

Foundation I: Our Foundation



I am “doing good” in my local community and around the world

Session Goals	Materials
<p>Understand the Basic Goals, Programs & Financing of our Rotary Foundation</p> <p>Discuss the Importance & Value of our Rotary Foundation to your Club</p> <p>Need for each Rotarian to make TRF their charity of choice</p>	<ul style="list-style-type: none"> ◆ □ OF-1: Rotary News 1A, 1B, 1C, 1D ◆ □ OF-2: Rotary Foundation Grants and Related Programs, from Rotary Foundation Reference Guide, 219-EN (1012), pages 8-12 ◆ □ OF-3: Foundation Facts—Giving <i>159-EN (1113)</i>, Graphics http://www.rotary.org/en/document/12436 ◆ OF-4: Charity Navigator Rating ◆ OF-5: Direct Contribution Commitment Form https://my.rotary.org/en/document/contribution-form-rotary-foundation ● Donor Recognition Page https://www.rotary.org/en/donate/recognition ● □ Rotary Foundation Reference Guide <i>219-EN (1012)</i> http://www.rotary.org/en/document/518 ● □ Connect for Good (formerly Rotary Basics) https://www.rotary.org/myrotary/en/document/connect-good ● Doing Good in the World http://vimeo.com/album/1872866
<p>Key: ◆ attached insert ● online □ article</p>	

How do clubs benefit from it and thereby lead into how does it then benefit the “world”, etc.

While this course and others within RLI discuss Rotary Foundation topics, you should consult your district for specific Rotary Foundation training.

Session Topics

- 1) How many of you have held roles in your club or in the District involving The Rotary Foundation? What role(s) have you had?

- 2) What is The Rotary Foundation and what does it do? How does it help you do good in the world?

- 3) Let's consider how The Rotary Foundation can be involved in the projects that we carry out in our clubs and districts?

Engage the attendees in one of the following exercises:

Exercise #1: Distribute sticky note pads to attendees and ask all participants to write on the sticky notes one or two service projects in which their clubs have participated. Draw a large cooking pot on the easel pad with "flames" drawn underneath and ask each participant to place the sticky notes on the pot, announcing to the class what the project is. After all participants have added sticky notes, pull sticky notes off at random, ask the question in #4 below about the various projects, and discuss funding, etc.

Alternate Exercise #2: Divide participants into groups of four and assign one of the Rotary Stories at Inserts OF-1-A to OF-1-D to each group. Allow 10 minutes for them to answer the three questions at the bottom of each story: Why engage this project? Why now? and Why Rotary? Ask participants to report out with responses and discuss. Then allow the groups an additional 2–3 minutes to condense their responses into one sentence and report to the entire group. Suggest the facilitator write their responses on the easel pad—this allows the facilitator to choose the most instructive words.

Discuss the responses.

- 4) What was the role of the Rotary Foundation in these projects?

Funding provided through Global Grants, District Grants, perhaps no TRF funding at all. If not, ask why not? Note that Global and District Grants will be discussed in more depth in Part II.

- 5) How do Rotary's Areas of Focus influence the financing of these many different projects? Must all projects meet the requirements of the Areas of Focus?

The Areas of Focus describe the programs and projects for which Global Grants can be used. All Global Grant projects must be determined to be sustainable for the indefinite future and must be supported with the community needs assessment demonstrating that the project is necessary. Global Grants must be at least \$30,000. District Grants cost less than \$30,000 and not required to demonstrate sustainability or fall within the Areas of Focus

- 6) How can you and your club contribute to and raise funds for our Rotary Foundation?

Donations can be made by individuals (check or direct withdrawal), clubs, districts, corporations, other foundations, non-governmental organizations, governments, or fundraising from the general public. Note that Rotary Direct is a highly convenient way to contribute regularly/periodically to the Foundation. Refer to the Rotary Direct contribution form insert.

- 7) When you give money to our Rotary Foundation, can you designate where the funds go and for what purpose?
Yes.

What are the options and how do they work?

Funds can be given to The Annual Fund (analogize to a checking account, spent annually), The Endowment Fund (analogize to a savings account, held as a traditional endowment where the interest-only is spent and the principal remains), or designated to funds supporting specific initiatives, such as Polio Eradication, Peace Scholars, or specific grants. See also OF-3: Foundation Facts – Giving.

- 8) What incentives does our Foundation offer to enhance giving? **Recognitions for Rotarians, family and others, such as Paul Harris Fellow, Major Donor, Benefactor, Bequest Society; the use of points to creatively create recognitions; the ability to use cash or prior giving (DDF) donations to support projects; and district policies that bring back certain funds for local or community projects.**

TVNNBSJF:

- A. More details on the programs of our Foundation can be read about in Insert OF-2 and at Rotary.org.**
- B. You can learn more about the Rotary Grant Model by attending RLI Part II in the session “Targeted Service” and learn more about district-related information at one of your district’s Grants Seminars.**

9) What is meant by “EREY”? ***Every Rotarian, Every Year. It is a campaign to involve every Rotarian in the funding and activities of The Rotary Foundation at least one time per year. Rotary Foundation individual recognitions encourage giving by individuals at specific benchmarks, such as “EREY” for any amount annually, per Rotarian, per year, “Sustaining Member” or “Sustainer” at US\$100 per Rotarian, per year, and Paul Harris Society at US\$1000 per Rotarian, per year. Rotary Foundation club recognitions encourage giving by all individuals in a club, such as “100% EREY Club” recognizing all members of a club contributing some amount, and “100% Sustaining Member Club” at US\$100 per Rotarian, per year. District and Clubs often create their own recognitions and incentives to promote involvement. Faculty can use the chart below to emphasize particular types of giving and recognition, or to create an appropriate exercise.***

TRF Giving & Recognition	Annual Fund	Endowment Fund
“Every Rotarian, Every Year” or “EREY” recognizes clubs that achieve an average of \$100 USD per capita giving and every dues-paying member personally contributes at least \$25 USD to the Annual Fund during the year	“Annual Fund” is TRF’s “checking account”, to be spent on programs in the third year after funds are received	“Endowment Fund” is TRF’s “savings account”, formerly the “Permanent Fund”
	“Sustaining Member” or “Sustainer” recognizes a cumulative \$100 USD gift each year to the Annual Fund	“Benefactor” recognizes a cumulative \$1,000 USD gift or pledge to the Endowment Fund
“100% Paul Harris Fellow Club” is when all dues-paying club members attain PHF status	“Paul Harris Fellow” or “PHF” recognizes a cumulative \$1,000 USD gift to the Annual Fund, Polio Plus, or an approved Foundation grant	“Bequest Society” recognizes a cumulative \$10,000 USD gift or pledge to the Endowment Fund
“100% Paul Harris Society Club” is when every dues-paying club member contributes a minimum of \$1,000 USD to the Annual Fund, Polio Plus, or an approved Foundation grant	“Paul Harris Society” recognizes a cumulative \$1,000 USD gift each year to the Annual Fund, Polio Plus, or an approved Foundation grant	“Major Donor” recognizes a cumulative \$10,000 USD gift to TRF
No portion of your Rotary dues is required to go to TRF. All contributions are voluntary.	“Polio Plus” is the program to receive funds given to TRF for the worldwide campaign to eradicate polio	“Arch Klumph Society” recognizes a cumulative \$250,000 USD gift to TRF

- 10) Why is the Rotary Foundation separate from Rotary International?
Specific “charitable purposes”, favorable tax status in many countries for givers and administration, contains different supervision and management structures than a standard business.
- 11) What are the benefits to Rotary, if any, to having a Rotary Foundation? ***Refer to Fourth Object of Rotary***

Suggestion to group leaders: You may use stories other than the stories in the inserts for the Alternate Exercise. Additional stories can be found in Rotary Showcase on the Rotary Website. Inform attendees that Rotary Showcase is a good resource for additional stories of this type.

Insert OF-1A: Rotary News:

Rotary and Partners “this close” to Eradicating Polio Worldwide

Kabul, Afghanistan – January 1, 2014

In 1985, after successfully eradicating polio in a project in the Philippines, Rotary launched its PolioPlus program to eradicate polio worldwide. Today, over a million Rotarians, joined by an impressive list of partners, are “this close” to eradicating polio in the world, seeing a 99% reduction in cases since the 1980s, fewer than 250 cases reported in 2012, and only 3 polio endemic countries left, conflict-ridden Afghanistan, Pakistan, and Nigeria. Over 2 billion children in 122 countries are now protected from polio. But, the risk of resurgence of the virus is real.



Polio survivors in Africa. Photo Credit: WHO/Rotary International

Poliomyelitis (polio) is a crippling and potentially fatal disease that still threatens children in parts of the world. The poliovirus invades the nervous system and can cause paralysis in a matter of hours. It can strike at any age but mainly affects children under five. Over 1,000 children per day were contracting polio in 1985. If polio is not completely eradicated from the earth, experts believe polio could rebound to 10 million cases in the next 40 years. The public health and global economic impact of these future polio cases is significant.

As for Rotarians, for more than a quarter century club members have donated their time and personal resources to end polio. Every year,

hundreds of Rotary members work side-by-side with health workers to vaccinate children in polio-affected countries. Rotarians work with partners like UNICEF to prepare and distribute mass communication tools to share the message with those isolated by conflict, geography, or poverty. Rotary members also recruit fellow volunteers, assist with transporting the vaccine, and provide other logistical support.

Rotary’s early successes brought on an impressive list of partners that are necessary to eliminate polio worldwide. The Global Polio Eradication Initiative, formed in 1988, is a public-private partnership including Rotary, the World Health Organization, the U.S. Centers for

Disease Control and Prevention, UNICEF, the Bill & Melinda Gates Foundation, and governments of the world. Rotary’s focus is advocacy, fundraising, volunteer recruitment and awareness-building. Fundraising led by Rotarians helps to provide much-needed operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents. Rotary has contributed more than US\$1.2 billion and countless volunteer hours. In addition, Rotary’s advocacy efforts have played a role in decisions by donor governments and corporations to contribute over \$9 billion to the effort.

Rotarians vow not to quit the effort until all cases of polio are gone.

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-1B: Rotary News:

Rotary Peace Fellow Helps Build New Countries and Old

Brasilia, Brazil– September 10, 2013. Through her work for the UN Development Program Brazil, 2005-07 former Rotary Peace Fellow at Universidad del Salvador Izabela da Costa Pereira advises the Brazilian government on how best to support reconstruction and development projects in Haiti.

“I learn how to deal with the unexpected and how to overcome obstacles. What motivates me is that I help my country to help another nation in need,” she says. Previously, Pereira worked as a democratic governance officer with the UN Integrated Mission in Timor-Leste (UNMIT), monitoring the country’s institutions and helping them determine how to operate democratically to best serve their people.

Pereira’s experience as a Rotary Peace Fellow prepared her well for her career. During her fellowship, she served as an electoral observer with Organization of American States missions in Colombia and Nicaragua; explored conflict prevention strategies with the United Nations Development Fund for Women in Senegal; and served on a UN peace building mission for women in Côte d’Ivoire.

Each year, Rotary selects “Peace Fellows”, individuals from around the world to receive fully funded academic fellowships at one of the Rotary Peace Centers. These fellowships cover tuition and fees, room and board, round-trip transportation, and all internship and field study expenses.

1. Why Engage this Project?



Izabela da Costa Pereira with children outside a rural village in Timor-Leste where she is a Democratic governance officer with UN Integrated Mission in Timor-Leste

The program offers master’s degree fellowships at premier universities around the world in fields related to peace and conflict resolution and prevention. Programs last 15–24 months and require a practical internship of 2–3 months during the academic break. Each year up to 50 master’s fellowships are awarded.

Pereira states: “the Rotary Foundation has opened so many doors of opportunity. No doubt, all my experiences in Africa, South Asia, and Latin America are the results of the great experience I had as a Rotary Peace Fellow.”

In a recent interview with the global affairs magazine, *Diplomatic Courier*, she described her proudest personal contribution to foreign policy as “...having contributed to the nation building of one of the newest states of the 21st century... As a Democratic Governance Officer at Timor-Leste

2. Why Now?

UNMIT, I directly assisted on political issues related to democratic consolidation and institution strengthening... in strategic policies reforms, anti-corruption, gender, civil service, media, transparency, decentralization, elections, and sustainable socio-economic development. As a new sovereign nation-state, it is fundamental to guarantee its path towards a democratic governance culture that will assure peace, socio-economic development, and stability in a post-conflict scenario.

[B]esides my background in international relations, I could use on a daily basis my specialization on peace, conflict resolution, economy, and political affairs for an effective aid.”

Pereira said “the need for trained peace-makers has never been greater... more leaders are needed on the local, national and international arena, particularly young professionals”.

3. Why Rotary?

Insert OF-1C: Rotary News:

Rotary Targets First 24 Hours of Life in East Africa

*Kampala, Uganda –
November 1, 2013.*

The Rotary Foundation of Rotary International, a global humanitarian service organization, and Aga Khan University (AKU), a private, non-denominational university promoting human development through research, teaching and community service have formed a partnership to improve maternal and child health in East Africa. Under the partnership, the Rotary Foundation, the charitable arm of Rotary International, will provide grants to Rotary clubs to establish volunteer teams to support the professional development of nursing faculty at AKU's East Africa campuses in Kenya, Tanzania and Uganda.

According to the UN, developing countries account for 99% of the more than 350,000 women who die each year from complications during pregnancy or childbirth. In sub-Saharan Africa, 1 in 30 women is at risk, compared with 1 in 5,600 in developed countries. More than half of maternal deaths are caused by excessive bleeding (35%) and hypertension (18%). Developing countries also account for most of the 7.6 million children who die annually before age 5. Again, East Africa records the highest child mortality rates, with one in seven children dying before age five, and 141,000 annually in Uganda alone. A child's greatest risk of dying is during the first 28 days of life, accounting for 40% of all deaths among children under the age of 5.



Half of newborn deaths occur during the first 24 hours and 75% during the first week of life, with preterm birth, severe infections and asphyxia being the main causes.

In most East African countries there is little public health infrastructure and limited government funding. However, there are Rotary clubs in those countries. Many local Rotary club leaders have acknowledged the problem and want to help with funding, mentoring, personal advocacy and participation. Agha Khan University (AKU) has a campus and a hospital for women in Kampala, one of many it has in Africa and the Middle East. Their campus produces some doctors, but mostly nurses, midwives and health educators, many of whom already work in those roles

but themselves are poor, long out of school, and have limited career and life skills. AKU is poised to make an immediate difference in the public health landscape. Recently, AKU and the World Health Organization (WHO) published a study that makes recommendations on how to target scarce resources for maximum impact on the health of women and children and identifies 56 essential interventions, that when implemented in packages relative to local settings, are most likely to save lives. Some of the interventions include: managing maternal anemia with iron, preventing and managing post-partum hemorrhage, immediate thermal care for newborns, extra support for feeding small and preterm babies, and antibiotics for the treatment of pneumonia in children.

Photo: Doctor in Uganda. Credit: Rotary

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-1D: Rotary News:

Cambodia’s Children “Waste-Pickers” Receive Vital Services

Phnom Penh, Cambodia – February 12, 2014. Phnom Penh’s city landfill is at capacity. As in many developing countries,

“Waste-pickers” support themselves and their families by sorting garbage for saleable goods. Nearly half are children. They are highly visible as they push their handcarts around the city calling “Hychai”.

A local non-profit organization,

Community Sanitation and Recycling Organization or CSARO tries to address the needs of these waste-pickers. Through a variety of programs, CSARO helps adults improve their living and working conditions, while also providing educational outreach to the children.

CSARO is one of the many locally originating humanitarian projects worldwide that receive funding from The Global Fund for Children (GFC).

GFC was the vision of a Rotary Foundation Ambassadorial Scholar traveling in India in 1990, Scholar Maya Ajmera witnessed a group of children sitting in a circle at a train station, listening and answering questions while a teacher led them in simple learning exercises. She learned that the children lived, played, and begged on the train platforms. Seeking a pathway out of poverty, two teachers offered the children free education, clothing, and food. The school operated on only \$400 per year,



serving 40 students who had no other opportunity to learn.

Inspired by this powerful model, Maya founded GFC in 1993 based on the belief that small amounts of money, when given to innovative, community-based organizations, could make a lasting impact on the lives of the world’s most vulnerable children. By its 10th anniversary, GFC had launched additional services to help its grantees grow and thrive, including management support, technical assistance, and networking opportunities. GFC also attracts other funders to its grantees and increases grantees’ visibility to help them garner international recognition for their work. The result: a global community of strong grassroots organizations that are tackling some of the world’s biggest problems.

Now a university professor, Maya stepped down from her position as president of GFC in 2011, having grown her initial vision into a thriving global organization. To date, GFC has awarded more than \$25 million in grants to more than 500 organizations in 78 countries, touching the lives of over 7 million children worldwide.

Maya Ajmera received her Ambassadorial Scholarship from District 5240 in California, USA, to study at St. Xavier’s College in India. From 1947 to 2013, nearly 38,000 men and women from about 100 nations studied abroad as Ambassadorial Scholars. The purpose of the program was to further international understanding, peace and good will among the peoples of the world.

Photo Credit: CSARO/GFC

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-2: Areas of Focus

All projects, scholars, and vocational training teams funded by global grants work toward specific goals in one or more of the following areas of focus:

1. Peace and conflict prevention/resolution

2. Disease prevention and treatment

3. Water and sanitation



4. Maternal and child health



5. Basic education and literacy

6. Economic and community development



Insert OF-3: Foundation Facts - Giving

Most recent data available at time of publishing, from Rotary Pub. 159-EN (1113)

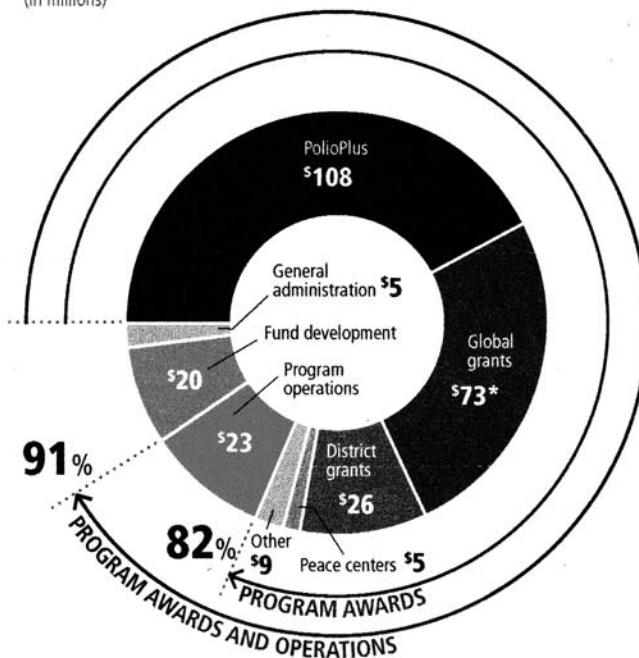
How does Rotary spend membership dues?

Annual dues 2016-17 **\$56.00**

	\$19.55	Programs and member services
	\$11.79	IT, operations, and administration
	\$9.34	Communications
	\$5.17	International operations
	\$4.11	Governance and executive
	\$3.67	Finance
	\$2.37	HR, legal, and audit

Foundation expenditures

(in millions)



* Net of returned funds and other adjustments

Rotary International Statements of Activities

For the fiscal years ended 30 June 2016 and 2017 (thousands of U.S. dollars)

REVENUES	YEAR TO DATE	
	2016 Actual	2017 Actual
Dues	\$ 67,459	\$ 68,784
Net investment return	(2,956)	9,527
Services and other activities	33,571	28,529
TOTAL REVENUES	\$ 98,074	\$ 106,840
EXPENSES		
Operating	\$ 69,416	\$ 74,117
Services and other activities	27,560	20,819
General Surplus Fund	6,159	1,577
TOTAL EXPENSES	\$ 103,135	\$ 96,513
Currency exchange losses	\$ (1,188)	\$ (75)
Pension-related changes	\$ 4,320	
Change in net assets	\$ (1,929)	\$ 10,252
Net assets – beginning of year	\$ 128,516	\$ 126,587
Net assets – end of year	\$ 126,587	\$ 136,839

The Rotary Foundation Statements of Activities

For the fiscal years ended 30 June 2016 and 2017 (thousands of U.S. dollars)

REVENUES	YEAR TO DATE	
	2016 Actual	2017 Actual
Contributions	\$ 265,616	\$ 304,375
Net investment return	(6,653)	98,052
Grants and other activities – net	(787)	(2,529)
TOTAL REVENUES	\$ 258,176	\$ 399,898
EXPENSES		
Program awards	\$ 221,147	\$ 221,204
Program operations	25,223	23,206
Fund development	18,427	19,888
General administration	5,247	4,753
TOTAL EXPENSES	\$ 270,044	\$ 269,051
Currency exchange losses	\$ (6,419)	\$ (495)
Pension-related changes	\$ 3,394	
Reserve against pledges receivable	\$ (994)	\$ (1,810)
Change in net assets	\$ (15,887)	\$ 128,542
Net assets – beginning of year	\$ 946,021	\$ 930,134
Net assets – end of year	\$ 930,134	\$ 1,058,676

Insert OF-4: Charity Navigator Rating

Foundation receives highest rating from Charity Navigator

For the 10th consecutive year, The Rotary Foundation has received the highest rating—four stars—from Charity Navigator, an independent evaluator of charities in the U.S.

In the most recent ratings, ***the Foundation earned the maximum of 100 points*** for demonstrating both strong financial health and commitment to accountability and transparency.

In a letter to the Foundation, Charity Navigator notes that “only one percent of the charities we evaluate have received at least ten consecutive 4-star evaluations, indicating that The Rotary Foundation outperforms other charities in America. This exceptional designation from Charity Navigator sets The Rotary Foundation apart from its peers and demonstrates to the public its trustworthiness.”

The rating reflects Charity Navigator’s assessment of how the Foundation uses donations, sustains its programs and services, and practices good governance and openness.

Insert OF-5: Direct Contribution Commitment Form

ROTARY DIRECT

Rotary's recurring giving program



ROTARY DIRECT SAVES...

- ✓ **Time** — Sign up once to give continuous support
- ✓ **Money** — Lower administration costs means more money for programs
- ✓ **Lives** — Give to The Rotary Foundation to do good in the world

DOING GOOD JUST GOT EASIER!

Enroll online: www.rotary.org/give

OR Mail: Rotary Direct FD420
 Rotary International
 One Rotary Center
 1560 Sherman Avenue
 Evanston, IL 60201-3698 USA

OR Fax: +1-847-328-5260

Please call to modify your existing Rotary Direct contributions
Phone: +1-866-976-8279

YES! I INTEND TO GIVE \$1,000 OR MORE ANNUALLY AND WILL JOIN THE PAUL HARRIS SOCIETY.*

YES! I WILL ENROLL IN ROTARY DIRECT.

Name _____

IF YOU ARE A ROTARIAN, PLEASE COMPLETE.

Rotary membership ID _____

Club name _____

Club number _____

Billing address _____

City _____ State/Province _____

Postal code _____ Country _____

Phone _____

Email _____

Contributions are tax deductible where allowed by law. For security purposes, please do not send credit card contributions via email.

*Note: The Paul Harris Society recognizes those who give \$1,000 or more each year to the Annual Fund, PolioPlus Fund, or an approved Foundation grant. Learn more at www.rotary.org/paulharrissociety.

GIFT DESIGNATION (choose one)

- Annual Fund-SHARE
- Providing Clean Water
- Supporting Education
- Promoting Peace
- Other _____
- PolioPlus Fund
- Fighting Disease
- Saving Mothers and Children
- Growing Local Economies

RECURRING GIFT AMOUNT (minimum US\$10)

\$25 \$85 \$100 \$250 \$1,000 Other _____

Currency (if not US\$) _____

FREQUENCY

Monthly Quarterly Annually (specify month) _____

CHECKING ACCOUNT, please attach a voided check

Available for U.S. and Canada bank accounts only – not available online

CREDIT OR DEBIT CARD

Visa MasterCard AmEx Discover

Card number

Expiration /

M M Y Y Y Y

CVN

Signature _____

