

DISTRICT 5170

# TRF NEWS TODAY

NOVEMBER, 2014

CURRENT NEWS OF DISTRICT 5170 AND THE ROTARY FOUNDATION

## November is Foundation Month!



The Rotary Foundation began in 1917 when the Rotary International President Arch Klumph announced the acceptance of endowments for *doing good in the world* – and The Rotary Foundation was born! With the help of Rotarians like you, Rotary continues to do good by building peace, fighting disease, providing clean water, supporting mothers and children, promoting education and growing local economies. It is appropriate for



Rotarians in America that November is also Thanksgiving month, so with all the things that we have to be thankful for, we appreciate the need to help others have lives free from want, disease and ignorance.

TRF donations for the current Rotary year can be made any time up to June 30, 2015, but for the 2014 tax deduction credit, please note the following **2014 Year-end Deadlines for Contributions to The Rotary Foundation**:

- **The Easiest Way:** At [Rotary.org](http://Rotary.org), you can give in any amount to any Rotary Fund, either in lump sum or in regular automatic credit card donations. Just click on <https://map.rotary.org/en/securememberservices/Pages/SelectFundR.aspx?FUND=APF>



- **Credit Cards:** Online via [www.rotary.org](http://www.rotary.org) – must be authorized on or prior to 31 December 2014, midnight (Central Standard Time); or by **Fax:** (847-328-5260)/**Phone:** (866-976-8279)- must be received prior to the close of business on 31 December 2014.

- **Mail (least preferred):** Sending credit card information by mail is less secure and slower than contributing on-line. If submitting credit card contributions by mail it must be postmarked by 31 December

2014 and received by the Foundation by 8 January 2015:  
**The Rotary Foundation, 14280 Collections Center Drive,  
Chicago, IL 60603**



# IMPORTANT REMINDER!

To all Club Presidents and TRF Chairs:

Don't forget that the deadline for turning in tickets for the Rotary Foundation Drawing is no later than Wednesday, December 3<sup>rd</sup>, prior to the Cabinet Meeting being held that evening at the Doubletree Hotel in San Jose. The drawing will be held that evening, and if you are late your Club members miss out on the chance for outstanding prizes!

**First Prize: A Trip to the 2015 Rotary International Convention in Sao Paulo, Brazil!** One ticket for a \$200 Double Sustainer TRF Donation, Three tickets for a \$500 Super Sustainer Donation, and Seven Tickets for your \$1,000 Paul Harris Society Donation!

Don't miss your chance for this great prize!

## “Foundation Month” Report for D-5170!

As shown on the table later in this issue of TRFNT, this month's report for our District looks promising, and shows the great effort that many of our clubs have put forth. We have three clubs which have already exceeded their Annual Goal: **Fremont, Mission San Jose and Mountain View**. Three other clubs are closing in on their target (> 80%), those being **Fremont Warm Springs, Palo Alto and San Jose Silicon Valley**. And there are five clubs already over the \$200 per member (Double Sustainer) mark: **Fremont, Fremont Warm Springs, Mountain View, Oakland Sunrise and San Jose Silicon Valley**. Fifteen additional clubs are well on their way with over \$100 per capita, a great effort. We also have a couple of clubs that are getting close to 100% EREY, with the following clubs are leading the way: **Fremont (90%), Mt. View (83%), and San Jose Silicon Valley (78%)**. In fact, some clubs are well on their way to achieving the “triple-play” of 100% Goal, Double-Sustainer Per Capita, and 100% EREY. This will be outstanding! While we are ahead of last year's pace in total giving, some numbers are lagging (EREY %), and we still have a long way to go. So where is your club? Check out the Annual Giving Report and compare!

And speaking of Foundation Month, it is also “Thanksgiving Month”, and we on the District Foundation Committee wish to remind all Rotarians of two things: first, all of us are, and should be, extremely thankful not only for life's comforts, family and health, but also that we have been given the extraordinary opportunity to give service to others. Second, let's do all that we can to give all of humanity the kind of life for which they will be thankful.

## MORE FOUNDATION CONTRIBUTION INFORMATION

Contribution Forms & Matching Gifts	Recognition Forms
Rotary Direct: <a href="#">Form (US)</a> ▪ <a href="#">Form (Canada)</a> ▪ <a href="#">FAQ</a> Contribution (123): <a href="#">Form</a> ▪ Multiple Donor (094): <a href="#">Form</a> Memorial & Tribute: <a href="#">Form</a> ▪ Matching Gifts: <a href="#">Website</a> ▪ <a href="#">FAQ</a>	Recognition & Transfer Request (102): <a href="#">Form</a> Recognition Replacement: <a href="#">Form</a>
Brochures & Guides	Finance & Investments
Annual Report: <a href="#">Annual Report (187)</a> ▪ <a href="#">TRF Fact Card (159)</a> Rotary Foundation: <a href="#">Reference Guide (219)</a> ▪ <a href="#">Resource Guide</a> Ways to Give: <a href="#">Brochure (173)</a> Annual Fund: <a href="#">Website</a> ▪ <a href="#">Brochure (957)</a> Paul Harris Society: <a href="#">Website</a> ▪ <a href="#">Form</a> ▪ <a href="#">Brochure (099)</a> End Polio Now: <a href="#">Brochure (944)</a> ▪ <a href="#">Brochure (940)</a>	Finance: <a href="#">Website</a> ▪ <a href="#">Reports</a> Investments: <a href="#">Report</a> ▪ <a href="#">Returns</a> ▪ <a href="#">Philosophy</a> Funding Model: <a href="#">FAQ</a> ▪ <a href="#">Presentations &amp; Notes</a> <a href="#">Webinar</a> ▪ <a href="#">Blog Post</a> ▪ <a href="#">Staff</a>
PUBLICATIONS & DISTRIBUTION	
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## Five Tips for Increasing your Club's Foundation Giving

Over the past six years, the Rotary Club of Honolulu Sunset, Hawaii, USA, increases its Annual Giving goals each year and, over the past three years, has averaged **\$946.00 in per capita giving, with 100% Club participation.** District Annual Giving Subcommittee Chair Richard Zegar offers his top tips for increasing your club's giving:

1. Select committed Rotarians to serve in fundraising positions for several years in a row. This consistency contributes to an "atmosphere of giving."
2. Meet one-on-one with members to discuss The Rotary Foundation's work. Then ask them to join you in supporting the Foundation.
3. Recognize new members by making donations to the Foundation in their names. Not only will you introduce them to [individual recognition](#) opportunities, but you'll also encourage their continued support.
4. Use [Foundation reports](#) to inform members of their current recognition levels and encourage them to reach the next level. Acknowledge club members who attain higher giving levels.
5. Explain how effective and efficient The Rotary Foundation is compared with other charities. For example, tell members that 100 percent of their donations fund programs.

Read more about the Every Rotarian, Every Year (EREY) initiative at:

<https://www.rotary.org/myrotary/en/annual-fund-and-share>

## World Polio Day: Health officials laud polio eradication achievements, point to disease's endgame



Time magazine science and technology editor Jeffery Kluger (left) talks with James Alexander, senior medical epidemiologist for the CDC as part of World Polio Day Friday night. Photo Credit: Alyce Henson

After a year of shrinking polio cases worldwide, the crippling disease is now on the cusp of being eradicated, said top health officials at Rotary's second annual World Polio Day event on 24 October.

At a special [Livestream program](#) -- World Polio Day: Make History Today -- Rotary leaders joined global health experts and celebrity singers to hail the progress of the [Global Polio Eradication Initiative](#). After nearly 30 years, the GPEI, which includes Rotary, the World Health Organization, UNICEF, U.S. Centers for Disease Control and Prevention, and the Bill & Melinda Gates Foundation, is on the brink of ending polio by 2018, making it the second infectious disease to be eradicated.

"A world without polio is within our grasp more than at any point in the past," said Tom Frieden, director of the CDC, during a video message to the audience. "The poliovirus continues to lose ground. Next month we will mark two years since the last case of wild poliovirus type 3, giving every appearance of eradication, and leaving only type 1 in the world."

The total number of global cases to date is 247, compared with 298 for the same period last year. Outside Pakistan, which saw its polio cases spike this year, the number of cases has been 35, a dramatic decrease from 187 a year ago. Pakistan accounts for 85 percent of global cases of polio this year, Frieden noted. Pakistan, along with Afghanistan and Nigeria, are three remaining polio endemic countries.

## HOW ARE WE DOING SO FAR?

We jumped out ahead of last year's pace in the first three months of the 2014-15 year, but have slowed a bit to just barely over last year's APF donations as of this point in the year. Foundation Month (November) is the ideal time to put the pedal to the metal to jump ahead again toward a record year for our District!

TRF EREY and AF 2014-2015 as of 11/17/2014

Club	11/17/14	E.R.E.Y	E.R.E.Y %	Annual Fund	Annual	APF Per	% of Goal	PolioPlus
Alameda	75	31	41%	\$16,200.00	\$10,035.00	\$133.80	61.94%	\$ 1,700.00
Almaden Valley	40	18	45%	\$10,000.00	\$5,000.00	\$125.00	50.00%	\$ 200.00
Campbell	60	1	2%	\$13,900.00	\$100.00	\$1.67	0.72%	\$ 500.00
Capitola-Aptos	45	24	53%	\$10,000.00	\$6,550.00	\$145.56	65.50%	
Castro Valley	54	19	35%	\$16,000.00	\$5,550.00	\$102.78	34.69%	
Cupertino	205	12	6%	\$60,000.00	\$8,900.00	\$43.41	14.83%	\$ 1,167.50
Dublin	51	9	18%	\$14,001.00	\$2,300.00	\$45.10	16.43%	
East Palo Alto Bayshore	43		0%	\$2,000.00		\$0.00	0.00%	
Freedom	40	11	28%	\$7,750.00	\$2,825.00	\$70.63	36.45%	
Fremont	40	36	90%	\$9,500.00	\$11,337.00	\$283.43	119.34%	\$ 200.00
Fremont Union City Newark Sunse	25	1	4%	\$2,600.00	\$535.00	\$21.40	20.58%	
Fremont Warm Spring Sunrise	18	12	67%	\$5,356.00	\$4,600.00	\$255.56	85.88%	
Gilroy	108	22	20%	\$22,000.00	\$6,905.00	\$63.94	31.39%	
Gilroy Sunrise	20	5	25%	\$5,800.00	\$2,150.00	\$107.50	37.07%	
Hayward	84	19	23%	\$7,500.00	\$5,750.00	\$68.45	76.67%	\$ 100.00
Hollister	68		0%	\$9,520.00		\$0.00	0.00%	
HuaRen Silicon Valley	34		0%			\$0.00		
Livermore	131	39	30%	\$35,000.00	\$21,887.86	\$167.08	62.54%	\$ 5,500.00
Livermore Valley, The	49	2	4%	\$9,625.00	\$1,100.00	\$22.45	11.43%	
Los Altos	173	75	43%	\$31,290.00	\$22,865.07	\$132.17	73.07%	\$ 1,212.87
Los Altos Sunset	9		0%	\$2,200.00		\$0.00	0.00%	
Los Gatos	105	22	21%	\$19,500.00	\$7,225.00	\$68.81	37.05%	\$ 1,500.00
Los Gatos Morning	71	23	32%	\$17,400.00	\$8,135.00	\$114.58	46.75%	\$ 50.00
Milpitas	29	9	31%	\$5,000.00	\$3,670.00	\$126.55	73.40%	
Mission San Jose	20	7	35%	\$3,508.00	\$3,970.00	\$198.50	113.17%	\$ 700.00
Morgan Hill	113	23	20%	\$29,450.00	\$8,010.00	\$70.88	27.20%	\$ 1,300.00
Mountain View	35	29	83%	\$7,000.00	\$8,050.00	\$230.00	115.00%	
Newark	33		0%	\$8,500.00		\$0.00	0.00%	
Niles (Fremont)	86	18	21%	\$22,000.00	\$4,390.00	\$51.05	19.95%	\$ 1,575.00
Oakland	319	4	1%	\$32,000.00	\$2,920.00	\$9.15	9.13%	
Oakland Sunrise	17	10	59%	\$4,900.00	\$3,725.00	\$219.12	76.02%	\$ 500.00
Palo Alto	135	73	54%	\$20,000.00	\$16,600.00	\$122.96	83.00%	\$ 100.00
Palo Alto/University	97	13	13%	\$20,900.00	\$4,129.60	\$42.57	19.76%	
Piedmont-Montclair	18		0%	\$1,550.00		\$0.00	0.00%	
Pleasanton	88	5	6%	\$7,250.00	\$1,100.00	\$12.50	15.17%	\$ 100.00
Pleasanton (Tri-Valley Evening)	13		0%	\$3,800.00		\$0.00	0.00%	
Pleasanton North	49		0%	\$6,000.00	\$100.00	\$2.04	1.67%	
San Jose	424	6	1%	\$42,000.00	-\$695.00	-\$1.64	-1.65%	\$ 3,000.00
San Jose East-Evergreen	21	11	52%	\$4,600.00	\$3,150.00	\$150.00	68.48%	\$ 200.00
San Jose Silicon Valley	27	21	78%	\$7,435.00	\$6,100.00	\$225.93	82.04%	
San Juan Bautista	29		0%	\$6,000.00		\$0.00	0.00%	
San Leandro	43	23	53%	\$10,150.00	\$7,825.00	\$181.98	77.09%	
San Lorenzo Valley (Felton)	19		0%	\$3,250.00		\$0.00	0.00%	
Santa Clara	89	22	25%	\$14,500.00	\$7,600.00	\$85.39	52.41%	
Santa Cruz	122	13	11%	\$15,600.00	\$2,950.00	\$24.18	18.91%	
Santa Cruz Sunrise	100	42	42%	\$21,000.00	\$12,002.50	\$120.03	57.15%	
Saratoga	120	46	38%	\$20,610.00	\$14,655.00	\$122.13	71.11%	
Scotts Valley	43	27	63%	\$10,000.00	\$7,410.00	\$172.33	74.10%	\$ 70.00
Silicon Valley Star	15	1	7%	\$2,800.00	\$250.00	\$16.67	8.93%	
Sunnyvale	69	5	7%	\$24,000.00	\$1,070.00	\$15.51	4.46%	\$ 540.00
Sunnyvale Sunrise	13		0%	\$2,600.00	\$100.00	\$7.69	3.85%	
Watsonville	84	4	5%	\$10,000.00	\$3,250.00	\$38.69	32.50%	\$ 100.00
<b>District Totals</b>	<b>3818</b>	<b>793</b>	<b>21%</b>	<b>\$693,545.00</b>	<b>\$256,082.03</b>	<b>\$67.07</b>	<b>36.92%</b>	<b>\$ 20,315.37</b>

# November Giving & Grants Updates

## Giving updates

2014 sets a record for The Rotary Foundation Contributions to the Annual Fund and Endowed Fund during 2013-14 set records, and PolioPlus contributions continue to be very strong. Contributions totaled more than a quarter billion dollars.

Donors to the Foundation also reached new heights in these noteworthy areas:

- 27,689 clubs (approximately 80 percent of all Rotary clubs) contributed to the Annual Fund
- 367,629 individual Rotarians (30 percent of Rotary's membership) contributed to the Annual Fund
- In its first year as an official recognition program of The Rotary Foundation, the Paul Harris Society identified 10,143 members (each contributing \$1,000 each year).
- With the momentum from this past year, we look forward to even greater achievements in 2014-15 and to reaching our worldwide Annual Fund goal for the year: \$123 million.

### **Paul Harris Society: Web sign-up now available**

We have a new webpage for the Paul Harris Society, complete with a sign-up form. The Paul Harris Society recognizes Rotary members and friends of The Rotary Foundation who contribute \$1,000 or more each year to the Annual Fund, PolioPlus, or approved global grants. The purpose of the Paul Harris Society is to honor and thank donors for their generous annual support of The Rotary Foundation.

### **#GivingTuesday**

Get in the holiday spirit this year by giving to those in need on #GivingTuesday. On 2 December, join the community of people making a difference in the world by making a gift to The Rotary Foundation.

**BREAKING NEWS:** Effective immediately, district grants can now fund youth programs (including Rotary Youth Exchange, RYLA, Rotaract, or Interact), construction (including low cost shelters), travel for staff of cooperating organizations, scholar orientation seminars, grant management seminars, and activities implemented by an organization other than Rotary.

## Grants updates

### **Rotary scholarships**

Rotary grants offer a number of ways to sponsor scholars using both district and global grants. Remember, clubs that wish to sponsor outgoing scholars should contact their district leaders as well as those of the host district to make sure that everyone knows about and supports the proposed scholarship. Read more about supporting scholars through district grants and with global grants, and view this presentation about Rotary scholars.

### **Grant terms and conditions updated**

The Foundation periodically updates grant terms and conditions to clarify them and incorporate policy changes. Most recently, we updated the links to RI programs and edited the explanation of global grant payments to clarify that all global grants are paid at the exchange rate of the time of payment, regardless of whether the grants were funded with cash contributions or DDF. See the current version of the grant terms and conditions, which reflects these changes.

### **Reminder about changes to grant activities**

Remember to get approval from the Foundation before making any changes to district or global grants that are underway. This will prevent clubs and districts from funding ineligible projects or activities and helps the Foundation track changes in grant activities.

### **The Rotary Foundation Cadre of Technical Advisers**

The cadre is a group of Rotarian volunteers that serves as a resource to Rotarians who are planning and implementing projects, as well as advising the Trustees when they review new grant applications. Interested clubs and districts should contact their grants officer for a referral to a cadre member.

We are continually looking for professionals who are experienced in our areas of focus. Currently, we are especially in need of experts in water and sanitation and maternal and child health. We are also looking for Spanish speakers in North and Central America and volunteers from Asia and Africa. Contact the cadre team at [cadre@rotary.org](mailto:cadre@rotary.org) if you know of any interested Rotarians.