Programs Fund per capita goal by 2005 is the key to advancing the Foundation's life-changing programs to help rebuild impoverished communities and nations by resolving conflict, championing human rights, eradicating disease, feeding the hungry and educating children and adults. Thus the APF ensures a brighter future for all.

If Rotarians achieve the goal of US\$100 per capita (US\$125,000,000) in contributions to APF, the World Fund (WF) would have approximately US\$62,500,000 (50%) available for funding programs in 2007-08.

If this level of support were established on a regular basis, the Trustees might be able to reinstate an annual GSE award, have adequate funds available for matching Humanitarian Grant requests and be able to lift the moratorium on the 3-H program.



**Every Rotarian,
Every Year**

***Every Rotarian
and each Rotary
club must take
ownership of its
Annual
Programs Fund
Goal.***



CELEBRATE
ROTARY

100 Years

Only 21 % of Rotarians Contribute to their Rotary Foundation

2004-05 Centennial Governor Ann Harris (D5470) wrote:

It is important that the Assistant Governors know about... "All of the programs supported by The Rotary Foundation (TRF) and how many could not be continued at past levels because of declining dollars.

I realize that there are many very generous donors, however, the ones I want to reach are the rest of the Rotarians to encourage them to give SOMETHING every year. For me, the amount is less important than the contribution and the act of giving.

I believe that TRF is the most accountable non-profit organization to which I contribute and I am amazed that so many of our clubs and Rotarians do not contribute.

EDUCATION, EDUCATION

We need simply to explain to our clubs what Our Foundation does. Perhaps a simple explanation of District Designated Funds and Matching Grants and District-Simplified Grants might be useful.

My hope is that our Assistant Governors will be able to answer questions for their clubs and to enthusiastically support the EVERY ROTARIAN EVERY YEAR effort."



What Can I Do?

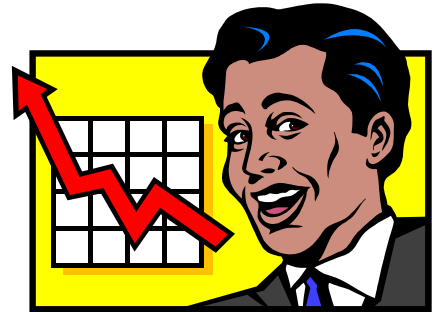
FIRST OF ALL YOU CANNOT ACHIEVE SUCCESS WITHOUT SETTING A GOAL.

- Encourage your clubs to set a minimum per capita goal of \$100.00.
- Many clubs have typically exceeded the \$100.00 per capita goal and have raised in some instances over \$500.00 per capita.
Encourage those clubs to set goals of at least 10% higher.

ORGANIZE:

- Have each club appoint an annual giving subcommittee with Rotarians experienced in fundraising.
- Ask assistant Governors to discuss Every Rotarian Every Year during their quarterly meetings.
- Have the Centennial Governors personally invite non-contributing clubs to contribute this year.
- Educate your Presidents-elect at PETS and help them set goals.
- Consider club and district challenge gifts.

Remember that this is the first year that the Annual Programs Fund Goals-setting process is being done at club level and its grassroots effect will involve more Rotarians and after setting the goal, the club takes responsibility for fulfilling it.



Rotarians are capable of rising to the challenge, as the Polio Eradication Fundraising Campaign in our Zone has demonstrated with 90% of the clubs achieving over \$100 per capita combined in Polio and Annual Programs Fund.

The key to goal achievement is to encourage ***Every Rotarian*** to contribute ***Every Year***. If Rotarians could see their way to build international bridges of hope by simply supporting the Foundation's programs, we could end the struggle people of all nations face when hunger is abundant but food is not; when disease is rampant but access to health care is non-existent; when a basic education can end the cycle of poverty but books are not available. Would it be a financial struggle for most Rotarians to support such worthy projects? Most Rotarians would be willing to participate if only they were asked. Is the answer to non-contributing clubs as simple as no one asked them to contribute? Let's work together to promote "***Every Rotarian, Every Year***" in every Rotary club.



EVERY ROTARIAN—EVERY YEAR

EDWARD BLENDER

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