

ROTARY LEADER



DISTRICT CORNER

Presidential conferences highlight peace, service

HOW TO...

Make a difference in your club this year

GRANTS

The wrong way to help

A global grant literacy project is improving education for students in Guatemala.

PRESIDENT'S MESSAGE



IAN H.S. RISELEY

What kind of difference Rotary clubs and individuals make through their service will always be their own decision. As an organization, we are guided by the three strategic priorities our Board has set in our strategic plan: to support and strengthen our clubs, to focus and increase our humanitarian service, and to enhance Rotary's public image and awareness.

In the year ahead, our clubs will have the support of a greatly augmented array of online tools, including a refreshed Rotary.org, a simplified Rotary Foundation grant application process, an improved My Rotary experience, and a rebuilt Rotary Club Central. As we look to strengthen our clubs, two specific challenges stand out in our membership: our gender balance and our average age. To keep our clubs strong, we need to build a membership that reflects the communities we serve and that will continue to develop knowledgeable leaders for generations to come.

For many years, one idea has stood at the heart of all our service: sustainability. Sustainable service means our work continues to have a positive impact long after Rotary's direct involvement has ended. We don't dig wells and walk away; we make sure communities can maintain and repair those wells.

Eradicating polio is the ultimate in sustainable service. It is an investment that will yield not just a long-lasting but a *permanent* benefit, on a global scale. It is and must remain our No. 1 priority until the job is done.

For 112 years, Rotary has made a difference to more lives, in more ways, than we can ever count or will ever know. Today, each of us bears a torch, its flame lit by Paul Harris, that has been passed forward from generation to generation, in *Rotary: Making a Difference*.

There are as many reasons to come to Rotary as there are Rotarians — maybe even a few more. But each of us has stayed in Rotary because it adds something to our own lives. Through Rotary, we are making a difference in the world; and the more involved we become, the more of a difference Rotary makes to each of us.

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DISTRICT CORNER

PRESIDENTIAL CONFERENCES ON PEACE & AREAS OF FOCUS



Discover innovative ways to achieve peace in your community and throughout the world at one of six presidential peacebuilding conferences in 2018. Convened by RI President Ian Riseley, the events will focus on how peace relates to each of Rotary's five other areas of focus, plus environmental sustainability.

All the conferences, to be held from February to June, will be led by local Rotary districts and will feature engaging speakers, informative general sessions, and hands-on breakout sessions.

THE GOALS OF THE SERIES ARE TO:

- + Enhance Rotary's status as a global leader in each area of focus

- + Demonstrate The Rotary Foundation's impact in the world

- + Build knowledge to inspire and improve Rotary's service engagement

- + Provide a platform for members and nonmembers to network, make connections, and explore partnerships for local and global projects

One of Riseley's goals for clubs during his term is to promote environmental sustainability. He is challenging every Rotary club to make a difference by planting at least one tree per member between the start of the Rotary year, 1 July, and Earth Day, 22 April 2018.

The first conference, in Vancouver, British Columbia, Canada, will focus on how sustaining the environment can enhance peace.

John Anderson, past governor of District 5040 in Canada and a member of the conference's host organizing committee, says

one of his goals is to engage environmental scientists in the region.

"We want to bring the scientific community and non-Rotarians together to better understand how Rotary can play an important role in sustaining our environment, and that doing so can make our world a more peaceful place," says Anderson. "We want to gauge the impact of environmental sustainability in not just peace, but all the areas of focus."

Anderson says countries that suffer from drought and famine can also suffer from increased conflict. It's why he says the conference needs to be more than an informational event.

"Our goal is to have attendees take action after the conference," he says. "We want initiatives that we can bring to the RI Board."

Learn more about each of the conferences and how to register.

THE CONFERENCE SCHEDULE:

- Environmental sustainability, and peace, 10 February in Vancouver, Canada
- Water, sanitation, and hygiene, and peace, 17 February in Beirut, Lebanon
- Disease prevention and treatment, and peace, 24 February in Coventry, England
- Economic and community development, and peace, 17 March in Sydney, Australia
- Maternal and child health, and peace, 28 April in Taranto, Italy
- Basic education and literacy, and peace, 2 June in Chicago, Illinois, USA

MAKE A DIFFERENCE IN YOUR CLUB THIS YEAR



ROTARY: MAKING A DIFFERENCE

In explaining why he selected the theme *Rotary: Making a Difference*, President Ian Riseley says, “It seems to me that it represents what Rotary is and what Rotary does, every day and in many ways. All those people who benefit from our great programs appreciate that Rotary exists to make a difference.”

We are improved as people when we follow the guiding principles in our mission statement and the Object of Rotary, he says.

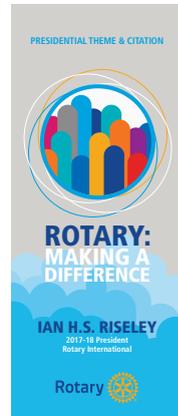
To Riseley, the theme logo symbolizes diversity, with people from all races and backgrounds uniting under the banner of Rotary.

“It symbolizes all of us striving to do better, reaching ever higher to do good in the world, in the name of Rotary,” he says. “Even those of us who are modest in our achievements can, when combined with 1.2 million colleagues, contribute to making a difference, in our own communities and more globally.”

HOW TO EARN THE ROTARY CITATION

Riseley will require Rotary clubs that wish to earn this year’s Rotary Citation to:

- + Pay July 2017 and January 2018 club invoices on time
- + Report volunteer hours and service project contributions in Rotary Club Central



At least four other goals must be achieved in each of the categories of support and strengthen clubs, focus and increase humanitarian service, and enhance Rotary’s public image and awareness.

Download your copy of the 2017-18 Presidential Theme & Citation to see the goals. If you have questions, contact Rotary’s **Awards staff**.



ROTARY FRIENDSHIP EXCHANGE

President Riseley has expanded the Rotary Friendship Exchange program to include both Rotarians and non-Rotarians, with a particular emphasis on including young professionals. Group cultural exchanges will be a type of friendship exchange that emphasizes both cultural and vocational activities.

Exchanges can be undertaken for a variety of reasons, including:

- + Broadening international understanding
- + Exploring a specific profession or job in a different context
- + Building long-term friendships
- + Establishing a foundation for peace and service
- + Giving hands-on project support
- + Learning about a region’s ethnic groups, food, languages, customs, and history
- + Finding partners for grant projects

If you’re interested in participating, **contact a district Rotary Friendship Exchange chair**. Find exchange partners through the **Rotary Friendship Exchange Matching Board**. Contact **Rotary Service staff** if you have any questions.

HOW DO YOU MAKE YOUR GLOBAL GRANT SUSTAINABLE?



Carolyn Johnson, a member of the Rotary Club of Yarmouth, Maine, USA, is a past governor of District 7780,

vice chair of the Literacy Rotarians Action Group, and a member of The Rotary Foundation Cadre of Technical Advisers specializing in basic education and literacy. Formerly a primary school principal, she left her job in 2007 to develop a teacher training program for a multiyear global grant project in Guatemala. We sat down with Johnson to talk about what Rotarians need to know to develop a sustainable global grant.

Rotary Leader: What is the most common mistake clubs make in putting together a global grant application?

Johnson: A lot of grant ideas come about because somebody went somewhere and had a good experience, but they looked around and saw a need. So they came back home and got all excited and wanted to develop a grant to address this perceived need. One of the questions we ask first is, Did you do a needs assessment?

Get in and start talking to that community to find out — do they see it as a need? Maybe whatever you're thinking of doing is miles beyond their capacity to maintain. Or maybe it is something they already have and you just didn't see it, but what they really need is an intervention three steps down the line.

RL: What should the needs assessment process be like?

Johnson: With a literacy project, a needs assessment should include talking to teachers, community members, principals, kids, and the parents. But it can take a lot of different forms. You could set up a meeting and have a conversation. Visiting and observing in classrooms is helpful and enlightening. You can do surveys — find out what materials are in classrooms, whether literature books are available in addition to textbooks, what professional development is available, and what's the curriculum? It's talking with the minister of education and getting the support of local officials. And involving the host Rotary club to make sure anything you want to do fits in with their interests.

RL: The literacy project in Guatemala was built over two decades. How important is it to take a long-term approach to a grant project?



Johnson: Particularly in education, you can't do a one-shot deal: bring materials and conduct a training session and expect it's going to work. You have to have follow-up. Build that into your project so it's an essential component, not an add-on.

Rotarians from a district in Canada went to Guatemala in February on a vocational training team and spent four weeks in a village, modeling, working with teachers, and spending intensive time in the schools. I can imagine they made huge progress. But when I talked with the team leader, she said, "The other thing we set up is that, over the next year, we are going to have Skype calls with the teachers on a monthly basis. We didn't come to do this intensive intervention and disappear." So, whether it's through technology or local Rotarians or a lead teacher you can communicate with, you need to build in opportunities for follow-up.

Are you planning a professional development event for young leaders, Rotaractors, or the community? **Leadership in Action** includes suggested curriculum, a marketing flier, and a customizable brochure in the Brand Center that you can use to promote the event and connect these young leaders to Rotary.

The **Grant Management Seminar Leader's Guide** has been updated to reflect recent changes to A Guide to Global Grants.

Registering for a My Rotary account gives you a customized experience and easy access to a range of tools. With it, you can also view club information and the latest news and announcements from around the Rotary world.

Learn how to **create a My Rotary account**. After you've created one, use it to see and **manage your membership leads**.

WHAT'S NEXT

JULY

Beginning of new Rotary year

1st

New Rotary officers begin their year of service

31st

Deadline for 2016-17 district governors to submit governor allocation expense reports

AUGUST

Membership and New Club Development Month

15th

Last day for a sponsoring Rotary club president or district leader to report an Interact club's activities for the Presidential Citation for Interact Clubs

THE WRONG WAY TO HELP



Marilyn A. Fitzgerald

Rotary members, volunteers, and donors are usually excited to talk about successful projects. Marilyn A. Fitzgerald, a member of the Rotary Club of Traverse City, Michigan, USA, draws inspiration from a far less popular topic: failure.

A clinical psychologist and author, Fitzgerald has spent years studying economic development projects in poor countries, where well-intentioned efforts to improve lives sometimes backfire. Now she travels the world to consult on projects and speak to Rotary clubs about sustainability and lessons from her fieldwork.

OPPORTUNITY, NOT CHARITY

Looking back on international projects she's been involved with, Fitzgerald says she's realized that they often created a dependency on the Rotarians, outsiders coming into a community with money and good intentions.

"I asked myself why projects no longer existed, why the people we wanted to help weren't carrying on like we planned," she says. "I started to realize that those people were not included in project planning, and that's not sustainable."

Fitzgerald says it's best to get away from the charity model, in which we give things away, and move to the opportunity model, where we empower people to plan their own paths out of poverty.



RELIEF VERSUS DEVELOPMENT

Fitzgerald draws a distinction between two main areas of humanitarian aid: relief aid and development aid.

"Relief aid, we don't expect for that to be sustainable; we expect to take people out of dire straits and help them get back on their feet," she explains. "Development aid has to do with people being able to do something for themselves, so they're not dependent on us. It's a simple litmus test: What will happen to these people if you walk away today?"

Fitzgerald recalls being involved in a scholarship program in Indonesia that raised \$72,000 a year for 1,200 children to go to school. "I didn't think too much about what would

happen if I didn't show up [with the money] one year, because I planned to keep showing up. You know who thought about it? The mothers and the children.

"Every year they worried if I was going to be there or not," she adds. "That wasn't a sustainable source of income for tuition, and we had to change our approach. Income from livestock eventually helped that community become more self-sufficient."

MICROFINANCE

Fitzgerald also worked on a microfinance project in Detroit. She says some critics thought the microfinance model wouldn't work in Detroit, where the population has an expectation of high wages and a safety net of food banks and unemployment checks.

"But we found a population that would be well served by microloans: nontraditional borrowers with no collateral, no credit history, and a business to support," she says. "I contacted some Rotarians in Detroit,

and they agreed to talk to the community and gauge interest in a microloan program with four components: loan capital, education, mentors, and networking."

Learn more about the Launch Detroit program, now in its fourth year. Read more lessons on sustainability in Fitzgerald's book, **"If I Had a Water Buffalo."**





ASKED & ANSWERED

We've compiled a few of the questions most frequently asked of Rotary International's help staff, and provided the answers. Remember, your **Club and District Support** representative and your **regional leaders** are excellent resources for help in leading your club or district. Send questions for future columns to rotary.leader@rotary.org with the subject line Asked & Answered.



Q: Rotary only has active and honorary member types. How do I report corporate and associate members?

A: Rotary International recognizes two types of members — active and honorary. But clubs are free to recognize other member types. Corporate and associate members can be reported to Rotary as either active or honorary members. If the members pay RI dues, they're considered active members, and they receive all the benefits that other active, dues-paying members enjoy. They're also included in the club's membership count.

Honorary membership is used to recognize people who have distinguished themselves through service and embody Rotary ideals, or those considered friends of Rotary because they support our causes. They're exempt from paying RI dues, don't vote in Rotary matters, can't hold any club office, and aren't included in a club's membership count.



Q: How do I make my project sustainable?

A: At Rotary, we want our projects to have a lasting impact, long after the vocational training team goes home, the scholar finishes her studies, and your club has submitted the final project report to The Rotary Foundation. Here is a six-step process to make that happen:

- 1 Start with the community — Identify a need and develop a solution that builds on community strengths and aligns with local values and culture
- 2 Encourage local ownership — Work with key community members who can pioneer lasting improvements
- 3 Provide training — Transfer knowledge through training, education, and community outreach
- 4 Buy local — Purchase equipment and technology from local sources
- 5 Find local funding — Get funding through governments, hospitals, companies, and other organizations
- 6 Measure success — Develop clear and measurable outcomes and determine how you will collect the data

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ROTARY CONVENTION
TORONTO, ONTARIO, CANADA
23-27 JUNE 2018

Inspiration AROUND EVERY CORNER IN TORONTO

There's a world of opportunity waiting for you in Toronto, home of the 2018 Rotary International Convention. Join RI President Ian Riseley for an unforgettable week of fun, friendship, and discovery as you connect with Rotarians from around the world.

Register at riconvention.org

Rotary

