

# District 5340 Rotary Foundation Newsletter

The Rotary  
Foundation

March 2013

Volume 1, Issue 9

## Inside this issue:

Polio Update	2
EREY Chart	3
Per Capita Chart	4
TRF Trustee Chair	5

## Polio This Week—As of 27 February

### Total Cases:

#### Globally: 5

20 YTD 2012, Total in 2012:  
222

#### Endemic Countries: 5

19 YTD 2012, Total in 2012:  
216

#### Non-endemic Countries: 0

1 YTD 2012, Total in 2011: 6



## EREY—Every Rotarian Every Year

As leaders, we know that donating to The Rotary Foundation is just a part of being a Rotarian. Every Rotarian Every Year should be easy, but for many reasons, it isn't.

I recently polled the Foundation Mentors seeking ideas from clubs on what they are doing to reach 100% EREY.

Most clubs came back with more questions and need of help than ideas. Let me respond to both in this newsletter.

### Reports

Many folks wish that they got the Club Recognition Summary (CRS) automatically. Unfortunately, TRF changed their system several years ago and our district has been unable to provide that to you.

The Club President, Club Secretary, Club Treasurer, Club Rotary Foundation Chair and Club Executive Secretary all have access to that report through Member Access. The Club President must identify those people to the system for that to be possible.

Another way to get the reports is to send a note to the email address of [contact.center@rotary.org](mailto:contact.center@rotary.org). Just be sure to include the club number in the request. They are usually able to send the report to you within 24 hours.

### Best Practices

Clubs that plan to attain 100% EREY this year are primarily doing one of three things. The first one is definitely the best way.

1. Ask the members to contribute directly to TRF, either through a check that is mailed in, an online contribution or Rotary Direct. Rotary Direct is the automatic payment system and is certainly the easiest way.
2. Add a TRF contribution to the club dues bill. As donating to The Rotary Foundation cannot be a requirement, the clubs must allow for members to opt out of this.
3. Make a contribution to TRF from the club for each member. While the funds for this probably come out of dues or a fundraiser, it is different than billing the members.

Watch the EREY tracker in the upcoming months to see how your club is doing.

Remember that when you add a new member, you will need to get a donation from them as well. I know of several clubs last year that missed their 100% EREY because of just one new member that was added late in the Rotary year.

## Michael Bloomberg Joins Fight Against Polio

Last week Michael Bloomberg committed \$100 million to the fight against polio.

How wonderful it is to see these people using their wealth to help in this important effort.

Click on [article](#) to read the online version at the Wall Street Journal site.

Not the first time that Rotary was omitted. Consequently, it caused at least one Rotarian to speak up.

In response to the article Rotarian and Past District Governor Brad Robinson from the Beverly Hills Rotary Club, sent a letter to the editor. You can read his excellent response [here](#).

Last week I saw an interview with both Michael Bloomberg and Bill Gates on TV. Bill Gates definitely gave credit to Rotary for starting the effort so many years ago. He also indicated the importance of Rotary and Rotarians continued effort both in advocacy and administration of the polio vaccines.

There may be people coming to the table late in the game, but I welcome them. The End Game Strategic Plan indicates we need \$5.5 billion to complete the job.

The more the merrier! Thank you Mr. Bloomberg and Mr. Gates.

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

## District Designated Funds Update

April 1 is the deadline for application for the remaining District Designated Funds (DDF) for 2012-13. At this point in time, we have very little DDF remaining.

There is approximately \$9,000 remaining with requests of \$12,300 currently on the website. And there are more projects being developed beyond that.

Make sure you have everything ready by April 1. Contact John Fistere if you need help.

## How We Compare to Last Year. Let's Give More So We Can Do More!

Category	2011-12 (January 31, 2012)	2012-13 (January 31, 2013)
Number of Members	3,196	3,314
AF Per Capita	\$82.31	\$79.25
AF Total	\$263,069.70	\$262,644.32
Global Grants & Polio	\$106,348.82	\$91,476.72
Permanent Fund	\$22,205	\$28,047.11
Total Giving	\$391,623.52	\$382,168.15

# EREY by Club

As of March 5, 2013

Club Name	EREY %	Club Name	EREY %
<b>San Diego Paradise Valley</b>	<b>100%</b>	San Marcos	28%
Escondido Sunrise	98%	Ramona	28%
Rancho Bernardo	92%	El Cajon	25%
Borrego Springs	83%	Chula Vista	24%
La Mesa Sunrise	80%	Old Mission	23%
Oceanside	76%	Valley Center	23%
Mission Valley	75%	Brawley	23%
Mission Valley Sunset	73%	Escondido	23%
Poway-Scripps	68%	San Diego Downtown Breakfast	23%
Escondido East	61%	El Cajon Sunset	21%
La Mesa	60%	San Diego North	21%
Bonsall	60%	Rancho San Diego / Spring Valley	21%
Coronado	56%	Carlsbad Hi-Noon	20%
Encinitas Coastal	55%	Carlsbad	18%
Fallbrook	54%	National City	17%
Escondido After Five	50%	Camp Pendleton	17%
Del Mar Solana Beach	49%	Lemon Grove	13%
Shadowridge Vista	48%	E-Club of United Services	13%
Fallbrook Village	48%	Torrey Pines	13%
Blythe	46%	San Luis Rey	10%
El Camino Real	44%	Miramar	9%
Southeast San Diego	44%	Coronado Binacional	8%
La Jolla	43%	Rancho Bernardo Sunrise	8%
Del Mar	43%	San Diego Uptown Sunrise	8%
La Jolla Sunrise	42%	Holtville	6%
San Diego	39%	Rancho Santa Fe	2%
Santee-Lakeside	38%	El Centro	1%
<b>District 5340</b>	<b>36%</b>	Calexico	0%
Mission Bay	35%	Chula Vista Sunrise	0%
Encinitas	32%	Chula Vista Sunset	0%
Vista	32%	Convoy	0%
Point Loma	31%	Imperial Valley Breakfast	0%
San Diego Coastal	30%	Naval Base San Diego	0%
La Jolla Golden Triangle	29%	Solana Beach	0%

# Annual Fund

## Per Capita by Club

Club Name	Per Capita	Club Name	Per Capita
La Mesa	\$ 371.63	Escondido After Five	\$ 68.45
Rancho Bernardo	\$ 309.00	Ramona	\$ 64.52
La Mesa Sunrise	\$ 240.00	San Diego	\$ 61.90
Fallbrook	\$ 197.70	Escondido	\$ 59.59
Escondido Sunrise	\$ 188.21	National City	\$ 59.12
Del Mar Solana Beach	\$ 174.17	San Luis Rey	\$ 59.03
Point Loma	\$ 162.77	Blythe	\$ 55.83
Coronado	\$ 161.16	Chula Vista	\$ 55.23
Poway-Scripps	\$ 158.50	La Jolla	\$ 51.52
Escondido East	\$ 145.00	Brawley	\$ 49.76
Mission Valley	\$ 142.61	Valley Center	\$ 48.50
Torrey Pines	\$ 141.56	San Diego Paradise Valley	\$ 48.00
La Jolla Golden Triangle	\$ 132.07	Coronado Binacional	\$ 41.67
San Diego Downtown Breakfast	\$ 131.22	Fallbrook Village	\$ 41.07
Borrego Springs	\$ 130.67	Old Mission	\$ 39.34
Oceanside	\$ 130.53	San Marcos	\$ 38.75
La Jolla Sunrise	\$ 130.22	Rancho Bernardo Sunrise	\$ 30.52
Vista	\$ 130.06	Camp Pendleton	\$ 27.50
San Diego Coastal	\$ 120.80	Miramar	\$ 27.17
E-Club of United Services	\$ 115.00	El Cajon Sunset	\$ 25.71
El Camino Real	\$ 102.01	Southeast San Diego	\$ 24.74
Mission Bay	\$ 92.78	Rancho Santa Fe	\$ 23.10
Santee-Lakeside	\$ 92.08	El Cajon	\$ 21.57
Carlsbad	\$ 90.34	Mission Valley Sunset	\$ 18.67
<b>District 5340</b>	<b>\$ 90.18</b>	San Diego North	\$ 17.45
Shadowridge Vista	\$ 90.06	El Centro	\$ 10.11
Del Mar	\$ 87.14	Holtville	\$ 5.41
Carlsbad Hi-Noon	\$ 82.93	San Diego Uptown Sunrise	\$ 3.85
Encinitas	\$ 79.62	Calexico	\$ -
Encinitas Coastal	\$ 78.98	Chula Vista Sunrise	\$ -
Rancho San Diego / Spring Valley	\$ 77.63	Chula Vista Sunset	\$ -
Lemon Grove	\$ 75.00	Convoy	\$ -
Bonsall	\$ 69.54	Imperial Valley Breakfast	\$ -
Escondido After Five	\$ 68.45	Naval Base San Diego	\$ -
		Solana Beach	\$ -

## District 5340

Rotary District Office  
2247 San Diego Avenue, Suite 236  
San Diego, CA 92110

District Office: 619.299.5341  
DRFC Pam Russell: 619.723.3651  
Pam Russell Fax: 858.271.4138  
pdgpam0809@gmail.com

**March 16—District Assembly and Grants Management Seminar, San Diego**

**March 30—District Assembly, El Centro**

## March 2013

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

The month of March provides each of us with an opportunity to reflect on Rotary's accomplishments. It is during this month that we pause to recognize World Rotaract Week, International Women's Day, World Water Day, and Literacy Month—all significant reminders of the good that Rotarians have done worldwide.

As I've traveled around the world, I've been inspired by Rotaractors and their important contributions to the Rotary family. I've had the chance to work with the outstanding women who serve on our Board of Di-

rectors. I've witnessed the incredible progress The Rotary Foundation has made on water and sanitation—an area of focus that is crucial to our growing population.

And as we begin this monthly ongoing celebration of literacy, I've seen how Rotarians have helped empower communities with simple, creative, and sustainable ways to break the cycle of poor education. Literacy plays a critical role in healthy and productive lives, whether it was by volunteering at a local school, bringing language training to adults and children

through concentrated language encounter and computer – assisted literacy systems, or ensuring that all children have the textbooks they need, Rotarians have helped thousands.

Our promises and accomplishments have reached a turning point: We must now look at the goals we still aim to achieve. Keep the momentum up. Get the word out. Make sure your club knows about this important month in Rotary so that come next March, we'll have even greater successes to celebrate.



*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.*