



Rotary International District 5910

2010-2011 Annual Report

Executive Summary

Rose Austin, District Governor 2010-2011

Rotary has completed another year of *Service Above Self*, and we feel that the service of District 5910 has changed lives at home and abroad. In evaluating this service, we often use numbers as well as subjective measures. Since we are still inducting members and contributing to The Rotary Foundation as this document is being written, we will not know final numbers for a while. However, there are some accomplishments and improvements that may be highlighted.

A major accomplishment has been to ***engage in new experiences***. We invited Rotary's senior leadership to participate in district events which allowed Rotarians to engage leaders in one-on-one conversations concerning Rotary issues. We encouraged spousal involvement with the First Gentleman coordinating a community service project. We took additional opportunities to raise funds for The Rotary Foundation with an auction at the Governor's Installation, at the District Conference, and at a new event, a *Million Dollar Dinner*.

Another accomplishment was the ***creation of a district's Strategic Plan*** modeled after RI's revised Strategic Plan that focuses on three priorities: support and strengthen clubs, focus and increased humanitarian service, and enhance public image and awareness. The extent to which our district accomplished the goals set forth in this plan is included in this report.

A noteworthy accomplishment includes an ***increase over last year in all areas of The Rotary Foundation funds***: Annual Fund, PolioPlus (Restricted), and the Permanent Fund. There was 100% participation in Annual Fund giving, and the overall outright contributions as of the date of this report are \$345,680.42.

Our clubs have challenged themselves to increase service as evident by the number of awards given at the District Conference. Twenty-three clubs received Presidential Citations, all Rotaract clubs received citations, and 11 Interact clubs received citations.

We feel that we have made significant improvements this year, but the best years of Rotary is yet to come.

Service Above Self

Mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Vision

We will be the service organization of choice with dynamic, action-oriented clubs whose contributions improve the lives in communities worldwide.



Core Essence

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

Core Values

- Service
- Fellowship
- Diversity
- Integrity
- Leadership

Strategic Plan Update

2010-2011 Accomplishments

1. Support and Strengthen Clubs

- **Increase Membership through club growth and extension**



The Woodlands Club new members

The governor gave each club a challenge of recruiting one new member to be inducted during the *Governor's Official Visit*. Most clubs met the challenge with some clubs recruiting more. The Woodlands Club recruited the highest number of eight with East Montgomery County and Galveston Island with five. The governor inducted a total of 60 members during this visit with clubs reporting approximately 40 more.

Though excitement arose with membership recruitment, retention remains an issue with many Rotarians leaving clubs as others enter. Though there were approximately 100 new members inducted into our 41 clubs, it is not certain at this time if the district has a net increase in membership. RI's July membership report will indicate if an increase occurred between July 1, 2010 and July 1, 2011.

District 5910 is pleased to announce plans to form a new evening Rotary Club in South Montgomery County, [The Rotary Club of The Woodlands Stargazers](#). An exploratory committee has been formed, locations are being scouted, and

excitement is growing. Evening clubs, which often meet for Happy Hour and do not charge a meal fee, are a budget friendly option. These clubs are very popular in European countries, and are a growing trend in The USA. This "right after work" meeting time is often the most convenient for young professionals, allowing them to be at home in time for dinner with their families.

- **Provide leadership training and opportunities to club leaders**

Leadership training was held during PETS, District Assembly, Foundation/Membership Seminar, Mid-Year Meeting, and the District Leadership Seminar that held in conjunction with the District Conference. 95% of presidents-elect attend PETS; approximately 140 Rotarians attended the District Assembly, approximately 100 the Mid-Year Meeting, approximately 100 the Foundation/Membership Seminar and 40 the District Leadership Seminar. 95 Rotarians attended the International Convention, the highest attendance ever.

Training for New Generations groups were held during the RYLA weekend and two weekends of training was held exclusively for Interact leaders.



Interact training held in The Woodlands

Twenty-four Rotarians are serving at the district level for the first time.

Rotarians were exposed to national Rotary leaders with President Ray Klinginsmith inducting the governor, Vice-President Tom Thorfinnson speaking at the Million Dollar Dinner, General Secretary Ed Futa serving as the President's Representative, and Past Director Phil Silvers speaking at the District Conference.



President Ray Klinginsmith at the Governor's Installation

We are hopeful that strong club leadership resulted in an increase in membership and service. Though final membership numbers are not yet available, strong service can be documented through District Conference award applications. Twenty-three clubs received presidential citations (including three with distinction), all three Rotaract clubs received citations, and 11 Interact clubs received citations.

2. Focus and increase Humanitarian Service

- **Hold and promote a signature project**

Most clubs are known in their communities for a signature project that sets them apart from other service organizations. These projects are larger than clubs' other projects and they not only make a great impact in the community but also promote Rotary's public image.



The East Montgomery County Club prepares food back packs

- **Utilize district matching funds (DSG) for local service**

Seventeen clubs received a total of \$28,080 in matching district grants to conduct local projects addressing such issues as literacy, drug abuse, and hunger.

- **Collaborate with other service organizations and New Generation groups**

Many clubs reported that they joined efforts with other service organizations in the community to ensure success of projects. Proceeds from the projects benefitted all participating organizations.

The number of Interact clubs increased from 25 to 29 during this Rotary year, thereby increasing humanitarian service both locally and internationally. Eleven Interact clubs received Presidential Citations with three reporting international service.

The district obtained its first Early Act club this year with the organization of the League City Elementary Early Act Club. This club not only performed local service but also helped to raise funds to purchase four shelter boxes to assist Japan's disaster victims.

- **Participate in an international project**

Most clubs reported involvement in an international project; the League City and Lake Conroe clubs participated in a matching grant from The Rotary Foundation for service in Brazil. The district has applied for a matching grant

to dig additional water wells in Nicaragua. On-going district participation in international projects include *Books for the World* and wheelchair projects.

Two Rotarians participated in a National Immunization Day in India.



Mike Berger from the Lake Conroe Club administer polio vaccine

- **Increase contribution to the Rotary Foundation to help fund programs that make the world a better place**

As of June 25th, the district has increased its overall contributions by 31% over the contributions made during the 2009-2010 Rotary year, from \$263,226.51 to \$345,680.42.

There is an increase of 19.6% in Annual Fund giving over the amount given during the 2009-2010 Rotary year, from \$183,846.14 to \$220,727.37.
There was 100% participation in Annual Fund giving.

There is an increase of 58% in PolioPlus giving over the 2009-2010 Rotary year, from \$77,249.53 to \$121,953.05, the largest amount contributed in any Rotary year.



There is an increase of 40% in Permanent Fund giving over the 2009-2010 Rotary year, from \$2130.84 to \$3000.

The number of memberships in giving societies increased over the 2009-2010 Rotary year: Paul Harris Society membership increased by 4, major donors by 2, benefactors by 10, and Bequest Society by 14.

Based on all contributions thus far and commitments made this Rotary year, the district has generated \$345,680.42 outright and \$193,520 via wills/insurance, totaling \$539,200.42.

3. Enhance Public Image and Awareness

- **Enhance public image and relations in local and surrounding communities**

Each club publicized its projects in the local community via newspaper, radio, or television. For the past nine years, Kris McBride from the Lake Conroe Club has written a weekly 500-800 –word Rotary column for the *Conroe Courier* that describes events and projects at the club, district, and international levels. The column is also featured on-line. Our 2011 District Conference was covered in the *Courier*.

Rotarians from the Woodlands club appeared on a Houston channel talk show advertizing its *Oktoberfest*. The show is broadcast across most of Southeast Texas.

- **Enhance public image and relations nationwide**

The Lake Conroe Club's Memory Park was featured in *Parade Magazine*, a national weekly magazine included in Sunday newspapers across the country.



Memory Park

Rotarians across the country who participate in each of the National Immunization Days provide news releases to their local newspapers entailing the purpose of NID's and Rotary's work around the world. A press conference is held in NID countries where members of the NID teams are interviewed for information on Rotary's polio eradication efforts in the world. Governor Rose and Mike Berger from the Lake Conroe Club participated in an NID in India and were interviewed by the local press there.



- **Enhance awareness via communication within the district**

The district purchased the upgraded version of Club Runner that is more user-friendly than the previous version.

The district increased information on its website including articles, photos, calendar of events, committee updates, archival of the Governor's Newsletters, and the district directory.

Club Runner is now used as the mode of communication for the district.

Event registrations were made available through Club Runner.

There is an increase in the number of Rotarians signed on to Club Runner, from approximately 50% in the 2009-2010 Rotary year to approximately 70% in 2010-2011.

The Governor's Monthly Newsletter was sent to all Rotarians signed on to Club Runner.

Club Runner training was provided at each district meeting.

Working to Make District 5910 Bigger, Better, and Bolder

Rotarians at Work



Aggieland Club prepares Thanksgiving baskets



The Beaumont Club rolls out 470 flags to be displayed at homes and businesses



Angelina Club