

DISTRICT 5170

TRF NEWS TODAY

JULY, 2014

CURRENT NEWS OF DISTRICT 5170 AND THE ROTARY FOUNDATION

A Foundation Message from District Governor Ed Jellen

As we begin our 2014-2015 Rotary year, I think back to my first exposure, as a Rotarian, to the good work of our Rotary Foundation. Like many Rotarians, the service I had in mind when I joined Rotary was service to the local community. That all



changed when a Rotary friend invited me to watch a video he had. It featured Rotarians in Kenya giving drops of polio vaccine to young children. I learned that, as a result of these drops, these children would never suffer from polio. Several months later, I had the opportunity to deliver some of those drops myself - to children in Ghana with my fellow Rotarians from District 5170. I knew we were doing something important, and felt proud to be a Rotarian!

Many adventures followed. With the help and support of the Rotary Foundation, I observed cleft palate surgeries in Guatemala, helped with a project to bring sanitation and clean water to a Mayan village in that country, and took pride in the many other projects that the Rotary Foundation supported in its effort to address the major humanitarian challenges of our day.

I sincerely hope every Rotarian in our district will want to become a part of these efforts by supporting The Rotary Foundation. It will make you feel great!



A Quote from District Foundation Chair Cecelia Babkirk:

“Our District has been a “\$700,000” Annual Giving District for too many years. This year we’re going for a \$Million\$!”

A Message from your District Rotary Foundation Chair

I consider it an honor and a pleasure to serve as your District Rotary Foundation Chair for the Rotary years 2014-2015 and 2015-2016. I know I have some very large shoes to fill and I hope to fill them and even stretch them out a bit for the person who follows me in the role.

Before I go on, I would like to thank and congratulate **Roger Hassler** and his Fundraising team, for an record-setting year for Annual Programs Fund in 2013-2014. We wish him and PDG Angie all the best in their new life in Eldorado Hills.

Annual Giving. July 1 kicks off our District Rotary Foundation Committee's focus on the Annual Programs Fund campaign, which we call "Annual Giving". We have the makings of a great year, under the guidance of **Greg Stowers**, our Annual Giving Chair. The pledge cards and drawing tickets are out to the clubs and District Governor Ed is ready to distribute pins to all you eager donors.

A New Goal for D-5170! For many years now, our total Annual Giving has hovered around the \$700,000 mark, which is a great number, compared to many other districts. However, given our demographics and our location, which encompasses the heart of Silicon Valley, I feel our district should be a Million Dollar District. Or more! I think we can do it and I ask each and every one of you to help achieve that goal, which is shared by District Governor Ed and me. Greg Stowers and his team will work with your clubs to bring fundraising concepts from the business and non-profit worlds, which will help in your efforts.

Our Foundation Fundraising Team. **Mike Kearns** is heading our Major Gifts effort this year and will bring some new insights and tools to improve our efforts there. **Charlie Wasser** is continuing as Polio Plus Chair and you will hear more from him in the second half of the year. I know you've all heard "We're this close" for a long time but we really are! Who knew what a challenge the effort would be, but with the worldwide commitment to the effort, it really will happen. **Phil Dean** is heading BOTH our Partners in Service and Foundation Resources Bureau this year and will do a great job, as he always does. Phil has already sent each club President a letter, which includes the date each Partner will speak, as well as other information.

Our Foundation Grants Team. On the Grants side of the Rotary Foundation Committee, it is with great respect that I pass the baton to **Georgie Hildebrand**, who will assume the role of District Grants Subcommittee Chair. In her year as District Grants Manager, she managed and expanded on a great team and improved the system for the management of our District Grants. Her Grant Resource Leaders this year include **Bob Dolci**, Areas 1-3, **Jon Winston**, Areas 4-6 and **Gerri Hussey**, Areas 7-9.

This year, our summer **Rotary Foundation Seminars** will be combined, to include both Fundraising and Grants training. In keeping with past years, the locations are in the northern part of the district and the southern part of the district and you can see the locations and dates in the boxes above.

Finally, I want to recognize all the other members of the District 5170 Rotary Foundation Committee, who are not mentioned here, but work in the background to provide structure, guidance and support for The Rotary Foundation in our district. There are 47 members on the Rotary Foundation Committee and to quote a well-worn phrase, "It takes a Village". Thanks to you all!

Cecelia Babkirk

Chair, Rotary District 5170 Foundation Committee

New Year, New Push for EREY

*By Teree Bergman,
Assistant Regional Rotary Foundation Coordinator, Zone 26*

It's a new Rotary year, and that means it's time to begin a new effort to have our members participate in Rotary's work by donating to the Annual Fund. Rotary's Every Rotarian Every Year (EREY) program is designed to empower every Rotary Club member to be part of the humanitarian accomplishments of The Rotary Foundation. In Zone 26 for the year that ended June 30, only 44 of the 666 clubs earned banners for achieving 100% EREY. That's a whopping 6%!

It's hard to understand why so few clubs earn these banners. What Rotarian doesn't want to be able to say, "I helped improve health, alleviate poverty, and enhance education"? Why would a member attend a meeting every week and never give anything to the Annual Fund? It's sort of like going to church every Sunday and never putting a dollar into the collection basket. Surely we can do better. I do not know the reason that we have such a low percentage of donors, but I would guess that part of it is, we fail to ask. The most common reason people give for joining Rotary is that someone they respected ASKED. It's the same for the Foundation: if you want people to give, you have to ASK.

A quick review of Rotary Club websites reveals a lot of misinformation about EREY. There is much confusion between EREY and sustaining membership. Many clubs have the idea that EREY means \$100 from every Rotarian. **EREY means that every club member gave SOMETHING (even \$1 will do)**, and the club has an average contribution of \$100. For most Rotarians, a \$100 gift should not be difficult. It's only about \$2 week. Who doesn't spend \$2 a week on things they can't even remember. It's about half the cost of a tall latte. And what can The Rotary Foundation do with that \$2 per week?

- *Provide 3 cataract surgeries in India*
- *Buy 15 packets of teaching materials for a school in Costa Rica*
- *Feed a family in India or Pakistan for 6 months*
- *Bring clean water to 600 school kids in Africa*

Not only do small contributions help do big things, but we, as Rotarians, have control over how the money is spent. Annual Fund contributions are divided between the World Fund and the District Designated Fund (DDF). Each district gets to decide how to use its DDF to participate in Foundation grants and activities it chooses.

Surely we can find a way to get every Rotarian to be a part of the Foundation's wonderful work by giving SOMETHING. Let's get more of those banners for Rotary year 2014-15.

Our D-5170 Goal: 100% EREY This Year!

Very Important Foundation/Grants Training Information

PLEASE NOTE: In order to participate in the Grants Programs of The Rotary Foundation, each club is required to have a **club representative** and **an alternate representative**. At least **one** of these individuals is required to attend the Rotary Foundation Grants training. These representatives should be members who are actively involved, or who wish to be actively involved in service projects in your club.

The training this year will be presented in two sessions, one in the North District and one in the South District. Either the club representative or the alternate (but not both) **MUST** attend one or the other (but not both) of the programs. The dates, times and locations are as follows:

NORTH SESSION:

Saturday, July 26, 2014, 8:30 am
to 12:30 pm

Admail Express (Brian Schott's facility)
31640 Hayman Street
Hayward, CA 94544

SOUTH SESSION:

Saturday, Aug. 16, 2014, 8:30 am
to 12:30 pm

Campbell Community Center
Roosevelt Redwood Room
1 West Campbell Avenue
Campbell, CA 95008

Coffee and Continental Breakfast will be provided to get you going.

Remember: ONE rep from your Club must attend ONE of the above sessions for your Club to be eligible for Grants participation in 2014-15!

Starting Your Foundation Year!

JULY is where a GREAT year begins. These steps should be on your calendar for the month:

- Fill any open positions on your Club Foundation Committee.
- Mail Initial Letter and Pledge Cards to Club members (see below).
- Collect Pledge Cards.
- Establish Records for all contributions.
- Receive Payments. **Please note members checks should be made out to The Rotary Foundation and not to the club. Do not comingle Foundation monies.**
- As frequently as possible mail checks and the TRF Forms to the Foundation.
- Have at least one Foundation Speaker.
- Show at least one Foundation video before or during the club meeting.
- Establish a Foundation Report in the Club Newsletter.

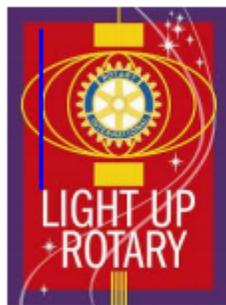
Prepare a list of Paul Harris Society Members, Super Sustainers, Double Sustainers, and Sustainers for the Governors visit. Notify the District Governor so that he will be able to present pins and recognitions.

Be sure to put your Pledge Cards in circulation as quickly as possible to get maximum exposure for your Club's Annual Giving Campaign ...starting today!

The Rotary Foundation Annual Program

"Every Rotarian, Every Year"

2014-2015 PLEDGE CARD



EVERY
ROTARIAN
EVERY
YEAR

_____ Rotary Club

Name: _____

Phone: _____

Email: _____

For the 2014-2015 Rotary Year, I Pledge:

To be a Double Sustainer (\$200)

To be a Super Sustainer (\$500)

To be a Paul Harris Society Member (\$1,000)

Signed: _____

Final Report for Annual Giving 2013-2014

Wow! What a great year for our clubs in their effort to support The Rotary Foundation's goal of Peace, Goodwill and Understanding. Because of the generosity of District 5170 Rotarians clubs will have more money than ever to support their humanitarian grants. Congratulations to District Governor Angie Hassler for her leadership which has led to a new Annual Giving Record of \$734,620 beating the 2010-2011 (Roger Hassler DG/Carolyn Schuetz DRFC) record by over \$5000. I can take solace in the fact that the record was kept in the family.

But in reality the kudos go to the club's leadership, both the presidents and the foundation chair and even more directly to those individuals who gave so generously. Both Angie and I are very proud of each and every Rotarian who participated to help make this year's effort so beneficial to those who will ultimately be the beneficiaries of your kindness.

So let's recap the numbers:

Every Rotarian Every Year (EREY)

Our District in total had an outstanding rate of participation at 72%!

Congrats go to the nine clubs who achieved 100% EREY: Capitola/Aptos; East Palo Alto Bayshore; Gilroy Sunrise; Livermore; Los Altos Sunset; Tri-Valley; San Jose Silicon Valley; and Sunnyvale Sunrise. There were an additional nine clubs who were at 90% or above in participation. Great job everyone!

Per Capita Giving

As always the winner in per capita giving is Los Altos Sunset at \$651 per person. There were eight clubs who were over \$300 per person: Sunnyvale Sunrise; Fremont Warm Springs Sunrise; Cupertino; Tri-Valley; Livermore; Oakland Sunrise; Sunnyvale, and Dublin. Eighteen more clubs exceeded \$200 per member. Really outstanding numbers.

Per Cent to Goal

Thirty-seven of our 53 clubs met or exceeded their goal. These clubs were led by our top five clubs: Los Altos Sunset 271%; San Lorenzo Valley 180%; Fremont, Union City, Newark (FUN) 172%; Sunnyvale Sunrise 166%; and Morgan Hill at 163%.

Total Dollars

Our top five clubs:

Cupertino	\$67,676
Oakland	\$42,946
San Jose	\$42,410
Livermore	\$42,035
Los Altos	\$32,205

What is even more amazing is that over 200 individuals joined the Paul Harris Society by giving \$1,000 or more to The Rotary Foundation. My hat is off to these folks.

Polio

Forty-seven clubs made donations to the PolioPlus campaign in the amount of \$92,986. Leading the way were our top five clubs:

Livermore	\$16,153
Santa Clara	\$10,105
Niles/Fremont	\$ 8,633
Capital/Aptos	\$ 5,200
Fremont Warm Springs Sunrise	\$ 4,800

As I close our my year as the District Rotary Foundation Chair I would like to thank all of my team who helped to make this year such a success. It should also note that the grant activity in the District/Clubs also reached all time highs especially in terms of the number of people who will benefit from the Rotarians who showed how much they care.

As Angie and I start our new adventure in El Dorado Hills we would both like to wish all District 5170 Rotarians continued enjoyment of The Gift of Rotary.

Roger Hassler

From The Editor

I am pleased to be returning to the Editorship of the TRF NewsToday after a year of outstanding TRFNT issues under the creative and inspirational talent of Jolene Bortz. Over the two years of its existence, our little online publication has received considerable praise among the TRF world, and, perhaps not coincidentally, those two years have produced record support for the Rotary Foundation from the Rotarians of District 5170. I will do my best to continue Jolene's great work, and I hope that our direct distribution readers (primarily Club and District leaders) will share the NewsToday with the other members of their clubs and with anyone interested in the great work of the Rotary Foundation. And, of course, I will gladly receive any news or reports you wish to submit featuring your Club's fundraising and grants projects. Foundation Chair Cecelia Babkirk has challenged us to "Break a Million", so let's hop to it and make 2014-15 our District's best year ever for TRF!

Tim Lundell

Rotary

District 5170



District 5170

The Rotary Foundation

ANNUAL GIVING DONATION DRAWING

To encourage Rotarians to donate to the Rotary Foundation, and in support of *Every Rotarian Every Year*, District 5170 is holding a donation drawing. The prize ~ Win a trip to the 2015 Rotary International Convention in Sao Paulo, Brazil!

For Donations collected between July 1 and November 30, 2014:

\$200 Donation (Double Sustainer) ~ One (1) Ticket

\$500 Donation (Super Sustainer) ~ Three (3) Tickets

\$1,000 Donation (Paul Harris Society) ~ Seven (7) Tickets

The Winner will be announced at the December Cabinet Meeting!



See your club's Rotary Foundation Chair for tickets. | Thank you for your support of the Rotary Foundation!

**FINAL TOTALS FOR 2013-14 – HOW DID YOU DO?
CAN WE DO BETTER IN 2014-15? YES WE CAN!**

Club	6/30/14	EREY	EREY %	Ann. Fund Goal 2013-14	Ann. Fund to 06/30/2014	APF Per Capita	% of Goal Achieved	PolioPlus
Alameda	75	73	97%	\$15,000.00	\$17,823.00	\$237.64	118.82%	\$ 600.00
Almaden Valley	42	38	90%	\$11,000.00	\$12,200.00	\$290.48	110.91%	\$ 1,404.00
Alviso	13	8	62%	\$1,500.00	\$2,205.00	\$169.62	147.00%	\$ 211.80
Campbell	60	44	73%	\$9,250.00	\$11,090.00	\$184.83	119.89%	\$ 3,265.00
Capitola-Aptos	43	43	100%	\$9,004.00	\$9,087.00	\$211.33	100.92%	\$ 5,200.00
Castro Valley	53	20	38%	\$10,000.00	\$8,530.00	\$160.94	85.30%	\$ 1,090.00
Cupertino	201	167	83%	\$55,000.00	\$67,676.74	\$336.70	123.05%	\$ 800.00
Dublin	55	40	73%	\$14,000.00	\$16,982.11	\$308.77	121.30%	\$ 1,060.00
East Oakland	6	1	17%	\$700.00	\$600.00	\$100.00	85.71%	
East Palo Alto Bayshore	35	35	100%	\$1,800.00	\$1,520.00	\$43.43	84.44%	\$ 400.00
Freedom	40	22	55%	\$5,000.00	\$6,233.00	\$155.83	124.66%	\$ 100.00
Fremont	39	36	92%	\$9,000.00	\$9,005.00	\$230.90	100.06%	\$ 1,490.00
Fremont-Un.City-Newark	26	23	88%	\$2,050.00	\$3,535.00	\$135.96	172.44%	\$ 1,000.00
Fremont Warm Spring	18	18	100%	\$5,400.00	\$6,315.00	\$350.83	116.94%	\$ 4,800.00
Gilroy	107	84	79%	\$19,000.00	\$21,950.00	\$205.14	115.53%	\$ 1,050.00
Gilroy Sunrise	19	19	100%	\$4,450.00	\$5,100.00	\$268.42	114.61%	\$ 2,330.00
Hayward	84	32	38%	\$7,000.00	\$9,750.00	\$116.07	139.29%	\$ 1,892.37
Hollister	65	49	75%	\$8,000.00	\$9,750.00	\$150.00	121.88%	\$ 1,055.00
Livermore	128	128	100%	\$35,000.00	\$42,025.00	\$328.32	120.07%	\$ 16,153.00
Livermore Valley, The	51	42	82%	\$10,030.00	\$7,599.50	\$149.01	75.77%	
Los Altos	175	167	95%	\$25,000.00	\$32,205.33	\$184.03	128.82%	\$ 855.55
Los Altos Sunset	10	10	100%	\$2,400.00	\$6,510.00	\$651.00	271.25%	\$ 230.00
Los Gatos	106	66	62%	\$19,000.00	\$18,330.00	\$172.92	96.47%	\$ 3,592.10
Los Gatos Morning	71	52	73%	\$20,020.00	\$18,615.00	\$262.18	92.98%	\$ 3,810.00
Milpitas	30	12	40%	\$5,500.00	\$3,400.00	\$113.33	61.82%	\$ 1,400.00
Mission San Jose	20	18	90%	\$5,000.00	\$5,635.00	\$281.75	112.70%	\$ 750.00
Morgan Hill	117	106	91%	\$17,000.00	\$27,735.00	\$237.05	163.15%	\$ 1,805.00
Mountain View	37	34	92%	\$6,000.00	\$9,330.00	\$252.16	155.50%	\$ 814.00
Newark	35	24	69%	\$10,500.00	\$4,350.00	\$124.29	41.43%	\$ 50.00
Niles (Fremont)	87	54	62%	\$21,500.00	\$18,303.00	\$210.38	85.13%	\$ 8,633.00
Oakland	303	109	36%	\$32,000.00	\$42,946.00	\$141.74	134.21%	\$ 1,165.00
Oakland Sunrise	18	13	72%	\$5,120.00	\$5,745.00	\$319.17	112.21%	\$ 1,040.00
Palo Alto	136	78	57%	\$20,000.00	\$24,800.00	\$182.35	124.00%	\$ 750.00
Palo Alto/University	95	73	77%	\$20,014.00	\$20,801.00	\$218.96	103.93%	\$ 850.00
Piedmont-Montclair	17	8	47%	\$2,601.00	\$1,550.00	\$91.18	59.59%	
Pleasanton	90	62	69%	\$8,250.00	\$6,930.00	\$77.00	84.00%	\$ 835.00
Pleasanton (Tri-Valley)	14	14	100%	\$3,000.00	\$4,700.00	\$335.71	156.67%	\$ 520.00
Pleasanton North	46	23	50%	\$5,500.00	\$6,000.00	\$130.43	109.09%	
San Jose	419	276	66%	\$44,000.00	\$42,410.00	\$101.22	96.39%	\$ 250.00
San Jose East-Evergreen	20	10	50%	\$5,000.00	\$3,828.18	\$191.41	76.56%	\$ 200.00
San Jose Silicon Valley	29	29	100%	\$9,500.00	\$7,860.00	\$271.03	82.74%	\$ 490.00
San Juan Bautista	25	17	68%	\$4,040.00	\$5,990.00	\$239.60	148.27%	\$ 1,695.00
San Leandro	46	24	52%	\$13,150.00	\$10,000.00	\$217.39	76.05%	\$ 130.00
San Lorenzo Valley	21	17	81%	\$1,900.00	\$3,425.00	\$163.10	180.26%	
Santa Clara	87	48	55%	\$12,500.00	\$14,650.00	\$168.39	117.20%	\$ 10,015.00
Santa Cruz	128	86	67%	\$15,600.00	\$19,610.00	\$153.20	125.71%	\$ 500.00
Santa Cruz Sunrise	98	89	91%	\$20,625.00	\$20,745.00	\$211.68	100.58%	\$ 2,000.00
Saratoga	131	128	98%	\$24,950.00	\$28,601.00	\$218.33	114.63%	\$ 1,565.00
Scotts Valley	44	33	75%	\$10,500.00	\$12,738.00	\$289.50	121.31%	\$ 1,351.15
Silicon Valley Star	15	8	53%	\$2,001.00	\$2,100.00	\$140.00	104.95%	\$ 669.00
Sunnyvale	73	64	88%	\$17,740.00	\$22,675.00	\$310.62	127.82%	\$ 3,120.00
Sunnyvale Sunrise	13	13	100%	\$3,010.00	\$5,010.00	\$385.38	166.45%	
Watsonville	84	34	40%	\$15,000.00	\$8,117.00	\$96.63	54.11%	
District Totals	3800	2721	72%	\$660,105.00	\$734,620.86	\$193.32	111.29%	\$ 92,985.97