

# ROTARY DISTRICT 6460



20 Nob Hill Drive, Jacksonville, IL 62650

SERVICE Above Self

April 2006, Volume #15, Issue #10

Keith Lape, District Governor, District 6460

## April is Magazine Month

M. Kathleen Pratt, Managing Editor  
*The Rotarian*  
April 2006

Ah, sweet solitude. After a hectic week, there's nothing I look forward to more than a quiet Saturday morning alone with my newspaper and a cup of coffee. But as much as I love my weekly retreats, there are plenty of instances when I would never want – or dare – to go it alone. An example that springs to mind is the monthly production of this magazine; without the rest of the staff, even my best intentions would be for naught.

The same can be said of Rotarians. You might have the passion and drive to get a service project off the ground, but without support from your club and district, your resources to see it through are limited. Even when a single Rotarian does pull off a fantastic philanthropic feat, support from the outside can only strengthen efforts. No matter how you look at it, cooperation is an indispensable part of success in service.

With this in mind, we set out to explore some of Rotary's most productive cooperative relationships. We started by finding out what Rotarians have accomplished by teaming up with other groups, be they community-based nonprofits or corporate giants. Then we took a close look at the relationship between Rotary and one of its oldest and most influential partners, the United Nations. We found that partnerships, both formal and informal, have become an essential part of nearly every

Rotary club's formula for success.

This culture of interdependence isn't limited to Rotarians in the field. Even here at *The Rotarian*, we know we can't go it alone. That's why, although April is Magazine Month on the Rotary calendar, we want to encourage you to look beyond *The Rotarian* for your Rotary news.

When was the last time you visited [www.rotary.org](http://www.rotary.org)? If you haven't seen RI's Web site lately, you might be surprised at the recent changes. We've responded to your requests to see more stories from *The Rotarian* online, creating a new home for them at [www.rotary.org/rotarian](http://www.rotary.org/rotarian). You'll still find breaking news at [www.rotary.org](http://www.rotary.org), but now it's complemented by photo essays, slideshows, and exclusives.

In the last year, we've also introduced RVM: The Rotarian Video Magazine to bring you documentary-style coverage of Rotary's most dynamic people and projects. The first and second editions are available now at [www.rotary.org/shopping](http://www.rotary.org/shopping).

Ready to expand your network? Make [www.rotary.org](http://www.rotary.org) your homepage and you'll always be up on new releases and breaking Rotary news.

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## Breaking News

**Want to see your story in *The Rotarian*? Here's the game plan!**

Ever wonder how the stories you read in *The Rotarian* make their way into an issue? Take a look at what happens behind the scenes.

**1. ROLL THE DICE ON A BRIGHT IDEA:** Where do we get story ideas? We comb local media for leads, sort through freelance queries, talk to partner organizations, and pick the brains of staff members who have frequent contact with Rotarians. Most often, we get leads straight from the source: Rotarians. We're much more likely to focus on leads that follow our submission guidelines, available at [www.rotary.org/rotarian/](http://www.rotary.org/rotarian/).

**2. START BY FINDING THE ANGLE:** When a story idea catches our eye, we check out the details. Is there an unusual angle? Will the topic interest our readers? Is it possible to arrange a photo shoot or assign an illustrator to the story? Or, if the event has already occurred, are there magazine-quality photos readily available? This last one is

sometimes a deal-breaker.

**3. GO DIRECTLY TO REPORTING AND WRITING:** Once we've decided a story will run in the magazine, we assign it to a freelancer. Then the process of researching, reporting, and writing begins. Depending on story length and location, this can take from one week to three months. During this time, our art department assigns the story to a photographer or an illustrator.

**4. EDIT BEFORE YOU ROLL AGAIN:** Once a writer files a story, it moves through our editing process. This includes a dialogue between the editor and writer to clarify certain points. Sometimes parts of the story need to be rewritten. There's always additional fact-checking and copyediting.

**5. SKIP TO THE PHOTOGRAPHY:** We often plan photography and art to accompany stories before they're written, so by this point in the game, we often have photos in hand. Photography might be assigned to an

(Continued on page 2)

## President's Message

Dear fellow Rotarians,

April is Magazine Month. The official magazine of Rotary International, *The Rotarian*, is published monthly in English. There are 30 additional magazines published throughout the Rotary world. Each has a local touch, and many are published in a language other than English. Every Rotarian must subscribe to either *The Rotarian* or one of the other Rotary magazines. Each Rotary magazine must be certified by the RI Board of Directors. This process is of vital importance, as it unifies messages to Rotarians throughout the world while still allowing the editors to adapt their magazines to fit local needs. The editors meet on a regular basis to exchange information and update the publishing procedure. Until recently, such meetings had been held every third year; now they are held every other year.

The Rotary magazines are of great importance for communication between Rotarians and the RI Board. According to our Manual of Procedure, they exist to further the purpose of RI and the Object of Rotary.

The *Rotarian* and the other magazines, known collectively as the Rotary World Magazine Press, are a wonderful source of information. We can read about Board decisions, Foundation issues, upcoming events such as the next convention (Malmö-Copenhagen 11-14 June, be sure to be there!), items for consideration at the next

(Continued on page 3)

## District Governor's Report 2006

To: Rotarians of District 6460

From: Keith R. Lape, District Governor



I am bringing to your attention three items that I believe are of major value to the District. I hope that you will review the items below, and, if questions occur, please contact me or someone who can help answer your questions.

1) In District 6460, a new venture occurred on March 24 and 25. Presidents of Rotary Clubs for the Rotary Year 2006-2007 met with three other Illinois Rotary Districts to create the new Multi-District PETS (Presidents Elects Training Seminar). It was an outstanding activity. The participants (President Elects) of the Rotary Clubs were eager to participate, and the speakers were superb.

The activities were well orchestrated, the setting was pleasant for the participants, and the speakers were nationally and internationally known. While the start was beneficial, plans are already under way for the next Multi-District PETS. Clubs will do quite well if they start selecting the incoming presidents with the need to participate in the PETS activities.

2) Today, I conducted a meeting to finalize the information submitted by the clubs regarding the several opportunities

(Continued on page 3)

District Conference  
April 28-29, 2006

District Golf Outing  
April 27, 2006

Jacksonville

Registration forms for both events  
available on District website:  
[rotarydistrict6460.org](http://rotarydistrict6460.org)

ROTARY INTERNATIONAL DISTRICT 6460  
**AREA HIGHLIGHTS SCHEDULE FOR DISTRICT NEWSLETTER**

Newsletter Issue	Area	Assistant Governor	Submission Deadline
August 2005	7	David Parson	July 31, 2005
September 2005	2	Richard Passmore	August 31, 2005
October 2005	10	Phillip Blandon	September 30, 2005
November 2005	8	Tom Turpin	October 31, 2005
December 2005	4	Dick Williams	November 30, 2005
January 2006	5	David Knierem	December 31, 2005
February 2006	1	David Uhlmann	January 31, 2006
March 2006	6	Debbie Naught	February 28, 2006
April 2006	9	Joe Malench	March 31, 2006
May 2006	3	<b>Karl Kuppler</b>	<b>April 30, 2006</b>

- ♦ **Why:** Inform District Rotarians of individual club efforts and issues of local interest
- ♦ **Who:** One area per month (See District List of Areas and Clubs on page 6)
- ♦ **When:** See schedule above
- ♦ **What:** Club Info-New or old-Articles, photos, reports, members' accomplishments
- ♦ **How:** Email, US Mail
- ♦ **Where:** Skip Nelson  
 295 Sandusky Street, Jacksonville, IL 62650-1844  
 Phone: 217.243.4219 Mobile: 217.473.6127  
 Email: [fbncpp@hotmail.com](mailto:fbncpp@hotmail.com)

## Stories For The Rotarian

(Continued from page 1)

RI staff photographer or a freelancer; we also use stock photos. From time to time, we publish high-quality amateur shots captured in the field.

**6. GO BACK TO START AND BEGIN THE DESIGN:** At the design stage, the goal is to clearly organize the architecture of the magazine while making the best use of available resources - especially the latest technology. Using typography, photos, and illustration, our art department creates a compelling layout for each story that interprets the story's message and captures the reader's attention.

**7. DRAW AGAIN:** The final touches we give every story before we ship everything to our offsite printer include proofreading captions and headlines, as well as prep work such as retouching photos and creating PDF files of pages.

**8. THE FINISH LINE:** Before the presses start rolling, we work with our printer for a week or more on the technical aspects of preparing pages for press. Afterward, there's binding to be done. Finally, address labels are affixed and the issue is mailed to about 412,000 subscribers in the United States and another 89,000 abroad. Within a few days, it arrives in your laptop.

(What's next? A sure way to get noticed by The Rotarian is to send as a lead that relates to the subject we're planning to cover. How do you know what's on deck? Check our monthly listing, which includes a peek at upcoming stories and calls for specific submissions. It's always beside the Rotary World Press section in *The Rotarian* or online at [www.rotary.org/rotarian/](http://www.rotary.org/rotarian/).

*This article originally appeared in the April 2006 issue of The Rotarian.*

## Need a Program for Your Club?

### Group Study Exchange (GSE) Presentations

Members of the District 6460 GSE team who visited Argentina in the spring of 2005 are willing to make presentations to clubs in the District.

Contact GSE Team Leader Helen Downey of Jacksonville. Call Helen at 217-245-4381 or email her at [helen.downey@mchsi.com](mailto:helen.downey@mchsi.com).

### Rotary International Foundation Presentations

by District Rotary Foundation Committee  
 Chair Fred Osburn

Call Fred at 217.245.4564 or  
 by email at [FO926@aol.com](mailto:FO926@aol.com)



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Send information and pictures for the newsletter to:

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Phone: 217.243.4219

Mobile: 217.473.6127

[email: fbncpp@hotmail.com](mailto:fbncpp@hotmail.com)

Deadline - end of the month



BY CHOICE HOTELS

## District Conference Hotel

Comfort Inn  
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 800-4Choice  
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# President's Message

(Continued from page 1)

Council on Legislation, possible changes within the administration, and projects from all over the world. Not long ago, the telegram was the way to communicate internationally. Then the telegram was replaced by the telex machine, which was followed by the facsimile. Now the Internet is the way of daily communication. Television has also added to

rapid communication. Yet newspapers, books, and magazines remain fundamental resources, difficult to replace. Through Service Above Self, let's support our magazines, a super source of information.

**Carl-Wilhelm Stenhammar  
President,  
Rotary International**

## Think you're the best? Increase Rotary's Awareness and Create Better Projects

According to the U.S. Internal Revenue Service, there are more than 1.5 million non-profits in the United States. With so many other service-oriented organizations out there, it's easy to understand how Rotary is sometimes overlooked. But increasing Rotary awareness isn't as hard as you might think. By working together with another organization, clubs can:

- Increase awareness of club activities
- Multiply the impact of a project locally and internationally
- Inspire community leaders to join Rotary
- Provide access to technical or financial resources

To encourage and recognize outstanding club projects done in cooperation with other organizations, Rotary's Public and External Relations department created the Best Cooperative Projects Award in 2004. The award honors clubs that have increased awareness of Rotary by working with other organizations.

Take a look at a few of last year's winners:

**South Africa:** Interactors, Youth Exchange students, and Rotarians from the Rotary Club of Umhlanga combined efforts with the Feedback Food Redistribution organization to collect food, purchase vehicles, and conduct fundraising activities.

**Canada:** The Rotary Club of Port McNeill, B.C., and the Rick Hansen Man in Motion

Foundation, along with the Town of Port McNeill, developed a pool lift to make a local pool accessible to people with disabilities.

**India:** The Rotary Club of Baroda Jawaharnagar, Indian Petrochemicals Corporation Limited, Vadodara Municipal Corporation, Shri Jalaram Sevashram Trust, and a local parliament member worked together to remodel the city crematorium.

**Philippines:** The Rotary Club of Navotas combined efforts with Sorooptimist International, the municipal government of Navotas, and the Department of Education Division of City Schools to raise awareness about waste management and recycling.

**United States:** Members of the Rotary Club of Goochland County, Va., conducted home repairs for low-income seniors with the nonprofit Senior Connections.

Apply for next year's award at the **Best Cooperative Award Web page**; send questions to [ers@rotary.org](mailto:ers@rotary.org). All applications for projects completed in 2006 must be approved by your district governor by 15 March 2007.

*The Rotarian*, April 2006

## Hot Off the Presses - New Rotary Publications

Need to know the latest Rotary financial news? Order the RI Annual Report.

Longing for the summer days you spent in Chicago? Buy the new 2005 Centennial Convention Photo CD.

Know someone who wants to be an Ambassadorial Scholar? Get the 2007-08 application.

New and revised versions of these publications and many more are now available. Most publications are offered in several languages. To order, visit the following links or contact RI Publications Order Services (phone: 847-866-4600; fax: 847-866-3276; or e-mail: [pbos@rotary.org](mailto:pbos@rotary.org)).

- **2005 Centennial Convention Photo CD** (new: codeline 014)
- **GSE Poster** (new: codeline 1-06)
- **Rotary World Peace Fellow** (revised: codeline 12-05)
- **2007-08 Ambassadorial Scholarships Application** (revised: codeline 7-05)
- **Rotary International Annual Report 2004-05** (revised: codeline 11-05)
- **The Rotary Foundation Annual Report 2004-05** (revised: codeline 10-05)
- **The Rotary Foundation Quick Reference Guide** (revised: codeline 9-05)
- **Rotary Volunteers - International Volunteer Registration Form** (revised: code line 12-05)
- **RI Theme Postcard 2006-07** (new: codeline 910MU)

*The Rotarian*, April 2006

*Note: Many of the above publications can be downloaded from [www.rotary.org](http://www.rotary.org) as a PDF file.*

# District Governor Message

(Continued from page 1)

to recognize the members of Rotary throughout the District. Several Rotarians' names were submitted for 30, 40, 50 or more years of service. Several also have perfect attendance that equals the length of their service.

At the District Conference we will be recognizing the Rotary Clubs and Rotarians for the special services that so many have performed. The projects have helped the home area and the world community to be a better place. The many projects that have been reported are only scratching the surface of the many projects and cooperative projects that have occurred. I only hope that clubs will submit the information in the future so that all of the Rotarians who have performed service can be recognized. Of equal importance is the need for clubs and the District to report the activities so that Rotary is recognized for its positive influence.

3) I am providing you some last minute information regarding the District Conference/Assembly. I know that several people have conflicts, but for those of you that have the opportunity to travel to Jacksonville and attend the District Conference, I believe you will be pleased with the events. We have a group of excellent speakers who will address the confer-

ence. Many clubs will be sharing with you information that will be beneficial to making the year ahead more productive.

The representative of the International President is Patsy Derr from Texas. I am looking forward to having Patsy here to present information on behalf of President Carl-Wilhelm Stenhammar. R I Director Bob Stuart will be with us on Saturday and will be speaking at the luncheon on Saturday.

Members of the in-bound GSE team and the out-bound GSE team will be present during the conference. The out-bound team will have returned from their trip to Korea, and the in-bound team will have just arrived a few days before the start of the conference. Last year's out-bound team will also be with us.

Finally, the Long Term Youth Exchange will be at the conference. I am not sure what they are planning, but I know that they are already practicing for their performance(s).

It is difficult to summarize the activities of the conference in a few short paragraphs, but I hope that you have read enough to find it necessary to further investigate the conference schedule and send in your registration. Please complete it as early as possible so your stay with us will be a pleasant one. **SEE YOU IN JACKSONVILLE!**

## Macomb Centennial Morning Club To Celebrate 1st Anniversary

On June 1 at 7:00 a.m. the Macomb Centennial Morning Club will be celebrating the first anniversary of being officially chartered by Rotary International. If you are an early riser, please consider joining them for their celebration. The club meets one block south of the Court House at the Old Dairy Restaurant, which is across the street from the Western Museum and the Macomb Library, on Lafayette Street (which is Route 67 continuing straight over the railroad tracks).

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6460

WEBSITE

[www.rotary-district6460.org](http://www.rotary-district6460.org)



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# AREA 9 HIGHLIGHTS

**Joe Malench,  
Assistant Governor Area 9**



**East Alton Rotary Club**

Charter Year 1971  
President 2005-2006 - Joe Silkwood

**Edwardsville  
Rotary Club**

Charter Year 1925  
President 2005-2006 -Gerry Schuetzenhofer

**ROTARY  
DISTRICT 6460  
WEBSITE**

[www.rotarydistrict6460.org](http://www.rotarydistrict6460.org)

**Bathalto  
Rotary Club**

Charter Year 1942  
President 2005-2006 -  
Daniel Buller

**Alton-Godfrey  
Rotary Club**

Charter Year 1921  
President 2005-2006 -Sharon Johnson

**Wood River  
Rotary Club**

Charter Year 1929  
President 2005-2006 - Patti Anderson

**District Conference**  
April 28-29, 2006

**District Golf Outing**  
April 27, 2006

**Jacksonville**

*Registration forms for both events  
available on District website:*

[rotarydistrict6460.org](http://rotarydistrict6460.org)

# Springfield Rotary Club's Proposed Amendments to RI Manual of Procedure

The Springfield Rotary Club will be submitting the following amendments to the Rotary Manual of Procedure. These amendments will be presented to the District 6460 Business meeting on April 29, 2006, in Jacksonville. When approved by the District 6460 delegates, the proposed amendments will be forwarded

to RI for consideration during the Council on Legislation in Chicago, spring 2007. Please review these suggestions (in the right column) and come with your recommendations and be prepared to vote on them.

*Charles H. Farrar*  
District 6460 Secretary

## District 6460's Group Study Exchange 2006-2007

Rotarian Helen Downey will chair the District 6460's Group Study Exchange (GSE) Program for 2006-2007. Helen, a member of the Jacksonville Rotary Club, brings a great deal of professionalism to the position. She was a Local Office Administrator for the State of Illinois before retiring to numerous volunteer responsibilities in the Jacksonville area. She led our District's GSE team in 2005 to Argentina and has hosted many GSE members from other countries including France, the Philippines and Italy. Helen's international involvement doesn't stop there. Her husband Ernie led a GSE Team to the Philippines in 1998, and her daughter Sarah was a Rotary Exchange Student to France in 1996-1997.



team will be hosted by Rotarians of District 3190 in Central India. The dates of the trip are January 15, 2007 through February 14, 2007.

If you have an interest in participating, or know of anyone interested, please contact Helen at 217-245-4381 or by e-mail: [helen.downey@mchsi.com](mailto:helen.downey@mchsi.com) for an application. The application deadline is July 1, 2006. Competitive interviews will be conducted on July 29, 2006.

Helen will be looking for persons in the field of medicine and associated career areas to spend four weeks traveling in Central India. Team members are non-Rotarian young professionals between the ages of 25 and 40. The team travels at Rotary's expense, representing Illinois and Rotary District 6460.

The 2006-2007 District 6460 GSE Team will consist of four team members and a Rotarian Team Leader. The

## DGE Dick Robinson Announces RI Scholarship Applications Now Available

Awarding an Ambassadorial Scholarship is great fun. As a Rotarian, you have a wonderful opportunity to meet great young people from the communities within District 6460. Please take time to find and encourage young people in your community, or studying in your community, to participate in District 6460's scholarship program. The types of scholarships include: Academic-Year Scholarship; Multi-Year Scholarships and Cultural Scholarships.

Rotary Grants for University Teachers will also be included in this interview process.

This year there will be a more com-

prehensive approach to all scholarships. All candidates for every category with the exception of the Rotary World Peace Fellow Scholarship, will be competing against each other for the scholarship.

The Rotary World Peace Fellowship Committee will be separate from other scholarship programs for the purpose of reviewing and interviewing.

David McDonald is Chairman of the Foundation Committee's Scholarship Program. He can be contacted at 309-343-8181 or at [mcslaw@knoxnet.net](mailto:mcslaw@knoxnet.net). You may contact RI Headquarters at [www.rotary.org](http://www.rotary.org) or by phone 847-866-3332 for application information.

### PROPOSED ENACTMENT 07-

To include the Four Avenues of Service in the Standard Rotary Club Constitution

Proposed by the Board of Directors of RI

1 IT IS ENACTED by Rotary International that the STANDARD ROTARY CLUB  
2 CONSTITUTION be and hereby is amended as follows (page 237 MOP)  
3  
4 Article 5. Four Avenues of Service  
5 Rotary's Four Avenues of Service are the philosophical and practical framework for the  
6 work of this Rotary club.  
7  
8 1. Club Service, the first Avenue of Service, involves action a member must take within  
9 this club to help it function successfully.  
10  
11  
12 2. Vocational Service, the second Avenue of Service, has the purpose of promoting high  
13 ethical standards in businesses and professions, recognizing the worthiness of all  
14 occupations, and fostering the ideal of service in the pursuit of all vocations. The role of  
15 this club includes developing projects that help members contribute their talents to  
16 meeting society's needs. The role of members includes conducting themselves and their  
17 businesses in accordance with Rotary's principles and responding to projects this club  
18 develops.  
19  
20 3. Community Service, the third Avenue of Service, comprises varied efforts that  
21 members make, sometimes in conjunction with others, to improve the quality of life of  
22 those who live within this club's locality or municipality.  
23  
24 4. International Service, the fourth Avenue of Service, comprises those activities that  
25 members do to advance international understanding, goodwill, and peace by fostering  
26 acquaintance with people of other countries, their cultures, customs, accomplishments,  
27 aspirations, and problems, through reading and correspondence and through cooperation  
in all club activities and projects designed to help people in other lands.

(Subsequent articles will be renumbered as appropriate.)

(End of Text)

Note: New material is underlined.

### PURPOSE AND EFFECT

This enactment would amend the Standard Rotary Club Constitution to include the "Four Avenues of Service."

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# Going corporate

## Four tips on teaming up with business

By Susan Carey Dempsey  
The Rotarian  
April 2006

Persuading a large corporation to participate in a club project may seem overwhelming. Believe it or not, it can be done. Take a look at these successful Rotary club collaborations with McDonald's, Merck & Co., Wal-Mart, and the Coca-Cola Company, and learn how to strengthen your club's impact by harnessing the power of a corporate partner.

### Find connections in your back yard

The Rotarian Action Group RFFA, Rotarians for Fighting AIDS, is one example of Rotarians taking the corporate bull by the horns. Since RFFA's formation in 2003, the group has garnered support from three collaborator organizations, including Coca-Cola's operations in Africa and the company's Africa Foundation.

Founder Marion Bunch of the Rotary Club of Dunwoody, Ga., USA, initiated this groundbreaking collaboration to honor the son she lost to AIDS.

"As a parent who'd lost a child, I had to find a way to do something," Bunch says. "At first, I went from pillar to post, calling the top doctors I could find, asking questions about what Rotarians could do. When I met with Dr. Mark Ottenweller, the director for Africa of Hope Worldwide, we devised a public/private partnership that could make a difference."

Bunch created RFFA to unite Rotarians interested in working on an AIDS project with Hope Worldwide, a global charity with expertise working with AIDS victims. The project was named the Africa Network for Children Orphaned and at Risk, or ANCHOR, and is focused on relieving the suffering of AIDS orphans in Africa and around the world. Hope Worldwide's African operations carry out relief on the ground and train Rotarian volunteers to assist their efforts. Emory University's School of Nursing then monitors and evaluates the results.

Seeking a corporate sponsor, Bunch also approached the Atlanta-based Coca-Cola Company.

"I was invited (on purpose) to a gathering where I could be introduced to the whole executive team from the company's operations in

Africa when they were in town," says Bunch. Jennifer Jenkins, a fellow member of the Dunwoody Rotary club who had consulted for Coca-Cola, made the introduction.

In her pitch, Bunch illustrated how the ANCHOR project aligned with Coca-Cola's interests. As a leading employer in Africa, the company made a public commitment to fighting HIV/AIDS. Bunch began a campaign to persuade the executives that collaborating would have a positive impact and generate good publicity for a relatively modest investment.

Bunch and Ottenweller also lobbied in Washington, D.C., for U.S. government funding of the ANCHOR initiative. The duo focused on Ambassador Randall Tobias with a plan proposing Hope Worldwide as the grantee.

"I was his first appointment on his first day of work," Bunch says of her meeting with Ambassador Tobias, who was appointed by President Bush to coordinate HIV/AIDS activities at the State Department in 2003. After a year of lobbying, Bunch and Ottenweller secured the grant and were awarded US\$8.1 million from USAID – the donation that persuaded Coca-Cola to support ANCHOR.

"After a year and a half of talking to many people at Coke, I finally got my major donor, which was the U.S. government, and that did it," says Bunch.

The Coca-Cola Africa Foundation agreed to provide "seed funding" of \$50,000 to get the project off the ground, and the company's Africa division continued to support the project with its marketing expertise and connections. The funds helped get Rotarians to Africa for strategic planning sessions, operations discussions, and training, Bunch says.

"You have to work your relationships and you can't give up," says Bunch. "Rotary is the most powerful humanitarian organization in the world, so how could somebody turn us down? That was my attitude."

### How about an in-kind donation?

In 1998, the Rotary Club of Bonds Meadow, Md., USA, gave \$375 to an organization called Interchurch Medical Assistance (IMA), which connects corporate donations of health and relief supplies to programs in developing countries.

That small donation opened the door for the two organizations to collaborate to fight river blindness (onchocerciasis), a parasite that often causes vision loss in the developing world. The project multiplied in value many times over by taking advantage of a popular trend in corporate support – in-kind donations. They secured Mectizan, the drug that prevents river blindness, from Merck & Co. for free.

According to Gifts in Kind, a nonprofit organization specializing in product philanthropy, product donations are a key element today in major companies' giving programs. In fact, a November 2005 survey of corporate contributions reported that in 2004, non-cash donations accounted for 56 percent of all contributions made by the U.S. companies surveyed.

Bonds Meadow Rotarian Jan Flora says another critical step was to secure a 3-H Grant from The Rotary Foundation of Rotary International to develop a program to distribute the medicine in the affected regions.

Today, the Bonds Meadow club works with two Rotary clubs in Dar es Salaam, Tanzania, and with volunteers from IMA to distribute the drug Mectizan (ivermectin), which eliminates the worm that causes the disease. "We could not combat river blindness without the donation of this medicine," Flora says.

The river blindness project serves an area that is about 43 percent infected and accounts for about 1 percent of the nearly 18 million infected people worldwide. Treatment involves a single dose each year, and Merck's contribution to the people in this part of East Africa is expected to reach about \$30 million.

### Know your responsibilities

The Rotary Club of Sao Paulo-Barra Funda in Brazil holds its annual community food drive in a location brimming with food: Wal-Mart.

On 27 November 2005, shoppers donated more than one ton of food in a single day. The convenience of buying and donating in the same place was a major factor in the event's success.

"It's a win-win," says Rotarian Celso Fontanelli, who organizes the event.

Although Wal-Mart provides the space, it expects the Rotarian organizers to take on most of the responsibility, Fontanelli says. "We even help the store project in advance what most people will buy – beans, rice, oil – so they won't run out of supplies for the day."

Fontanelli also notes that Wal-Mart asks his club to train the volunteers to encourage – but

not pressure – customers to support the project. "Wal-Mart gives us a list of what can and cannot be done," he says.

As competition for corporate partnerships continues to grow, companies expect nonprofit partners to be savvy and responsible. Before you enter an agreement with a corporation, be sure to discuss all expectations.

### Don't forget what Rotary offers

Rotarians in Australia have a valuable long-term relationship with McDonald's.

"For many years the Australian Rotary clubs have supported Ronald McDonald Houses, where children involved in cancer treatments and their families can stay," says Robert Aitken of the Rotary Club of the Lower Blue Mountains, Australia. In return for that long-standing support, McDonald's promotes a cause of the clubs' choosing on its restaurant tray mats – up to 7 million of them – for two weeks out of each year.

The two organizations negotiate the cause to be promoted, says John Thorne, general manager of the Australian Rotarians Corporate Alliance Program and member of the Rotary Club of North Hobart, Australia.

In early 2005, the tray mats increased awareness of Australian Rotarians' efforts to raise funds for tsunami relief.

"I got many phone calls from people saying they had no idea Rotary was involved to the extent it was, and what a great thing it was," Thorne says. "And it was really because of McDonald's."

He estimates that printing the mats costs McDonald's more than A\$300,000.

But Aitken points out that the partnership is valuable for McDonald's as well. "McDonald's sees Rotary as a responsible community organization," he says, noting that McDonald's stands to better its public image by supporting Rotary.

Although these Rotarian partnerships differ widely, they share essential characteristics that are crucial to success. With careful research, commitment, and awareness of each partner's needs, such alliances can yield positive results for all concerned, working as a powerful mechanism for leveraging large-scale action and sustainable change.

Susan Carey Dempsey is editor in chief of [onPhilanthropy.com](http://onPhilanthropy.com), a global resource for nonprofit and philanthropy professionals.

This article originally appeared in the April 2006 issue of *The Rotarian*.

## GSE Team in Korea

(Below) District 6460's GSE Team Arrives in Incheon, Republic of Korea.



(Above) District 6460's GSE Team's first day in Daejeon, Republic of Korea.

# District 6460 District Conference Business Meeting Item

Pursuant to the By-Laws of Rotary District 6460 you are hereby informed of the following proposed amendment to the By-Laws:

## A Proposed Amendment to the By-Laws of Rotary District 6460:

Article XI,  
Section 5 – The District shall incorporate Rotary District 6460 under the Laws of the State of Illinois and sustain that incorporation. The officers of the corporation shall be the District Governor as President, District Secretary as Secretary and District

Treasurer as Treasurer. The Board of Directors of the corporation may be selected by the District Finance and Advisory Committee.

At the District Conference there will be other items discussed at the Business Meeting for the future direction of the District.

Charles H. Farrar  
RI District 6460 Secretary

## Quotables About Rotary

Here are a few examples of what others are saying about Rotary.

"Through my contact with Rotary, I learned about the importance of community service: the Rotary motto of Service Above Self has left a deep impression and has guided me since. I would like to express my profound gratitude to the Rotary Foundation for having given me that unique opportunity and a solid foundation that eventually led me to the Office of the UN High Commissioner for Refugees, a global service organization to protect those fleeing from armed conflict and persecution."

— **Sadako Ogata, Japanese Prime Minister's Special Representative for Assistance to Afghanistan**

"Rotary has the ability to organize campaigns to mobilize support for some of the worthiest causes that exist, and that makes Rotary a precious resource."

— **Kofi Annan, Secretary-General of the United Nations**

"[Rotary has] proven how much can be accomplished when a group selflessly uses every ounce of the political capital it has to help the world's most disenfranchised children."

— **William H. Gates Sr., Co-chair of the Bill & Melinda Gates Foundation**

"I admire the Rotary promise to solve problems that destroy lives and trample dreams and human potential."

— **Her Majesty Queen Noor Al-Hussein of Jordan**

"I would be proud and enthusiastic to be associated with Rotary in any way."

— **Ted Turner, former head of Turner Broadcasting**

"Long ago, you created awareness, and took action. If I could, I would give each of you

who have been involved in this monumental campaign a Champion award. You who believe in, and continue to strive to save the world's children from the ravages of polio, are most definitely champions."

— **Dr. Gro Harlem Brundtland, Director General, World Health Organization**

"In 1988 the World Health Assembly agreed that it would commit to eradicating polio in time for the world to be certified polio-free by 2005. Since then, Rotary International, the United Nations Children's Fund, the World Health Organization and the US Centers for Disease Control and Prevention have been leading this massive undertaking."

— **Mia Farrow, UNICEF Special Representative**

"Thank you, Rotary, for recognizing that a world without polio is possible. You have been the catalyst for the world to accept and carry out the challenge of eradicating polio from the earth."

— **Bill Gates, Bill & Melinda Gates Foundation**

"Rotary's PolioPlus Program is a shining example of the achievements made possible by cooperation between the United Nations and non-governmental organizations."

— **Kofi Annan, Secretary-General of the United Nations**

"The volunteerism exemplified by Rotary International is an engine for renewal and change in every society-- and it is that same volunteer spirit, rooted in compassion and a profound sense of responsibility to our fellow human beings, that offers so much hope for the future, beginning with children."

— **Carol Bellamy, Executive Director, UNICEF**

# ROTARY DISTRICT 6460

## Membership and Attendance: February 2006



	Attendance			Membership				
	Mtgs. Held	This Month	%	Rank Year to Date	%	Rank Start of Year	Present	Change
Abingdon	3 of 3	61.25	=25	72.58	14	16	20	+4
Aledo	4 of 4	82.00	4	81.59	2	7	7	-
Athens	4 of 4	52.00	35	68.20	19	13	13	-
Benld	4 of 4	45.00	37	42.00	38	-	24	-
Bethalto	4 of 4	60.08	=27	65.18	23	44	44	-
Bushnell	3 of 3	74.00	=11	70.25	16	22	18	-4
Cambridge	4 of 4	78.00	=5	78.00	5	-	23	-
Carlinville	4 of 4	29.00	38	55.86	35	41	39	-2
Delavan	4 of 4	78.00	=5	74.50	10	25	26	+1
East Alton, IL	4 of 4	59.62	29	58.79	32	29	31	+2
East Peoria	4 of 4	55.17	34	56.11	34	29	29	-
Edwardsville	4 of 4	74.17	=11	74.21	11	144	140	-4
Galesburg Sunrise	4 of 4	58.49	=30	63.72	24	51	53	+2
Galesburg, IL	4 of 4	63.81	22	71.95	15	92	95	+3
Galva	4 of 4	58.00	=30	53.00	36	21	22	+1
Granite City	4 of 4	75.01	=9	67.32	21	73	62	-11
Havana	4 of 4	75.00	=9	68.53	18	39	41	+2
Highland	4 of 4	70.00	16	75.29	7	59	71	+12
Jacksonville	4 of 4	60.00	=27	62.00	28	109	120	+11
Kewanee	4 of 4	66.80	19	73.35	13	50	49	-1
Land of Goshen	4 of 4	76.90	8	75.64	6	56	57	+1
Macomb	4 of 4	61.59	24	66.29	22	117	110	-7
Macomb Centennial								
Morning	4 of 4	88.30	1	88.38	1	35	39	+4
Manito-Forest City	4 of 4	66.00	20	61.69	30	28	29	+1
Mason City	4 of 4	50.00	36	52.60	37	17	20	+3
Monmouth	4 of 4	65.00	21	69.50	17	78	81	+3
Morton	4 of 4	72.88	14	73.78	12	112	118	+6
Pekin	4 of 4	83.60	2	79.32	4	60	55	-5
Peoria	4 of 4	58.00	=30	58.79	31	290	287	-3
Peoria North	4 of 4	61.00	=25	67.57	20	193	193	-
Peoria Sunrise	4 of 4	58.00	=30	58.03	33	22	19	-3
Petersburg	4 of 4	74.00	=11	80.88	3	16	17	+1
Quincy	4 of 4	68.45	=17	62.95	26	88	86	-2
Quincy East	4 of 4	70.80	15	62.25	27	25	24	-1
Rushville	4 of 4	77.00	7	74.98	8	33	33	-
Springfield	4 of 4	62.69	23	61.80	29	93	90	-3
Springfield Sunrise	4 of 4	83.00	3	63.50	25	28	25	-3
Wood River	3 of 4	68.00	=17	74.62	9	28	33	+5
<b>Totals</b>						<b>2183</b>	<b>2243</b>	<b>+13</b>

**No report received from:**  
 Rotary Club of Alton-Godfrey    Rotary Club of Collinsville    Rotary Club of Jerseyville  
 Rotary Club of Canton    Rotary Club of Farmington    Rotary Club of Pittsfield  
 Rotary Club of Chillicothe    Rotary Club of Jacksonville Sunrise    Rotary Club of Springfield - Midtown

**PLEASE NOTE:** If you did not submit an attendance and membership report to the District Secretary in time there is no record for your club. You may send attendance and membership reports to PDG Chuck Farrar, District Secretary, 311 East Main Street, Suite 517, Galesburg, IL 61401 or email them to [chf@midwest.net](mailto:chf@midwest.net). If your club would like to begin using the new Rotary International Club Administrative Software you are able to get copies for the software from your Assistant Governor or from the District.

Deadline for membership numbers was after publication deadline this month - look in next month's newsletter for March membership and attendance numbers.

Send information and pictures for the newsletter to:

**Skip Nelson, 295 Sandusky St.,  
Jacksonville, IL 62650-1844**  
**Phone: 217.243.4219    Mobile: 217.473.6127**  
**email: [fbcncpp@hotmail.com](mailto:fbcncpp@hotmail.com)**

**Deadline - end of the month**

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*Save the Date:*  
**APRIL 28-29, 2006**  
**DISTRICT CONFERENCE**  
**JACKSONVILLE**

# ROTARY DISTRICT 6460

Calendar 2005-2006

2005	July.....	Literacy Month
	August.....	Membership and Extension Month
	September.....	New Generations Month
	October.....	Vocational Service Month
	October 31 - November 6....	World Interact Week
	November.....	Rotary Foundation Month
December.....	Family Month	



2006	January.....	Rotary Awareness Month
	February.....	World Understanding Month
	February 23.....	Rotary's 101st Anniversary
	March 13-19.....	World Rotaract Week
	April.....	Magazine Month
	June.....	Rotary Fellowship Month

Check District Website for District 6460 Calendar

JACKSONVILLE JOURNAL-COURIER

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Rotary District 6460 District Conference – Jacksonville

### Lodging

Rates effective April 27, 28, 29, 2006  
Block Held Until April 7, 2006

<p>Comfort Inn <b>District Conference Hotel</b> 200 Comfort Drive South Jacksonville 70 units 217-245-8372 Rate: \$70.00 + tax (1-4 adults) Double or King Complimentary Deluxe Breakfast Bar</p>	<p>Hampton Inn 1725 W Morton Ave Jacksonville 217-245-2220 Rate: \$89.00 + tax 2 Queens or King Complimentary Hot Breakfast</p>
<p>Amerihost Inn 1709 W Morton Ave Jacksonville 60 units 217-245-4500 Rate: \$71.00 + tax Double or King Rate: \$110.00, \$139.00 + tax Suite Complimentary Breakfast</p>	<p>Star Lite Motel 1910 W Morton Ave Jacksonville 32 units 217-245-7184/800-489-7773 Rate: \$44.95 + tax 2 Double or King Complimentary Breakfast</p>
<p>Blackhawk Village Inn &amp; Lodge 1111 E Morton Ave Jacksonville 49 units 217-245-2187 Rate: \$47.00 + tax King, Queen, Double Deluxe Rate: \$61.00 Suite Complimentary Breakfast</p>	<p>Super 8 Motel 1003 W Morton Ave Jacksonville 41 units 217-479-0303 Rate: \$48.00 Complimentary Breakfast</p>
<p>Econo Lodge Inn &amp; Suites 1914 Southbrooke Rd South Jacksonville 217-245-9575 Rate: \$49.95 + tax Double or King Rate: \$79.95 + tax Suite Complimentary Breakfast</p>	

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Deadline - end of the month