

ROTARY INTERNATIONAL

DISTRICT 2450

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CYPRUS ROTARY NEWS

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Reach Within to Embrace Humanity

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Message from the Deputy District Governor 2011-12 Themis Themistocleous

Fellow Rotarians,

In 1985, Rotary declared basic literacy to be a pre-condition to the development of peace. Through this organizational emphasis, more than half the world's 34,000 Rotary clubs address the full range of literacy and mathematical challenges for primary, vocational, and adult learners, as well as teacher training.

March is designated in the Rotary calendar as Literacy Month. It is said that if literacy were a simple problem, Rotarians would have solved it by now. The issues are myriad: a scarcity of schools and learning materials, insufficient government spending on education, and cultural stigmas that limit education for women and girls, to name a few. And the problem goes far beyond the inability to decipher words on a page. In an increasingly complex world, poor reading comprehension condemns adults to the lowest rungs of society.

Rotarians, however, are committed to improving the situation. Rotary clubs worldwide have been carrying out thousands of literacy projects for decades.

Rotary's work in literacy has included rebuilding schools destroyed by natural disasters, partnering with libraries to promote early childhood reading, and teaching students to read and write through the concentrated language encounter method.

Basic education and literacy is one of the six areas of focus for the new grant structure of the Rotary Foundation currently called "Future Vision Plan" which comes into effect globally on 1 July 2013. The specific goal envisaged by Future Vision states:

"The Rotary Foundation promotes education and literacy for all, by

- Ensuring that children have access to quality basic education
 - Reducing gender disparity in education
 - Increasing adult literacy
 - Strengthening the capacity of communities to support basic education and literacy
- Supporting studies related to basic education and literacy."

In Cyprus, clubs may wish to focus on adult literacy programmes. Many adults, not only in the developing world but also in developed countries, lack the skills they need to hold a job or get a new one, or to perform basic tasks required by everyday life. The hardships caused by illiteracy, from the difficulty in finding employment to the constant pressure to cover it up, often lead to a host of other problems.

I urge you to consider devoting resources, either individually or even better in cooperation with other clubs and other established organizations that have more expertise in the area, to plan and implement projects that not only raise the awareness of illiteracy and its impact on the community, but also deliver resources that will support literacy efforts.

Best Rotarian regards,

Themis Themistocleous

PP RC Nicosia-Salamis

DDG for Cyprus 2011-12, D2450

Message from RI President 2011-12 KALYAN BANERJEE

March 2012



"We need to commit ourselves absolutely and fully and say, What I must do shall indeed be done."

My dear brothers and sisters in Rotary,

In the first message I wrote for this magazine, last July, I quoted Mohandas K. Gandhi, who said, "You must be the change you wish to see in the world." And in the months since, I have had incredible opportunities to travel the Rotary world and see how Rotarians everywhere are bringing those words to life.

Creating positive change means, at its simplest, using our knowledge and resources to solve a problem. But when we are talking about solving humanitarian problems in a real and lasting way, knowledge and ideas and resources are not enough to ensure results. We have to remember something else that is no less important: sustainability.

A sustainable solution is one that will continue to work even after the Rotarians who proposed and facilitated it are gone. This means that even though the project might have come from Rotary originally, the community will take ownership of it. That, of course, means that when a part breaks on a water pump, there will be a process in place to repair it and to keep that pump functional – carried out by the community, and without further recourse to Rotary.

The first step toward sustainability is understanding the need – for example, the cooking fuel problem common in much of the developing world. In many regions, solar ovens are a wonderful solution: They are inexpensive; they rely on a source of energy that is free, nonpolluting, and inexhaustible; and they are simple to use and maintain.

But before we step into a community and attempt to solve its fuel problem with solar ovens, we have to fully understand its situation – and look beyond the problem we see. Perhaps the local foods need to be cooked at a temperature higher than the solar oven can provide. Perhaps the area is windy, and the solar ovens would blow away. Perhaps it's traditional in that area to begin cooking before dawn, which, of course, you cannot do with a solar oven. These are issues you simply might not have thought of, but that could soon lead to the solar ovens being used to patch roofs or keep animal feed dry instead of for cooking.

If we are trying to bring about change, it's not enough to say, "My way is the better way." We have to be listening and watching, not just talking. We can only help others if we reach out with an open mind – and with the knowledge, the commitment, and the perseverance to deliver on what we promise.

RYLA 2012 JUBILEE TROODOS 17-18/03/2012



One more time Rotary is organising a unique two days event for **'LEADERSHIP'** in Troodos at Jubilee hotel. The program will include Educational Workshops in Leadership and other relevant fields. The Ryla program will enrich you with unique experiences and it will give you the opportunity to meet other people with the same interests.

Follow as to explore a new opportunity!

Apply the soonest possible!

Conduct details: Marios A. Couvas, Mob: 99-945700

Tel: 25-105700, Fax: 25-105701, email: info@couvastherapy.com



RYLA PROGRAM 2012

JUBILEE TROODOS

17-18/03/2012



17th of March, Saturday

Arriving at the hotel

9:30 – 10:00: Registration

10:00 -10:15: Welcoming – Introduction

10:15 - 11:45: Educational Workshop for Leadership

11:45 - 12:00: Coffee Break

12:00 – 13:30: Effective verbal and non verbal communication- Volunteer workshop

13:30 – 15:00: Lunch at the Hotel

15:00 – 16:00: Volunteering Today

16:00 – 17:00: Marketing and Resources

17:00 – 17:30: Discussion - Conclusion

18:00 – 20:00: Activities in the Hotel

20:30: Dinner with music – Entertainment

18th of March, Sunday

08:00 - 10:00: Breakfast

10:00 -12:00: Indoor and outdoor Activities

12:00: Check out – The end of RYLA

Cost: €150

Payment Method

Cash

Bank Account: CY39 0030 0027 0000 0027 1103 8076

Rotary Celebrates 107 years

Interview given by PAG Elena Tanou -
Chairperson of Public Relations Committee of Cyprus Rotary

• ΚΟΙΝΩΝΙΑ •

19 ΦΕΒΡΟΥΑΡΙΟΥ 2012 ΠΟΛΙΤΗΣ ΤΗΣ ΚΥΡΙΑΚΗΣ

13

Κλείνουν 107 χρόνια στις 23 Φεβρουαρίου

Γιορτάζουν οι Ροταριανοί

Τα 107 τους χρόνια θα γιορτάσουν στις 23 Φεβρουαρίου οι ανά τον κόσμο Ροταριανοί. Ο πρώτος Ροταριανός όμιλος στην Κύπρο ιδρύθηκε το 1938 στη Λευκωσία.

Έκτοτε έχουν σχηματιστεί άλλοι 18 όμιλοι Ροταριανών, εκ των οποίων οι 16 βρίσκονται στις ελεύθερες περιοχές και τρεις στα κατεχόμενα. Τα μέλη των Ροταριανών στην Κύπρο ξεπερνούν τα 900, ενώ ανά το παγκόσμιο υπάρχουν 1,2 εκατομμύρια εγγεγραμμένοι Ροταριανοί σε περισσότερους από 34 χιλιάδες ομίλους. Ιδρυτής του πρώτου Ροταριανού ομίλου στο Σικάγο των Ηνωμένων Πολιτειών Αμερικής ήταν ο Πολ Χάρις, ενώ τα ιδρυτικά μέλη του πρώτου Ροταριανού ομίλου στην Κύπρο ήταν ο Κώστας Μαγκλής, ο Ζήνων Πιερίδης, ο Θεόδωρος Αρτέμης, ο Στέλιος Γεωργαλίδης κ.ά.



Του
Ανδρέα
Ριρή

Ανοικτές πόρτες
Όπως σημειώνουν στην ιστοσελίδα τους, κύριος στόχος τους είναι η προσφορά στις τοπικές κοινωνίες και στους επαγγελματίες χώρους. Μότο τους είναι το «Service above Self» (η προσφορά πάνω από το άτομο). Οι ιδέες αποκασιούνται την ταμπέλα των μασσόνων που τους αποδίδεται, υπογραμμίζοντας ότι δεν βάζουν κριτήρια στην εγγραφή μελών, είτε αυτά αφορούν σε εθνικότητα, είτε σε θρησκεία, είτε σε πολιτική ιδεολογία.

Μιλώντας στον «Π», η υπεύθυνη δημοσίων σχέσεων των Ροταριανών Κύπρου Έλενα Τάνου πρόσθεσε ότι οι συνεδρίες



όλων των ομίλων είναι ανοικτές σε όποιον επιθυμεί να τις παρακολουθήσει.

Εμβολιασμοί

Το μεγαλύτερο και σημαντικότερο έργο τους είναι η συνεισφορά στην παγκόσμια εξαφάνιση της πολιομυελίτιδας. Από το 1985 οι Ροταριανοί έχουν εισφέρει \$850 εκατομμύρια και δεκάδες χιλιάδες εργατοώρες εθελοντικά, για τον εμβολιασμό τουλάχιστον δύο δισεκατομμυρίων παιδιών στον κόσμο. Η προσφορά τους έχει αναγνωριστεί από τον Παγκόσμιο Οργανισμό Υγείας και τη Unicef. Σε συνεργασία με το Ίδρυμα Γκέιτς (του μεγαλομετόχου της Microsoft Μπιλ Γκέιτς), οι Ροταριανοί έχουν δεσμευτεί να συγκεντρώσουν άλλα \$200 εκατ. για την πλήρη εξαφάνιση της ασθένειας μέχρι το τέλος Ιουνίου.

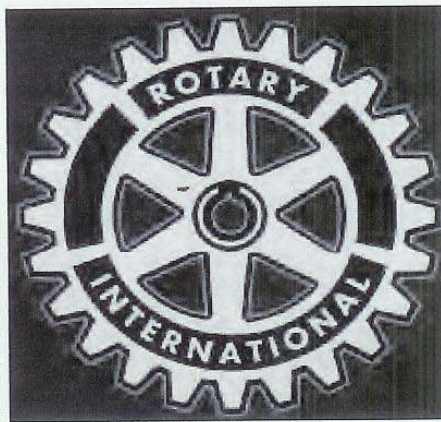
«Στρατολόγηση»

Όσον αφορά τη συμμετοχή νέων στους Ροταριανούς, μέσω του προγράμματος Rotaract οι κατά τόπους όμιλοι προσελκύουν νέους και νέες από 18 έως 30 ετών για να συμμετέχουν εθελοντικά στις εργασίες τους. Υπολογίζεται ότι 200 χιλιάδες άνθρωποι από 8.700 ομίλους σε 171 χώρες συμμετέχουν στο Rotaract.

Τρέχοντα πρότζεκτ

Στην Κύπρο, οι Ροταριανοί όμιλοι επικεντρώνονται στην προσφορά υποτροφιών σε αριστούχους μαθητές οι οποίοι δεν έχουν την οικονομική δυνατότητα να σπουδάσουν, τη χορηγία εξοπλισμού σε ιατρικά κέντρα και στην ανάδειξη του πολιτισμού.

Μερικά από τα τρέχοντα πρότζεκτ των



Μιλώντας στον «Π», η υπεύθυνη δημοσίων σχέσεων των Ροταριανών Κύπρου, Έλενα Τάνου, πρόσθεσε ότι οι συνεδρίες όλων των ομίλων είναι ανοικτές σε όποιον επιθυμεί να τις παρακολουθήσει

μπάντολ στην κατεχόμενη Λευκωσία.

● Ο όμιλος Λεμεσού θα τοποθετήσει μαρμάρινες πινακίδες στα ιστορικά κτήρια της πόλης δημιουργώντας το «Ιστορικό Μονοπάτι της Λεμεσού».

● Ο όμιλος Κουρίου θα δωρίσει τρεις απινιδωτές στον Δήμο Λεμεσού για να εγκατασταθούν στο Πατίτσιο Θέατρο, το Κηποθέατρο Λεμεσού και το Αμφιθέατρο του Ιδρύματος Πάνος Σολωμονίδης.

● Ο όμιλος Βεργγάρια θα αγοράσει ένα μικρό λεωφορείο για τον ΠΑΣΥΚΑΦ, για τη διευκόλυνση της μεταφοράς ασθενών από τη Λεμεσό και τα χωριά της επαρχίας προς τη Λευκωσία.

● Ο όμιλος Πάφου θα δωρίσει εξοπλισμό αξίας 5.000 ευρώ στο Ίδρυμα Κιβωτός.

● Ο όμιλος Αφροδίτη θα εισφέρει 7.000 ευρώ για αγορά εξοπλισμού για Σύνδεσμο Αλτσχάιμερ στην Πάφο.

● Ο όμιλος Κερύνειας θα παραχωρήσει 160 τροχοκαθίσματα αξίας 12.000 ευρώ σε διάφορους μη κερδοσκοπικούς οργανισμούς.

Ροταριανών ομίλων της Κύπρου είναι τα εξής:

● Ο όμιλος Λευκωσίας θα προσφέρει ιατρικό εξοπλισμό αξίας 13 χιλιάδων ευρώ στη Στέγη Άγιος Χριστόφορος για παιδιά με νοητική υστέρηση.

● Ο όμιλος Ασπείρια θα αγοράσει και θα εγκαταστήσει τηλεοράσεις αξίας τριών χιλιάδων ευρώ στον Ορθοπαιδικό Θάλαμο του Γενικού Νοσοκομείου Λευκωσίας.

● Ο όμιλος Λήδρα θα προσφέρει οικονομική στήριξη ύψους 10 χιλιάδων ευρώ στις οικογένειες παιδιών με καρδιοπάθειες.

● Ο όμιλος Λευκοθέα θα ανακαινίσει την αίθουσα διδασκαλίας της Σχολής Κωφών.

● Ο όμιλος Σαράνγινου θα εγκαταστήσει μηχανήμα υπερήχων Ντόπλερ, αξίας \$30.000 στο νοσοκομείο Μπουρχάν Νάλ-

Cyprus Rotary Clubs' Projects

By PAG Elena Tanou

WE ARE HERE!!! FOR OUR SOCIETY !!!

- ◆ ROTARY is a volunteer worldwide organization, there to provide humanitarian service and help build goodwill and peace.
- ◆ We are here to address today's challenges!
- ◆ Challenges of our society worldwide, like illiteracy, disease, hunger, poverty, absence of clean water, and environmental concerns.
- ◆ We Rotarians Here in Cyprus are doing our utmost to help as much as possible OUR society, whilst at the same time encouraging high ethical standards in all vocations.
- ◆ All eighteen clubs, have come up with a project to tackle some aspects that need help and support and are all targeted to improve and make the lives of the involved easier and better in some way.
- ◆ All the below mentioned projects, are the result of hard work and dedication of all the 900 Rotarians of our 19 Clubs here in Cyprus.
- ◆ We Rotarians, as a united group, intend continuing extending our personal efforts to make this society a better and more prosperous place.
- ◆ *After all, today's dreams are tomorrow's future.*

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF NICOSIA

PROJECT DESCRIPTION

Medical equipment for the severely mentally handicapped children housed at St. Christopher's home in Nicosia. Alkionides Nest in London for families who go for medical treatments.

BENEFICIARY

People who suffer

PARTNERS

None

FUNDING

€13,000
Clubs Fundraising events

ROTARY CLUB OF NICOSIA ASPELIA

PROJECT DESCRIPTION

The purchase and installation of nine television sets in the orthopaedic ward of the Nicosia General Hospital.

This is Phase 1 of a larger project and will be completed during the Rotary Year 2012-2013. Funds required to cover the cost of this first phase amount to €3000.

BENEFICIARY

The patients and visitors at the Wards

PARTNERS

None

FUNDING

€3,000
Club fund raising activities

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF NICOSIA - SALAMIS

PROJECT DESCRIPTION

Career and professional guidance to young people, mainly school leavers. This will include career counseling as well as on-hand guidance for preparation of CVs and interview techniques.

BENEFICIARY

Youth & Teachers

PARTNERS

MMC Ltd Mrs
Christiana Knai

FUNDING

€1,000

Club fund raising
activities

ROTARY CLUB OF NICOSIA LEDRA

PROJECT DESCRIPTION

Financial support to the Association of Parents & Friends of Children with Congenital Heart Disorder. The Association's activities are multifaceted including helping parents deal with the sudden emotional free fall of finding out about their new-born child's medical condition.

BENEFICIARY

Children with congenital heart disease, their parents and society in general.

PARTNERS

None

FUNDING

€10,000

Club fund raising
activities

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF NICOSIA LEFKOTHEA

PROJECT
DESCRIPTION

Renovation and refurbishment of the teaching hall of the Cyprus School for the Deaf. The project will cover building and supervision of work in progress as well as equipment necessary for modern teaching. Beyond the practical side, the project will also address the social taboo of deafness by inviting deaf persons for work experience in Members' own business places.

BENEFICIARY

The deaf community of Cyprus and by extension their families and their children.

PARTNERS

None

FUNDING

€3,000
Club fund raising activities

ROTARY CLUB OF NICOSIA SARAYONU

PROJECT
DESCRIPTION

The provision of a Doppler ultra sound device for Diabetic patients. The equipment will be installed in the appropriate ward of the Burhan Nalbantoglu Hospital in Nicosia.

BENEFICIARY

Diabetic patients

PARTNERS

Cyprus Turkish Association of Diabetes

FUNDING

US\$ 30000

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF LIMASSOL

LIMASSOL HISTORICAL WALK

PROJECT DESCRIPTION

➡ The Rotary Club of Limassol main project for 2011-2012 consists of installing marble signs on the outside walls of homes or places of business of prominent figures from the history of Limassol, as well as on important historical buildings. The buildings will be noted on a map, allowing the visitor to take part in what we call the 'Limassol Historical Walk'.

➡ Historical figures to be mentioned include business people, scientists, doctors, lawyers, educators, politicians and religious leaders.

BENEFICIARY

Citizens of Limassol and especially the younger generation that are unaware of the town's historical past, as well as newcomers to the town following the establishment of the new Cyprus University of Technology (TEPAK). The venture will also benefit discerning tourists and visitors to the town.

FUNDING

€5,000

PARTNERS

None

ROTARY CLUB OF LIMASSOL BERENGARIA COSMOPOLITAN

PROJECT DESCRIPTION

Donation of mini bus to PASYKAF to transfer cancer patients from Limassol and surrounding villages to Nicosia for treatment at the oncology center.

BENEFICIARY

PASYKAF (Pancyprian Association of Cancer Patients & Friends/Supporters).

PARTNERS

RC Aztec Bristol, UK, & RC Basildon, UK

FUNDING

Expected total cost
€35,000

Active fund raising programme, sponsors and also a grant of €4000 from DG (visit Nov 2011).

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF LIMASSOL AMATHUSIA

ENAERIOS PROJECT

This project aims at promoting the connection of Amiandos Mine , up in the Troodos mountains , with the Enaerios site in the heart of the Limassol city tourist area. The project will highlight the importance of the Amiandos Mine to the people as well as the district of Limassol and its contribution to the city's economic and social development.

The project will consist of the following activities:

- 1) Establishing a Web-site www.enaerios.com with the history and development of the Enaerios site.
- 2) Construction of information booth at the Enaerios site.
- 3) Re-construction of two model poles with two original wagons.

PROJECT DESCRIPTION

BENEFICIARY

Town and people of Limassol.
This historic project will also address discerning tourists and visitors to the town.

PARTNERS

This project will be effective with the co-operation of the Mu-

FUNDING

Will attempt to attract the interest – funding of companies and professionals from around the area. The project cost for part 1 and 2 is estimated at around Euro 15,000. For Part 3, the cost depends on the municipality's drawings and final approved scale of project. For the time being our emphasis is on part 1+2 of the project ONLY.

ROTARY CLUB OF LARNACA

PROJECT DESCRIPTION

☞ Donated plaques to the secondary schools of Larnaca (public and private lyceums) for the prevention of using drugs. The message on the plates was ***NO TO DRUGS I CHOOSE LIFE NOT DEATH.***

☞ The rotary emblem is well marked on the plaques.

BENEFICIARY

The students, parents and the community

PARTNERS

None

FUNDING

€300

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF LIMASSOL KOURION

PROJECT DESCRIPTION

To donate to the Municipality of Limassol three defibrillator machines. This equipment is used in the case of emergency heart attacks in public places whilst waiting for the ambulance. The project includes providing training for the appropriate Municipality staff. The equipment will be placed in the following three venues:

- ☞ Pattichion Theatre
- ☞ Limassol Garden Theatre
- ☞ Panos Solomonides Foundation Theatre

BENEFICIARY

Municipality of Limassol and by extension the public audiences attending the above venues.

PARTNERS

None

FUNDING

Expected total cost €3000

Club Fundraising and a District Simplified Grant €700

ROTARY CLUB OF PAPHOS

PROJECT DESCRIPTION

The purchase and donation of equipment for the KIVOTOS Foundation in Pafos.

BENEFICIARY

KIVOTOS Foundation tries to address the needs of handicapped children or those with other needs.

PARTNERS

None

FUNDING

€5000

Club Fundraising events

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF LARNACA KITION

PROJECT DESCRIPTION

Water project in Tanzania lead by the H.B. Archbishop Ieronymos of Tanzania. In rural areas, women and children spend on average over 2 hours a day collecting water, and up to 7 hours in remote areas. This project concerns finding water in the villages and small communities.

The project aims to help save lives and to give comfort to people who are on the very edge of subsistence.

BENEFICIARY

The community of Mouanza, Tanzania.

PARTNERS

RC Larnaca

FUNDING

Expected **joint contribution** of **€3000**. To be raised by Club fundraising activities.

ROTARY CLUB OF PAPHOS APHRODITE

PROJECT DESCRIPTION

Donation of equipment to the Alzheimer Association in Paphos as well as the Hospice (rest home) Association in Paphos.

BENEFICIARY

The Paphos Society i.e Alzheimer patients and less fortunate people.

PARTNERS

None

FUNDING

€7000

Clubs Fundraising events

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF KYRENIA

PROJECT DESCRIPTION

The provision of 160 wheel chairs to various non-profit institutions.

BENEFICIARY

Disabled people

PARTNERS

None

FUNDING

€12000

Hampis the famous artist/sculptor donated some of his art work in order to help the club to raise the money.

ROTARY CLUB OF FAMAGUSTA CAVO GRECO

PROJECT DESCRIPTION

Repair work on the Paralimni Tennis Club hall. The premises are used by many young people for sport as well as RC Famagusta Cavo Greco meetings. The Club organizes local and Pancyprrian contests, so the Club emblem will well exposed.

BENEFICIARY

Children and youth registered for sports activities.

PARTNERS

None

FUNDING

Expected total cost
€3000
Club Fundraising events.

....Cyprus Rotary Clubs' Projects

ROTARY CLUB OF KYRENIA LIMAN

PROJECT
DESCRIPTION

“Journey for Hope” project
To provide a hospice for post Leukaemia patients focusing on their rehabilitation and assistance for education and vocational skills.

BENEFICIARY

People who suffer

PARTNERS

None

FUNDING

€5,000
Clubs Fundraising events

ROTARY CLUB OF FAMAGUSTA

PROJECT
DESCRIPTION

Scholarship fund started in 1981. Enhancement of Scholarship fund. The total amount offered so far 246,000 euro. Involvement of all Club members.

BENEFICIARY

Students with financial needs, for University undergraduate studies

PARTNERS

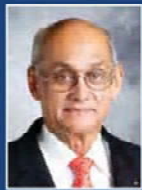
None

FUNDING

This year’s project-Fundraising of €12,500 through a Dinner-dance in April and other Fund-raising events. Donations by various organizations.

PRESIDENT'S MESSAGE

Celebrate in Bangkok with Rotary's extended family



Kalyan Banerjee

For four days in May, Bangkok, Thailand, will suddenly become a home away from home for thousands of Rotarians from all over the world. For Binota and me, the Rotary International Convention is always the highlight of our year, as we get to spend four amazing days in the company of our extended Rotary family. There's something wonderful about walking into a Rotary convention and knowing that, no matter how different we might look, we all have so much in common — and we all call one another by first names.

An RI Convention is a family reunion, and so much more: It's a time to celebrate, a time to connect with fellow Rotarians, and the best way I know to get inspired for the new Rotary year.

As Rotary leaders, many of you have already had the chance to attend a convention, and know already what a fantastic, unique experience it is. But whether you are a convention veteran or have never been to a convention before, I urge you not to let the 103rd RI Convention pass you by. There is still time to register for the best convention yet, in Thailand, the Land of a Thousand Smiles.

STRENGTH IN NUMBERS

How diverse is your club?

Making sure your club reflects your community

Ten years ago, the Rotary Club of Cupertino, California, USA, had about 100 members — nearly all of them white men. Today, it boasts a growing membership that better reflects its predominantly Asian community. How did the club do it?

"We made ourselves relevant to the community we serve," says Past District Governor Don Allen, a member of the Cupertino club. The club's membership, which has doubled, is now 27 percent Asian, 34 percent female, and 20 percent under age 50.

The club drew on its community leaders' classification to attract Asian nonprofit executives in the area.

"We also forged a relationship with the Shin Shin Educational Foundation and helped raise funds to refurbish rural schools in China," Allen says. The club also worked with the Sankara Eye Foundation to provide eye surgeries in India, "and we became relevant to that community," he adds.

Promoting member diversity is one of Rotary's strategic goals, and is emphasized in the RI Statement on Diversity in the Rotary Code of Policies, which encourages clubs to reflect their community in professional and business classification, gender, age, religion, and ethnicity.

In Brazil, the Rotary Club of Resende-Campos Eliseos, Rio de Janeiro, has gained more female members by

inviting couples to join. "It keeps our club balanced, plus members are already familiar with each other and Rotary," says club president Renata Santos, a 30-year-old Afro-Brazilian.

In Australia and New Zealand, an initiative is underway to increase female club membership to 40 percent by 2015. Strategies include highlighting prominent female Rotarians, creating satellite clubs, and encouraging female members to recruit their friends, relatives, and colleagues.

Another approach is launching culturally based clubs. Don Kremer, a past governor of District 5230 (California) who helped start the Rotary clubs of Fresno Latino and Monterey Korean, notes: "We have a great opportunity to develop new members while helping our communities."



Renata Santos

ON THE COVER

District governors-elect Nimrod Kapwele, Ashok Singh, Gladys Maldonado, and Karl Gustaf Schildt discuss the diversity of Rotary's global membership during the 2012 International Assembly in San Diego.

CLUB CLINIC

Thinking strategically

Create a plan to define your club's vision and achieve its objectives

While all Rotary clubs aim to do their best, a thriving club is one with the ability to turn ideas into reality, based on strategic goals set by the club itself. A strategic plan to ensure continuity and efficiency is key.

Continuity

Electing new club leadership every year can be a challenge to sustaining a club's vision over the long term. A sitting club president may be promoting water projects, for example, while the president-elect wants to focus only on New Generations programs.

Rotary leaders are seeing the need to move beyond the "my year as president" mentality and encourage planning initiatives that represent the entire club's vision. Strategic plans can guide the current president's work with the president-elect, president-nominee, and immediate past president, thereby smoothing out the year-to-year transition. The same principle holds for committee chairs and others in club leadership positions.

The Rotary Club of Hout Bay, South Africa, had just completed its strategic plan when Patrick McLaughlin, then club president, became ill. "Everyone bumped up while I was in hospital, because we had implemented the succession plan in time," McLaughlin says.

Efficiency

A strategic plan not only ensures that the club is working toward its goals, it also maximizes the efforts to reach those goals. "You can get more done with less effort, and it's a more productive use of volunteer time and more rewarding for everyone," says Don Evans, past president of the Rotary Club of Vancouver, British Columbia, Canada, who also chairs the club's strategic planning committee.

Here's how to get the most out of the strategic planning process:

- Secure club participation and support from members.
- Seek assistance from Rotarians with professional strategic planning experience.
- Consult with other Rotary leaders to align the club plan with the plans of your district (work with your governor) and zone (work with your Rotary coordinator).

For more on the strategic planning process, see the Planning Guide for Effective Rotary Clubs, the RI Strategic Plan, and Be a Vibrant Club: Your Club Leadership Plan.

The May issue of *Rotary Leader* will look at ways that clubs have implemented their strategic plans, with details on forthcoming tools to help clubs set their goals.



FOR CLUBS

DEADLINES

1 March For 2012 convention attendees to receive early-registration pricing

2 March For those reserving group housing at the 2012 RI Convention in Bangkok, Thailand, to provide names to Experient, the official housing agent

10 March For clubs to report the names of 2012-13 officers through Member Access

15 March For Rotary, Rotaract, and Interact clubs to submit forms for the 2011-12 Changemaker Award to district governors for certification

31 March For Matching Grant requests of US\$25,000 ... For clubs to submit the 2011-12 Presidential Citation questionnaire to their district governor

1 April For canceling registration and tickets for the 2012 RI Convention

6 April For reserving convention hotel rooms through Experient for the 2012 RI Convention ... For clubs to submit certification to governors of achievement of 2011-12 Presidential Citation components

15 April For clubs to submit forms for the RI Recognition of Membership Development Initiatives to their district governor

30 April For advance online registration for the 2012 RI Convention

See the RI calendar for additional important dates.