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# District 6690—News

## DG's monthly message



As we reflect on our theme this year; **Peace through Service**, one continues to be inspired by all the good that our Rotary Foundation does in bring Peace to so many. And during the month of November we celebrate The Rotary Foundation in all the ways that it does good throughout our communities and around the world. In this month's *The Rotarian* magazine, RI President Sakuji Tanaka talks to us about the many ways to describe our Rotary Foundation; "... *literally – as the foundation for all of Rotary. We do not often think about the ground beneath our feet. We do not often think about the walls that hold up our house. We take them for granted. We only think about them when they are not there.*"

This past month at the Foundation Seminar, we highlighted the value of The Rotary Foundation and how all our clubs and Rotarians can participate in supporting the Foundation through all the various giving programs. And the value of the Foundation expands further in all the ways that your club has and will continue to use your contributions. Monies that can support our local communities and our international projects through the new District and Global Grant program rolling out in 2013.

In fact as we have covered, in the past 5 years, over \$650,000 of your TRF contributions have come back to our district to support the many local and internationally developed club projects. By supporting The Rotary Foundation, we have the power to live the words of our Foundation's motto: **Doing Good in the World**. I ask each of you to support the *Every Rotarian Every Year* program, as through it, we can do so much more good than we could ever do alone.

This year 27 clubs throughout the district were awarded District Simplified Grants. But how would your club promote your grant this year or the many programs and projects that your club has supported over the many years of your



D6690  
November  
Rotary Foundation  
Month



[Register now](#)

for the Public Image  
Seminar,

Saturday, Nov. 10  
at OU Lancaster.

Registration opens  
Oct. 1

[Topics covered](#)

✓ [More information](#)

[Con't](#)



C. Lee Smith,  
District 6690 Public  
Image Chair.  
Contact:  
[cleesmith2@mac.com](mailto:cleesmith2@mac.com)

## Extra! Extra! Read all about it!

On November 10, District 6690 will hold a PR Seminar at OU Lancaster. Cost is \$10.00 per person.

The keynote speaker will be Mac Wall, Rotary International Zone Public Image Coordinator.

In Mac's words:

"I quote Dizzy Dean, who said, 'It ain't braggin,' if it's true. This is at the heart of our public image training since as Rotary clubs, we have much to brag about. Getting our 'share of voice' is the objective and we will talk about some of the tactics to help your club become public relations savvy."

This work-shop will be all about takeaways—bite size, yet effective insights you can take back to your club and begin using immediately," said C. Lee Smith, District 6690 Public Image chair. "In addition to 'top Ten Tips' on a variety of public image topics, we will also be introducing our Public Image Team—experts from our district available to advise you on your public image questions."

Ten easy tips for success on each of the following topics will be covered:

1. Basics of Public Image for Rotary.
2. Public misconceptions about Rotary.
3. Working with the press.
4. Using social media.
5. Affordable, efficient advertising.
6. Insuring your pictures are relevant.
7. Things you should know about Rotary PR grants.

[Register now.](#)



For more information or to schedule a speaker:

Tara Craaybeek , District Rotary foundation Chair  
[tcraaybeek@fairfieldnationalbank.com](mailto:tcraaybeek@fairfieldnationalbank.com))

or

Dave Kott, TRF Annual fund Chair  
[david.kott@raymondjames.com](mailto:david.kott@raymondjames.com).

## November is Rotary Foundation Month

The mission of The Rotary Foundation 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. The Foundation is a not-for-profit corporation supported solely by voluntary contributions from Rotarians and friends of the Foundation who share its vision of a better world. Through the Future Vision Program, The Rotary Foundation is working to be more efficient and effective in meeting the greatest needs of individuals and communities throughout the world. One thing that is not changing is the importance of Rotarian contributions to The Rotary Foundation. Without the support of Rotarians in District 6690 and around the world, Rotary would not be able to do the wonderful things that we do!

Beginning July 1, 2013, there will be two grant types:

### **Rotary Foundation District Grants**

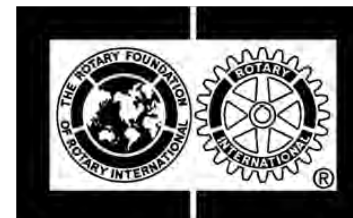
District grants are block grants made to districts for up to 50 percent of their District Designated Fund (DDF). District grants offer the flexibility to respond quickly to immediate needs or to plan projects with clubs locally or in other countries.

### **Rotary Foundation Global Grants**

Global grants support large international projects with sustainable, high-impact outcomes in the six areas of focus that correspond to the Foundation's mission.

### **Areas of focus**

1. Peace and conflict prevention/resolution
2. Disease prevention and treatment
3. Water and sanitation
4. Maternal and child health
5. Basic education and literacy
6. Economic and community development



**PLEASE REMEMBER THE ROTARY FOUNDATION IN YOUR CHARITABLE GIVING THIS YEAR AND EVERY YEAR.** Thank you!

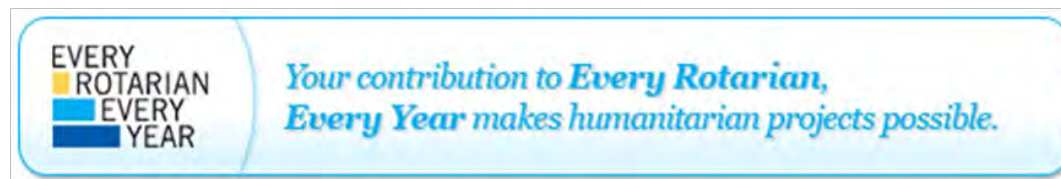
## Annual Fund

The Annual Fund makes it possible for Rotary clubs to transform lives world-wide. Your generous support funds local and international projects that advance The Rotary Foundation's mission. All contributions to the fund are spent on [quality Rotary projects](#). Help support these projects. [Make a contribution today](#). The Every Rotarian, Every Year (EREY) initiative encourages all Rotary club members to help us reach our goal to support The Rotary Foundation financially each year. **Our 2012-13: Worldwide EREY fundraising goal (Annual Fund goal) is US\$120 million.**

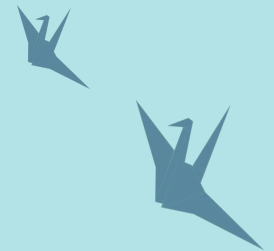
### Designating your gift

You can direct your Annual Fund gift to *SHARE*, the World Fund, or an area of focus fund.

- **SHARE** is the primary source of funding for Rotary Foundation programs. It's also the only Annual Fund designation that generates funding for the District Designated Fund. Rotary districts use their DDF to pay for the Foundation activities they choose to participate in.
- **World Fund** contributions provide the Foundation's portion of funding for approved grants. Through the World Fund, the Foundation Trustees can allocate funds where the needs are the greatest.
- **Areas of focus** contributions provide the Foundation's portion of funding for activities addressing critical humanitarian issues and needs. [Learn more](#).
- All options are available for [one-time or recurring contributions](#).



Dave Kott, District 6690  
Annual Giving Program  
Chair,  
[david.kott@raymondjames.com](mailto:david.kott@raymondjames.com)



Make a difference.  
Make a contribution.





Robert Horbatt,  
Paul Harris Society  
Chair,  
[rhorbatt@insight.rr.com](mailto:rhorbatt@insight.rr.com)

## TRF Permanent Fund

Rotary's Donor Advised Fund makes philanthropy simple. Open a charitable giving account today with \$10,000 or more and recommend grants to your favorite U.S.-based charities at your convenience. You advise how you want account funds invested and how and when to make grants to IRS-approved charities. Rotary provides professional asset management and takes care of all of the administrative details.

Contributions are U.S. tax-deductible in the year they are made, allowing you to maximize your deductions in years when they are most beneficial. You may also avoid capital gains taxes on gifts of appreciated securities.

Rotary offers Individual accounts for Rotarians and friends and Group accounts for clubs, districts and Rotary-affiliated groups.

For more information contact PDG Tom Kokensparger [kokensparger@att.net](mailto:kokensparger@att.net) 740-654-2594, visit [www.rotary.org/daf](http://www.rotary.org/daf), contact [plannedgiving@rotary.org](mailto:plannedgiving@rotary.org) or call RI at 847-866-3100.

## Paul Harris Society

The Paul Harris Society is named after the founder of Rotary International. The society recognizes friends of The Rotary Foundation who annually contribute US\$1,000 or more to the Annual Programs Fund, PolioPlus, and other approved Foundation grant activities. Society contributions may count toward Rotary Foundation Sustaining Member, Paul Harris Fellow, Multiple Paul Harris Fellow, and Major Donor recognition.

The Rotary Foundation's recurring giving program makes it easy to contribute. A contribution of US\$85 a month or \$250 a quarter can make a world of difference for those in need!

Your gift will advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.



Tom Kokensparger,  
TRF permanent Fund  
Chair,  
[kokensparger@att.net](mailto:kokensparger@att.net)





Doug Torrance,  
District 6690 PolioPlus  
Chair.

Contact:  
614-276-0256

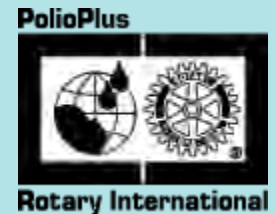
## End Polio Now

Great strides were made during this past Rotary Year toward our goal of polio eradication. We reached, and then exceeded, the \$200 Million Challenge from the Gates Foundation in January. Then the following month India was removed from the polio-endemic list. However, there are still three countries which remain polio endemic: Afghanistan, Pakistan, and Nigeria. As of October 16, there were 171 global cases of polio in 2012, which compares with 467 for the same period in 2011. It is good to note the decrease in cases this year, but we cannot rest until there are no global cases anywhere in the world!!

Rotarians have been working to end polio for the last 27 years, but our effort is not yet completed. It is crucial that fundraising activities continue until polio is history! Thus, DG Mike and I encourage all clubs to conduct a specific fundraiser for PolioPlus this year. Club fundraising events have included such diverse activities as a bikeathon or walkathon, a special event (such as a dinner, wine tasting, or auction), golf tournament, a raffle, or sale of a product (cookbooks, ties, mugs, etc.).

My club, Tri-Village Rotary, has for over a year contributed all the fine money raised at our first monthly meeting to PolioPlus. This, or a similar regularly-scheduled activity, is easy to get started and will increase your club's, and our District's, giving for this year.

Let's all continue working together as a District to meet Bill Gates' challenge to Rotary "to make polio a disease of the past."



# Happy 50th Birthday Interact

Join thousands of Interactors worldwide to celebrate Interact's 50th birthday during World Interact Week, **5-11 November**. Share this slideshow of [historic Interact photos](#).

Organize club projects that involve 50 positive actions in one of Rotary's areas of focus, like donating 50 books to support literacy initiatives or holding a community forum with 50 young people. [Download the Certificate of Recognition](#) to acknowledge the efforts of Interact clubs in your area.

How else can you celebrate Interact's history? Help Interactors interview former Interact club members for the [Interact video contest](#). The deadline for video entries is **3 December**

## Interact postcard contest—still time to submit

Interactors can promote *Peace Through Service* this year by designing a postcard to illustrate how Interact contributes to peace and understanding.

To enter, an Interact member must create or design one standard-size postcard that illustrates how Interact supports world peace and international understanding. The postcard design must not contain any of Rotary International's trademarks, including the Interact emblem. The postcard must also meet maximum and minimum size specifications. [Details](#).

One winning Interactor and his/her parent or guardian will receive round trip airfare on United Airlines to attend one of the three upcoming [Global Peace Forums](#), to be determined by Rotary International.

Entries must be submitted to RI by **16 November**. Submit your entry [online](#). [\(PDF\)](#)

[http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Announcements/Pages/120707\\_announce\\_postcardcontest.aspx](http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Announcements/Pages/120707_announce_postcardcontest.aspx)



## Changes in District 6690 Scholarship Programs

With the transition to Future Vision, The Rotary Foundation Ambassadorial Scholarship program will end in 2013. During the 2012-2013 academic year, the district has already selected two students and they are currently attending universities in England and India, benefiting your clubs contributions to The Rotary Foundation.

Beginning in 2013-14, The Foundation will offer scholarship opportunities through district and global grants. This new grant structure gives Rotarians greater flexibility in sponsoring the next generation of leaders. Additionally Rotary Foundation offers the Rotary Peace Fellowship.

Clubs are encouraged to look at their current scholarship programs and see how they can be furthered enhanced with District Grant funds. Our recent Foundation Seminar provided handouts that provided additional details on the new grant programs.

If a club or group of clubs is interested in developing scholarship opportunities at a level similar to the former Ambassadorial Scholarship program they are encouraged to review the details as outlined in the TRF Global Grant Scholarships Terms and Conditions documentation.

Individuals and Ohio colleges and universities that have requested information on scholarships will be referred to local Rotary clubs, where student's families reside, to seek out information on available scholarships that are being provided by those clubs.

Rotary District 6690 encourages all local Clubs to review their scholarship programs and determine priorities and funding options.

If you have any questions or are interested in working with other clubs in your area to create a more comprehensive scholarship program, please contact Nancy Shapiro, [nshapiro@delawarehealth.org](mailto:nshapiro@delawarehealth.org)



Nancy Shapiro, District  
6690 Scholarship Chair,  
[nshapiro@delawarehealth.org](mailto:nshapiro@delawarehealth.org)

## How are you celebrating Family Month?

In December, Rotarians will recognize the importance of families and celebrate the family of Rotary, which includes everyone involved in Rotary's work from Rotary Foundation program alumni to participants in Rotary youth programs around the world.

Spouses and children of Rotarians also play a vital role in Rotary. Rotary clubs benefit when clubs work to achieve a balanced interaction between Rotarians and their families, enhancing home lives and family interactions.

Does your club have members who are spouses or do you have a member with a child in Interact or Rotaract? Send their names—and pictures, if possible, to Shana Fair, District 6690 Newsletter Editor, [ri.district.6690@gmail.com](mailto:ri.district.6690@gmail.com)

Deadline to be included in December newsletter is November 26.

For more on the Family of Rotary:

- [http://www.rotary.org/en/MediaAndNews/News/Pages/111214\\_news\\_familygallery.aspx](http://www.rotary.org/en/MediaAndNews/News/Pages/111214_news_familygallery.aspx)
- [http://www.youtube.com/watch?v=7AIB-uFzAXg&feature=player\\_detailpage](http://www.youtube.com/watch?v=7AIB-uFzAXg&feature=player_detailpage)



Newsletter editor:

Shana Fair

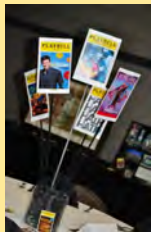
Send news items to [ri.district.6690@gmail.com](mailto:ri.district.6690@gmail.com)

**December newsletter deadline: November 26.**

## Club Activities

Newark Rotary,  
Newark to New York  
Auction

Ashley Wade (2012  
Newark Rotary Chair-  
person)



Newark to New York Auction,

I am happy to report that the auction was a big success. With nearly 230 people in attendance we generated just over \$51,000 in revenue. I think it fair to state that an enjoyable evening was had by all!

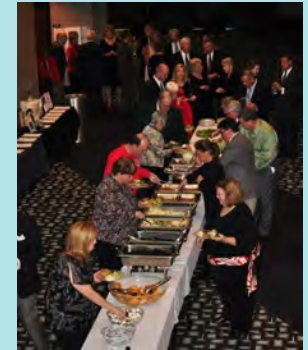
A portion of the proceeds has been allocated in support of A Call to College, an Newark based organization providing college counseling, preparation and last dollars grants to many first generation college students, the Ohio State University at Newark and the Central Ohio Technical College. Additional revenue will continue the mission of Rotary International.



Here are some pics that were from the last meeting that unveils our Fundraiser for Polio Plus. We have matching sweats & shirts, we can make them available to other Clubs in the District and probably get their Club name on them too (we have Sunrise under the chest).

We are selling the pants for \$30 & the shirts for \$15. We hope to have about \$1,000 more to offer Polio Plus. ([rick@rickrano.com](mailto:rick@rickrano.com))

In addition, our Westerville Central High School did a Purple Pinkies for Polio and they raised \$400. We presented Tara at our meeting Wednesday with a separate \$2,000 donation to Polio Plus as our annual donation from the Club before any of these additional fundraisers.



Westerville Sunrise  
Rotary

Rick Rano,  
President 2012-13



## DG's monthly message, con't.

club's history? Fortunately we will be holding our **Public Image Seminar** on November 10 at OU-Lancaster.

Many topics will be covered that will help your club to effectively communicate your message. But what will that message be? Just who is your audience? These are two very important points that we will be covering. The district has recently conducted a survey of 300 non-Rotarians within our district boundary to see what they know about Rotary. Some interesting comments and perceptions were gathered from the responses. We will show you how to correct the misconceptions and reinforce the positives. With simple tweaks of your Public Image message, you can make a affirmative difference in how your community perceives your club and Rotary. When promoting your *Value Proposition* it is important to convey the right message, to the right audience, using the right vehicle.

Details and registration for the Public Image Seminar can be found within this newsletter and on the district website. I look forward to seeing you at this important event.

DG Mike

### Mark Your Calendars

Please also mark your calendars and invite others to consider making a gift on the national day of giving on **November 27<sup>th</sup>, 2012**, the Tuesday after Thanksgiving and "Cyber Monday," called "**Giving Tuesday**." Aligning with the holiday shopping season, "**Giving Tuesday**" will bring about a national day dedicated to giving. Let's spread the word as Rotarians to support The Rotary Foundation on November 27<sup>th</sup>! More information to come, but I wanted to let you know about this event and help me to start spreading the word.

Thank you for all that you do for Rotary. Let's make November 2012 Rotary's best Foundation Month in History!

Kindest Rotary regards,  
Lindsay

Lindsay Colbert ,  
Volunteer Communication Specialist,  
**The Rotary Foundation**,  
Rotary International ,  
847.424.5338 | [lindsay.colbert@rotary.org](mailto:lindsay.colbert@rotary.org)

## Dates to Remember: Deadlines for Club Awards for 2012-13

### November 27, 2012—

- Giving Tuesday—Support the Rotary Foundation

### March 31, 2013:

- Presidential Citation.

[http://www.rotary.org/RIdocuments/en\\_pdf/900a\\_en12.pdf](http://www.rotary.org/RIdocuments/en_pdf/900a_en12.pdf)

- Interact & Rotaract clubs

Presidential Citation.

- Governor's Citation.

### March 1, 2013:

- Significant Achievement. Award

### April 15, 2013:

- RI Recognition of Membership Development Initiatives



## Activities and Events

### District meetings and events:

**Nov. 10**—Public Image Seminar.

**Nov. 15**—Annual IRS filing due.

**Nov. 25**—Club nominations for District Governor due.

[Event details](#)

### Club meetings and events:

**Nov. 1**—Granville Rotary Pilsners for Polio.

**Nov. 3**—Westerville Rotary Honors Veterans 5K Run and Walk.

**Nov. 10**—Olentangy Rotary Adopt-A-Highway clean-up

**Nov. 6**—Hillard Rotary The 2012 Great Debate.

[Event details](#)

## November 2012

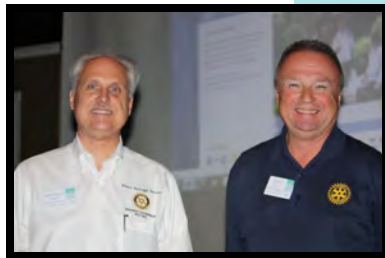
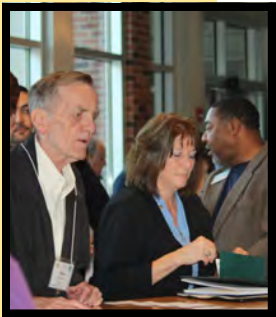
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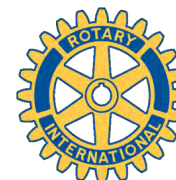
[District 6690](#)  
[is on the](#)  
[web.](#)  
[www.district6690.org](http://www.district6690.org)



# District 6690 Membership and Foundation Seminar



# Past District Governors Council Meeting



## Rotarians wanted ...to join this smiling, happy group.

Nominate a club member to serve as District Governor 2015-16.

Step 1—Club members submit the names of Rotarians you feel would serve well as district governor for 2015-16 to your club president and board.

Step 2—Club presidents and board members—submit your nominations to the district 6690 Nominating Committee.

[Forms and information needed for nominations.](#)

Questions??? Contact Brent Rosenthal, [brent.rosenthal@gmail.com](mailto:brent.rosenthal@gmail.com)



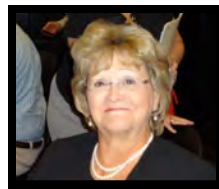
## District Governor's club visits



Reynoldsburg-Pickerington



Columbus Capitol Square



Olentangy





## November is Rotary Foundation Month

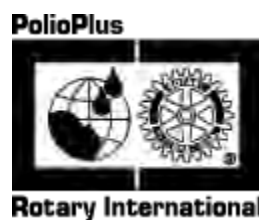


Rotary Foundation Committee Chair:  
Tara Craaybeek,  
[tcraabeek@fairfieldnatinallbank.com](mailto:tcraabeek@fairfieldnatinallbank.com)

[District site.](#)



TRF Permanent Fund Chair:  
Tom Kokensparger,  
[kokensparger@att.net](mailto:kokensparger@att.net)



Rotary Polio Plus Partners Chair:  
Douglas Torrance



Paul Harris Society Chair:  
Robert Horbatt,  
[rhorbatt@insight.rr.com](mailto:rhorbatt@insight.rr.com)



Through Foundation grants and programs, Rotarians can help change the world. They can finance a well for a village that lacks clean water, improve the environment, or provide scholarships to educate the next generation. The grants and programs available to Rotarians allow them to realize Rotary's humanitarian mission throughout the world, including its number-one goal of eradicating polio.

TRF Annual Fund Chair:  
David Kott,  
[david.kott@raymondjames.com](mailto:david.kott@raymondjames.com)