

# ROTARY DISTRICT 7280 NEWSLETTER

October 1, 2020

## MESSAGE FROM DISTRICT GOVERNOR BETH MARSHALL

Hello District 7280!

In this month's newsletter, many things to be aware of! First of all, this month we recognize **Rotary's Economic and Community Development month!** We have some clubs with some great projects in that field to highlight. Below is an excerpt from RI's "Areas of Focus Policy Statement" found in My Rotary. I wanted to share the definition of the title. Parameters for grant eligibility are found in its entirety in the policy statement.

### COMMUNITY ECONOMIC DEVELOPMENT

Rotary supports investments in people and communities to alleviate poverty, creating measurable and enduring economic improvements in poor and underserved areas. Area of Focus Statement of Purpose and Goals TRF enables Rotarians to alleviate poverty by:

1. Building the capacity of local leaders, organizations, and networks to support economic development in poor communities,
2. Developing opportunities for productive work and improving access to sustainable livelihoods,
3. Empowering marginalized communities by providing access to economic opportunities and services,
4. Building the capacity of entrepreneurs, social businesses, and locally supported business innovators,
5. Addressing gender or class disparities that prevent populations from obtaining productive work and accessing markets and financial services,
6. Increasing access to renewable energy and energy-efficiency measures to create more sustainable and economically resilient communities,
7. Empowering communities to develop environmental and natural resource conservation skills for economic gain,
8. Strengthening communities' economic resilience and adaptive capacity in response to environmental and climate-related hazards and natural disasters,
9. Developing and supporting community-based basic emergency preparedness services to improve economic resilience,
10. Funding graduate scholarships for career-minded professionals related to community economic development.

Also in this newsletter, I wanted to remind you of **World Polio Day Saturday, October 24<sup>th</sup>!!!**

Please consider joining an event such as the ***Pints for Polio in Mercer***, or create your own in your community. We are closer to ending Polio with 2 remaining endemic countries: Afghanistan and Pakistan!

Hopefully I will see you there!

Be well,  
DG Beth

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TAKE ACTION: [www.rotarydistrict7280.org](http://www.rotarydistrict7280.org)



# pints — for — POLIO

Saturday, October 24<sup>th</sup> is World Polio Day and to celebrate, District 7280 is hosting a **Polio Tent Party** at **Talbot's Taproom & Terrace, Mercer, PA**

- ☉ Appetizers Provided
- ☉ Polio Basket Raffle
- ☉ 50/50 Drawing
- ☉ Talbot's will donate \$1.00 per pint sold of select craft beers. (all day)

**OCT 24 2020** **SATURDAY**

**\$10.00 DONATION PER PERSON**  
100% OF DONATIONS WILL GO TOWARD END POLIO NOW

**12PM - 4PM**

**ERADICATE POLIO, ONE PINT AT A TIME.**

Please RSVP BY 10/20 if you plan to attend

**talbot's**  
taproom & terrace



**DISTRICT 7280**

THE HEARTBEAT OF OUR COMMUNITIES

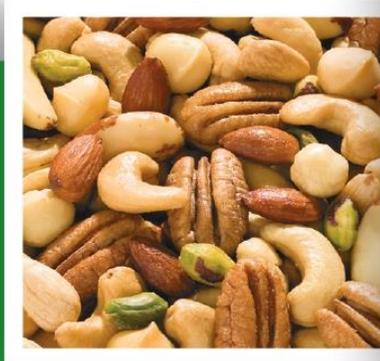


Please Drink Responsible

# Oil City Rotary's Terri Lynn Nut Fundraiser

## Help Us Reach Our Fundraising Goal!

Every purchase of premium nuts, gourmet confections and sweet & savory snack mixes benefits our cause.



Terri Lynn offers an incredible assortment of premier products not available in retail stores—there's something for everyone!

 **SHOP TO SUPPORT US NOW!**

[oil-city-rotary.terri Lynn.com](http://oil-city-rotary.terri Lynn.com)



**Fundraising Webstore  
Supported by Terri Lynn**

Get a personalized online Webstore for your fundraiser using our FREE tools and templates. Learn More at [TERRILYNN.COM](http://TERRILYNN.COM)

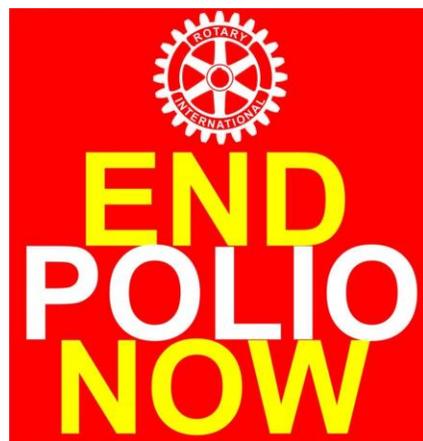
# DISTRICT FOUNDATION UPDATE



On August 25, 2020 the official announcement was made that the African Region has been certified as wild-poliovirus-free. This is a result of decades-long efforts across the 47 countries of the African region, which involved millions of health workers traveling by foot, boat, bike and bus, innovative strategies to vaccinate children amid conflict and insecurity, and a huge disease surveillance network to test cases of paralysis to check sewage for the virus. This is a huge milestone, but we still have important work to do in order to eradicate wild polio in the last two endemic countries, Afghanistan and Pakistan. The COVID-19 Pandemic and the inability to continue vaccinations hampered the efforts, but Pakistan will conduct a vaccination campaign in the coming weeks, their second since July. From January 1, 2020 to date, 73 new cases of wild polio virus have been identified in Pakistan and 47 new cases in Afghanistan. For the year 2019, 147 new cases were identified in Pakistan and 29 in Afghanistan.

October 24, 2020 will be World Polio Day. The theme for this year is Stories of Progress: Past and Present. It was chosen to acknowledge the progress made so far in the struggle to eradicate polio as well as to recognize the efforts of everyone involved in the process. We encourage each club in District 7280 to conduct a fundraiser or event to promote the End Polio Now Campaign in October, preferably on October 24th. We need each and everyone to help finish this fight by meeting the goal of raising \$50 million each year for PolioPlus. The eradication of wild polio in the African region shows that polio eradication is achievable, and shows how hard work, partnerships and financial commitment help us to achieve the goal.

Thank you for your continued support to fulfilling our promise of a polio-free world.



# Local and International Economic Development Projects



Community Supporters ... those two words seem the perfect description for our Club. Forty-five members strong and each shares their commitment to and love of community to make us the Club that is known to get things done. A plethora of diverse backgrounds as well as a variety of experience is what our members bring to the "table." There are many things we do on an annual basis, "poop bag" stations throughout the City parks, highway road clean up, food distribution, maintaining Rotary Alley and the Chamber's gazebo in the center of downtown, and so much more. While is not our Club's mission to fill empty store fronts or commercial buildings, our Club works together to make sure that downtown needs are met so our businesses can get their work done. And, as all of you know, getting work done in a business during a pandemic has been difficult at best and nearly impossible at worst for so many business owners. Late this spring, Club member Jess Rudegeair had an idea. Jess, and her husband Ryan, are small business owners themselves; they own and operate Buffalo Street Lanes in downtown Franklin. She understood firsthand the impact of a business

being closed (theirs was) and knew she wanted to help our local businesses who were struggling to keep their doors open; she just didn't know how. And then the HEART of FRANKLIN, PA was born. Folks could buy and sign a brick on the newest mural that would appear in our downtown, a big, red heart on the side of the bowling alley. When Jess asked if Rotary would be a part of this idea, the answer was an immediate "yes." In a short period of time, more than 250 community members donated over \$8,000!! In turn, those dollars were distributed to 111 businesses in downtown Franklin. If you do the math, the checks may not seem like a large amount, however, the numerous thank you's received say otherwise. Prayerfully, in the next year or so, this pandemic will not be the first thing we all think of when we wake up each morning. In downtown Franklin, we will always have a HEART to remind us that during the darkest moments there is generosity, thoughtfulness, and the desire to push forward.

**Jodi Baker-Lewis / Franklin Rotary Club**

**On September 17, 2020 Keystone Rotary E-Club organized the second annual Duck Derby.** It was a day filled with unexpected events (Hurricane Sally) and lots of duck jokes that made for a fun afternoon. This fundraising event aimed to raise funds for Keystone's major project for this year – the Community Resilience Center in Gjakova. Gjakova is a city in Kosova that was devastated by the latest war in Kosova, and Rotary has been a key player in its reconstruction and post-war community development. The Center will ensure that Rotary continues to be an important influence in the community through offering activities which foster intergenerational interaction. If you would like to learn more about the center, please watch this video: [https://www.youtube.com/watch?v=-6vdb4Xv9nE&feature=youtu.be&mc\\_cid=07250f6f62&mc\\_eid=835093fe3f](https://www.youtube.com/watch?v=-6vdb4Xv9nE&feature=youtu.be&mc_cid=07250f6f62&mc_eid=835093fe3f)

We would like to recognize that the Duck Derby would not have been such a success without the support of Rotarians around the world who purchased ducks. A special thank you goes to our sponsors whose support was critical in reaching our fundraising goal.

Our **Derby Sponsors** were the **Rich-Mar Rotary Club** and the **Slippery Rock Rotary Club**.

Our **Lake Sponsors** were the **Butler PM Rotary Club** and the **Soroptimist International Club of Lisboa**. These clubs will be recognized at the Center through donation plaques that will be placed in a room of their choice.





**“Impact starts with our members - people like you who see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.” ~ Rotary International**

Although the world seems to have stopped, Rotarians have not. We've pivoted to meet newly identified needs in our immediate communities while adapting our broader-based projects. There is no impact without membership. There are not likely enough new members joining your club without a well-constructed, thoughtful recruitment plan. Even before COVID-19, most clubs in our district were facing challenges, some critical, with recruitment and retention. You may think that this is okay because your club is not the only one. Unfortunately, the acceptance of the "status quo" of losing a couple of members each year is dangerous. Chronic membership decline is like a disease that will eventually erode away your club.

If your club's membership plan is "to get more members", you must attend the membership presentation during the District 7280 Fall Workshop on Saturday, October 10th. During the workshop, we will examine membership trends in our district and review membership tools, including a new one courtesy of Zone 33-34, which walks you through developing a unique recruitment strategy tailored for your club.

The worksheet, [RecipeForChangingClubCultureWorksheet.pdf](#), is a checklist borrowed from Dr. John Kotter, Harvard Business School professor and recognized expert on leading change. Most organizations, including Rotary Clubs, are resistant to change. Enacting change is not accidental. It requires a deliberate, intentional approach. Join our session to learn how to recognize your club's culture and how to shift it to develop a strong recruitment and retention program tailored to your needs.

**Lisa Graff**  
**District 7280 Membership Co-Chair**  
[lisamgraff@gmail.com](mailto:lisamgraff@gmail.com)

# **ROTARIANS IN ACTION**



**Supporting a Bright Future!**

Recently, Keystone International E-Club Rotarian Shedrack Domingo along with other young professionals spent the day providing career counseling to the youth in Moshi, Tanzania. Shedrack describes his youth as one that did not have many resources for career counseling which made the future ahead very uncertain. A group of young professionals is hoping to change that and decided to talk with students about different professions, courses of study at University, and how to find a career that fits them! There was lots of excitement and questions from the students. The questions are still coming long via email. The young professionals took this opportunity to also provide some education about HIV/aids prevention, how to be a successful student and study effectively.

**Making a Difference with our Youth!**

*The Rotary District 7280 Newsletter is published monthly for District Clubs. District News is also available on Facebook – Rotary District 7280, and at [www.rotarydistrict7280.org](http://www.rotarydistrict7280.org)  
Email article suggestions to Ermira Kusari, Newsletter Editor, **by the 25<sup>th</sup> of the month** at [ermirakusari@gmail.com](mailto:ermirakusari@gmail.com)*