

Clubs of Cyprus
Rotary
District 2452



Service
with Love

END OF YEAR REPORT 2020-21

BY DDG CATERINA KALAVAS



Rotary Opens
Opportunities



Meetings and Training

In preparation 2020

- February 2020 DTTS in Bahrain in the presence of PDGs Kevork, J. Strongylos and DDGE Caterina Kalavas
- 20/4 and 22/4 DTTS for the Cyprus AGs in coordination of the District and Cyprus Trainers, PDG Kevork and Membership chair Costas Vassiliou
- 27, 28, 29/4 PETS - Pets were organized by the Cyprus team - Country trainer George Papaleontiou and presenters PDG Christina Patroclou, PDDGs Elena Tanou, Fantinos Hatjimitsis, Dincer Kagin, Iacovos Constantinides, AGC Tastan Altuner and AGs Emilios Tannousis, Yiannos Pissourios
DGE Mazen Alumran presented his year
- 17/5 Grant Management and President's meeting by zoom
- 9/6 Presidents - Elect meeting
Registration of clubs, PDDG Aresti updates on RI club constitution and bylaws (PDDG G Papaleontiou)
Cyprus website and zoom meeting P. Kypros Zandis and upcoming District Seminars



Meetings and Training

Rotary year 2020-21

‘Before anything else, preparation is the key to success (A. G Bell)’ by DDGE

- 30/6 virtual hand over of our District
- A new Zoom account for the Cyprus Rotary was created so that clubs could organise their meetings with the Assistance of their AGs and the Cyprus Website master Kypros Zandis
- 16/7 presidents and secretaries meeting with the DG by zoom
- 24/7 Cyprus handover in person and zoom (hybrid) with our District Governor and Turkish Cypriot Rotarians attending by zoom
- 3,4/8 Crisis in Lebanon - that followed the explosion at the port of Beirut



Meetings and Training

- 7/9 our supplies reached Lebanon 17/9 our supplies were released by the army
- 11/9 Presidents zoom meeting
- 7/11 the Cyprus Assembly by Zoom -2 completed projects were presented
our Lebanon project was presented with the assistance of PP Popi Kanari and Emilios Tanousis
- Presentation of Cyprus Global Grant and Small Grant for Covid 19
- Proposed 2 projects, Climate Change and Biodiversity in Cyprus by the Cyprus Environmental Chair Prof Manfred Lange
- The Cyprus Singing Tree of Peace by Visual Voices
- 20/11 meeting with the presidents to support them for the DGs visit and the access to the District website



Meetings and Training

- 23/11 - 2/12 District Governors visit to Cyprus clubs
- 29/12 Public Image meeting/workshop organized by PI Chair “ ways to strengthen rotary image in our community” attended by Presidents and PR Chairs followed by a wine party of course by zoom
- January 2021 - Meetings started to work on the promotion of Cyprus Rotary Public Image as agreed in December
- 23/1 the Cyprus membership seminar by our Cyprus membership Chair PP Costas Vassiliou and country trainer George Papaleontiou
- 23/2 celebrated the 116th RI birthday by launching the Cyprus pollinator project in the presence of our District Governor followed by drinks - unfortunately by zoom



Meetings and Training

- 1/3 we had the 1st meeting of the Environmental Task Force team
- 17/3/2021 Rotary foundation Seminar 20/21 and Grants Management Seminar 2021/22
- 20-21/3 Presidents' Elect Training Seminar online
- 10/4 President's meeting
- Dates 22-24 Rotaract Mediterranean Medicon 2021 and Rotaract District Conference in Cyprus sponsored by Cyprus Rotary and CIIM



Meetings and Training

- Our Cyprus Secretary chaired and coordinate the Rotaract-Med Peace Forum on 23/5. The DDG of Cyprus Caterina Kalavas addressed the meeting and presented the pollinator project to 50 participants and 400 Online participants
- June 10th - 12 Virtual District Conference in Bahrain attended unfortunately by a very small number of participants from Cyprus 19. With very interesting speakers and very well organised. Congratulations to the 3 clubs that won Awards: Kyrenia Cosmopolitan, Nicosia Salamis and Paphos Aphrodite. More than 80 clubs that have applied for awards, it was indeed a very exciting moment when the awards were announced
- 2-4/7 District Training Assembly in Yerevan Armenia
- 3/7 the District handover



Projects



19 Rotary clubs supported the Lebanon crisis that followed the explosion at the port of Lebanon that nearly destroyed half of the city with a \$30.000 worth of donations



Projects

A Rotary Year of challenges Amidst a Pandemic – 2020 2021:

19 Rotary Cyprus Aid to Lebanon Explosion Project – \$30.000:

- a) Immediate response of concentrated cash donations to Rotary Clubs in Lebanon
- b) Collection of goods in need from Rotarian donations and Donations of Companies in kind
- c) Rotary Cyprus Aid departed Cyprus within the Government of Cyprus shipment Packaging and Transport by Rotarians
- d) Co-ordination with Ministry of Foreign Affairs & Cyprus Embassy in Lebanon for goods to reach Rotary Lebanon directly
- e) Thank you Video received from Rotary Lebanon



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LEBANON AID 2020



STAY STRONG LEBANON

Rotary 
District 2452



‘Thank you from Lebanon’

PDG Michel Jazzar representing
all Rotary Clubs of Lebanon



Projects

Rotary Year – 2020 2021- A year in Pandemic, in Action:

- **Polio Day** Online Celebration – October 2021
- **Pollinator Project** – Environmental Task Force – Production of Awareness Video – May 2021
- **CIIM – Rotary – Rotaract Cyprus Postgraduate Scholarships**



Projects

Polio Day

- 6/10 the team for Polio and the Club Presidents in coordination with their AGs decided to celebrate "World polio day " by wearing Polio masks. 1000 Polio masks were ordered to be delivered to Rotary and Rotaract clubs masks approx. 63 masks per club. The Turkish Cypriot clubs made a separate order
- 24/10 we were invited to join District celebrations for Rotary. Cyprus Rotarians were urged to wear their Polio masks and the 4 Turkish Cypriot clubs that could meet had a joint celebration for the day (photos) from Turkish Cypriot celebrations



Projects

Polio Day





Projects

Pollinator project

- 1st presented at the Cyprus Assembly by the Cyprus environmental Chair Professor Manfred Lange
- 23/2 celebrated the 116th RI birthday by launching the Cyprus pollinator project in the presence of our District Governor
- 1/3 we had the 1st meeting of the Environmental Taskforce
- 14/5 Presenting for the 1st time the pollinator video in A meeting hosted by Top Kinisis and Nicosia Aspelia with 180 participants
- 23/5 was presented during the Medicon Peace Forum with 40 in person participants and 400 viewers

Here I have to mention that our video received excellent comments and is now uploaded on the website of District 1120 in the U.K.



WHAT SHALL WE DO?

Cyprus
Rotary
District 2452



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Projects

CIIM Scholarships

CIIM – Rotary – Rotaract Cyprus Postgraduate Scholarships

In addition CIIM sponsors six Rotaractors from the 24 Med and our 2452 District countries



CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

CIIM and **Cyprus Rotary Clubs** are offering to all Rotarians and friends of Rotary in Cyprus and abroad **Five 50% scholarships** and **Ten 30% scholarships** to study in one of CIIM's **8 postgraduate programmes!**

Application period for scholarships: 17 May - 17 June 2021

Rotary District 2452

#ChangeYourFuture
www.ciim.ac.cy



CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

Rotary

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Fighting Covid -19 Pandemic

The Covid-19 2 Global Grants were finalised with the supply to hospitals of ICU beds and their complementary units. At the Nicosia General Hospital on November 11th and Kyrenia Hospital, on 29/12 in excess of **\$150.000**



Yearly donations to:

- 20-23/12 Our Santa Day and secret Santa projects supporting the Anticancer association (needy families) and Youths leaving in the government's Youth hostels
- Christmas and Easter Baskets for Anti - Cancer Association



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Cyprus Rotary
IS **INTERNATIONAL**



Rotarians Serve
HEALTH



Rotarians Serve
THE **ENVIRONMENT**



Rotarians Serve
THE **COMMUNITY**



Rotarians Serve
EDUCATION



Promoting Rotary in Cyprus



facebook



Promoting Rotary in Cyprus

Introducing Zoom in Rotary in Cyprus



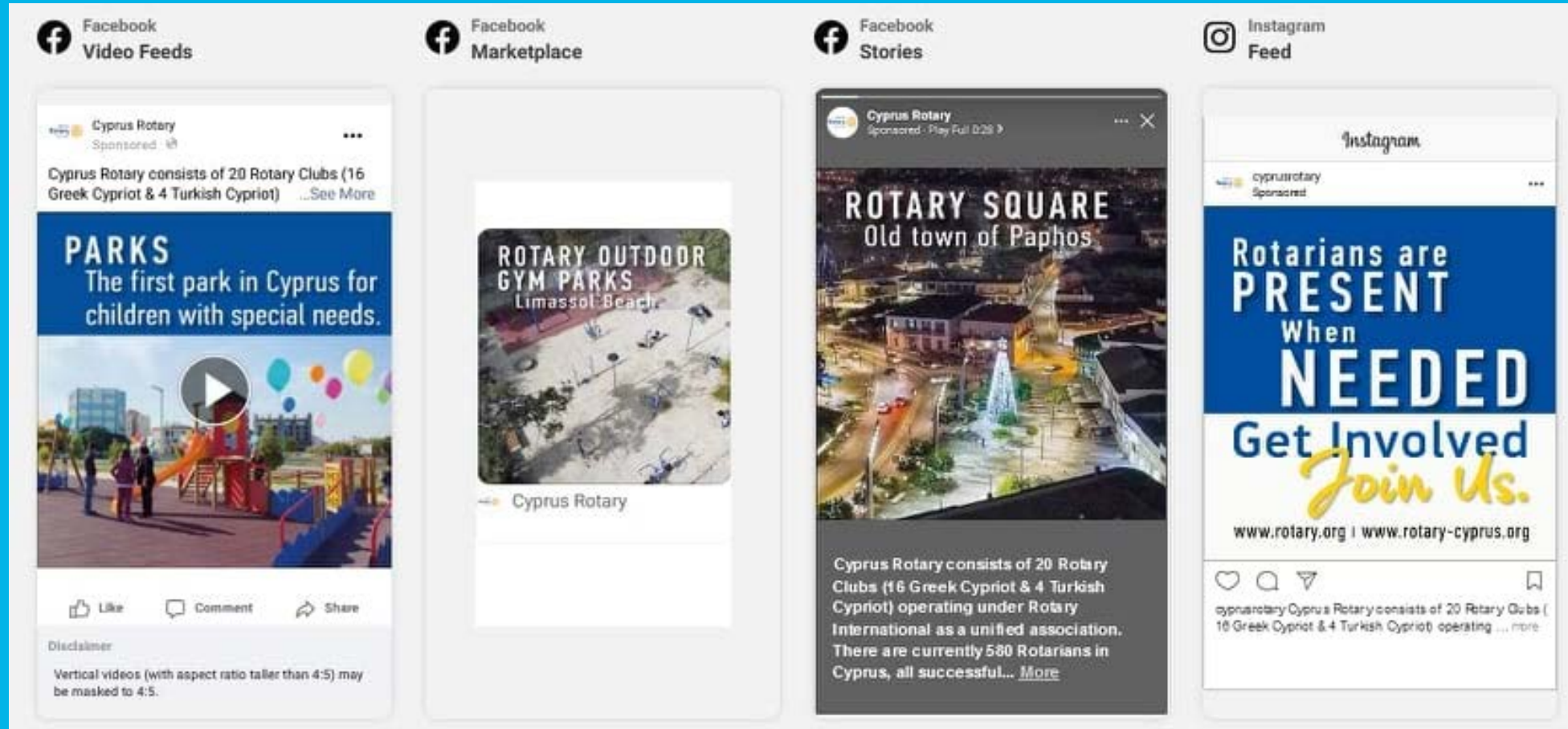


Promoting Rotary in Cyprus

- Promoting Rotary Cyprus via Zoom
- Instagram Account Launch
- Facebook and Twitter Accounts Continuous Updating
- YouTube Account Upgraded
- Social Media Video Spots for Rotary Action Themes
- Health (2) - Education – Peace – Community Service – International



Promoting Rotary in Cyprus





Promoting Rotary in Cyprus



From the paid promotion on FB, the best video was the Environmental, followed by the Karaiskakio (Health)





Promoting Rotary in Cyprus

Outreach with a Social Media Cost of €395:

66.300 people, ages 30-70, living in urban areas of Cyprus

(Target Group: Undergraduate and Postgraduate University Degree in Urban areas of Cyprus)

20.000 people per day between June 16th to July 11th

45.400 people engaged in our promotion (clicks/ likes/ comments)

9.6 times per individual exposure to ads

Organic Outreach in Social Media

4.000 people watched our best post

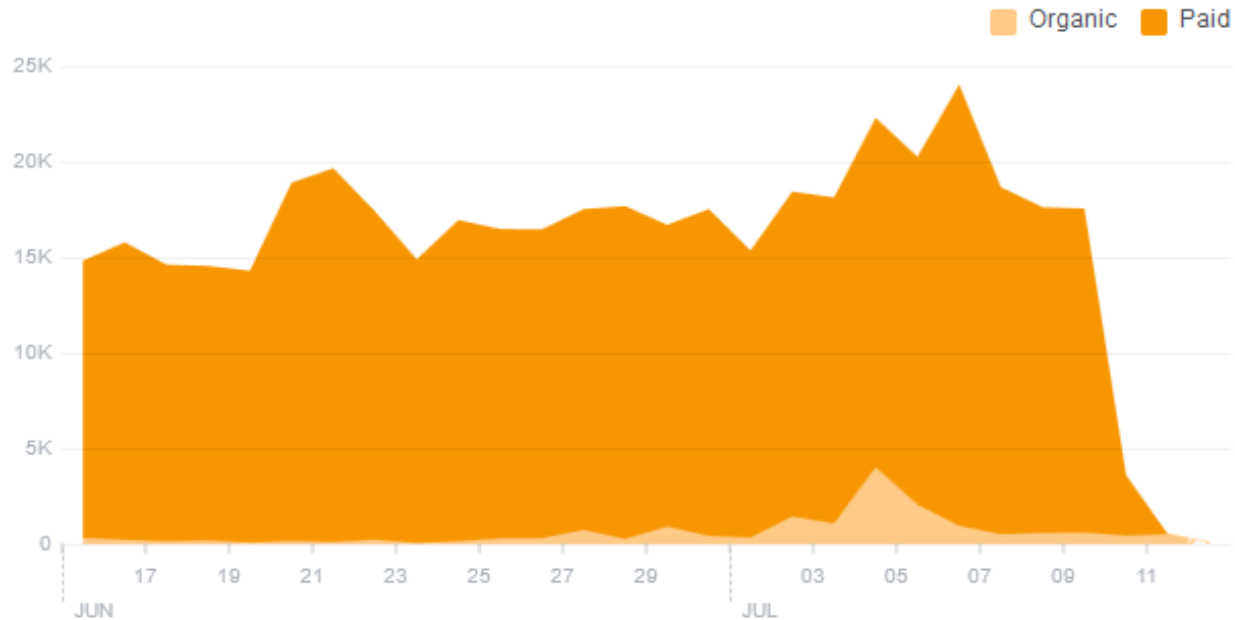
Rotary Pollinator & Best Project Videos produced with only €450



Promoting Rotary in Cyprus

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



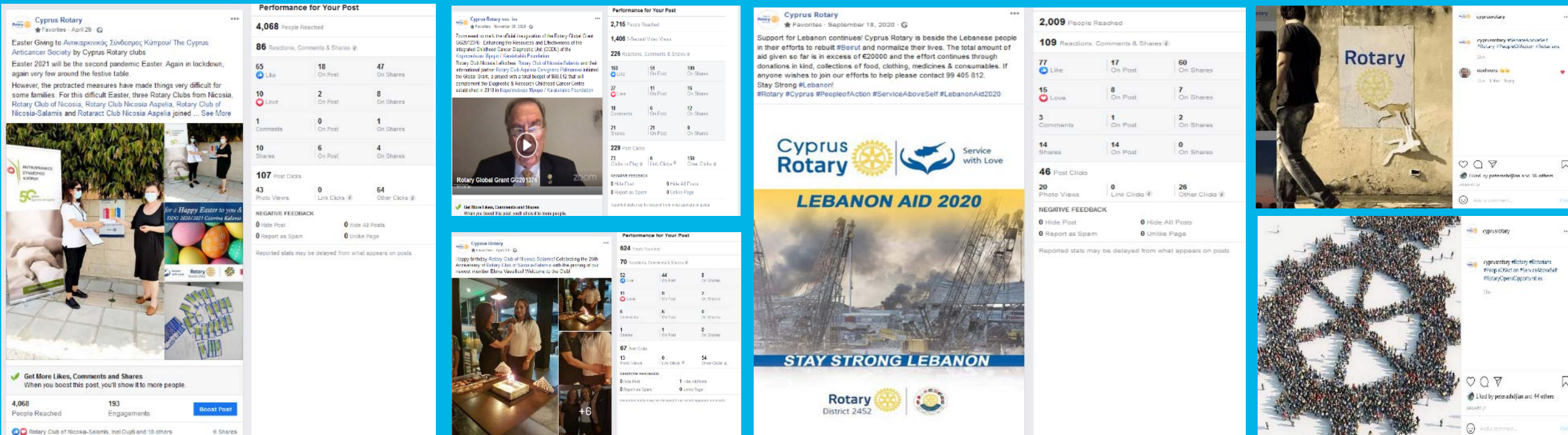
Ad Name	Ad Set Name	Schedule	Reach	Impressions	Frequency	Results	Cost per Result	Amount Spent	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)
ENVIRONMENT	Phase 3	Jul 1, 2021 - Jul 10, 2021	48,496	130,575	2.69	5,780 Estimated Ad...	€0.01 Estimated Ad...	€78.00	€0.60	17	€4.59
HEALTH-KARAIKAKIO	Phase 3	Jul 1, 2021 - Jul 10, 2021	43,169	114,808	2.66	4,720 Estimated Ad...	€0.02 Estimated Ad...	€75.00	€0.65	3	€25.00
EDUCATION	Phase 2	Jun 23, 2021 - Jul 1, 2021	42,656	103,953	2.44	4,840 Estimated Ad...	€0.01 Estimated Ad...	€59.85	€0.58	17	€3.52
HEALTH-COVID	Phase 2	Jun 23, 2021 - Jul 1, 2021	37,472	91,686	2.45	4,180 Estimated Ad...	€0.01 Estimated Ad...	€60.38	€0.66	—	—
PARKS	Phase 1	Jun 15, 2021 - Jun 23, 2021	35,776	87,474	2.45	3,910 Estimated Ad...	€0.02 Estimated Ad...	€60.81	€0.70	—	—
INTERNATIONAL	Phase 1	Jun 15, 2021 - Jun 23, 2021	44,832	108,550	2.42	5,270 Estimated Ad...	€0.01 Estimated Ad...	€60.66	€0.56	21	€2.89
Total Results		—	66,289 People	637,046 Total	9.61 Per Person	7,540 Estimated Ad...	€0.05 Estimated Ad...	€394.70 Total Spent	€0.62 Per 1,000 Impressions	58 Total	€6.81 Per Action

Ad Name	Ad Set Name	Schedule	Page Engagement	Cost per Page Engagement	Post Comments	Post Reactions	Post Saves	Post Shares	ThruPlays
PARKS	Phase 1	Jun 15, 2021 - Jun 23, 2021	5,881	€0.01	1	10	2	—	682
INTERNATIONAL	Phase 1	Jun 15, 2021 - Jun 23, 2021	9,176	€0.01	—	31	1	2	919
EDUCATION	Phase 2	Jun 23, 2021 - Jul 1, 2021	6,642	€0.01	2	21	—	—	677
HEALTH-COVID	Phase 2	Jun 23, 2021 - Jul 1, 2021	7,060	€0.01	1	14	—	2	713
ENVIRONMENT	Phase 3	Jul 1, 2021 - Jul 10, 2021	7,924	€0.01	1	21	—	—	946
HEALTH-KARAIKAKIO	Phase 3	Jul 1, 2021 - Jul 10, 2021	8,699	€0.01	—	28	—	—	792
Total Results		—	45,382 Total	€0.01 Per Action	5 Total	125 Total	3 Total	4 Total	4,729 Total





Promoting Rotary in Cyprus



Our Facebook year results show the performance of our posts with best post the Anticancer 4000 reached, 2nd Karaiskakio with 2700, and 3rd Lebanon 2000.



Supporting Rotaract - A Youth Project

- Mentorship Support of VDRR
- Organisational Support for Rotaract Clubs
- Financial Support for Rotaract Clubs – 1000 Euros
- MEDICON Sponsorship
- Mediterranean Peace Forum Support and Active Co-ordination – 23/05/2021



**600 Cypriot Rotarians,
organised in 20 Rotary Clubs**

**Take Action to turn problems into solutions
every year!**

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BEST PROJECTS

SERVE TO CHANGE LIVES

WE ARE ROTARY CYPRUS

WE ARE PEOPLE OF ACTION!



www.rotary.org

www.rotary-cyprus.org

www.facebook.com/cyprusrotary

www.instagram.com/cyprusrotary

www.twitter.com/Cyprus_Rotary



My wish for the future, and I believe it is a wish from everyone here, is that little Alasia, Nesil and Leda-Caterina to grow up in a united country meet and play together without Pandemics and in Peace.

