

# Rotary



## District 7730

### Dawn's Monday Message

This email is being sent to all Rotarians in District 7730, which represents Rotaractors and Rotarians from all over the globe.

It is Monday and the start of our shortest month of the year! Are you ready to share the LOVE of Rotary? I hope so, as if you spend your time and energy in it, why would we keep it a secret? Now more than ever, we can connect with Rotarians all over the world to sample Clubs, Club formats and join in service with others. It is really the most magical time, perhaps, that we have to grow Rotary. Rotary gives us something to focus on that will be here so far past us all.

Every entity has metrics on which it is measured. When you look at any materials of Rotary, there are two focuses of the business side of Rotary from the Club level, to the District level, to the Zone level, to Rotary International where numbers matter: (1) Membership, as you need membership to do the work of the Club and to do work in the community. (2) giving to The Rotary Foundation, the philanthropic arm of Rotary. That is it, but therein lies complexity that challenges us all.

I have taken time to present the Governor Award criteria this year as I wanted to ensure that it was realistic to grow and support Rotary Clubs in a pandemic. Having assessed the Rotary International criteria to be a functional, thriving and healthy Rotary Club against existence in a pandemic, I am proud to present the District Governor Award criteria that highlights what has been repeatedly shared since February 2020 and what I believe moves us forward as a District. It is attached and we will cover any questions on the District Call on Monday February 8th.

A minimum expectation of all Rotarians globally is \$100 US Dollars to The Rotary Foundation every year; it is called Every Rotarian Every Year (Erey). I have highlighted this many many times as our minimum goal as a District as I believe that we should be a 100% Erey District. Many of you give so much more and that allows our District to do so much more in the world through Global Grants and in investing back in community projects. To give right now to meet this goal, simply go to [rotary.org](http://rotary.org), log in as a Rotarian and set up your gift through rotary direct. What we know about charitable giving is that those that have to give have given more because you recognize the need. Thank you!

I have received some questions regarding the changes to the 2020-21 per capita giving levels for Clubs to be eligible for District Grants for 2021-22. District Grants are made possible from giving to The Rotary Foundation. When the grants program started in our District, the goal was to increase giving to The Rotary Foundation. Clubs would be encouraged to apply for a portion of their giving to The Rotary Foundation back for local projects as a way to leverage monies to serve local communities. A win-win. The initial level of giving was set at \$25 per capita and has not been re-assessed now that we have a thriving and robust application process each year. Last year, the amount of grant applications doubled the amount there was to allocate so we took a deeper look and assessed what was sustainable moving forward. The amount of per capita giving is what drives the balance of what is available to allocate. This ensures giving continues to increase to The Rotary Foundation, a measure on which we are accountable for, and to ensure that grants are given to Clubs that have met a higher minimum threshold.

Many of you have sat on nonprofit boards, community foundation boards, allocation committees, etc. just as I have. We look at the giving of the entity as a measure of health in which to invest back in. The Rotary Foundation is our charity as Rotarians. It is astounding that it gives back its investments to the Districts to make decisions on global projects and local projects and is why everyone should understand the power and leverage of this work.

The minimum level of giving in 2020-21 for a Club to be eligible for a District grant in 2021-22 is \$125 per capita. \$125 was chosen by District Leadership (Governor Line and Foundation Leadership) in looking at the per capita of all Clubs and the recognition that the majority of Clubs applying for grants are already exceeding this amount. This process will be covered in more detail at the Grants Certification Training on Saturday, February 20, 2021. Please ensure that you have Club Leadership, to include anyone involved with your Foundation giving plan, handling money, Grant applications and Grant management. As always, please ask any questions as we all hear and apply information differently and District Leadership is here to support the Clubs. To register, [CLICK HERE](#).

Some February opportunities:

1. Monday, February 1st at Noon (EST), our combined Zones 33/34 share Zoomformation as we hear from our Rotary International Directors Stephanie Urchick and Peter Kyle.

Join Zoom Meeting

<https://us02web.zoom.us/j/85158026381?pwd=UWhzcFJlb0hU2pPejR3S1I2TjU4UT09>

Meeting ID: 851 5802 6381

Passcode: 908242

One tap mobile: +13126266799,,85158026381#,,,,\*908242#US(Chicago) +16465588656,,85158026381#,,,,\*908242# US (New York)

2. Our next District Meeting will be Monday, February 8th at 4:00pm EST. Look for the Zoom link on Monday, February 8th in an email from Lin Kelly. We will cover the District Governor's Award, the Rotary Citation, Membership and Foundation.



3. We are chartering a New Club that focuses on Ending Child Abuse. This is our second Club to convene around a single Area of Focus. If you know professionals that would be interested in a singularly focused Rotary Club that meets on a virtual platform twice a month, have them register here for a Zoom link to join us on Wednesday, February 10th at 6:00pm EST. Register in advance for this meeting: <https://us02web.zoom.us/meeting/register/tZ0rcOmhpzgjH932JC3mVi4D-gWSCVMNtYJ0> After registering, you will receive a confirmation email containing information about joining the meeting.

Have a good start to your week and remember to invite someone to your Club meeting this week. You open opportunities when you do!

Let us Elevate Rotary!  
~ Dawn Dawn Rochelle  
District Governor 2020-21