

# Rotary

## District 7305

The Connector - January 2020



### The Backpack Program

Like many other clubs in our Rotary District, The Rotary Club of Latrobe is sponsoring a backpack program.

The program was established in January 2015 with the enrollment of 17 children at Latrobe Elementary School. That number has ballooned to 76 for the current school year. In addition, 48 children from the Baggeley Elementary School were added in the 2016-2017 school year. In 2018-2019, the "Food for Thought" Backpack program expanded yet again to include the children of Mountain View Elementary, which brought the total number of children benefitting from nutritious food over the weekend to approximately 135.

The children of all three Greater Latrobe elementary schools now have the opportunity to participate in the program.

While the National School Lunch Program and the School Breakfast Program provide healthy food to eligible children, these same children may not have enough food to eat in their homes over the weekend. Teachers regularly observed children coming to school hungry because they were not getting enough to eat at home on Saturdays and Sundays.

Missing meals and experiencing hunger impair children's development and achievement.

The "Food for Thought" Backpack Program provides single serving, microwaveable food that can be prepared by the children themselves. For example; lunch and dinner may include items such as Beef-a-Roni, spaghetti or ravioli, Mac & Cheese, soup, fruit cups, applesauce, and pudding cups. Breakfast items include cereal, muffins, and oatmeal. Included with each meal are a variety of healthy snacks and fruit juices.

Backpacks full of food items are packed on Wednesdays and delivered to the schools for discreet distribution to the children on Friday afternoons. The program ran for 30 weeks of the 2018-2019 school year providing over 3,500 bags of food. The program resumed in October for the 2019-2020 school year and will run for 30 weeks. Eligibility is determined by the guidance staff of the three elementary schools.

All of the funds required to run the program are raised through the generosity of the local community. The total cost to operate this program in 2019-2020 is estimated to be approximately \$60,000.00.



### Quote of the Month:

*"One cannot think well, love well, sleep well, if one has not dined well."*  
Virginia Wolf

On Wednesday, December 4th, the Rotary Club of Latrobe held an offsite meeting to experience firsthand how the club's "Food for Thought" Backpack Program operates.

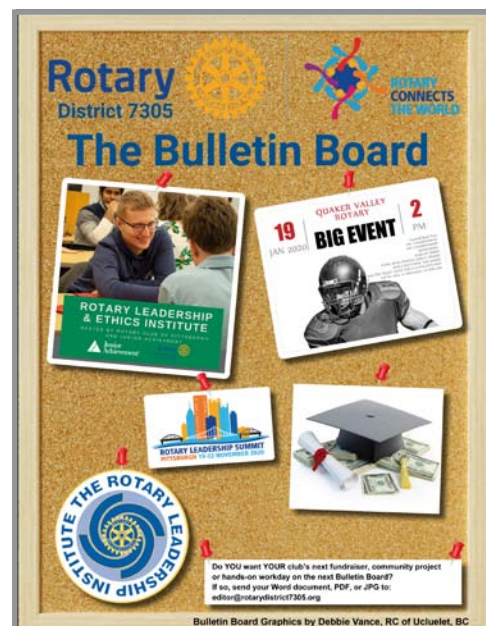


## HONOLULU HAWAII 2020

### There's Still Time

It's not too late to register for the June 6-10, 2020, RI Convention in Honolulu, Hawaii. You can still realize a saving on the Registration Fee if you sign up by March 31, the Pre-Registration Discount Deadline.

Should you still want to go after that date, registrations can be made up until the very last minute. However, there would be no discounts after March 31.



Don't miss this month's edition of The Bulletin Board. It was emailed to every Rotarian in our district and is also available on the district website and Facebook page.



## Rotary & The Rose Parade

Rotary's connection to the Rose Parade can be traced back to 1923 when the Rotary Club of Pasadena entered a float. Between this first entry and 1980, there would be the occasional Rotary float in the parade. However, it would take another 57 years until Rotary became an annual participant in the event.

While watching the 1978 Pasadena Rose Parade on Television, Jack Gilbert, who was President of the Wilshire Rotary Club, in Los Angeles, California, and subsequently chairman of the Rotary Rose Parade Float Committee, had an idea. Rotary would be celebrating its 75th Anniversary in 1980. Jack believed that by entering a float in the 1980 New Year's Day Rose Parade, Rotary could communicate its message, "Service Above Self" to millions of people worldwide.

Jack shared his vision with other Rotarians, who supported the idea. Seven Governors in Southern California agreed to underwrite the cost of the float and make up any shortfall not covered by Club contributions. Fortunately, the Clubs contributed \$35,000 which covered the full cost of the original float.

This first Tournament of Roses



**Top and center right:** The Rotary float in the 2020 Rose Parade won best in class. The theme of the float was "Hope Connects the World". **Bottom right:** About 800 volunteers assist in the preparation of the Rotary float. **Bottom left:** The very first Rotary float entered in the 1923 parade. **Left center:** The 1980 float; the first float entered by the Rotary Rose Parade Float Committee.

Photos and text courtesy of Brett Morey and the Rotary Rose Parade Float Committee

experience lead to the formation of the Rotary Rose Parade Float Committee which now receives contributions each year from approximately 8 Rotary Districts and an additional 700 Individual Rotary Clubs to fund the float. The Committee has entered a float

every year since 1980. Today, the Rotary Rose Parade Float Committee heads up the effort. Members, clubs, and districts donate all the money for the floats, which over the years have depicted Rotary's efforts to eradicate polio, commitment to service, and various programs.





## Ring the Salvation Army Bells to Fill the Red Kettles

Every December, many, if not most, of the Rotary Clubs in our District take time to assist their local chapter of the Salvation Army. The December drive for donations is especially important to our local Salvation Army, as every dollar raised during this time is retained by that local chapter.

Come sun, rain, or snow, count on Rotarians to show up and, with a smile, do what we do best: provide Service Above Self!



**Top right:** Somerset Interactors volunteered at Somerset's local Salvation Army for their annual toy distribution. While there, they helped those who came carry gifts to their cars. They also helped people as they looked through winter coats and accessories. **Above center and right:** Dormont-Mt. Lebanon-Castle Shannon and Green Tree Rotary Clubs joined forces at Kuhn's Market on Banksville Road in Mt. Lebanon to ring the bell for the Salvation Army. **Left:** Waynsburg Rotarians ringing the bell for the Salvation Army.



## Rotary Club of Greensburg Christmas Food Drive

Members of the Rotary Club of Greensburg purchased 240 boxes of cake mix and 240 cans of icing that were distributed as a “bonus” to clients at the Food Bank at Our Lady of Grace Church in Greensburg on Saturday, December 7.

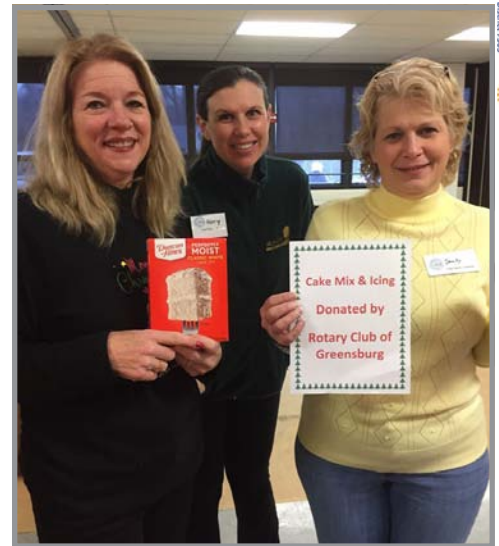
Greensburg Rotarians purchased bags of non-perishable food items over a three week period for four downtown Greensburg emergency food pantries.

Once the items were all collected, the Greensburg-Salem Interact Club unpacked all of the items and displayed them on tables.

The next day, at a regular meeting of the Rotary club, representatives from each of the emergency food pantries were in attendance as guests of the club and, following the meeting, they took all of the items that best suited their pantry. A total of 552 food items were donated.

**Top right:** Greensburg Rotarians Cindy Strayer, Kary Milan, and Shelly Gaffney with the “bonus” cake mix and frosting for their food bank clients.

**Right:** Greensburg Salem Interactors assisted the Rotary Club of Greensburg with their collections for the local food banks and food pantries



**Left:** The Greater Johnstown High School Interact Club showed up in force to assist with the Salvation Army bell ringing.

**Above:** The Rotary Club of Greensburg rings the bell and also knows the importance of involving their children and teaching them the importance of the lesson “Service Above Self”.



## Resolve to Protect the Rotary Brand in the New Year

By Amanda Wendt, vice chair of the RI Communications Committee and a member of the Rotary Club of Melbourne, Victoria, Australia.

From "Rotary Voices"

I recently saw a story on television about a West Papuan woman who received life-changing facial surgery to fix a deformity which had caused her a lifetime of struggling to eat, drink and speak. Members of the Rotary Club of Liverpool West and Bendigo Strathdale flew the woman to Australia for the surgery. I was instinctively moved to share the story immediately with my network, congratulating the team involved and expressing how truly proud I was at that moment to be a Rotarian.

I'm sure many of my fellow Rotary members can relate to this feeling. We've all experienced pride when our Rotarian friends locally or abroad have helped change the world. But this instance made me realize that we have something else that communicates that sense of pride and it is valuable to preserve and promote.

Since Rotary's inception 115 years ago, our Master Brand signature, the Rotary wheel, has generated an untold amount of goodwill from people who have seen it displayed in connection with Rotary projects that have brought clean drinking water to a village, prevented diseases, improved local economies, or otherwise changed communities for the better.

The wheel is the purest, simplest visual representation of all that we have achieved and all that we are yet to accomplish. The opportunity to represent my club and its efforts under the same icon is my way of honouring my fellow Rotarians for their amazing achievements.

How do we preserve and promote the Rotary wheel?

In today's world, individuals are constantly bombarded by thousands of advertising messages. It's vital that we have a consistent, high-quality visual representation of our brand to cut through all that noise.

As a Rotary club or district, when you apply our brand correctly and consistently across all channels you



Amanda Wendt is asking us to take great pride in our Rotary brand and to use it to highlight the great projects that we as Rotarians partake in.

Picture courtesy of Rotary International

ensure that:

- your projects are recognized as Rotary at a glance
- you are able to instantly tap into the hard-won goodwill and credibility of an international 115-year-old movement
- you look professional and worthy of the time and resources of supporters

### How can your club benefit from the Rotary brand?

We all have an important role to play in being custodians of the Rotary brand. The great news is it's very easy to ensure your club or district is using the correct logo. Through the Rotary Brand Center you can create a free, professional

and on-brand logo within minutes!

You can then update all of your existing collateral with your new logo. To assist you, here is a checklist of some of the places where you can resolve in the new year to place your new logo:

- Online platforms such as websites and social media
- Email signatures
- Slideshow presentations
- Flyers
- Brochures
- Posters
- Advertising and editorial
- Banners
- Signs
- Merchandise

Digital platforms are always a great place to start and if you need budget for new banners or merchandise, as an example, make a plan with your club's leadership to assign budget for these items as soon as you practically can.

As diverse as we are, collectively, we are all connected. With all of us displaying the same wheel, we can ensure every Rotary project benefit from the achievements of every other. Rotarians not only serving the community but helping other Rotarians serve the community as well! By taking pride in the way we display our brand, we know there are other Rotarians taking pride in what we have delivered, as we look forward to our next 115 years of service.



## VOICE AND VISUAL IDENTITY GUIDELINES 2019-2020

Rotary 

If you are ever unsure about what you may or may not do when it comes to graphics; go to the Brand Center at "My Rotary," click on "Learn More" and download the Voice And Visual Guidelines manual.

## Rotary District 7305

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Visit us on Facebook

[www.rotarydistrict7305.org](http://www.rotarydistrict7305.org)

## World Polio Update

*By Global Polio Eradication Initiative*

In Abu Dhabi, on 19 November, 2019, global leaders convened at the Reaching the Last Mile (RLM) Forum in Abu Dhabi to affirm their commitment to eradicate polio and pledge US\$2.6 billion as part of the first phase of the funding needed to implement the Global Polio Eradication Initiative's Polio Endgame Strategy 2019-2023.

This pledging event comes on the heels of a major announcement last month that the world has eradicated two of the three wild poliovirus strains, leaving only wild poliovirus type 1 (WPV1) still in circulation. Additionally, Nigeria – the last country in Africa to have cases of wild polio – has not seen wild polio since 2016 and the entire WHO African region could be certified wild polio-free in 2020. Thanks to the dedicated efforts of health workers, governments, donors and partners, wild polio only circulates in two countries: Pakistan and Afghanistan.

"From supporting one of the world's largest health workforces, to reaching every last child with vaccines, the Global Polio Eradication Initiative is not only moving us closer to a polio-free world, it's also building essential health infrastructure to address a range of other health needs," said Dr Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization and Chair of the Polio Oversight Board. "We are grateful for the generous pledges made today and thank governments, donors and partners for standing with us. In particular, I would like to thank His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi for hosting the GPEI pledging moment and for his long-term support for polio eradication."

The commitments announced today come at a critical time for the



polio eradication effort. Barriers to reaching every child – including inconsistent campaign quality, insecurity, conflict, massive mobile populations, and, in some instances, parental refusal to the vaccine – have led to ongoing transmission of the wild poliovirus in Pakistan and Afghanistan. Further, low immunity to the virus in parts of Africa and Asia where not all children are vaccinated has sparked outbreaks of a rare form of the virus. To surmount these obstacles and protect 450 million children from polio every year, governments and donors announced significant new financial commitments toward the \$3.27 billion needed to support the Polio Endgame Strategy.

## Rotary's Four Way Test

Of the things we think, say or do:

1. Is it the **truth**?
2. Is it **fair** to all concerned?
3. Will it build **goodwill** and **better friendships**?
4. Will it be **beneficial** to all concerned?

In addition to overcoming barriers to reach every child, this funding will ensure the resources and infrastructure built by the GPEI can support other health needs today and in the future. As part of its commitment to advance gender equality and women's empowerment, the GPEI is also working to ensure equal participation of women at all levels of the program.

The future of polio eradication hinges on support and engagement at all levels of the program – from individuals to communities to local and national governments to donors. If the strategies needed to reach and vaccinate children are fully implemented and funded, we are confident that we can deliver a world where no child lives in fear of polio.

*From [polioeradication.org](http://polioeradication.org)*

## Wild Poliovirus Weekly Update

25 December 2019

2018

33 children paralyzed by polio



2019

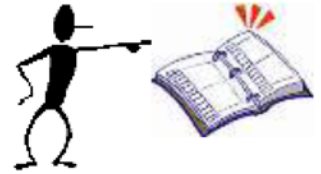
137 children paralyzed by polio



[www.polioeradication.org](http://www.polioeradication.org)  
#EndPolio



# SAVE THE DATE



**SAVE THE DATE – FEBRUARY 1, 2020**

**MID-YEAR REVIEW - DISTRICT 7305  
CCAC BOYCE CAMPUS**

MID-YEAR REVIEW

**SAVE THE DATE – MARCH 6 ~ 8 2020**

**PETS PRESIDENT ELECT TRAINING SEMINAR  
PENN STATE MAIN CAMPUS, STATE COLLEGE, PA**



**SAVE THE DATE – MARCH 11, 2020**

**Rotary Leadership & Ethics Institute  
La Roche University**



**SAVE THE DATE – MARCH 29, 2020**

**THE ROTARY FOUNDATION LUNCHEON  
DETAILS TBD**



**SAVE THE DATE – JUNE 6-10, 2020**

**2020 ROTARY INTERNATIONAL CONVENTION  
HONOLULU, HAWAII**



**SAVE THE DATE – JUNE 25-28, 2020**

**DISTRICT CONFERENCE  
SEVEN SPRINGS MOUNTAIN RESORT**



**SAVE THE DATE – JUNE 27, 2020**

**THIRD GRADE SPELLING BEE  
SEVEN SPRINGS**



**SAVE THE DATE – AUGUST 28, 2020**

**DISTRICT 7305 GOLF OUTING  
GREENSBURG COUNTRY CLUB**

