

Heartbeat

March-April 2021



RIP Holger Knaack



P2 / Director Message

RID Floyd makes case for Annual Giving.



P3 / Focus on Foundation

Current Zone shortfalls require attention.



P4 / 2021-22 RI Theme

'Serve to Change Lives'



P5 / Zone Conference Set

Chattanooga in the Fall



P6 / Leader Conversations

Weekly on Wednesdays

Rotary Extends Vaccine Expertise

As Rotary members continue the fight against polio, they're also responding to the COVID-19 health crisis in communities affected worldwide.

Rotary is ready to use its expertise in distributing polio vaccine and communicating about vaccine efficacy to assist local health authorities in promoting and delivering COVID-19 vaccinations.

Rotary International President Holger Knaack and Foundation Trustee Chair K.R. "Ravi" Ravindran have called on Rotary members to take action on a number of levels. They point to Rotary's record of doing the same in 2014 when an Ebola outbreak in Nigeria was stopped when the government health ministry recruited health experts in polio to train 150 contact tracers who visited thousands to check them for symptoms.

With decades of experience from working to eradicate polio, Rotary

members can also play a key role in publicizing the power of vaccines.



Promotion of **World Immunization Week**, April 24-30, is one near-term opportunity for Rotary clubs to raise awareness of the importance of vaccines and the critical need to continue supporting polio vaccinations even while protecting people against the coronavirus.

[Learn how Rotary's experience with global polio immunizations is helping COVID-19 vaccination efforts.](#)

Rotary



Rotary Opens Opportunities



We all know that the great work of Our Foundation can't happen without continual renewal of our financial resources. As someone who has served in a variety of Foundation roles, I know that

attitudes toward Our Foundation fall into two distinctly different categories. We have "giving districts," like many in The Heart of America, that pride themselves on robust support of Our Foundation and openly compete to see who can generate the most funds. These are districts that produce many of the world's Arch Klumph, Bequest/Legacy Society, Major Donors and Endowments as we look on in awe at this generosity. We also have "receiving districts" that rely on support of partnerships with districts to provide financial and resource leverage, either directly or through Rotary Foundation grants, to execute projects that have far-reaching impact on thousands of lives.

The latter is the area of Annual Giving that interests me most for it is here that we derive the bread-and-butter income of the Foundation. More important than the physical act of Annual Giving is the culture that it embraces. For me, the act of giving to the Annual Fund implies that the donor really does have a sense of the underlying philosophy of Our Foundation and is a true convert to the concept of "doing good in the world."

The overall general giving goal of \$100 per capita is a handy barometer for districts to use and encourage donations at the club level. That said, even though many zones in the developed world achieve good results in total, it is interesting to see that the "\$100 per capita" often eludes them. It is a fact that there are still clubs in the developed world that shun Our Foundation and contribute little to it, arguing that they would rather contribute to local causes where they can see their money being spent.

In my mind, this is an attitude that can be corrected as it comes from a lack of understanding of and involvement in Our Foundation. How can we expect clubs to support Our Foundation if members have not had the experience of networking and working with their counterparts in developing countries? Clearly it is a direct result of not having had the opportunity to roll up their sleeves to dig a well, hug a child who has lost his parents through HIV and AIDS, administer those two precious drops of polio vaccine or enjoy fellowship with a Rotarian project partner. I know this because attitudes towards Annual Giving are different in developing countries.

In many parts of the world where there are few Rotarians, support of the

The
Rotary
Foundation



Annual Fund may not see each member giving \$100 per capita, but in the main per capita annual giving exceeds \$100 in parts of the world where there is strong Foundation support. That's why it's really important that our Rotarians have the opportunity to connect tangibly with project beneficiaries and partner Rotarians. Annual Giving targets seem to be more easily achieved in developing countries simply because that is where project work is being done. That is where there is a solid understanding and respect for the power and necessity of Our Foundation without which many projects would never be possible.

My advice to club presidents and district leaders intent on encouraging more annual giving to Our Foundation is this: Before you ask for money, take time and trouble to help Rotarians hear and feel the project opportunities that Our Foundation supports and makes successful. Cross that hurdle and you'll leave that \$100 per capita target in the dust.

Yours in service to Rotary,

Floyd, RID, Zones 30 and 31

Time to Focus on Foundation

Dan Ryan, RRFC, Zone 30 & Mike Nowobilski, RRFC, Zone 31

The best Foundation in the World — *ours* — needs your help.

Did you know that during this past year the Rotary Foundation funded 319 Covid Relief Grants valued at \$7.9 million? Nineteen of our Zones 30 & 31's districts received 19 grants valued at \$475,000.

Did you know that since July 1 — in just eight months — our 31 districts have been awarded 56 global grants worth nearly \$5.7 million? That includes a \$400,000 global grant to provide 530 reconstructive surgeries for burn victims in India and a \$396,000 global grant for kidney transplants in Mexico as part of the Heart 2 Heart initiative.



Heart to Heart kidney recipient in Mexico

In addition, each of our districts receives a block grant — cumulative value of \$4 million — to enable our clubs to make a difference in our communities via district grants.

Did you know that from July 1 through January 31 Zones 30 & 31 member contributions to Annual Fund have declined nearly \$500,000? Unless we can make up this shortfall by June 30, our districts will receive smaller block grants to make a difference in our communities and potentially see a decline in available funding for global grants.

Did you know that Zones 30 & 31 contributions to Polio Plus are down about \$75,000 through January?

Did you know that with the dramatic increase in Global Grants since 2013 donations to the World Fund (The Rotary Foundation matching funding source) has only increased 9 percent? That worldwide only 30 percent of Rotarians donate to Our Rotary Foundation? And only 46 percent donate in Zones 30-31?

Doesn't it make sense that with the significant increase in District and Global Grants, we need **Every Rotarian Every Year** to offer financial support? Shouldn't those less fortunate continue to expect Rotary, as an historically impactful international service organization, to answer their call of need — even increased need?

We know that Rotarians have a long and distinguished history of meeting every challenge, providing for unmet needs and eliminating anguish as we wipe away tears, especially of children. We also know that with the pandemic, donations have decreased. Now, more than ever, we need your support and encouragement for others to follow your example. Be the hope for those less fortunate.

**EVERY
ROTARIAN
EVERY
YEAR**

'Serve to Change Lives'

Rotary Theme and Initiatives for 2021-2022 Announced at International Assembly

Elizabeth Usovicz, RI Director-Elect, Zones 30 & 31

At the virtual International Assembly in February, President –Elect Shekar Mehta unveiled the theme for the 2021-2022 Rotary year: **Serve to Change Lives**.

The theme not only echoes the motto of Rotary, Service above Self, and Gandhi's leadership guidance, "Be the change you want to see in the world." It also reflects the President-Elect's strongly held belief that "Service is the rent I pay for the space I occupy on this earth, and I want to be a good tenant of this earth."

Each One, Bring One

Next year's **Serve to Change Lives** theme extends to the people in our own social and professional networks. In addition to encouraging the formation of new clubs, The Each One, Bring One initiative will ask each Rotary member to bring a new person into Rotary.

Rotary Days of Service

Serve to Change Lives presents many opportunities for club and district leaders. President-Elect Mehta has challenged all districts and clubs to schedule and participate in Rotary Days of Service, when Rotary members will be out in their communities performing service projects. Public Image is an important element of the Days of Service. President-Elect Mehta is encouraging all Rotary members to make the work of Rotary visible to their communities through social media and public relations, and the Days of Service are an ideal vehicle to expand our reach, both locally and globally.



SERVE TO CHANGE LIVES

Empowering Girls

As a member of the incoming Rotary International Board of Directors, I am honored to be actively engaged in the Task Force that is helping to develop next year's Empowering Girls initiative. This initiative encourages clubs and districts to implement service projects that enhance the health, well-being and safety of girls, making it possible for girls throughout the world to attain education and to contribute to the social and economic development their communities.

A Call to Action

Our incoming Zones 30 and 31 "Changemaker Governors" have already begun exploring the possibilities of these initiatives, and there will be more information about each of them in the coming weeks.

By changing the lives of those we serve, we also change our own lives. Through our Rotary service, we become our best selves. **Serve to Change Lives** is a call to action to our best selves.

Heart of America
Rotary
Zones 30 & 31



**SAVE
THE
DATES
FOR...**

PATHWAYS to our FUTURE

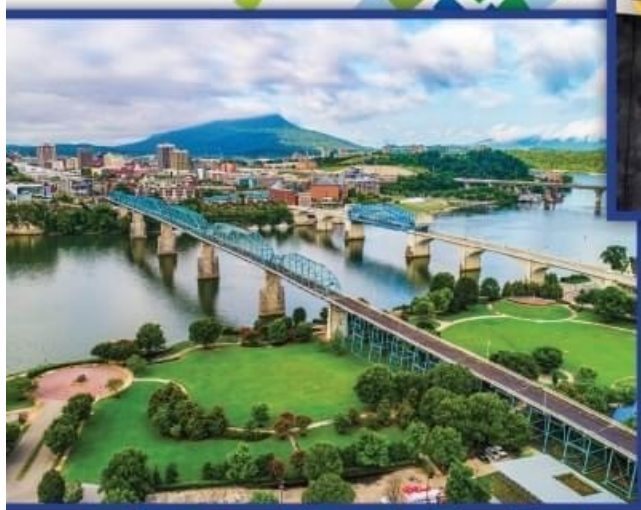
Zones 30 and 31 Conference

Chattanooga, Tennessee!

Governor line training is on September 28 - 30, 2021

Conference dates are September 30 - October 3, 2021

Get ready for innovation and fun!
We'll explore the future of Rotary in
interactive sessions that encourage
open-minded thinking and new
ways to experience the Rotary
we know and love.



Jennifer Jones, RI President, 2022-2023, will be joining us, along with other high-impact speakers and Rotary leaders. We'll also have time to explore this beautiful city, the hometown of **Past RI President John Germ**.

Tennessee is beautiful in the fall!

*We're saving you a seat for **PATHWAYS to our FUTURE***

*– so save the dates for destination Gig City, Chattanooga,
September 28 through October 3, 2021.*

**See more information and watch for details
on the Zones 30 and 31 website.**

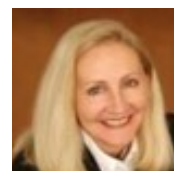
Wednesday Night Conversations With Rotary Leaders

7 p.m. ET via Zoom (log in details via Zones 30-31 FB page and email)

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|-----------------|--|--|
| March 10 | Rotary Shelter Program in the Philippines | Jesse Tanchanco |
| March 17 | RI General Secretary | John Hewko |
| March 24 | Toca Mi Corazón (Heart 2 Heart) Mexico/US projects | DGE Hearther Stoa & David Machain |
| March 31 | Public Image: "The Best Kept Secret" | PDGs Laura Carie & Susan Haralson |
| April 7 | On Fire for Rotary | HOA Innovative Club Advocates |
| April 14 | Rotaract | RIDE Elizabeth Usovicz |
| April 21 | You've got to be carefully taught! | PDG Sylvia Whitlock |
| April 28 | Connecting the World with Rotary 2019-20 as the Partner of the RI President | Gay Maloney |

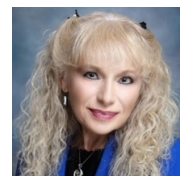
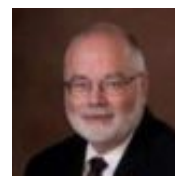
Heart of America RIDE and Coordinators

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