

Chair's Message

July 2005

My Amigos,

You all know of the greatness of Rotary, but it's my duty, as Chair of The Rotary Foundation, to remind you of the importance of Our Rotary Foundation, and to ask each of you to establish a personal goal to have the best year of Rotary Foundation giving ever. I want to share with you some goals I have the 2005-06 Rotary year.



Frank Devlyn

1. **Every Rotarian, Every Year.** You know this means every Rotarian is personally asked to make a contribution to The Rotary Foundation of at least US \$100 every year. One hundred dollars may not be a tremendous amount of money, but multiplied by 1.2 million Rotarians, it's an amazing force for good. Every time you speak at a club, talk about Every Rotarian, Every Year. But first, make sure you make your donation yourself. There is one golden rule to fundraising; you must lead by example.
2. **Encourage every Rotary club to participate in a TRF program every year.** Our Rotary Foundation supports many of the hundreds and thousands of projects that the public associates with Rotary worldwide. The scholarships, the univocational GSE teams, the orphanages, the malaria nets, the clean water, the wheelchairs, the cataract surgeries, the local youth programs—you name it, Our Foundation is there. Encourage every club in your area to participate in a Rotary Foundation project and be sure the clubs or districts share the TRF program with the local media to enhance Rotary's Image in your communities. It might attract new members and will definitely make current members proud of our work. Make sure your members understand that for Rotary to be there for their communities, they have to be there for the Foundation.
3. **Encourage every Rotarian to support the Permanent Fund of our Foundation by contributing a percentage of their assets.** You and your zone team are key players in finding and convincing that ever growing number of Major Donors to make large donations to Our Foundation - \$10,000 to \$1 million and more. During your visits to clubs and districts, share some of the wonderful stories about who these unique individuals are and, most importantly, why they decided to give these large donations to Our Foundation - Trust being the key reason.
4. **Seek and explore opportunities with other organizations to leverage TRF funds and volunteers.** One of the very great things about PolioPlus is that we have the best partners in the world helping to complete the job of wiping out polio. UNICEF, the World Health Organization and the Centers for Disease Control and Prevention have all lent their logistical and scientific expertise to PolioPlus. But every one of them will tell you we would not be where we are today without Rotary.

My charge to you is to make sure every dollar counts. Look for matching funds outside of Rotary. Whatever the project requesting Rotary Foundation help, there is a strong possibility that some government, NGO or business group with impeccable reputation might match the amount received from The Rotary Foundation.

Let's make 2005-06 a great beginning to a second century of Service. I ask you to Create Awareness about Our Foundation, and Take Action to give meaning to "Service Above Self." If we do that, we will have the best year ever for our Rotary Foundation.

Muchas gracias.

Frank Devlyn

The Rotary Foundation Trustee Chair, 2005-06

Past Rotary International President, 2000-01