



Rotareader

Apply for RI PR Grant by March 4



The RI Board has agreed to fund \$4 million in PR grants annually for the next three years to advance the strategic priority of enhancing public image and awareness.

Your district can apply for a PR grant of up to \$15,000 to promote Rotary through television, radio, print, outdoor, or online public service announcements in your community.

The early application deadline for 2012-13 PR grants is 4 March. District governors will receive email notification of grant approval or denial by 1 July, enabling districts to begin their projects at the start of the Rotary year.

Areas-of-Focus Videos Enhance Presentations

Are you looking for a way to enhance your Rotary Foundation presentations? The *Doing Good in the World* video series highlights The Rotary Foundation's six areas of focus. These short videos may be viewed on Vimeo, a video-sharing website, through the links below. Enjoy!

- Doing Good: Intro - <http://vimeo.com/34051471>
- Supporting Education - <http://vimeo.com/33737948>
- Growing Local Economies - <http://vimeo.com/33736218>
- Fighting Disease - <http://vimeo.com/33735961>
- Providing Clean Water - <http://vimeo.com/33735494>
- Promoting Peace - <http://vimeo.com/33671034>
- Saving Mothers and Children - <http://vimeo.com/33690570>

If you are interested in obtaining your own copy of the areas-of-focus videos, they will be available for purchase in the near future on shop.rotary.org. Order *Doing Good in the World* DVD (978, US\$10).



JOHN SMARGE, RI DIRECTOR ZONES 33 & 34, 2010-2012

Dates to Remember

March 4: RI PR Grant Deadline

April 6: RI Presidential Citation Certification Deadline to District Governors

April 10: District Governor's Deadline to Certify to RI Clubs' Compliance with RI Presidential Citation

June 4-6: Zone 34 Partnered Seminars, Evanston, IL

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REDI Conference VI



Rotarian Emergency Disaster Initiative

March 16-17, 2012 Berkeley, California

Register today at www.rediconference.org

Conference fees and meals: \$249

Doubletree (Hilton) at the Marina in Berkeley, California.
Reserve rooms separately by using group code: RED and get
the special \$129 room rate.

Sponsored by REDI & Rotary District 5160

Convened by RI Directors Ken Boyd, Ken Schuppert, John
Smarge & RIVP Noel Bajat



Who Should Attend? REDI VI Conference is open to all Rotarians. REDI trains Rotarians to be prepared when disaster strikes. The REDI VI Conference Mission is to develop awareness of, and encourage preparedness for, the many hazards that result when disaster strikes. Club and District Disaster Preparedness Chairs, Disaster Preparedness professionals, Rotarians interested in being prepared when the unexpected occurs. Make certain your District and Clubs have a representative at the conference.

For Questions contact PDG Karl Diekman: 530-574-4470 kddiekman@aol.com

RI Presidential Citation

The process for the RI Presidential Citation is different from previous years and somewhat complex. The information may be found at <http://www.rotary.org/en/members/generalinformation/Awards/Pages/ridefault.aspx>. It is recommend that you use this source because the brochure found at that link is somewhat different from the printed version that was distributed earlier in the year. Highlights of the recognition requirements are as follows:

There are two levels of the award, club and district.

- At the club level, the club must satisfy two Foundation components and two mandatory Membership components plus two of four additional Membership components
- At the district level, there is one mandatory Foundation component out of two options, three mandatory Membership components, plus one of two additional Membership components

Foundation data must be posted on the TRF database or before 31 March (*i.e.*, contributions should be submitted well in advance of the deadline). Membership data is for the period 1 Jul 2011 - 31 March 2012. Clubs must submit their certifications to the District Governor by 6 April, and the District Governor must certify to RI by 10 April. The District Governor must also make the District certification by 10 April.

The key to success for this recognition is not only must the clubs meet the requirements of the award, but the Foundation and Membership data must be in the TRF and RI databases on 31 March because that is what the District Governor must use to certify the results.

Rotary Clubs Meet \$200 Million Polio Challenge

Rotary International has succeeded in meeting the Bill & Melinda Gates Foundation's US\$200 million match in funding for polio eradication, raising more than \$202.6 million as of 17 January.

"We'll celebrate this milestone, but it doesn't mean that we'll stop raising money or spreading the word about polio eradication," Rotary Foundation Trustee John F. Germ told Rotary leaders at the International Assembly in San Diego, California, USA. "We can't stop until our entire world is certified as polio-free."

The fundraising milestone was reached in response to \$355 million in challenge grants awarded to The Rotary Foundation by the Gates Foundation. All funds have been earmarked to support polio immunization activities in affected countries where the vaccine-preventable disease continues to paralyze children.

"In recognition of Rotary's great work, and to inspire Rotarians in the future, the [Gates] foundation is committing an additional \$50 million to extend our partnership," said Jeff Raikes, chief executive officer of the Gates Foundation. "Rotary started the global fight against polio, and continues to set the tone for private fundraising, grassroots engagement, and maintaining polio at the top of the agenda with key policymakers." Raikes also addressed Rotary leaders at the International Assembly.

The new \$50 million grant from the Gates Foundation is not a challenge grant.

Since 1988, the incidence of polio has plummeted by more than 99 percent, from about 350,000 cases annually to fewer than 650 cases reported so far for 2011. The wild poliovirus is now endemic in only four countries: Afghanistan, India, Nigeria, and Pakistan. However, India on 13 January marked a full calendar year without a case, paving the way for its removal from the endemic list.

To date, Rotarians worldwide have contributed more than \$1 billion toward the eradication of polio, a cause Rotary took on in 1985. In 1988, the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention joined Rotary as spearheading partners of the Global Polio Eradication Initiative. More recently, the Gates Foundation has become a major supporter. In 2007, the Gates Foundation gave Rotary a \$100 million challenge grant for polio eradication, increasing it to \$355 million in 2009. Rotary agreed to raise \$200 million in matching funds by 30 June 2012.



Jeff Raikes, chief executive officer of the Bill & Melinda Gates Foundation, announces the gift of an additional \$50 million in recognition of Rotary's meeting the \$200 Million Challenge, during the fourth plenary session of the International Assembly. *Rotary Images/ Alyce Henson*

Watch videos, see photo galleries, and hear Rotary's leaders talk about the accomplishments of the past year via the *Rotary International and The Rotary Foundation Annual Report 2010-11*, now available in a new online format.

Please share Rotary's work and add a link to these options from your club and district websites.

Zone 33 & 34 Districts Among TRF Top 50

As of December 31, the following Districts were among the Top 50...

In Total Giving:

10th: 7690 (NC) \$705,564

18th: 7770 (SC) \$578,787

40th: 7610 (VA) \$376,705

48th: 7570 (VA, TN) \$345,054

In Per Capita Giving to APF:

25th: 7610 (VA) \$96.15

Congratulations!

Incoming district governors left the 2012 International Assembly in San Diego, California, USA, equipped with new skills and ideas to develop stronger districts and clubs in 2012-13.

RI President-elect Sakuji Tanaka began the weeklong training event by asking the 530 governors-elect to build *Peace Through Service*.

"Peace, in all of the ways that we can understand it, is a real goal and a realistic goal for Rotary," Tanaka said. "Peace is not something that can only be achieved through agreements, by governments, or through heroic struggles. It is something that we can find and that we can achieve, every day and in many simple ways."



RI President-elect Sakuji Tanaka leads the flag procession during the opening plenary session of the 2012 International Assembly on January 16 in San Diego, California. *Rotary Images/Alyce Henson*

ZONES 33 & 34 TEAM

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