

Why Give to OUR Rotary Foundation script

Slide 1: “Today we are going to talk about one of my favorite subjects, supporting the Rotary Foundation. This is different from supporting our Rotary club’s foundation, but just as important. In the next twenty minutes I hope to educate and inspire you about this fantastic charity. And yes, this is OUR Rotary Foundation.”

Slide 2: Presenter can just read the slide. “It’s amazing that this tiny endowment has grown into one of the most influential forces for good in the world.”

“The International Society for Crippled Children pre-dated the March of Dimes and ultimately Rotary’s efforts to eradicate polio through Polio Plus.”

Slide 3: Presenter reads the Mission of the Rotary Foundation, then asks club members, “who is responsible for achieving this mission at Rotary International?” Let members guess.

Answer: “One of the most unique and wonderful things about our Foundation is that WE are responsible for world understanding, goodwill, and peace. They can’t figure this out at home office in Evanston, Indiana.

“What other charity that you donate to literally gives your funds back to you and asks you to come up with the best ideas to solve problems? That is why TRF is so successful, it relies on Rotarians you know right here at home, and Rotarians you read about in Rotarian Magazine, to design and implement amazing effective humanitarian projects.”

Slide 4: “Today we are going to discuss two of the three places for your donation to go at TRF, Polio Plus and the Annual Fund SHARE program. Rotary has a \$1 billion endowment fund and if you are interested in discussing a large gift to the Foundation please make sure you come and see me. That is a special and more complicated discussion.”

Slide 5: “TRF supports six different areas of humanitarian projects to help us accomplish our objectives.” Presenter reads the objectives. “Interestingly, these are very similar to the objectives put forth by the United Nations and the World Health Organization. Let’s talk briefly about each one and discuss some examples of how Rotarians in our District are supporting these causes.

Slide 6: Peace and Conflict Resolution projects tend to overlap many of the other areas of focus. Presenter reads sections in italics:

“For example, the Rotary club of Leonardtown recently completed a District grant project for \$2,500 where they worked with the Greenwell Foundation “Mindful Meadows’ project. The project involves having at-risk children working with veterans with PTSD (post-traumatic stress syndrome.”

Some of the most popular peace and conflict programs include panel discussions with peace experts, community interactions like having police meet with inter-city youth, and youth exchange and other cultural exchange programs.

“Can you guys think of other creative ideas for a peace and conflict resolution project?”

Slide 7: “Disease prevention is a very popular category for projects, and of course PolioPlus is Rotary’s most successful disease prevention effort.”

Presenter doesn’t need to memorize this. Just read the sample programs.

“Here in our District, last year the Rotary Club of Charlotte Hall worked with the Bombay Sea Face Rotary club to fund a \$40,000 project for a monitoring system for neuro surgeries to Nair Hospital in Mumbai, India. Your District 7620 SHARE funds contributed \$7,500 to the project and TRF World Fund contributed \$17,500. That means that your TRF contribution helped to fund our District contribution AND the TRF World Fund match.”

After describing a project the presenter must ask the club to confirm that it is a worthy use of their funds. “Doesn’t that sound like a great project?”

Slide 8: Water and sanitation is another very popular category for both District and Global Grants. We all know that clean water is hugely important for the economic development of many countries, and especially important to help women, who usually carry water in villages with no wells, to achieve economic independence.

Slide 9: “Do you think projects that take care of mothers and their children will ultimately lead to us accomplishing our objectives for world understanding, good will, and peace?”

Presenter should read this:

“Here in our District, just last year the Annapolis Rotary Club, the Annapolis Rotaract Club, the Metro Bethesda Rotary Club, and the South Anne Arundel County Club, partnered to provide a way to improve the referral process of mothers from the community to the health unit as well as provide neonatal equipment and training to Stephen’s Hospital in Kampala, Uganda. Your District 7620 SHARE funds contributed \$7,500 to this \$54,000 project, and the TRF World Fund provided \$22,000.”

“Do you think this is a worthy use of the funds we are asking you to donate to TRF?”

Slide 10: “Literacy projects might be the most popular of all District grants, and its another category that can include many different types of community service.

Presenter should read this:

“The Lake Shore/Severna Park club recently applied for and received a district grant for a \$1,750 to do a project called “Books for Freetown Elementary School. The Rotary club of Potomac-Bethesda was awarded \$1,500 of district grant funds for a program to buy computers for school children in Belize.”

“Our popular dictionary project fits this category, and so do many other projects involving books, computers, school playgrounds, and other creative projects.”

“We also fund graduate level scholarships in our district using our District 7620 SHARE funds.” Presenter reads this:

“Last year the Rotary clubs of Carroll Creek, College Park, Lexington Park, Metro Bethesda, and Towsontowne, partnered together to fund a \$32,000 scholarship to David Kolin so he could pursue a Master’s Degree in Epidemiology at the London School of Hygiene and Tropical Medicine in London, England. Your District SHARE funds funded \$12,625 towards this scholarship and the TRF World Fund contributed \$15,000.”

Slide 11: “Economic Development grants on a global basis often take the form of micro financing for woman to start and run businesses to help support their families. Studies show helping mothers to achieve economic independence dramatically increases the chances for peace.” “Other popular economic development programs include training programs of all kinds.”

“In District 7620 we’ve seen several workforce development grants where Rotarians help with training, mentoring, and job placement in a variety of professions.”

“The clubs in our district are very good at designing and implementing worthy projects. Other examples from this year include disaster assistance, winter coats for students, meals for sheltered homeless people, and children’s playground equipment in partnership with a local community college.”

Slide 12: “Earlier we looked at the slide showing you can choose to give to the Annual Fund or to PolioPlus, or hopefully you decide to give to both. Your choice of giving to the Annual Fund is the program that funds the humanitarian programs we’ve been discussing. All of our District and Global grants are funded by your contribution to the Annual Fund, and so is the matching contribution by Rotary’s World Fund.”

“When you give to the Annual Fund you are expressing your trust and confidence that Rotarians are creating and executing effective programs to achieve our goals. Think of the Rotarians you’ve met. Do you believe that they are worthy of your financial support? And then ask, are you worthy of theirs?”

Slide 13: “The Annual Fund pushes your contribution right back to District 7620 through the SHARE program. In fact, you will hear it called the Annual Fund, Annual Fund SHARE, or just SHARE.”

“They all refer to the same program where after three years TRF sends your money back to our District. We then use the funds so clubs can propose either district or global projects. 75 cents of every dollar you contribute is available to fund our district’s projects, including yours if you have one, when you consider district, global, and world fund matching grants.”

Slide 14: The presenter can read the bullet points on this slide.

“Unlike Annual Fund SHARE, where your contribution comes back to Rotarians to fulfill our mission, Rotary has a full-time staff working to end polio. Your contribution is matched by Bill and Melinda Gates and goes directly out to polio eradication experts, mostly at UNICEF and the Centers for Disease Control.”

“We are on the verge of the single greatest public health victory in the history of the world. Do you agree we have an obligation to finish this job?”

“If you are wondering whether I am asking you to fund the Annual Fund SHARE program or PolioPlus, the answer is I’m hoping you will fund both! They are both critical to our mission as Rotarians.”

Slide 15: “Charity Navigator is probably the single most highly regarded independent company that rates charities. They rate thousands of charities every year. As you can see, TRF is one of only three charities that earned a score of 100 by Charity Navigator last year. We’ve earned their highest 4-star ranking for many years running. Over 90% of your funds actually go into projects, a tribute to the Rotarians who are often doing the work.”

“What this really means is that you can give to the Rotary Foundation without fear that your money is being mismanaged, which unfortunately you hear about with other charities from time to time.”

“When you hear that a large percentage of our funds actually goes into our projects, and not into salaries and other costs, at least you know that Charity Navigator is confirming that that is the case.”

Slide 16: “Rotary gives us several levels of recognition for our Foundation giving.” Presenter can read the slide. “Our club’s goal is \$200 per cap giving for the Annual Fund SHARE program. And, we are asking that every member give a minimum of \$25 to the Annual Fund, making us an EREY club.”

“Last year our Annual Program Fund (APF) giving was an average of “\$X” for the club. Thank you to everyone for chipping in, but I hope you agree with me that we can do better.” Note to the presenter: If you are unsure of your club’s giving history contact APF Chair, Ken Solow.

Slide 17: “As an individual donor your first level of recognition is to become a Paul Harris Fellow, with \$1,000 of cumulative contributions to TRF. The goal is to move through nine more levels of PHF recognition, each with their own pin signifying your progress.”

“After \$10,000 of cumulative giving you become a Major Donor.” “When your cumulative giving reaches \$250,000 you become a Level 1 Arch Klumph Society Member. If anyone wants to cut a check for \$250,000 today, please see me after the meeting.” Presenter waits for the laugh!

“Perhaps most important for our club is the opportunity to become a Paul Harris Society Member. PHS members pledge to give \$1,000 per year to TRF, which can be divided between the Annual Fund or Polio Plus. If one out of ten of our members join the Society, our club will begin each year with \$100 per cap giving.”

“More importantly, PHS members are making a statement that they truly believe in Rotary’s mission. If you want to learn more about PHS membership, please see me after the meeting.”

Slide 18: “It really is easy to give to TRF. Has everyone here already signed in to Rotary International’s website at Rotary.org? If you haven’t you will find its very easy. All you need is a user name and yes, another password.”

“Once you’ve signed in, you can choose any method, amount, or destination for your contribution. It’s so convenient, and as long as you properly sign in you are guaranteed to get your full recognition for your generosity from TRF.”

Slide 19: “As I hope you know, none of us are required to give to the Rotary Foundation. But as Rotarians, I hope you agree that the Foundation’s work really is OUR work, and our contribution really does fund OUR foundation.”

“I will be speaking with many of you over the coming days in private about how you can continue to help.”

“Does anyone have any questions?”

Presenter prays he or she can answer the questions. If not, simply reply that you don’t know the answer and will get back to the questioner later. Be sure to rely on your District Foundation team, including APF Chair, Ken Solow, Grants Chair, Barry Thompson, and DRFC, Anna Mae Kobbe.

