

# District 5340 Rotary Foundation Newsletter

December 2012

Volume 1, Issue 5

## The Rotary Foundation

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### Polio This Week—As of 28 November 2012

#### Total Cases:

#### Globally: 202

553 YTD 2011, Total in 2011: 650

#### Endemic Countries: 197

265 YTD 2011, Total in 2011: 341

#### Non-endemic Countries: 5

288 YTD 2011, Total in 2011: 309



## What are the Trustees up to These Days?

By Trustee Vice-Chair Steve Brown

Are the Trustees thinking about anything besides Future Vision these days? Yes indeed. In addition to being responsible for foundation programs, the trustees are responsible for raising funds to support these programs.

Rotarians have been very generous. Last Rotary year Rotarians donated in excess of \$100,000,000 to the Annual Programs Fund. On top of that, Rotarians exceeded the goal of providing \$200,000,000 to the Gates challenge by more than an additional \$25,000,000. And these contributions came in while the world economy has been struggling.

The trustees hired a firm by the name of Community Counselling Service Co., LLC (CCS) to review our fundraising operations. Their report concluded that the foundation was using its resources, both finan-

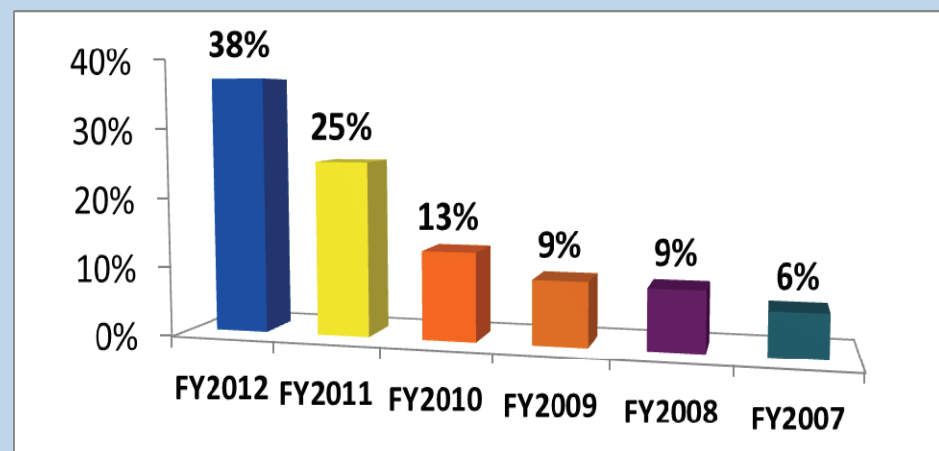
cial and human, in a cost effective manner as compared to other organizations. The report also identified ad-

ditional ways the foundation can enhance its fundraising efforts and some are being put in place at this time.

Perhaps one of the more interesting statistics related to the growing importance of the Paul Harris Society developed and promoted by our own PDG Wayne Cusick.

The below graph shows the percent of Annual Fund contributions by year that have come in from donors giving at the level of \$1,000 or more. Last Rotary year more than 38% of the donations to the Annual Fund came from members of the Paul Harris Society. Yet this program has

*(Continued on page 4)*



## District Grants



District Grant funds have been delivered to the clubs in our district and work is well under way on projects locally as well as internationally.

There may be an opportunity to apply for

some remaining district grant funds by qualified clubs that have not previously received any district grant funds for this Rotary year.

We will announce that in the January newsletter so stay tuned.

## Global Grants

At the January meeting of the District Rotary Foundation Committee, we will award District Designated Funds (DDF) for global grants.

To be considered, the global grant must be posted on [www.matchinggrants.org/global](http://www.matchinggrants.org/global), have a complete proposal and be fully pledged.

This will likely be the last

DDF allocation for this Rotary year as we have nearly fully utilized all of our DDF!

If you need help with your global grant application, contact John Fistere at [john-fistere@gmail.com](mailto:john-fistere@gmail.com).

The deadline for consideration at the January meeting is



*Deadline for the next  
round of District  
Designated Funds in  
January 1, 2013.*

## The New Rotary Credit Card

The new Bank of America Rotary Visa card pays 3% cash back on gas, 2% on groceries, and 1% on everything else. It also has NO ANNUAL FEE!

Best of all, the Foundation receives a onetime payment of \$ 75.00 for each approved card that is activated and used along with 0.25 of 1% on all purchases made with the card. Since B of A pays the Foundation directly and not the Rotarian, no PH credits or recognition of any type are given. Feel good and do good every time you spend money!

Check it out! <http://www.rotary.org/en/Contribute/WaysToGive/RCreditCard/Pages/ridefault.aspx>

## 2012 Year-end Deadlines for Contributions to TRF

Please note the following **2012 Year-end Deadlines for Contributions to The Rotary Foundation:**

**Credit Cards:** Online via [www.rotary.org](http://www.rotary.org) – must be authorized on or prior to 31 December 2012, midnight (Central Standard Time).

**Fax:** (847-328-4101) / **Phone:** (866-976-8279) - must be received prior to the close of business on 31 December 2012.

**Mail (least preferred):** Sending credit card information by mail is less secure and slower than contributing on-line. If submitting credit card contributions by mail it must be postmarked by 31 December 2012 and received by the Foundation by 8 January 2013:

**Wire transfers:** Must be initiated prior to 31 December 2012 and received by 4 January 2013.

**Securities:** Must be received in The Rotary Foundation's gifted securities account by 31 December 2012. Instructions are available for the [U.S.](#) and for [Canada](#), or can be found by searching for 'stock transfer' on [www.rotary.org](http://www.rotary.org).

# Annual Fund

## Per Capita by Club

As of October 31, 2012

Club Name	Per Capita	Club Name	Per Capita
La Mesa	\$ 94.29	Old Mission	\$ 15.20
Oceanside	\$ 86.49	San Diego North	\$ 14.70
Torrey Pines	\$ 83.75	Escondido East	\$ 13.61
El Camino Real	\$ 75.05	Miramar	\$ 13.04
Borrego Springs	\$ 69.67	Encinitas Coastal	\$ 10.90
San Diego Coastal	\$ 67.80	Rancho Bernardo Sunrise	\$ 10.21
Coronado	\$ 67.64	Escondido	\$ 9.81
Vista	\$ 64.58	Ramona	\$ 8.87
E-Club of United Services	\$ 62.50	Del Mar	\$ 7.14
La Mesa Sunrise	\$ 53.23	El Cajon	\$ 6.02
Del Mar Solana Beach	\$ 48.33	Southeast San Diego	\$ 5.79
Fallbrook	\$ 44.42	El Centro	\$ 4.49
Santee-Lakeside	\$ 43.75	Mission Bay	\$ 4.44
Carlsbad	\$ 43.50	Camp Pendleton	\$ 4.41
Point Loma	\$ 43.37	Bonsall	\$ 2.04
Poway	\$ 38.82	La Jolla Sunrise	\$ 2.00
San Luis Rey	\$ 36.62	La Jolla	\$ 1.52
La Jolla Golden Triangle	\$ 35.39	Calexico	\$ -
San Diego	\$ 35.04	Blythe	\$ -
National City	\$ 33.24	Chula Vista	\$ -
San Marcos	\$ 32.92	Chula Vista Sunrise	\$ -
Rancho Bernardo	\$ 32.35	Chula Vista Sunset	\$ -
Encinitas	\$ 30.17	Convoy	\$ -
Valley Center	\$ 29.60	Coronado Binacional	\$ -
Mission Valley	\$ 28.26	Fallbrook Village	\$ -
<b>District 5340</b>	<b>\$ 28.07</b>	Holtville	\$ -
El Cajon Sunset	\$ 25.71	Imperial Valley Breakfast	\$ -
San Diego Downtown Breakfast	\$ 24.25	Lemon Grove	\$ -
Brawley	\$ 23.17	Naval Base San Diego	\$ -
Escondido After Five	\$ 22.07	Rancho San Diego / Spring Valley	\$ -
Shadowridge Vista	\$ 20.93	Rancho Santa Fe	\$ -
Mission Valley Sunset	\$ 18.67	San Diego Paradise Valley	\$ -
Escondido Sunrise	\$ 17.79	San Diego Uptown Sunrise	\$ -
Carlsbad Hi-Noon	\$ 16.57		

## More information from Trustee Steve Brown

(Continued from page 1)

only had partial support from the Rotary Foundation staff--particularly when it comes to starting this program within a district. The trustees took a decision at our October meeting to support having all districts in the Rotary world develop a Paul Harris Society.

Additionally, the consultant's report noted that with the foundation's emphasis on six areas of focus, this creates opportunities to find other organizations with similar interests that might be interested in providing

financial support for programs of the Rotary Foundation.

For example, private foundations in the US must spend a certain percent of their assets for charitable purposes. Some of these foundations have assets in the billions.

I met with Paul Brest who has been head of the Hewlett Foundation for many years. That foundation has a portfolio in excess of 7 billion dollars. Rotary has something special to offer in our 1,200,000 volunteers spread across the planet willing to help in the implementation of significant

projects under Future Vision.

Accordingly, our foundation is placing a new emphasis on working with partners in other organizations to help fund our activities. This endeavor has a long term horizon. We need to develop strong examples with monitoring and evaluation to convince others to invest their charitable assets with our organization. I believe this will happen and we will be able to leverage our human and financial resources with funding from sources outside of Rotary.

We could not already have a stronger endorsement than the confidence placed in us by the world's largest foundation--The Bill and Melinda Gates Foundation.

So the forgoing represents just two of the many activities in which the trustees are currently involved.

As our Chairman Wilf Wilkinson often says: "The trustees have three primary jobs: raise money, invest money, and spend money. The successful launch of Future Vision is the most prominent task at hand but certainly not the only one on which the trustees are presently focusing.

## Wedding Bells for Marla and Don

When Marla Elliott and Don Haake of Encinitas Coastal Rotary Club were recently married, rather than setting up a gift registry, they encouraged their friends and family to celebrate their marriage by making donations to one of their two favorite organizations, Community Resource Center and The Rotary Foundation.

What a great idea! Be sure to check out their website at [www.marlaanddon.com](http://www.marlaanddon.com).

Next time you have a celebration, be sure to consider what Marla and Don did. They talked with The Rotary Foundation and they were happy to help them make this possible.

***Congratulations!***



# EREY by Club

<b>Club</b>	<b>Percent</b>	<b>Club</b>	<b>Percent</b>
Mission Valley Sunset	81%	El Cajon	9%
Oceanside	67%	National City	9%
Poway	64%	Del Mar Solana Beach	8%
Rancho Bernardo	55%	San Diego Downtown Breakfast	8%
Shadowridge Vista	48%	Del Mar	7%
Borrego Springs	47%	San Luis Rey	7%
Coronado	35%	Escondido Sunrise	6%
La Mesa Sunrise	28%	Rancho Bernardo Sunrise	6%
San Diego	27%	Escondido East	5%
Encinitas	25%	Carlsbad	5%
La Mesa	25%	Mission Valley	5%
Santee-Lakeside	25%	Chula Vista	5%
San Diego Coastal	25%	Bonsall	4%
El Camino Real	24%	Miramar	4%
San Marcos	23%	Coronado Binacional	3%
El Cajon Sunset	21%	La Jolla Sunrise	3%
Escondido After Five	21%	La Jolla	2%
Vista	21%	Escondido	1%
Valley Center	20%	El Centro	1%
Brawley	20%	Blythe	0%
Carlsbad Hi-Noon	16%	Calexico	0%
La Jolla Golden Triangle	15%	Chula Vista Sunrise	0%
Camp Pendleton	15%	Chula Vista Sunset	0%
San Diego North	15%	Convoy	0%
Old Mission	14%	Fallbrook Village	0%
E-Club of United Services	13%	Holtville	0%
Torrey Pines	13%	Imperial Valley Breakfast	0%
Mission Bay	11%	Lemon Grove	0%
Southeast San Diego	11%	Naval Base San Diego	0%
Ramona	10%	Rancho San Diego / Spring Valley	0%
Fallbrook	10%	Rancho Santa Fe	0%
Point Loma	10%	San Diego Paradise Valley	0%
Encinitas Coastal	10%	San Diego Uptown Sunrise	0%

## District 5340

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San Diego, CA 92110

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DRFC Pam Russell: 619.723.3651  
Pam Russell Fax: 858.271.4138  
pdgpam0809@gmail.com

January 1: Deadline for DDF Applications for  
Global Grants

## December 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

[www.rotary5340.org/  
foundation](http://www.rotary5340.org/foundation)

DOING GOOD IN THE WORLD!

### From the Foundation Trustee Chair Wilf Wilkinson

It's hard to believe that we have already reached the month of December, the month that celebrates the family of Rotary. We are also nearing the halfway point of our Foundation's year. Now is the time when our plans to reach our 2012-13 goals should be reevaluated. Our words, our promises, our actions should be taking shape to ensure that we will accomplish what we planned during the last calendar year.

The month of December also

provides each of us with much to think about. It is during this month that we pause to recognize World AIDS Day, International Volunteer Day, and Human Rights Day—all significant reminders to Rotarians of our Foundation's aim of Doing Good in the World. Many of our clubs are working to help people with AIDS, others are volunteering all over the world to deliver *Peace Through Service*, and it is hard to count the number that will be raising their voices on 10 December for human rights.

My friends, as we start to wind down another calendar year, I am thankful to report that your Foundation is on track to achieve its goals for 2012-13 because of each and every Rotarian. This provides us with much to celebrate over the upcoming holiday season. My prayers and best wishes go out to each of you for a happy holiday season, and I eagerly look forward to sharing 2013 with you.



*The Mission of The Rotary Foundation of Rotary International is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.*