

Rotary

The Official Magazine of Rotary International in Great Britain & Ireland

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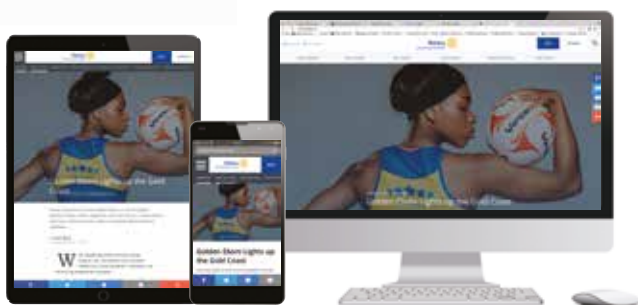
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Waste not, want not

Andrew Argo from Dundee Rotary explains how they are working with the charity FareShare to tackle hunger and food waste in the Scottish city

AN estimated 250,000 tonnes of perfectly edible food is wasted in the supply chain each year in the UK.

That massive amount could be saved from disposal and make a significant difference to efforts to tackle food poverty.

FareShare, the UK's largest charity tackling hunger and food waste, can access only 7% of the wasted meals mountain.

There is plenty of scope for it to do more, and Rotary clubs have been encouraged to follow the example of the Dundee club to tackle the serious issue.

Some of our members have become volunteer drivers for FareShare, delivering

surplus supermarket food to charities and community groups who turn it into meals for vulnerable people.

Supermarkets can find themselves with surplus stock for a number of reasons.

As well as over-estimated customer demand, there can be packaging or labelling errors and food that is past its 'best before' date, but is covered by manufacturers' extension letters.

Meat, fish, eggs and dairy products are accepted from supermarkets, as are fruit and vegetables and chilled ready meals.

Ambient food, including pasta, cans and cereals are also received along with bakery products.

Rather than sending it to landfill

and incurring disposal charges, the supermarkets donate their surplus food to FareShare.

Across the UK the organisation, whose motto is 'fighting hunger, tackling food waste', receives tens of thousands of tonnes from the food industry.

Although FareShare receives only a small portion of the UK's wasted meals' mountain, the scale of its operations is staggering.

Last year, across 1,900 towns and cities in the UK, it helped to feed almost one million people each week. Almost 11,000 charities and community groups received deliveries, saving an estimated 20,000 tonnes of surplus food from waste.

FareShare worked with 500 food partners within the supply chain, from growers and manufacturers through to supermarkets.

The meal-providing charities pay a membership fee to FareShare to cover the cost of the service.

Without the surplus supermarket food, many people using the centres would struggle to receive regular meals.

FareShare say that a fifth of their charity members would have to close if they didn't receive the service.

The Rotarians in Dundee are among 1,500 volunteers across the UK network, but FareShare say they always need more people to help organise stock and drive delivery vans.

FareShare has been operating for 25 years. It presently runs 21 regional centres





across the UK, with four warehouses in Scotland. Dundee was the first to open north of the border in the charity's first year.

FareShare in Dundee, with the support of local Rotarians, has received influential backing.

Joe FitzPatrick, Scotland's public health minister and SNP MSP for the Dundee City West constituency, which includes the FareShare warehouse, paid a recent visit.

He said: "Everyone in Scotland should have access to fresh and healthy food.

"Projects like FareShare are helping people across the country who are struggling to feed themselves and their families, while reducing the reliance on emergency food provision.

"The Scottish Government has been clear that UK Government welfare cuts and benefit sanctions have continually pushed more and more people into food poverty, and increased the demand and number of food banks in Scotland.

"This shocking trend has to stop, and we will continue to fight those changes.

"Relying on food banks is unacceptable and it's something we want to eradicate. No-one should need face those conditions in a modern country.

"Our ambition is to help community

initiatives to support people in a dignified way and try to address the underlying causes of food poverty.

"It's encouraging to see FareShare bringing people and organisations together to deliver programmes that reflect this."

Joe FitzPatrick considered FareShare's model as a great example of a sustainable solution to food poverty.

"It empowers communities to take an active role in creating projects that deliver for local people in a dignified way, and this also builds greater resilience within communities as we try to find the answers to tackling inequality for long term benefit," he stated.

Mr FitzPatrick said FareShare and the retailers, who contribute surplus food, also help towards Scotland's target to reduce the one million tonnes per year of food waste by 33% by 2025 as part of the Food Waste Reduction Action Plan.

"This target focuses on prevention, and the diversion of surplus food that might otherwise be wasted to projects like FareShare.

"It's a perfect example of the kind of actions required to achieve that target," he added. ●



For more information visit:
fareshare.org.uk

FACT FILE

FOOD POVERTY IN THE UK

- 8.4 million people in the UK, the equivalent of the entire population of London, don't get enough food to eat.
- 1.9 million tonnes of food is wasted every year in the supply chain in the UK.
- FareShare currently handles approximately 7% of the surplus food available in the UK.
- Last year, FareShare redistributed enough food to make 46.5 million meals. The majority of this food is fresh, such as fruit, vegetables, meat and dairy products.
- 'Surplus' applies to any food that does not have a commercial outlet but is within date and can still be consumed. It has become surplus for various reasons including overproduction, errors in forecasting, incorrect labelling and damaged packaging.

White van men at work!

DUNDEE Rotarians are volunteering as 'white van men' to distribute surplus in-date supermarket food to charities.

Past President Gavin Strachan and Secretary Andrew Argo spend Monday mornings delivering food which supermarkets can't sell to meal-providing charities under the FareShare scheme.

In Dundee, the surplus food is stored in FareShare's depot where a new chiller and freezer have been added.

With increased capacity, the project in Dundee can accept more food to benefit more people.

The project in the city supplies more than 120 charities, including holiday hunger schemes, homeless hostels, refugees, family centres and hospices.

In the year to March 2019, FareShare in Dundee shipped 311 tonnes of food, an increase of almost 60% on the previous 12 months.

Without the surplus supermarket food from FareShare, many people using these centres would struggle to receive regular meals.

Dundee Rotary Club's involvement in FareShare came about through Community Service convener Jim Pickett, a former board member of Transform Community Development in Dundee, which operates FareShare in the city.

He reported FareShare's need for volunteers to drive its delivery vans, and raised it as a scheme for Dundee Rotary Club to support.

The Dundee club agreed, seeing it as a project to fulfil the Rotary aim of providing a service to the community.

Chris Doig, manager of FareShare in Dundee, said: "We have been working closely with Dundee Rotary Club for a number of years and they are a really valued advocate for our cause.

"Each week we help to feed thousands at risk of hunger in our communities, but we know demand for our service is rising.

"That is why we are grateful for the support of Dundee Rotary Club and dedicated volunteers like Gavin and Andrew giving their time each week."

Chris called on Rotarians and others to step forward to support FareShare.

He added: "Just £1 enables FareShare to provide a meal for a family of four, and a few hours of your time volunteering can make a real difference."

Dundee Past President Gavin Strachan pointed out how the project abides closely with Rotary's core values.

He said: "The work done by FareShare is invaluable and is very much appreciated by the recipients. It is unfortunate that in this day there is such a need.

"The involvement of the Rotary Club of Dundee is another example of vocational

work we can offer the community and embraces the objective of 'service above self'."

Alistair McNair, District Governor of Scotland North, which includes Dundee, praised the partnership working.

He said: "FareShare does an excellent job in distributing ex-supermarket food. I congratulate Dundee Rotary Club for helping with this initiative, showing they are "people of action."

"I would encourage other Rotary clubs to support similar projects to tackle food poverty." ●



"Each week we help to feed thousands at risk of hunger in our communities, but we know demand for our service is rising. That is why we are grateful for the support of Dundee Rotary Club and dedicated volunteers like Gavin and Andrew giving their time each week."



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Entrepreneur Gordon Vickers with Rita Lewis, founder of The Port Grocery

Entrepreneur supports community food club

COMMUNITY food club The Port Grocery has appointed serial entrepreneur Gordon Vickers as its patron – after a year of rapid growth.

The ground-breaking project collects and diverts four tonnes of food – from the likes of Asda, Sainsbury's and Nandos – from landfill every week.

The food is then passed on in the community shop to members, as well as turned into a free weekly meal for 300 people at a weekly 'Wednesday Welcome' meet up at Trinity Methodist Church in Ellesmere Port, Cheshire.

This pioneering project tackles social and economic isolation, food and fuel poverty, loneliness and debt through the media of food.

Founder Rita Lewis will now be working closely with former Chester hotelier and Rotarian, Gordon, on a long-term strategy for The Port Grocery as it goes from strength to strength.

She said: "We're over the moon that

Gordon is joining our team. It'll be like having a consultant working with us because of Gordon's extensive business knowledge and acumen.

"As a serial entrepreneur he has a proven track record and we want him to point things out to us as if it was his own business. We're also hoping to be able to use some of his contacts to grow The Port Grocery in the coming months."

Gordon, a long-standing member of Ellesmere Port Rotary, earned the nickname 'Mr Chester' while running the Monday Wall City Jazz Club night in the city from 1957 to 1974.

At the same time, he was at the helm of a group and artiste agency, but refused to sign The Beatles because they were 'too scruffy'.

Gordon founded the Chester Hotels' Association in 1978 and, in 1987, he transformed a 150-year-old derelict corn mill in the centre of Chester into The Mill Hotel and Spa, which he sold in 2018.

He said: "I was very impressed when

I visited The Port Grocery because it deals with local issues 100%. I decided I wanted to get more involved because what they are doing is so worthwhile. I will be helping with fund-raising, bringing fresh ideas and raising awareness of the great work they do."

The Port Grocery has grown from a five-week pilot to a seven-day a week operation run by 15 staff and 55 volunteers with the 'Wednesday Welcome' becoming a lifeline for hundreds of locals.

The 'Wednesday Welcome' also provides non-food items such as clothing and footwear donated by Aldi and free haircuts from Cheshire College hairdressing students.

Staff use two refrigerated vans to collect unwanted food from KFC, Pret A Manger and Tesco three times daily, totalling more than 150 collections a week.

The 600 food club members pay £5 a week and get £16 to £20 worth of fresh fruit and vegetables, frozen, dried, fresh and canned food from the community shop. ●

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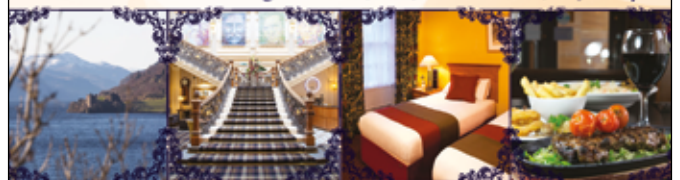
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Not too posh for nosh

Maidenhead, sitting on the River Thames in Berkshire, is a prosperous commuter town and yet it still has its share of food poverty. Lisa Hunter from Maidenhead Bridge Rotary explains the success of the Foodshare scheme.

SOME time around the middle of 2018, Foodshare, Maidenhead's food bank charity, provided its one millionth meal!

This landmark number is a testament to the help the charity has provided since it started over seven years ago, and to the continued goodwill of individuals and organisations who so kindly give food, money or their time.

Foodshare provides meals for people who are struggling to eat properly. It provides food, including fresh food, fruit and vegetables, to individuals and families who are unable to afford a proper meal every day for themselves or their children.

Their primary focus is on providing nutritious food and they aim to provide a minimum of three days' food for a family in need, more if they have stocks.

During term time, they also provide breakfasts for pupils at schools whose families are unable to afford to feed them properly.

Twelve months ago another issue was identified; what happens during school holidays when children don't have access to cooked school dinners? The truth is that they often go without.

With this in mind, Foodshare started a new project providing a meal two times a week during the school holidays for those in need.

The charity's services are provided

week in, week out, without fail. This is a very important facet of this project since so many people in difficult situations depend on what they do.

This kind of reliability is down to the wonderful volunteers who give up their time to help, many of them members of Maidenhead Bridge Rotary, who have supported the charity since the Rotary club was formed in 2012.



"People are often surprised when they learn of the support on this scale in a town like Maidenhead".

Through the food bank, community meals, school breakfast club supplies and other projects, Foodshare helps between 350 to 400 people each week.

People are often surprised when they learn of the support on this scale in a town like Maidenhead.

However, the truth is that we help just a small fraction of those in need.

Last year, the Child Poverty Action Group published by parliamentary constituency the number of children living in poverty (according to the government's definition). The number for the

Maidenhead constituency was close to 3,000.

Factor in the rest of their family members, plus other households without children, and the total number of people must be several thousand.

Maidenhead Bridge Rotary has worked with Foodshare for over six years in various ways.

Members of the club volunteer every Wednesday and Saturday to collect donated food from various points around the town, take it to the storage unit and get it on the shelves ready to hand out.

These 'Rotarians at Work' are often seen in local supermarkets running promotion days to encourage members of the public to donate an item of food whilst doing their shop, and regularly use money from their charity account to buy much-needed stock when the shelves are running empty.

However, the club has also been supporting them with practical issues such as helping to devise the food stacking/storage process to ensure all donated food is distributed to families in need.

It was identified that a proper system of simply loading food onto the distribution shelves meant that donated items were having to be thrown away as they were going out of date, so Maidenhead Bridge Rotary stepped into action.

Spending a whole day clearing all the



shelves, labelling food packages, putting up better shelf signage etc. and creating an easy food processing system meant the charity was more streamlined and, more importantly, all donated food was being given out and not going to waste.

This is a fabulous example of Rotarians using their knowledge and business experience to really have an impact on a charity.

Continuing from that project, members' skills and expertise have revitalised and modernised the brand of Foodshare, making it fresh and clear.

The reason for this was to allow for the message of the charity to be seen more prominently whether it's on a t-shirt, flyer or donation box.

We have also worked with them to strengthen their marketing message to help them reach out to a wider audience to enable them to support more local families who cannot afford to feed themselves.

Over the years, club members have donated over 2,290 volunteer hours to the project, using the minimum wage that equates to more than £18,800.

This is just one of the ways our club tries to make a difference to our community and I am very proud of the contribution our club members have made to help local people who have hit a difficult period in their lives.

Surely, having access to food is a basic right, particularly when living in a westernised society; in my opinion this is

an area that Rotary should be doing more to tackle.

How can we expect the future leaders of the world to achieve their full potential if they are going to school hungry? With Rotary's connections, not only should we doing more work with grassroots organisations such as Foodshare, we should also be lobbying the government to do more.

We wish the numbers who need to seek the help of Foodshare would fall, but that doesn't look like happening any time soon. So sadly, it's clear we need to keep on doing what we are doing. ●

 For more information visit: **foodshare.today**



ROSIE ANDERSON

Declaring war on food waste

ACCORDING to the campaign group Love Food Hate Waste (LFHW), seven million tonnes of food are wasted in households across the United Kingdom every single year. This figure is scarily high and requires urgent action.

LFHW is a movement promoting a greener lifestyle across Great Britain and Ireland, and it is spreading the message to other countries across the world.

It demonstrates easy changes we can make to waste less food, which will lower household spending and overall and benefit the environment.

Waste & Resources Action Programme (WRAP), initiated the campaign 12 years ago at its headquarters

in Banbury, Oxfordshire.

Jennifer Carr, WRAP's Citizen Campaigns Project Manager, said: "We enjoy an abundance of food everywhere we go, from farmers' markets and supermarkets, to restaurants and cafés.

"It's never been easier to enjoy food. The problem is, that means it's also never been easier to waste it.

"UK households produce 70% of the country's overall food waste – 7.1 million tonnes – which is equal to 3.5 meals per person every week!"

The average annual cost of food waste per person living in the UK is £230, which highlights the urgency of the issue.

Rotary clubs can take the matter to the community they operate in by promoting a lighter food shop, less 'over-

buying' of items, such as milk, and ask shoppers to check fridges and freezers before going on a food shop.

According to LFHW, 30% of citizens in the UK do not check their fridge before a food shop, and nearly half forget to check the freezer. This results in duplications of products – with the dated item getting binned first.

Together, we can be committed to reducing food waste, and take inspiration from WRAP and Love Food Hate Waste.

Superstores such as Tesco are paving the way for other major supermarket chains by promoting the campaign by offering a recyclable bag as an alternative carrier for loose fruit and vegetables.

In a recent statement, Tesco pledged that it is planning to make packaging fully recyclable by 2025 and cut out as much plastic as possible in the preparation process.

Tesco's Director of Quality, Sarah Bradbury, said: "We want to remove as much plastic as we can from our products, only using what is necessary to protect and preserve our food.

"We hope this trial proves popular with customers. We'll be keeping a close eye on the results, including any impact on food waste." ●



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Rotary GBI President
Donna Wallbank

Filling the hearts, minds and tummies

OCTOBER is the month when we focus on economic and community development. But that is an all-year Rotary commitment, and throughout the summer I saw the tremendous work across the country by Rotarians and community groups.

One example which springs to mind is Peter Bradley from Rotary Edgware & Stanmore in Middlesex, who work with FoodCycle.

This is a national charity, based on the basic idea that food waste and food poverty should not co-exist. Instead, something powerful can be achieved through eating together. Loneliness can be averted. Sharing a meal not only fills the tummy, but it also fills the heart and mind.

Then there is CATCH (Community Action To Create Hope) in Leeds, *pictured below*, where I saw how Roundhay Rotary collaborated throughout the summer holidays to deliver a 'Healthy Holiday' programme.

There, children, young people and families come together in their community, they have fun, whilst helping out at the ARK Community Café, and receive a meal in a safe environment. I was impressed with how companies donated equipment and materials to make the centre a better place.

Ask that community how it is supported by people who care.

Ask them about the free food shop where you pay if you have some money, take produce if you have none, and when you have something spare, you give back a little to help others who were in your position just a few days earlier.

Then look at the volunteers who cook meals from those donations – developing a community by using their skills, and learning new ones too. It is fantastic.

This amazing group receives food daily from supermarkets like Marks &

Spencer and Sainsbury's. Gardeners also donate their extra produce to those in need of this lifeline.

So what about school holiday poverty – is it really there? Yes, it is.

Rotary groups are working collaboratively with the community groups, police and supermarkets, who give produce so children don't go hungry.

Young people are being engaged to develop positive behaviours through programmes which develop social skills, while growing awareness of the part they can play in their communities.

My Rotary friends in Brynmawr are recipients of a Police Crime Commissioner grant to create engaging opportunities, but also forged a partnership with Morrisons who donate large crates of food which keep young people fed and engaged during the school holidays.

What about Greggs who, through Rotary clubs and community groups, donate their end of day produce to give sustenance all-year round? These food suppliers and supermarkets are no longer automatically sending their food to landfill sites – so surely, it is a win-win situation?

There are so many examples where food poverty is being addressed in our communities. Not just for those who we immediately think of, such as the homeless, but also for those who would otherwise be lonely and hungry, who may not see anyone for days.

This is Rotary doing good and building our communities. In turn, we are developing new volunteers and giving hope to the parent who would otherwise not eat today since their children come first.

Rotary is engaging and enabling the right choices to be made. It is connecting those we know, to those we didn't.

Rotary Connects the World, but this summer I saw first-hand a need being met by people who I am proud to call Rotarians in their communities.

I truly believe this connection will change perceptions of who we are and what we do. It will bring new people to help us which, in turn, will develop the economic and social needs of other communities by the examples we set.

It is sad that these needs are there, but if Rotary and our partners were not, then who would do what I saw being done? ●



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DAVE KING

It takes more than food to end hunger

Fourteen million people live below the poverty line in the UK. The Trussell Trust is battling against a tide of people seeking its services, who are spiralling into despair.

GUY was a lad in his early 20s, who had probably one of the worst jobs imaginable – he cleaned ambulances of bodily fluids and also dispensed medical equipment left behind after a day's shift. But he loved it.

The Londoner had an incredible work ethic. Guy loved the fact that he could help the paramedics, and felt he was doing something worthwhile.

But Guy was also battling with depression. Sometimes, for two or three days, he would not engage with the world.

Soon Guy found himself trapped in the benefits system, relying on Universal Credits and the strict nature of the system

where, if you failed to turn up for an appointment, you were sanctioned and a portion of your benefit taken away.

Guy had three dark days, didn't engage with the system and very quickly spiralled downwards.

When he snapped out of it, Guy travelled to Brighton, went to the pier where he came close to jumping off and ending his life. Fortunately, he didn't. Guy came back to London, went to a food bank where he got the help he needed.

He spoke to people who treated him as a human being, and Guy credited the volunteers at the food bank with saving his life.

Sitting in his office in central London,

Garry Lemon, the Trussell Trust's Director of Policy, External Affairs & Research, tells this terrible story with emotion fixed in his voice.

"I met Guy at a food bank when he told me this story," recalled Garry. "Here was a decent and intelligent, young lad who would be an asset to this country, who was let down by a system which has become punitive, cruel and inhuman."

The Trussell Trust was founded in 1997 by Carol and Paddy Henderson, based on a legacy left by Carol's mother Betty Trussell.

Initially, their work was focussed on helping children sleeping rough in Bulgaria, but then in 2000, Paddy received a call from a mother in Salisbury, Wiltshire,

saying: “My children are going to bed hungry tonight – what are you going to do about it?”

That prompted Paddy to start the Salisbury food bank from his garden shed and garage, providing three days’ emergency food to local people in crisis.

Today, the Trussell Trust supports a network of 1,200 food bank centres, as well as helping those locked in poverty. They also challenge the structural economic issues which have allowed this to happen.



“The Trussell Trust was founded in 1997 by Carol and Paddy Henderson, based on a legacy left by Carol’s mother Betty Trussell.”

Last year, the charity delivered 1.6 million food parcels in the sixth richest economy in the world – an increase of 19%.

“Our volunteers are amazing,” reflected Garry. “They treat other people with great dignity, respect and non-judgementally when they come through the doors.

“At the end of the day, the dignity you get in a food bank can never be enough for the dignity of not having enough money in your pocket to put food on the table for your own children.”

One of the key messages of the Trussell Trust is that it takes more than food to end hunger.

The food banks do more than supply those who have been referred to them by various agencies with emergency food.

They signpost people to debt advice which can transform a person’s life which is out of control. They also run cookery classes to help someone’s money go further by cooking healthy, balanced meals.

Bizarrely, the Trussell Trust wants to do itself out of business. As part of a five-year plan, the charity wants to see a day when food banks are no longer needed.

A lofty dream maybe, but Garry, who has previously worked with homelessness on the streets of London, has seen this happen for a while with rough sleepers on the streets of the capital, thanks to resources, joined-up thinking and political will from Government.



One of the key campaigning grounds for the Trussell Trust is seeking an end to the five-week wait for Universal Credit which is pushing tens of thousands of people towards food banks.

Emma Revie, the Trussell Trust’s Chief Executive, agrees. “If we are to end hunger in the UK, we need to make sure everyone is anchored from being swept into poverty.

“The Government needs to ensure benefit payments reflect the true cost of living and work is secure, paying the real Living Wage.

“Every family should have enough money coming in for a decent standard of living. No child should face going hungry in the UK.” ●

 For more information visit:
trusselltrust.org

FACT FILE

TRUSSELL TRUST

- 1.6 million food bank parcels handed out.
- More than half a million food parcels went to children.
- Main reasons for emergency food are benefits not covering the cost of living, and delays or changes to benefits being paid.
- Almost 49% of food bank referrals were due to a delay in benefits being paid linked to Universal Credit.
- There are 1,200 food bank centres in the Trussell Trust network in the UK.
- There are also 805 independent food banks, so the Trussell Trust network accounts for two-thirds of all emergency food banks.



Mark Maloney
Rotary President 2019/20

ROTARY'S long-term, sustained battle against polio has defined our organisation for decades. We have a right to be proud of all that we have accomplished through the years.

Of the three types of poliovirus, type 2 has been eradicated and type 3 could soon be certified as eradicated. Nigeria has not reported a case of wild poliovirus in nearly three years. If this trend holds, we will be down to just one type of wild poliovirus in only one section of the world, Afghanistan and Pakistan.

There are major challenges in that region. But it is crucial that we remain optimistic. Look at all that we have accomplished so far.

This is no time to get discouraged or to think that the task is impossible. We will end polio forever, but only if we remain steadfast and vigilant.

World Polio Day is a time for Rotarians from all over the globe to come together, recognise the progress we have made in our fight against polio, and plan the action we must take to end polio forever. The key word is action, because we still have important work to do.

This year, we want to see as many Rotary clubs as possible holding World Polio Day events around the world.

Need some ideas? How about organising a viewing party for friends and club members to watch Rotary's Online Global Update?

You could also dedicate a club meeting to World Polio Day or create a fundraising event. Remember, every dollar raised is matched 2-to-1 by the Bill & Melinda Gates Foundation.

Once you have created an event, register it at endpolio.org/register-your-event. Then promote it using the World Polio Day toolkit, available at endpolio.org/world-polio-day.

Mark your calendar to tune in to Rotary's World Polio Day Online Global Update on October 24. This year we will stream our programme on Facebook in multiple time zones around the world.

Visit the Rotary International Facebook page to RSVP to your region's programme. And do not forget to follow the event on social media and share it with your network.

When we reach our goal, polio will become only the second human disease eradicated on the planet, and Rotary will

receive international acclaim.

But what matters most is the children who will never again have to face this terrible, disabling virus. Rotary must continue to connect the world in the effort toward polio eradication. It is up to us. Let us finish the job. ●



Gary C.K. Huang
Trustee Chair 2019/20

FRIENDS, World Polio Day is this month and we are facing a major challenge. The news out of Afghanistan and Pakistan tells us that we have more work to do. It tells us that polio will not die out quickly or easily.

Most of all, it tells us that we are needed now more than ever. Success will require us to remain steady and show that there is no time limit to our commitment. We are in this to the end, and we will conquer this terrible disease. We will give life back to children and families, and restore hope to communities.

We are fortunate to have great friends in the Global Polio Eradication Initiative — including the Bill & Melinda Gates Foundation, which continues to match every donation 2-to-1. We have already eradicated wild poliovirus type 2, and type 3 could soon be wiped out. India is polio-free. All of Africa may soon be polio-free.

The most important factor in ending polio forever is you. The people of Afghanistan and Pakistan have faced so much hardship in recent years. Polio is just one more challenge. To them, it could all feel overwhelming. But not to Rotarians. We do not feel overwhelmed. We feel challenged, and, as people of action, we rise to challenges.

In the words of Confucius: "If one is virtuous, one will not be left to stand alone. It is certain that associates of like mind will come and join with one."

In Rotary, we understand these words very well. When we say "Service Above Self," we take a stand for this virtue. We know that our like-minded brothers and sisters around the world will join us. We have been drawn together by our need to do good in the world.

We can rid the world of a disease forever. And you will be the ones to do it, through your continued commitment and generosity.

Be a part of history! Help us overcome the final hardship, the final challenge. ●



Tony Black
RI Director 2019/21

THIS Rotary year we have been asked by President Mark Maloney to 'Grow Rotary'. Many of you are now thinking: not another call on membership. We have heard or read it all before.

I have also heard the same thoughts for many years, but let me ask you some questions:

Question 1: What is the biggest issue facing Rotary in the next decade?

That is a question asked over many years, and the answer is membership. Membership is not just about numbers. Growth is the momentum of our organisation. It increases our human resources and develops leaders.

Growth in membership is not just for show but what the increase in numbers can do in our communities and in the wider world.

Question 2: Why is it that only 23% of our membership is female?

The secret to membership growth is ask. Don't be disheartened by a 'no'. Do not wait for someone else to do the asking. Begin now, and with yourself. Today is the best time to introduce a friend to Rotary.

Retention is of prime importance and the best way to retain members is by engaging and involving them by focusing on their talents, not just their time.

Your Rotary Coordinators and District Membership teams are there to help and advise you.

Question 3: Where do you want Rotary to be in 10 years?

The answer is going to be very variable but also so similar. We all want to be doing more good in the world, whatever that might be.

I have never been worried about what Rotarians do for their communities, as long as they do something.

There are many and varied enterprises/projects that Rotarians get involved with, and this will vary from club to club. We all need to keep doing our bit but be willing and able to do that little bit more.

Most of us know what 1.2 million Rotarians do in the world. Think of what 2 million Rotarians or more could do.

Rotarians are the future of Rotary - and that is in your hands.

Let us begin the change today. ●

Be part of tomorrow's cure for dementia



How your legendary gift can make life-changing breakthroughs possible

Many of us have seen how dementia attacks the identity of our loved ones, robbing them of precious memories, and time that they should have been able to spend with us, our family and friends. Dementia is a condition with symptoms including memory loss, confusion, personality changes and disorientation. It's most commonly caused by Alzheimer's disease, but can be caused by other diseases such as vascular dementia, dementia with Lewy bodies, and frontotemporal dementia. Alzheimer's Research UK's Director of Research, Dr Carol Routledge, is here to explain what can be done to protect our children and grandchildren from this heartbreaking condition.



Dr Carol Routledge

Why support research?

Research has already shaped our understanding of dementia. What used to be seen as an inevitable consequence of ageing is now known to be something caused by diseases in the brain. That means one day, we hope to be able to better treat and cure it.

In my lifetime, I've seen survival rates for cancer double, and there's also been greater progress in heart disease and HIV/AIDS. Just recently drugs have been developed that can effectively treat Ebola. I know that if we all continue to invest in and support dementia research, we can make the same progress.

How is Alzheimer's Research UK making a difference?

You may not know that Alzheimer's Research UK is the largest charitable funder of dementia research in Europe – thanks to our amazing supporters, we're backing over 140 research projects right now. Our research covers the key areas of diagnosing the condition earlier and more accurately, reducing people's risk of dementia, and finding treatments for the diseases that cause this heartbreaking condition.

I'm particularly excited by our drug discovery research, because there aren't currently any drugs available that can slow or stop the diseases that cause dementia. That's why we have brought together pioneering dementia researchers to boost the search for new treatments. Because of our amazing supporters, groundbreaking research projects across the UK and beyond can bring about the life-changing treatments for dementia that we're all hoping for.

How can Rotarians help?

You're already having such an impact – I'm in awe of the amazing fundraising done by Rotary groups across the country. Your donations are helping to make breakthroughs possible. Thank you so much for all you've done. One way of supporting research into dementia that you might not be aware of is with a gift in your Will. These gifts make one in three of our life-changing research projects possible, protecting our children, grandchildren and future generations from the heartbreak of dementia. Once you have looked after your family and friends please consider supporting Alzheimer's Research UK with a gift in your Will. Each gift, no matter the size, ensures pioneering research can continue long into the future.

As a scientist, I'm so grateful to everyone who considers supporting us in this way.

Download your free guide now

Visit alzheimersresearchuk.org/wills
Email giftsinwills@alzheimersresearchuk.org
Call 01223 896606



JAMES BOLTON

Frank Bruno

leads first wave of speakers
for Volunteer Expo

The former world champion boxer is pulling no punches to knockout the stigma associated with mental health

IT'S harder than being in the ring." That's how Frank Bruno described his experience of being sectioned for a second time after struggles with his mental health.

Strong words for someone who has gone head to head with the likes of Mike Tyson and Lennox Lewis.

After living with depression, which Bruno said was exacerbated by the use of cocaine, and being diagnosed with bipolar disorder, the 57-year-old has had challenges in and out of the ring.

Now, Bruno has another fight on his hands: to break the stigma associated with mental health. Hailed for his bravery and honesty in talking about his own experiences, including enduring controversial and insensitive media coverage when he was first hospitalised, Bruno uses his public profile to raise awareness.

At Volunteer Expo Bruno will share his personal insight into how staying fit and active helped him not only overcome difficult times himself, but empower and

inspire generations of young people to speak out about mental health.

He will also discuss how his self-named Foundation, is helping young people to increase their self-confidence and develop self-worth through weekly sessions of wellbeing and non-contact boxing.

Bruno is just one name in an exciting first wave of speakers who will be joining **Volunteer Expo**, Rotary's new, national event to harness the power of volunteering taking place at the **NEC, Birmingham** from **1st-3rd May 2020**. ●

Other speakers will include...



Chizzy Akudolu

Actress and writer Chizzy has been a vocal advocate of mental health by sharing her story after being diagnosed with depression in 2014.



Simeon Moore

A former member of a notorious Birmingham gang, Simeon now tackles the glamorisation of gang culture to young people.



Steve Brown

An infectious and inspirational character, Steve captained Great Britain's wheelchair rugby team at the London 2012 Paralympics and is now a popular broadcaster and mentor of young athletes nationwide.



Tufail Hussain

Tufail is Director of Islamic Relief UK, a charity alleviating suffering from some of the world's largest issues including hunger, illiteracy and disease.



Amy and Ella Meek

16-year-old Amy and 14-year-old Ella are Founders of Kids Against Plastic, a charity which is empowering young people to protect the environment and tackle single-use plastic.

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Book your FREE tickets for Volunteer Expo
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CHANGE LIVES
TAKE ACTION

Volunteer Expo is brought to you by Rotary in Great Britain and Ireland.
This national event will connect volunteers, organisations and the charity
sector to harness the power of volunteering.

1-3 MAY 2020 - NEC BIRMINGHAM

volunteere expo.co.uk

Rotary
Great Britain & Ireland



FOUR SEASONS FAIRWAYS



AS the nights draw in and temperatures drop, there really is no better time to escape for a week of warmth, sun and sumptuous Mediterranean food, but we all know that trying to keep active during an indulgent break can be hard. Thanks to Four Seasons Fairways however, we think that we've found the perfect compromise in their 'Active Living' programme, which also comes with a little bit of Olympic star dust. Whether you're a gym bunny, fitness fanatic or reluctant exerciser, Four Seasons Fairways is the perfect place to escape to. With a host of facilities on site, beautifully warm winters and just under a 3hr flight from the UK, there really is no better time to get active in the Algarve.

Four Seasons Fairways is one of the Algarve's most prestigious villa resorts and is nestled within the privacy and security of the Ria Formosa nature reserve. This discreet and elegant private resort features 132 villas and apartments set in beautifully landscaped gardens with each featuring its own pool or jacuzzi, terrace or garden area and outdoor BBQ/cooking station. And, during the winter months, guests will find in their villas a set of 'Winter Grill' recipe cards with unique dishes created by British TV Chefs Tom and Henry Herbert offering culinary inspiration and a selection of delicious dishes to whip up! Four Seasons Fairways is also home to a stunning Clubhouse with glass walled wine cellar, indoor-outdoor bar, two heated swimming pools, VIVO Bistro & Cocktail Lounge and AMARA, an intimate restaurant serving

contemporary cuisine with a Portuguese influence.

The resort is just a stone's throw from the stunning Ria Formosa nature reserve, with the scenic swirl of seawater lagoons, sandy islands, salt marshlands and diverse bird life make it the perfect setting for walking, running and cycling. Activities that Four Seasons Fairways offer can be hosted on site or in the local vicinity and can be tailored to suit all ages, levels and fitness abilities. If you need just a little more motivation however, then why not visit in Spring 2020 when you can spend some time getting active with double Olympic champion, Helen Glover, who will be returning to host her second 'Active Living Week' for guests.

On supporting the Active Living programme, Helen comments, "at Four Seasons Fairways, there really is something for everyone. You can go from enjoying a leisurely day by the pool to having a knock

on the tennis court or go for a run on the beach and there's a lovely feel to the place that make none of these things, whatever age you are, particularly intimidating." She continues, "sometimes sport and fitness can be daunting but coming to a place like this, where everything is set up for you makes it very achievable."

During the special 'Active Living Week' that Helen will be hosting, guests can take part in stretch classes, kayaking and stand up paddle boarding sessions with her on the Ria Formosa and much more.

What's also brilliant about the resort is that they recently launched a brand new creche facility for their youngest clientele, perfectly complimenting their 'Upside Down World Kids Club' for slightly older children so if you're travelling with children (or grandchildren!) aged six months to two years, they will be able to enjoy an exciting new play area and keep just as active as their adult counterparts! ●



Double Olympic champion, Helen Glover, who will be returning to host her second 'Active Living Week' at Fairways

FOUR SEASONS
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TURISMO DE PORTUGAL  **algarve**

Marie Curie's campaign

Marie Curie, in partnership with the Motor Neurone Disease Association, is campaigning to make it easier for people to access benefits when they are dying. Scott Sinclair, the charity's Head of Policy & Public Affairs, England, explains how the campaign is working.



“Many people at the end of their life rely on financial support as they can no longer work, or because of the increased costs associated with living with a terminal illness.”

MARK HUGHES has terminal bone cancer. In fact, he has been living with cancer for 19 years, but in 2011 he was given the numbing news that the cancer was terminal and he could no longer work.

Ever since then, Mark has faced a frustrating struggle trying to claim benefits from the Department for Work & Pensions (DWP) – and has sought help from the charity, Marie Curie.

Over several months, Mark received numerous letters from the DWP about his entitlement to claim benefit. “I was having to deal with all of this while still dealing with the news that I was terminally ill,” explained Mark.

Following a visit to his home, the DWP made a decision to stop his benefits.

“The people who came to the house weren’t medically trained and when I

appealed, I asked them to contact my GP, which they said they wouldn’t do,” said Mark.

“I was told that they did not contact doctors or hospitals for medical details.”

After appealing the decision, Mark won and received his benefits with a letter saying that the DWP would not contact him again until 2025.

But, in November 2018, he received the same assessment form and his Employment and Support Allowance was stopped.

“I contacted Jobcentre Plus, who couldn’t give me a reason why the payments were stopped. Then, a few days later, I received a letter saying I was entitled to benefits,” he added.

“Since 2014, only one person at the DWP has ever tried to help me. Every time I get a letter from them, I’m worried.”

Many people at the end of their life rely on financial support as they can no longer work, or because of the increased costs associated with living with a terminal illness.

A recent inquiry into benefits access by the All Party Parliamentary Group for Terminal Illness found that the additional cost of living with a terminal illness was between £12,000 to £16,000 a year.

However, accessing benefit support is

difficult for those with a terminal illness.

There is a system allowing people who are dying fast-track access to financial support at the highest available rate, but only if they can prove they have six months or less to live.

For most terminal illnesses, but particularly less well understood conditions such as motor neurone disease, estimating how long an individual might live is difficult.

Many GPs and nurses don't feel confident saying someone has six months left to live. So many terminally ill people end up going through the same bureaucratic process as everyone else, which can take the DWP on average 16 weeks to complete.

As part of this process, many will have to undergo an assessment of their fitness to work or even prove that they are looking for work.

And that's the issue. No-one when they are dying should be forced to be looking for work to get the financial support they need. No-one should face a 16-week wait for financial support when their remaining time to spend with their loved ones is so short. No-one should be negotiating Government red tape at the end of their lives.

The current system doesn't work.

About 17,000 people in the last five years have died while waiting for the DWP to make a decision about Personal Independence Payment – just one of the available benefits. That's 10 people a day.

That's why Marie Curie and the Motor Neurone Disease Association (MNDA) are campaigning for the six-month rule to be scrapped and for clinicians across the UK to use their own informed judgement to decide when someone is terminally ill.

The six-month definition of terminal was introduced in 1990 by politicians.

Many clinicians, medical representative bodies and charities agree that the arbitrary time limit should be removed, since it is particularly difficult for healthcare professionals to predict accurately how long someone has left to live.

The campaign is modelled on one run by Marie Curie and MND Scotland, which has led to the Scottish Government removing the six-month rule for newly devolved benefits. Terminally ill people in Scotland will receive fast-track access



Marie Curie and MND Association supporters, along with Downton Abbey actor Jim Carter, handed in the petition to the Prime Minister at Downing Street asking him to remove the six months rule

to benefits at the highest level when their clinician concludes that they are dying, without any arbitrary time limit.

After sustained pressure from charities, the media and supporters, the UK Government has announced a review of how well the benefits system works for people with a terminal illness.

Rotary clubs have had an instrumental role in securing this review, with many members signing the petition to the Prime Minister, which was handed into 10 Downing Street in August with more than 55,000 signatures. ●



For more information visit:
mariecurie.org.uk/policy/campaigns/scrapsixmonths

FACT FILE

MARIE CURIE

- Marie Curie is the UK's leading charity for people affected by terminal illness.
- It provides direct care to people in nine UK hospices, and in their own homes, offering a dedicated information and support service.
- Marie Curie runs the UK's largest research programme into improving care for people with a terminal illness and their families.



ISOBEL SHEA

A chain reaction

Thames Valley Air Ambulance is a charity which depends entirely on the generosity of the public for funding. The emergency medical provider has received more than £250,000 from the Thames Valley Rotary District, since it started in 1999. This keeps Thames Valley Air Ambulance at the frontline of saving lives, giving patients like Paul Dilley the best chance of survival and recovery.

FOR 48-year-old Paul Dilley, it was an ordinary August summer's day in 2018. The father-of-three from Cookham in Berkshire was just about to begin a round of golf on a course near Milton Keynes when he became short of breath. Being fit and healthy, he assumed it was just hay fever.

Whilst walking towards the first tee, he felt a pain in his back. As he continued towards the green the pain suddenly intensified and spread to his chest.

Feeling helplessly weak, he knew something was seriously wrong.

Thankfully, he decided to go back to the clubhouse where they immediately dialled 999. Within moments, a key artery to Paul's heart suddenly became blocked, causing a catastrophic heart attack.

To survive, Paul desperately needed

urgent advanced medical care.

When someone suffers a cardiac arrest out of hospital, certain things happening in the correct order can dramatically increase their chances of survival.

This order of events is known as the 'chain of survival'. When Paul realised he wasn't well and turned back to the clubhouse for help, he had unknowingly placed himself on this chain by making an early intervention which allowed him to access treatment quickly.



"Chloe, the doctor who helped save my life, not only did that but she also checked up on me while I was in hospital, that's just incredible."

Within 16 minutes of being called-out, Thames Valley Air Ambulance's paramedic Jo Meadham and Doctor Chloe Spence arrived at Paul's side.

With his life already on the line, his condition worsened as he suddenly went into cardiac arrest. To give Paul the very best chance of survival, Jo and Chloe immediately started cardiopulmonary resuscitation (CPR) and defibrillation.

En route to hospital Paul's condition deteriorated further as his heart went in and out of life-threatening rhythms. Chloe and Jo took over his breathing by giving

him an emergency anaesthetic. They then placed a 'LUCAS' mechanical chest compression system on Paul to keep his heart pumping blood around his body.

This technology freed Jo and Chloe up to deliver regular defibrillation and advanced post-resuscitation drugs to try to get his heart back to a stable rhythm.

During the journey to hospital the crew administered 13 defibrillator shocks to Paul, as they fought to save his life.

Doctor Chloe said: "When Jo and I first reached Paul he was alive and talking, before he suddenly went into cardiac arrest. We felt really invested in him as a person. He fought to stay alive.

"We regularly attend patients in cardiac arrest, but we both said that Paul's was the toughest cardiac incident we've ever attended."

Despite being shocked 28 times and having emergency surgery to remove a blood clot on his heart, Paul defied all odds of survival. He remarkably made a full recovery and was even able to go on a skiing trip at Christmas.

Reflecting on his traumatic experience, Paul said: "I am so grateful to Thames Valley Air Ambulance for reaching me quickly and acting so calmly in a chaotic situation.

"They battled to save my life. It was a terrifying ordeal and I feel incredibly lucky to be alive. I am under no illusion that without the incredible skill and emergency treatment I received, I would not be alive today.

"Chloe, the doctor who helped save my life, not only did that but she also checked up on me while I was in hospital,



Survivor Paul Dilley



Thames Valley Air Ambulance's Doctor Chloe Spence and Critical Care Paramedic Jo Meadham

that's just incredible. I am looking forward to helping Thames Valley Air Ambulance, in any way I can, so others can be as fortunate as me."

Like Paul, anybody could be in urgent need of advanced medical care. Within minutes, Thames Valley Air Ambulance brings the expertise, equipment and treatment of the hospital to them across Berkshire, Oxfordshire and Buckinghamshire.

This means that a patient is treated and given hospital-level care quicker, increasing their chance of survival. Last year, they attended 988 incidents and 16% of these were for cardiac arrests.

Across the UK there are 21 air ambulance services which operate a total of 37 helicopters and 50 rapid response vehicles.

Collectively, they are called out to 35,000 missions annually. To find out more about Thames Valley Air Ambulance visit www.tvairambulance.org.uk.

Or to learn about your local air ambulance, visit: associationofairambulances.co.uk ●

The elements that make up the Chain of Survival



FACT FILE

WHAT'S A CARDIAC ARREST?

- A cardiac arrest happens when the heart suddenly stops pumping blood around the body. It is most commonly caused by a life-threatening abnormal heart rhythm. When this happens, the brain and other organs are starved of oxygen.
- **Do you know where your nearest defibrillator is?**
- For each minute there's a delay in using a defibrillator on a person in cardiac arrest their chances of survival reduce by 10-12%. It is vital that you know where your nearest defibrillator is to your home and work.
- **Would you know how to help somebody in cardiac arrest?**
- To help save the life of somebody in cardiac arrest you need to rapidly work through the 'chain of survival'. Firstly, you need to identify the signs that somebody is in cardiac arrest. They won't be conscious or responsive and they won't be breathing normally, if at all. Secondly, immediately phone 999 and instruct somebody to get a defibrillator. Start giving CPR to keep oxygen circulating around the body until a defibrillator can be used or until the emergency services arrive.



DAVE KING

Get it right with Copyright!

IMAGINE someone breaking into your home, stealing personal photographs from your dressing table and then posting them on social media. That's theft – well, it's burglary, actually – but that is copyright in a nutshell.

Copyright is stealing work, which someone else has taken the time, effort and skill to produce, and then publishing it without the owner's permission.

So why is this such a hot potato, and what is its relevance to Rotary?

Alarm bells rang earlier this summer when Rotary in Great Britain & Ireland found itself facing legal action for two breaches of copyright on club websites. Images had been uploaded without consent from the owner, who sued, and both matters were settled.

That was a nasty warning shot for Rotary that clubs across these isles have to be careful about copyright – whether it is your website, newsletter or leaflet.

The law is the Copyright Designs & Patents Act, 1988, and relates to three

specific areas:

- Original literary, dramatic, musical or artistic works.
- Sounds recordings, films or broadcasts.
- The typographical arrangement of published editions.

So, if you want to publish a photograph of yourself attending a Rotary event which has been printed in your local newspaper, or on its website, then you need permission from the news organisation who own the copyright to the image.

It doesn't matter that you're in the photo, you don't own the copyright.

Ask, don't just take! The same principle applies if you want to republish an article. Ask the owner.

Since publishing an advisory sent to Rotarians in June, I have had follow-up queries about publishing hymn words for a Rotary carol concert, and even a route map for a Santa run.

Along with football fixtures, railway timetables, even tide times – they are all copyright and you need permission.

Freelance photographers make their

living from these images. The internet is a treasure trove of information and imagery, so those who flaunt the law online are being tracked down by modern day technology.

According to respected media lawyer, David Banks, some picture archives are using bots, such as PicScout, to trawl the web looking for unauthorised use of imagery and when they find such use, they generate an invoice.

Even those who have used the Creative Commons photo share website have come unstuck, said David, because they haven't properly adhered to the conditions, and have been faced with invoices of up to £400.

The test is that any original work which is published in the public domain is subject to copyright.

The moral of the story, said David, is that if you want an image, get the owner's permission.

Also, read the terms and conditions on any supposedly free image website to avoid getting stung. ●

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DAVE KING

Unboxing a little happiness

For 25 years, the Rotary Shoebox Scheme has been putting smiles on the faces of children in Eastern Europe with gifts which can really make a difference.

I AȘI is a university city in eastern Romania, close to the border with Moldova but which, even today, has huge pockets of poverty.

According to a World Bank report, more than 124 million people in the European Union – almost 25% of EU citizens – are at risk of poverty and social exclusion. And Romania ranks second in EU's poverty table, affecting 41.7% of the population.

That's the story today. The picture

was even bleaker 25 years ago when Rotary clubs in north-west England began providing the children of Iași with Christmas gifts.

That project has gradually snowballed into the Rotary Shoebox Scheme, a national project which is not only supported by Rotary clubs, but also by Rotaract, Interact, Inner Wheel, as well as schools, churches, companies and individuals.

Clive Gardiner, from Bolton Daybreak Rotary, explained that each year they

dispatch 50,000 shoeboxes or gifts, not only to Romania, but to many different countries in central and eastern Europe – Moldova, Belarus, Ukraine and Albania.

And now, it's no longer children who are the recipients. He explained: "We have delivered to children and teenagers in orphanages, hospitals and also to street kids.

"We also deliver to adults who are in tuberculosis and Aids hospitals, as well as to disadvantaged families, women's refugees



and to older folk in hostels who have no supporting families.”

The shoeboxes, containing a variety of gifts, are sent year-round. “Toys are especially useful all year round for birthday presents in the orphanages, homes and hospitals,” added Clive.

The Rotary Shoebox Scheme focuses on four key areas; toys for boys and girls, teenagers up to the age of 18, household goods for older folk and families, and babies aged up to 12 months.

Flat pack boxes can be purchased through the website and delivered to the door. When the boxes have been filled, the Rotary Shoebox Scheme arranges to collect them before sending on to Eastern Europe.

They ask for a £2 donation per box to cover transportation costs.

“We find the scheme is especially popular with schools, as the boxes are cheaper than competitors,” added Clive.

“Rotary has no religious or political affiliations, and no leaflets are added to the boxes. This solves many problems with multi-cultural classrooms. We also operate all year, not just at Christmas.”

The boxes reach their destination overland by lorry. The Rotary Shoebox Scheme uses the services of the International Aid Trust, a Christian charity which has a long association with Rotary in north-west England, and helps with both transportation and warehouse storage.

Distribution of the shoeboxes is based solely on humanitarian need and always made through known contacts.

There is also a close link with Hope and Homes for Children (HHC).

In a recent report, the charity noted: “The generous donation of shoeboxes allowed us to bring happiness to 1,199 children included in the HHC Romania programmes and to their families.

“The items they found in the boxes were really useful and at the same time were occasions for joy, for excitement and happiness.

“The families were also happy and appreciated the gifts, as they were sometimes the only occasions when the children received toys or school supplies.

“As one of the adults in a family included in the prevention programme put it: ‘It is so much fun and happiness in the

house now, I wish I can have shoeboxes every day for my children. It is not the items themselves, it is the novelty, the surprise, the gift! Unfortunately, I cannot make such gifts, but you did it and thank you for that.”

The Christian children’s charity, Spurgeons, is another partner.

The Rotary Shoebox Scheme has worked with it delivering to projects in western Romania, along with the International Aid Trust, which has children’s homes in the Ukraine. The boxes sent to Belarus are distributed by Chernobyl Aid UK to a variety of projects helping disadvantaged, and often young, people.

And the Rotary Club of Iaşi 2000 is also a regular distributor to orphanages and children’s homes in the area.

Clive admitted that the poorest countries they sent deliveries to were the Ukraine and Moldova, with poverty in both urban and rural areas. “We would like to send more boxes there,” he said.

“In Moldova, our hard-working partners at Chisinau Rotary Club go through the complex procedures for customs clearance for the Rotary shoeboxes.

“The members then drive the length and breadth of the country delivering to people in greatest need.

“The Rotarians keep immaculate records and also involve their colleagues in the other three clubs in the country.

“A fifth club was chartered in June so they may become involved too.

“Romania has made significant progress in the time we have been delivering there, but rural poverty is still in great evidence.

“Our Rotary colleagues there, plus other trusted partners, make deliveries to families, kindergartens, schools, and charities providing accommodation and safety to children or adults.

“Two of those partners are using strategies which are succeeding in integrating the Roma communities with mainstream society. The key lies in educating Roma children.

“There is undoubtedly, still a strong need in urban and rural areas of Romania, Moldova and Ukraine. We would wish to extend our support, and reach areas not at present supplied by us, but to do that we need more boxes filled each year.” ●

WHAT YOU CAN PACK INTO YOUR ROTARY SHOEBOX

Toys for boys and girls

cars & trucks, jigsaw puzzles, action figures, colouring books, writing books, pens & crayons, pencil case & pencil sharpener, stickers, Lego & building blocks, yo-yo, bubble blowers, wooden & plastic toys, Play-Doh, plasticine & cutters, dominoes, fluffy toys & dolls, skipping rope, scarf, mittens/gloves, hat, harmonica, cards and games.

Teenagers (up to 18)

Sportswear, tennis balls, scarf, gloves, socks, hat, football memorabilia, writing materials, school stationery, coloured pens & pencils, sketch pads, games, playing cards, toothbrush & paste, deodorants, comb, mirror, costume jewellery, make-up, hair brush, toiletries, clothing repair kit.

Household goods for families and the elderly

Scarves, gloves, hats, wrapped soap, toothpaste, toothbrush, disposable razors, shampoo, soap flakes, pan scourers, antiseptic cream, bandages, face & body creams, cosmetics, pens, writing pads & envelopes, T-lights, candles, sewing kit, scissors.

Babies (up to 12 months)

This is given to new mothers and can include baby wipes, cotton wool buds, baby shampoo, baby oil, talc powder, bonnets, booties & mitts, baby grow, baby blanket, small soft toys, or rattle.

What not to include

Food, sweets & chocolate, drinks, battery-operated toys, conflict-related items, matches, inflammable liquids, inflammable aerosols (deodorants & hair spray), seeds or any other living material, automatic washing machine powders and washing-up liquid.



For more information visit:
rotaryshoebox.org or phone
Nigel Danby: 01706 643241.



An archive picture taken from one of the books documenting the Rotary Club of Swansea

Swansea Rotary the growth of a notion

Margaret Abbett, the current President of Swansea Rotary, reflects on the centenary of the proud Welsh club chronicled through a unique volume of books.

THE Rotary Club of Swansea is not the first club to celebrate its centenary. It can't even take the mantle of being the first club in Wales to celebrate this milestone – but few clubs can have such a comprehensive record of its activities as the three slim volumes that take us through 'A Growth of a Notion'.

These three publications not only present a history of the club from its formation right up to the centenary of Rotary International in 2005, they also chronicle the evolution of Rotary itself.

The first volume of 'A Growth of a Notion' covers the period from the club's formation in 1919 to 1955, and the second

the period from 1955 to the club's golden jubilee in 1969.

A former Swansea Councillor and Mayor, Past President, Bill Mainwaring Hughes, penned both the early volumes.

The third volume is set out in a more logical format covering each Rotary year from 1969 until the centenary of Rotary in 2005. Retired business lecturer, writer and historian, Peter Jackson, penned this volume.

I am the first female Rotarian to take on the role of Swansea President and delighted to have this honour for our centenary year.

So I set myself the task to read 'A Growth of a Notion', expecting to find

them turgid and bland. Indeed, the first two volumes contain a lot of information about the price of meals, plus the merits and shortcomings of venue – topics which have traditionally bothered Rotarians over the years, although, thankfully, this is slowly changing.

But I also found some real nuggets of information that truly demonstrate that Rotarians in Swansea really were 'People of Action' even as long ago as 1920.

As can be expected for a new club which was started just after the Great War, it was heavily involved in supporting orphans of servicemen; playing a pivotal role in a home for the children in Llangennith, Gower. As time went on, ►



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He then became a single dad - raising two boys alone and surviving by writing about their travel adventures (busking around Florida, driving across America, crossing Canada with three borrowed grannies). He then did an MA in Voice Studies. Today he teaches Voicework and runs Shakespeare workshops in prisons.

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members also provided financial and practical assistance for the Red Triangle Boys' Club for poorer youngsters in the town.

This work has continued throughout the club's existence, always supporting schools in the more challenging areas of the city - whether paying for pantomime visits or providing candyfloss stalls at school fetes.

This tradition lives on as, just a few weeks ago, the club provided games at a summer fete at Sea View Primary in the Townhill area of the city.

We are now about to embark on a 'growing' project with two more schools.

The club also has a history of playing a mentoring role. In the early days, they prepared returning soldiers from World War One and Two for work.

This mentoring has continued with the club being a key partner in Swansea City Council's 'High 5 Awards', which rewards young people who have overcome adversity to make their school or community proud.

At one time, Rotary Swansea boasted over 100 members and was the mother club to many more in the area.

But, like many traditional clubs in the UK in recent times, it faced a shaky future.

Then, a few years ago, the Swansea Rotary Partnership was formed with major support from the Southern Wales Rotary District, and this spawned the merger of the Swansea club with neighbouring Rotary Swansea Bay.

It hasn't all been plain sailing, but gradually the two elements of the club are working together with the centenary celebrations forming a focal point.

The club has already developed a Rotary badge for the Girl Guide movement and had its initial pop-up stall in Swansea's iconic covered market.

More and better pop-up stalls are planned to coincide with the Southern Wales Rotary's District Conference in October and the Charter Celebration Dinner in November.

Old pennants collected over the past 100 years are being collected together and threaded onto binding tape to make bunting, which will be located in the central area of the market, creating a talking point for visitors.

The first stall has already generated some enquiries about membership.

We have had some t-shirts printed with the message 'Celebrating 100 years



of Rotary in Swansea' which we wear for informal Rotary events and fund-raising. I have also had my Centenary chain of office, which can be very heavy and off-putting for potential members, printed on to a t-shirt.

Despite clubs like ours making it to their first century, it is clear that Rotary is still seen as a formal organisation for rich businessmen or top managers.

Rotary Swansea's newest member, John Haynes, joined us just after Christmas. He believes overcoming this image is our biggest challenge if we are to survive for another 100 years.

"We have to get the message out there that Rotary is not about posh frocks and

shirts and ties, but an opportunity for ordinary people to make a difference," said John.

So now I have learned so much about the history of the club for which I am serving as President during the centenary year, there's one more bit of reading to come.

Writer Peter Jackson is currently working on a new publication, which will take more of an overview of the achievements of Rotary Swansea in its 100 years of existence.

It promises to be a great read. ●

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DAVE KING

Rotary Radio UK is having a blast

It's the world's first Rotary 24 hour radio station and looking to grow with the help of Rotarians from across the isles.

TAKE a trip to the seaside town of Sheerness, which sits on the Isle of Sheppey on the north edge of the Kent coastline, and you're confronted with a giant mural of a mermaid lying on the beach.

With the headline 'Welcome to Sheerness – you'll have a blast', the mermaid has her hand placed on a TNT detonation plunger.

This bizarre piece of artwork is a nod to the town's curious shipwreck tourist attraction which lies just a mile and a half offshore.

With its rusting masts visible in the middle of the Thames Estuary, this is the

American munitions ship, SS Richard Montgomery, which sank during the Second World War with 1,400 tonnes of high explosives aboard.

For some of Sheerness' 25,000 inhabitants, the thought of those munitions exploding on this historic town is unimaginable because just half a mile from the shore in Blue Town sits the historic Criterion Theatre and Heritage Centre.

Built 151 years ago, this was once the Criterion Hotel and Music Hall which, in its heyday in the late 19th century, offered 'rational amusement for all classes' including, in April 1876, a one-armed juggler.



Since then, the Criterion has had a chequered history, and once fell into disrepair after a bombing raid targeted at the docks during World War One.

But the Criterion is now a heritage centre, featuring a cinema, a theatre and, 24 hours a day, seven days a week, the home of Rotary's first radio station, Rotary Radio UK (RRUK).



“Steve reckons it costs around £3,000 a year to run the station, which they hope to offset with advertising once Rotary Radio UK is established and its audience grows.”

The radio station was launched last October, led by chairman Steve Wood and studio manager John Robinson.

The aim of the station is to raise awareness of Rotary as a dynamic and charitable organisation and also boost membership.

“We established Rotary Radio UK because we felt Rotary, as an organisation, needed to get more publicity,” explained Steve, a member of Sittingbourne Invicta Rotary, whose previous experience was in hospital radio. “We felt the medium of radio was an ideal way of achieving this.

“Websites are absolutely fine and they get lots of hits, but you visit a website to look at it and then you walk away.

“With a radio station, you listen because there is entertainment and we can feed in the Rotary news as part of the package. Hopefully, it means we hold on to people for a lot longer.

“We hear Rotary is suffering from an ageing population and we are finding it difficult to recruit young people.

“We believe a radio station is something younger people will be attracted to, either listening to what we are broadcasting, or wanting to get involved, we are finding that is the case already.”

Ten months in, and the radio station is still in its infancy. Currently John, also a Sittingbourne Invicta Rotarian with a



Steve Wood broadcasting from Rotary Radio UK's studios in Kent

hospital radio background, is in the midst of an extensive training programme for new presenters.

Meanwhile media man Brian Portway, from Gravesend Rotary, is feeding in a selection of news items to the live programming each day.

Programming can be heard on the internet, and the promising early audience figures indicate RRUK is reaching out to people in over 100 countries around the world.

Rotary Radio UK was funded with £5,000 from Rotary in Great Britain & Ireland, as well as a grant from Rotary South East, and thanks to the benevolence of Jenny Hurkett, owner of the Criterion and a Past President of Minster Rotary, the station uses a corner of the theatre for its two studios.

Steve reckons it costs around £3,000 a year to run the station, which they hope to offset with advertising once Rotary Radio UK is established and its audience grows.

“We want to promote the Rotary message to tell people what we are doing,” added John. “And we want to do this in an engaging and entertaining way.

“Rotary Radio UK is a lot of fun, and

we are getting involved with the community telling them about the wonderful work of Rotary.”

Although based in Sheerness, the Rotary Radio UK team is hoping to recruit more broadcasting talent who, with training, could record and produce content in their own locality.

Though there is currently 14 hours of live programming a week, the aim is to grow over the coming year working with Rotarians across Great Britain and Ireland once more presenters are trained.

“What’s great about Rotary Radio UK is we can change people’s perceptions about the organisation,” added Brian.

“If we can show what Rotary is doing and the good we are doing in communities, we can persuade more people who are listening to take the next step and join a Rotary club.” ●



For more information and to listen visit:

Rotary Radio UK
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19/04/20

LATEST NEWS FROM AROUND GREAT BRITAIN & IRELAND



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HUNDREDS OF
VOLUNTEERS
ARE ENLISTED
TO HELP
CLEAN A
DOZEN OR
SO REMOTE
BEACHES
WHICH ADD
UP TO SOME
15 MILES OF
COASTLINE."**

WE'LL FIGHT THEM ON THE BEACHES!

AYR Rotary Club has stepped up its fight to protect the beaches of south-west Scotland against plastic pollution.

Not content with the annual beach clean, the Ayr Rotarians, who created, manage and maintain the 100-mile-long Ayrshire Coastal Path, have commenced a new initiative.

At strategic locations along the path, blue bins have been positioned to encourage walkers to pick up plastic debris for later collection by the coastal path volunteers.

Long-time Rotarian, Dr Jimmy Begg, who was the inspiration behind the Ayrshire Coastal Path and the associated Rotary Beach Clean, provided the catchy verse on the bins: 'Blue plant, blue bin, pick up plastic, pop it in'.

In recognising the threat of marine plastic pollution, the Ayr club has been well ahead of the environmental concern

curve and, in 2006, it organised the very first South Ayrshire Rotary Beach Clean.

Since then, the event has taken place annually and now involves four other South Ayrshire Rotary clubs - Troon, Prestwick, Alloway and Girvan.

Each year hundreds of volunteers are enlisted to help clean a dozen or so remote beaches which add up to some 15 miles of coastline.

Several environmentally-conscious farmers and landowners now help with tractors and trailers at this popular annual event.

Their contribution is much valued because they convey the filled bags from the beaches to the collection points where the local council lifts them for appropriate disposal.

Local community groups, including Ayrshire Coastal Path volunteers, private companies, scouting troops, cub packs, college teams and many environmentally-

conscious individuals all help in this big community event to keep beautiful the scenic Ayrshire coastline.

This year, more than 360 volunteers collected 700 industrial bags of marine litter comprising an estimated 90% plastic material.

In total, some 8,000 bags have been collected since the first clean-up with a noticeable year-on-year increase in the plastic content.

In 2018, Ayr Rotary Club participated in the BBC One Show's special programme, featuring Chris Packham, to highlight the growing marine plastic problem.

Three tonnes of large plastic items collected from two of the beaches were transported to London to be piled on the BBC forecourt to increase awareness of the threat of plastic pollution and the importance of recycling. ●

BIKE PROJECT LANDS €10,000

LAST ROTARY Ireland's Bikes for Africa Project has proved a major success, with scores of old bikes, refurbished by prisoners, bound for school children in Gambia.

Now, the project has landed a grant of €10,000 from Kilkenny County Council through the Anti-Dumping Initiative Fund.

Working closely with Kilkenny County Council, Kilkenny Rotary launched its Bikes for Africa campaign before Christmas last.

To date, almost 200 bicycles have been collected and sent for refurbishment, prior to being despatched to school children in The Gambia.

Eamonn Morrissey, from Kilkenny County Council's Environment Department, said: "As a result of this partnership, we applied for funding from the national Anti-Dumping Initiative Fund 2019 to cover the cost of approximately 600 bikes to be repaired and shipped to The Gambia.

"The funding has been approved, and we hope to take this example to a national level with other Local Authorities and Rotary clubs throughout Ireland."

Kilkenny Rotary Club President Jason Dempsey added: "This level of financial assistance is fantastic and will ensure that an extra two container loads will go to The Gambia this year to the school children over there."

Kilkenny citizens have been encouraged to drop off their unwanted bicycles at the Dunmore Recycling Centre where they are stored until soldiers from the local James Stephens' Barracks deliver them to Loughan House Open Prison in County Cavan. ●



HOSPICE HOPE



been heavily involved with fund-raising for a new £3 million hospice on the site of the Royal Hampshire County Hospital, which is being led by the Hampshire Hospitals' NHS Foundation Trust.

For the Rotarians, the major event of the year was a Masquerade Ball at the Winchester Guildhall last December which raised over £24,000.

Earlier, in August 2018, a group of hardy members and friends successfully scaled Snowdon in atrocious weather conditions, raising £10,000.

A number of smaller events, including a sponsored viewing and auction at a local art gallery brought the total raised by Winchester Rotary for the Hospice Appeal during Les Haswell's Presidential year to £40,000.

Winchester Rotary's support for the hospice will continue and a number of projects are in the pipeline, as Les continues to project manage further initiatives, even though he has completed his Presidential year. ●

PLANS to provide a hospice in Winchester, Hampshire, have received the full fund-raising support of the city's Rotary club. This past year, Winchester Rotary has

ROTARY PEACE AWARD

AN Indian who was born a Hindu, converted to Christianity, and now brings folk of all faiths together, has won this year's Rotary Peace Award.

Subash Chellaiah who worked tirelessly following the 2004 tsunami in the south Indian state of Tamil Nadu, bringing people of different faiths together to work for the common good of rebuilding their communities.

He is now living and working in Lincoln, where he has set up a multi-faith advisory board at Lincoln University to help people of all faiths understand each other and work together in the name of peace.

Subash was presented with his award at the Llangollen International Musical Eisteddfod in North Wales, which was attended by Rotary in Great Britain & Ireland (RIBI) President, Donna Wallbank and RIBI Foundation Chairman, Mike Parry.

The International concert and award were sponsored by Rotarian John Clifford of Westminster Stone.

Around 50,000 visitors flock to the Dee Valley each July for the festival, which began in 1947 to bring people of all nations together in the name of peace and friendship, sharing a common interest in music.

Rotary has been involved with the Eisteddfod since it began, with many Llangollen Rotarians either on committee posts or working as volunteers. In the last 25 years, Rotary has had a stand at the festival to promote the organisation. ●





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FASHIONABLE ROTARY

COULD this be the new, must-have fashion accessory to promote Rotary's End Polio Now campaign?

Students at Pembrokeshire College in Haverfordwest, Wales, have designed and produced a fashionable ladies' scarf, with all proceeds going to charity.

Mary Adams of Narberth and Whitland Rotary, was the inspiration behind the idea.

She explained: "We were asked to form a line of honour at the funeral of a fellow Rotarian.

"All of our fellow male Rotarians wore their Rotary ties, but there was nothing for the women which made us instantly recognisable as Rotarians. So, I thought, let's do something about it."

Mary set a challenge to a group of textile and graphic students at Pembrokeshire College. The winning design was from Mia Hewitson-Jones, with graphic expertise from Sam Stables.

The scarves are now on sale, and were recently modelled by Rotary in Great Britain & Ireland President, Donna Wallbank - pictured with Mary Adams.

The scarves cost £20 with all proceeds going to End Polio Now. ●

i To buy a scarf visit:
www.nwrotary.co.uk



BANANARAMA HEADLINE MUSIC IN THE GARDENS



ABOUT half a million pounds has been raised for charities over the past 15 years from 'Music in the Gardens' in Sheffield. And this year's three-day series of concerts was another storming success - with 10% of the net profit going to The Rotary Foundation.

Eighties pop group Bananarama and Abba tribute band Bjorn Again were the headlining acts for the major Rotary event in South Yorkshire.

This summer's event was staged in the Botanical Gardens, and jointly organised by Rotary clubs in Abbeydale, Rotherham Sitwell, Sheffield and Wortley. It was blessed with superb Yorkshire weather.

Several Rotary clubs in South Yorkshire and North Derbyshire, which is part of District 1220 (East Midlands and South Yorkshire), supported with stewarding, ticket collection and security.

Bananarama, which is celebrating its 36th anniversary, kicked off the festival

on Friday evening, while Bjorn Again performed on the second night. The Sheffield Philharmonic Orchestra and Unite the Union Brass Band played 'Music from the movies'.

Rotary in Great Britain & Ireland President, Donna Wallbank, attended the musical extravaganza. District Governor, David Hood, was delighted with the co-operation between Rotary clubs.

He said: "It has been said that 'Music in the Gardens' is the biggest event run by Rotary in the UK and it is a fine example of clubs working together.

"In good Rotary tradition, the seven directors and additional helpers do not claim any expenses, rather they see the event as a true 'service above self' function and are very proud of what has been achieved over the years."

The event ended with a firework display, and now the planning has begun for the 2020 'Music in the Gardens'. ●

HITTING THE RIGHT NOTES

WYLDE Green Rotary has donated a large storage container and a piano to SIFA Fireside, the charity which seeks to improve the health and inclusion of homeless people in Birmingham.

The storage container is being used to keep supplies and very soon it will store spare winter clothing.

The former piano had seen better days, but thanks to Rotarian Robert

Plumridge, who is a piano dealer, he was able to source a replacement.

After the latest donation Melissa Roche, Fundraising Manager at SIFA Fireside said: "A massive thank once again to everyone at the Rotary Club of Wylde Green.

"The piano will be used in our activities room where the band rehearse. It will be ideal for gigs. Some of our people play musical instruments and music gets them all involved." ●



TOGETHER, WE

DEVELOP

Rotary offers young people opportunities to unlock their potential, develop their skills and broaden their horizons. Together, we use our ideas, energy and passion to make a difference in communities at home and abroad - that's what People of Action do.

rotarygbi.org

Rotary
Great Britain & Ireland



BRIDGING TECHNOLOGY



A TECHNOLOGY tournament in Belfast, organised by Rotary, proved a major success, encouraging secondary school children from Northern Ireland to apply classroom skills in a practical way.

Students from across Belfast took part in Rotary Ireland's annual Technology Tournament at Ulster University, where they were set the task of engineering a bridge which allowed access into a busy port.

The 10 teams from secondary schools across the city were given a tool kit which included jumbo straws, plasticine, string, drawing pins and card to complete the task.

Grosvenor Grammar School won the tournament by creating a sturdy bridge with a fully-functioning pulley system.

Karen Blair, President of Belfast Rotary and an avid supporter of the development of young people and the STEM subjects (Science, Technology, Engineering & Maths) said: "This has been a hugely exciting event for Rotary Ireland and we are delighted that Rotary Ireland's Technology Tournament has featured as one of the key competitions at The Big Bang event.

"Northern Ireland has a lot of very talented young people and one of our many objectives is to further support the development of STEM subjects amongst the young people of Ireland.

"This event is a great way of doing that as the enthusiasm, competitiveness and of course camaraderie has been evident throughout the entire day." ●

A CHRISTMAS CRACKER

THE festive season is around the corner, and Rotarians at Lindum Lincoln are planning ahead for their Christmas card fund-raiser.

They are promoting their 2019 Christmas card, with a new cover design by eight-year-old Madeline Wade, following a schools' competition in Lincoln.

The back page of the cards explains Rotary's long-term project to eradicate polio since 1985, as well as a membership marketing message about Rotary.

All profits go to The Rotary Foundation. Last year, each purchasing club's End Polio Now record was credited £2.37 for each

pack of cards purchased. With the uplift from the Bill & Melinda Gates Foundation that amount grows to £7.11.

A club buying 50 packs received a credit to their End Polio Now account of £118.50.

Since the Lincolnshire club began this festive fund-raiser, they have donated £11,188.58 to End Polio Now which, once matched by the Bill & Melinda Gates Foundation, rises to £33,565.74. ●

 For more details, email: simon@inter-travel.co.uk

HIMALAYAN HELP

A ROTARY project to rebuild a drinking water supply to a Nepalese village devastated by the 2015 earthquake, has finally been completed.

Ghanpokhara is a village development in Lamjung District in central Nepal with just over 3,000 people living there.

Like the rest of the Himalayan country, Ghanpokhara was hit hard by the earthquake four years ago which caused a humanitarian crisis of an unprecedented scale.

Since then, Nantwich Rotary from Cheshire has teamed up with the Rotary Club of the Himalayan Gurkhas to fund and support a scheme to address the problem of fresh drinking water.

International Committee Chairman, John Crowe, said that the harrowing accounts of the devastating earthquake which struck Nepal were still fresh in many people's minds.

He said: "Particularly in the remote hill villages close to the epicentre.

"After immediate humanitarian relief work which saved thousands of earthquake victims from hunger, the locals continued to request financial help to rebuild and rehabilitate their livelihood.

"With thousands of houses, hundreds of schools and drinking sources destroyed, Nepal continues its mammoth task of rebuilding their country."

The Nantwich club joined forces with the Ghanpokhara Village Development Committee to rebuild their drinking water source. "We have changed lives in doing so," added John.

Now completed, the project now provides uninterrupted drinking water supply to 27 households and benefits 165 people in the area. The water is also used to feed domestic cattle. ●

GET IN TOUCH...

Got a story for us? Send it in (with a good quality picture) to editor@rotarygbi.org

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Rotary



Fellowship on wheels



Camp site at Ganzekraal near Cape Town South Africa

DO you meet many Rotarians who aren't members of your club?

For most of us, our contacts are restricted perhaps to social links with neighbouring clubs or to the formal, vertical links from club to district level.

Yet, there is within Rotary an active and successful way of meeting and making friends with other Rotarians all over the country and beyond. Many Rotarians are unaware of the existence of these Rotary Fellowships.

Nowadays there are just over 80 Fellowships covering a wide range of interests. You can find a full list on the Rotary International website at:

www.rotary.org/en/our-programs/more-fellowships

My own fellowship, the International Caravanning Fellowship of Rotarians (ICFR), is very active in organising events for caravanners and motorhomers alike.

Our focus is on exploring and touring not just in the United Kingdom, but also in continental Europe and even further afield.

This photograph shows Fellowship members on a glorious autumn day as we were walking in the Lake District fells in the north of England. We do have some non-walking members, but we made sure they weren't left out: they travelled by car to join us for a superb lunch at a Cumbrian pub half-way around the route.

Last summer one of our continental tours visited three different areas on the River Dordogne in France. One of my personal highlights of the tour was the

opportunity for a crowd of us to canoe ten kilometres down the Dordogne back to our campsite. Carefully holding my paddle in one hand and my camera in the other I managed to get this shot of two very enthusiastic paddlers, Derek Rogers (Stonehouse Rotary Club) and Alan Kemp (Cardiff Rotary Club) racing past us.



The picture above shows one of the sites we visited at Ganzekraal near Cape Town on a recent fly/hire trip to South Africa.

ICFR is often described by its members as "the best kept secret in Rotary". Nowadays we try very hard to open up that secret to all Rotarians with caravans or motorhomes.

If you would like to know more, go to the ICFR website:

www.rotarianscaravanning.org.uk

There, you can download copies of our magazine, News & Views, which will give you a good idea of what we get up to.

Since I joined ICFR a decade ago I have made friends with Rotarians all over England, Scotland and Wales.

I've also travelled to some wonderful places throughout Britain as well as in France, Germany, Italy and Switzerland, and it's all thanks to ICFR.

Come and see what you're missing. ●

Colin Bradford | Rotary Club of Alnwick



Fellowship members in the Lake District

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✓ INTERCONTINENTAL TOURS

- Fly/hire tours held every few years;
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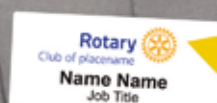
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and finally...

with Managing Editor Dave King
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Rotary



Let's get on brand

THINK of a well-known corporate brand. Any blue chip company from across the globe – Ford, McDonald's, Barclays Bank, Tesco, Nike or Microsoft.

Can you imagine the consequences of an expensive, multi-million pound rebrand if this was ignored by some parts of the organisation? Mavericks who decided it was too much trouble to change, and reckoned what did it matter anyway?

Your business would lose trust, it would affect reputation and this muddled application would inevitably be associated with poor quality.

Take Apple, for example. Its distinctive logo makes Apple one of the most recognisable brands on the planet. And it's an image which is consistently applied to all of Apple's marketing by incorporating the same visual elements.

From the design of its website, to the simplistic user experience, it is nearly impossible to misidentify anything produced by Apple.

So why is brand such an issue for Rotary International? In 2013, Rotary changed its look with a fresh visual identity

with an official explanation – "Rotary has a great story to tell, but we need to do it more simply and consistently".

This multi-million dollar image change wasn't universally acclaimed for a variety of spurious reasons. Six years on, and trawl through websites, newsletters and social media pages where you will see how inconsistencies remain despite the best efforts of the Rotary Brand Center at Evanston, and the Public Image Team for Rotary in Great Britain & Ireland (RIBI).

In some places, it's downright obstinacy with a refusal to change, even when confronted with the issue. It's known as Captain Mainwaring syndrome!

If they were working for Apple or any major company, they would be sacked even before they could shout 'we're doomed'.

But because Rotarians are volunteers, generous folk all giving up the goodness of our time, does that make us less accountable? Absolutely not.

Rotary is a professional, international organisation with standards, and if we expect to be viewed that way among business and the global community, then surely we should act accordingly.

So how can you stop this practice? Enforcement. Yes, but how?

It has been suggested that clubs which flagrantly breach branding guidelines should be ineligible for Foundation and other key grants. But would that work? Are the breachers project-based clubs which regularly seek funding? Probably not.

Then perhaps it is inherent on all of us to take responsibility to police this.

You want to be part of a professional organisation, so make sure those principles are being consistently applied. Not only your club, but neighbouring ones too.

Check their website, check the publicity and social media. If they're not using the Rotary branding illustrated on this page, then have a word with the club council.

And if Captain Mainwaring isn't listening, email your RIBI Public Image leads; Chalmers Cursley:

chalmers.rotary@gmail.com
or Garth Arnold:
gartharnold@btinternet.com

If we collectively put pressure on the Dad's Army in Rotary, then you can be sure 'they won't like it up 'em'! ●

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