



ROTARY LEADER

OUR FOUNDATION

The growth of online giving and why it matters

MEETING PLACE

5 reasons to visit Toronto for the convention

CLUB CLINIC

New service partners strengthen projects

PROJECT SPOTLIGHT

South American clubs discover benefits of Rotary Showcase

Two men unload a cart in Maheshwar, Madhya Pradesh, India. Your giving to The Rotary Foundation supports projects around the world. Read why more donations are being made online.

PRESIDENT'S MESSAGE



IAN H.S. RISELEY

In many ways,

our Rotary Foundation is an invisible presence in our clubs. Most of what we do in our clubs and our districts on a weekly basis, we do without the active involvement of our Foundation. But our Foundation is invisible in our clubs in the same way the foundation of a building is invisible when you're in it: Just because you don't see it, that doesn't mean it's not what's holding you up.

The Foundation that enabled Rotary to take on polio is, in many ways, the foundation upon which Rotary service is built. For 100 years, since it came into existence with a first donation of \$26.50, our Foundation has supported and strengthened our service, enabled our ambitions, and allowed us to be the organization that we are. Because of our Foundation, Rotarians know that if we have the ambition and put in the work, very little is truly beyond us.

It is an incredibly effective model that we have here in Rotary, one that no other organization can match. We are completely local and completely global: We have local skills, connections, and knowledge in over 35,000 clubs in nearly every country of the

world. We have a well-deserved reputation for transparency, effectiveness, and good business practices, and because we are highly skilled professionals as well as volunteers, we achieve a level of efficiency that very few other organizations can approach.

Rotarians met and surpassed our goal of raising \$300 million during the Foundation's centennial year. If you were part of that achievement, you have been part of something tremendous. Somewhere in the world, someplace you have probably never been, people you may never meet will lead better lives because of you. Ultimately, it is our Foundation that lets us make good on our core beliefs: that we can make a difference, that we have an obligation to do so, and that working together, as well and as efficiently as we can, is the best and only way to effect real and lasting change.

Visit the Office of the President page
Read the president's biography
Follow the president on Facebook

ONLINE GIVING, AND WHY IT MATTERS

As more and more of our daily activities, interactions, and transactions happen on our computers and mobile phones, it makes sense that our charitable giving has started to move to the digital sphere.

Online contributions to The Rotary Foundation have increased steadily over the past five years. A total of 60,827 donors contributed \$14.7 million online to the Foundation in 2016-17, compared with 27,578 donors contributing \$8.1 million online in 2012-13.

When you exclude the Bill & Melinda Gates Foundation's large, one-time donations of \$100 million from the total (large donations like these would not be made with a credit card online), Rotary's online giving falls very close to the industry average of 7.2 percent, as reported by the Blackbaud Institute for Philanthropic Impact, which publishes the annual **Index of Charitable Giving**.

Donors are also getting more comfortable giving on mobile devices. The rate of smartphone use in charitable transactions has nearly doubled since 2014, now accounting for 17 percent of online gifts.

Recognizing this shift, Rotary has made online giving easier. When you give to The Rotary Foundation, it takes just a few simple steps, whether you use a desktop computer or a mobile device. The page you use to donate is available in several languages, and you can give using any of a number of currencies. It's also easy to give memorial and tribute gifts.

#GivingTuesday

Digital and social media are at the heart of Giving Tuesday, an annual push for philanthropic donations in late November. Last year, The Rotary Foundation received \$317,000 in Giving Tuesday donations.

This year, Giving Tuesday is 28 November. Of course you can participate as a donor. You can also get involved as a social influencer by sharing the link to our **Donate page** with your social networks and telling friends why you support #Rotary on #GivingTuesday.

ONLINE CONTRIBUTIONS TO THE ROTARY FOUNDATION

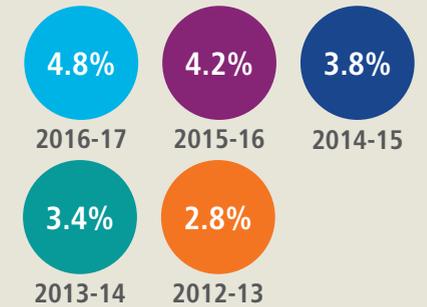
ALL DONORS / INDIVIDUALS

2016-17	 60,827 / 59,796
2015-16	 44,801 / 43,971
2014-15	 39,190 / 38,582
2013-14	 31,202 / 30,726
2012-13	 27,578 / 27,225

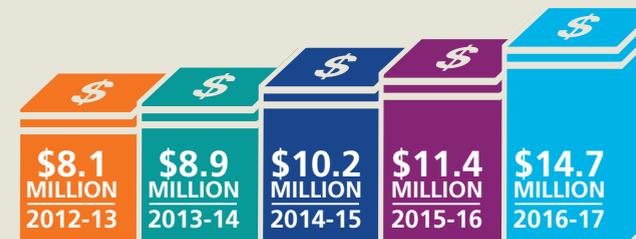
ALL DONORS / INDIVIDUALS

2016-17	\$304.3 MILLION
2015-16	\$265.6 MILLION
2014-15	\$268.9 MILLION
2013-14	\$263.7 MILLION
2012-13	\$249.4 MILLION

PERCENTAGE OF TOTAL CONTRIBUTIONS MADE ONLINE



TOTAL CONTRIBUTIONS ONLINE



Since The Rotary Foundation began collecting donations online in 2007, donors have contributed \$79.7 million online, which is 3.1 percent of the total \$2.6 billion received through June 2017.

5 REASONS TO COME TO TORONTO FOR THE ROTARY INTERNATIONAL CONVENTION



The 2018 Rotary Convention, 23-27 June, will bring thousands of Rotarians from around the world to Toronto, the Capital of Nice. Here are five reasons you won't want to miss Rotary's biggest event of the year.

- 1** "You can come to the convention and feel like you've traveled the world," says Michael Cooksey, co-chair of the Toronto Host Organization Committee. The city has been shaped by immigrants who have brought new languages, customs, and foods. Experience Toronto's cultural diversity by exploring its neighborhoods, from ethnic enclaves like Little Italy and Little India to artsy cafes in Kensington Market.
- 2** **Excitement above and below ground.** If you're looking for soaring views of the city, head to the **CN Tower**. The EdgeWalk lets visitors walk around the tower on a tiny ledge, without a railing, a mere 1,168 feet (356 meters) above ground. (Wearing a harness is not optional.) For an underwater view, check out **Ripley's Aquarium of Canada**, where you can put on a wetsuit to feed the resident stingrays in a special behind-the-scenes tour.

- 3** **A global food scene.** National Geographic ranks the **St. Lawrence Market** among the 10 best food markets in the world. You'll find a variety of ethnic food options, including Turkish delight, Ukrainian pierogies, and Mexican burritos. Nearby **Kensington Market** — more neighborhood than actual market — offers more opportunities to eat your way across the globe.

- 4** **Grand tours.** Just 80 miles (128 km) away, you'll find one of the biggest tourist attractions in the world. **Niagara Falls** is the collective name for three waterfalls that come together at the Canada-U.S. border. Visitors to the Horseshoe Falls in Canada can take a boat ride through the heart of the falls. Another option is a day trip to Stratford, home to the continent's largest classical repertory theater company and the **Stratford Festival**.

- 5** **Warm and welcoming hosts.** The **Toronto Host Organization Committee** is busy arranging activities and events for the entire Rotary family, including an evening of food and entertainment in the city's **Distillery Historic District**. This arts and entertainment center once housed the Gooderham and Worts distillery. Today its pedestrian-only zone features one-of-a-kind shops, restaurants, cafes, theaters, and more.

"The Rotary Convention is the best way there is to celebrate a year of successful service, and renew our energies for the year to come."
RI President Ian Riseley



Breathtaking views
Whether you choose the EdgeWalk, SkyPod, or Glass Floor, the CN Tower offers spectacular views from every perspective.

Register online
by 15 December
and save.
Register today

7 STEPS TO INCREASE YOUR CLUB'S FACEBOOK PRESENCE



Melissa Ward is a past district governor and chair of the Rotarians on Social Networks Fellowship. She is a member of the Rotary Club of Twin Bridges (Southern Saratoga County), New York, USA, and has served as assistant public image coordinator for Zones 28 and 29. She attends a variety of regional Rotary events as a speaker and trainer. For this issue, Ward offers seven tips for increasing your Facebook presence.

A Facebook page gives your club a voice on Facebook. With so much “noise” on social media, you can take several steps to raise your club’s page above the distractions.

- 1 Make good use of visuals.** Your cover photo is prime real estate. Use a photo that really speaks to your club’s mission. Post fun, active photos.
- 2 Post regularly.** Share your club’s next program or a photo of a project, or create an event for your next fundraiser. For example, post your speaker every Monday. Share a photo every Wednesday. Share an article from Rotary.org every Friday.
- 3 Encourage club members to like and share posts from your Facebook page.** This is where the magic of social media kicks in. When members share your posts on their personal Facebook page, their connections can see the posts, like them, and increase the club’s exposure exponentially. This is key to keeping your club’s posts in the news feed.

- 4 Make your Facebook page a source for donations.** If your club has nonprofit status and you complete Facebook’s application process (see **Facebook’s rules**), you may be able to collect donations through your page. Once your page has been submitted and approved for verification by Facebook and you’ve provided the necessary bank account information, people who like your page can run fundraising campaigns on your organization’s behalf. Note: This applies only to U.S.-based clubs that are or have a foundation that is a registered 501(c)(3).
- 5 Tag other businesses and organizations you work with.** Place the “@” sign in front of the business name, and its Facebook page should appear. Select it, and it will be tagged in the post. That sends a notice to that business, and gives it the opportunity to share your post on its page. Now you have even more exposure.
- 6 Have more than one page admin.** Our club page has three admins. Each of us is responsible for different aspects of the page. This prevents the page from being forgotten or getting lost.
- 7 Use milestones.** Add a milestone for your charter date, for each president, for major events or awards. Milestones increase engagement and give you a timeline of your club’s history.

Learn more by joining and taking part in the **Using Social Media in Rotary Clubs discussion group** on My Rotary.

WHAT'S NEW

RI President Ian Riseley will host six presidential peacebuilding conferences in 2018 to explore the connection between peace and Rotary’s five other areas of focus, plus environmental sustainability. The conferences will focus on the areas where Rotary does its most significant work. Members and nonmembers alike are invited to attend. Learn more about each event and **register online on My Rotary**.

Does your club sponsor an Interact Club? Encourage its members to participate in the 2017 Interact Video Awards. Participants create a video on how their Interact club is having fun while making a difference. Videos need to be from 30 seconds to 3 minutes long and recorded in English or with English subtitles. Learn more on **Interact’s Facebook page**.

WHAT'S NEXT

NOVEMBER

Rotary Foundation Month

30 October-5 November

World Interact Week. Download a **certificate** to recognize Interact clubs that are celebrating the week.

28 Giving Tuesday. Discover how easy it is to give to The Rotary Foundation **online**.

DECEMBER

Disease Prevention and Treatment Month

10 **Human Rights Day**

15 Early registration discount ends for the Rotary International Convention

NEW SERVICE PARTNERS STRENGTHEN PROJECTS

Rotary has added two service partners that will offer clubs new ways to collaborate with other organizations to develop service projects and increase their impact.



The newest partners are **Habitat for Humanity International**, which has a long history of working with clubs to build low-cost shelters, and the **International Agency for the Prevention of Blindness (IAPB)**, an umbrella organization for groups working to increase access to quality eye care and reduce preventable blindness. Clubs partner with Habitat to provide affordable housing for families most in need of assistance, revitalize

neighborhoods, and develop programs to help families acquire skills such as financial literacy to be more successful as home owners. Clubs are encouraged to cooperate with Habitat on low-cost shelter projects, especially if they will be seeking Rotary Foundation support for qualifying global grant projects. IAPB is a membership organization that brings together governments, agencies, academics, and

private providers to plan and implement sustainable eye care programs. Under Rotary's one-year agreement with IAPB, clubs are developing pilot projects in South America, Africa, and India, and elsewhere.

"We seek to encourage both organizations to promote greater awareness of the need for eye clinics and blindness prevention activities, to develop projects together, to consult, and to work together with their constituents," says Peter Kyle, a member of the Rotary Club of Capitol Hill (Washington, D.C.) and Rotary's Joint Committee on Partnerships.

Rotary Districts 3300 and 3310 in Malaysia have worked with IAPB's Western Pacific Region to organize annual Seeing Eye to Eye seminars to inspire local clubs to undertake projects that improve access to preventive eye health and treatment services.

HERE ARE A FEW EXAMPLES OF HOW CLUBS HAVE WORKED WITH HABITAT:

- + Members from the Rotary Club of Newport-Balboa, California, USA, spent a Saturday morning preparing a work site and organizing building materials for engineers to build five local Habitat houses the following week.
- + Members from five clubs in Trinidad and Tobago and visitors from California worked with Habitat on a two-bedroom house for a mother fighting cancer. The Rotarian volunteers helped the skilled construction workers by assisting with landscaping and organizing materials for construction.

ROTARY'S SERVICE PARTNERS

- + [Dolly Parton's Imagination Library](#)
- + [Global FoodBanking Network](#)
- + [Habitat for Humanity International](#)
- + [International Agency for the Prevention of Blindness](#)
- + [Peace Corps](#)
- + [YSA \(Youth Service America\)](#)

PLANNING A PROJECT?

- ▶ For inspiration, read posts about our service partners on the [Rotary Service Connections](#) blog.
- ▶ Review [Guidelines for Constructing Low Cost Shelters Using Global Grants](#)
- ▶ Learn more about [our partners](#)

SOUTH AMERICAN CLUBS DISCOVER BENEFITS OF ROTARY SHOWCASE



Rotary Public Image Coordinator Carlos Prestipino of Argentina found a creative way to get clubs in his region of South America to tell their Rotary story and publicize their projects.

After noticing that not many of them were using Rotary Showcase to promote their projects, Prestipino organized a public image contest in April to highlight the clubs' great work and encourage them to use the online tool.

For the contest, clubs and districts used Rotary Showcase to post information about service projects that aligned with one of Rotary's areas of focus. Each project was evaluated for its impact, ingenuity, and communication strategy. Within 10 days, more than 40 clubs in 16 districts in the region posted projects that totaled more than



\$150,000 in contributions and 20,000 volunteer hours.

The three winning projects were a charity run in Buenos Aires, Argentina, that raised \$6,000 for polio eradication; a fundraiser for leukemia patients and their families that sold 800 servings of paella in Montevideo, Uruguay; and the mounting of a Rotary wheel atop the Andes Mountains on the border between Argentina and Chile.

According to Prestipino, each of the three projects attracted local news coverage as a result of the clubs' media pitches, videos, and social media marketing. The projects also elevated Rotary's public image in the region. Winners of the public image contest received a plaque and special recognition.



Your club or district can also use Rotary Showcase to publicize and celebrate successful projects with Rotary members and the public. The collective scope of reported projects is highlighted in Rotary Showcase's Impact Tracker, which displays the aggregate number of volunteer hours, cash contributions, and in-kind donations. Site visitors can search projects by district, club, area of focus, and project type.

More than 63,000 projects have been posted on Rotary Showcase. Project stories on Rotary Showcase are frequently featured in Rotary International blogs, newsletters, Rotary.org news, and other publications. They also inspire other clubs to develop their own projects.

PROJECT SPOTLIGHT



CLEAN WATER FOR EARTHQUAKE VICTIMS

Provide clean drinking water to the victims of the 6.1 magnitude earthquake in Ormoc City

PROJECT LOCATION Philippines

PROJECT DATES 10 July 2017 through 3 September 2017

PROJECT CATEGORY Community, International, Vocational, Water and sanitation

FUNDING Aquabox

The Rotary Club of Ormoc and its sister club, the Rotary Club of Loyola Heights, Philippines, donated Aquabox AquaFilters to residents of Leyte Island to provide clean drinking water to families displaced by the July earthquake.

PUBLICIZE YOUR PROJECT ON ROTARY SHOWCASE

In future issues of Rotary Leader, we'll profile examples of how members are using the three tools included in Rotary's Project Lifecycle Kit: Discussion Groups, Rotary Ideas, and Rotary Showcase.

THESE RESOURCES CAN HELP YOU WITH YOUR SERVICE PROJECTS FROM START TO FINISH.

THE ROTARY FOUNDATION'S NEXT 100 YEARS



Stephanie A. Urchick is chair of Rotary's Strategic Planning Committee and served as chair of The Rotary Foundation Centennial Celebration Committee. In addition to other committees, she has served as a Rotary Foundation trustee, a regional Rotary Foundation coordinator, and a district conference presidential representative. She is a member of the Rotary Club of Canonsburg Houston Southpointe, Pennsylvania, USA, a Major Donor, and a Bequest Society member Level 3. She is executive director of the Southpointe CEO Association and a consultant for higher education institutions. We sat down with Urchick to ask her about the future of The Rotary Foundation at this milestone.

Q: Given the success during the centennial year of raising the profile for The Rotary Foundation through club events and fundraising, how do you build upon that success entering the Foundation's second century?

Urchick: The wide range of activities that occurred during the centennial year, as well as surpassing the fundraising goal, is evidence that Rotarians and others recognized and celebrated the significance of the humanitarian service provided by TRF to people all over the world. It was wonderful to see that so many individuals wanted to be a part of our "centennial story" by actively participating in events and in making financial contributions to the Foundation. The "next chapter" of our story is now underway, and people everywhere should want to continue to be a part of the TRF tale. It's our job to help them understand how continued participation gives them a starring role in our next century of service.

Q: What makes The Rotary Foundation unique? And what is needed to keep it that way?

Urchick: To me, a significant aspect of the Foundation is that funds can be directed to the clubs and districts that financially supported it. There are a very large number of charities now, all asking for our help, but TRF is the only one that I'm aware of that directs monies to the areas that made contributions. The "magic" of Rotary has always happened at the club level; we need to be sure clubs know, or are reminded, that this is another way to help them provide service to communities.

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