



# BE A GIFT

ROTARY INTERNATIONAL DISTRICT 3850  
GOVERNOR'S MONTHLY LETTER  
JANUARY 2016



"We can teach children to love. We can teach them to respect themselves and others. We can teach them to set goals and work toward them. And in return, they can pass on these life-affirming values to the next generations."

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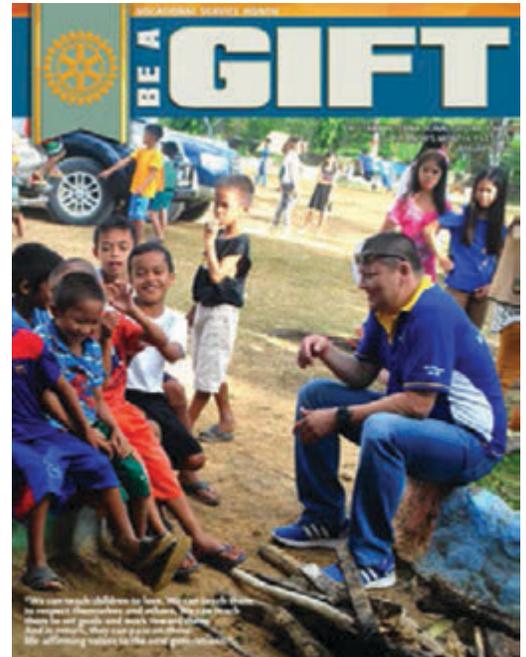
PAUL HARRIS FELLOW

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CLUBS IN FOCUS

## ON THE COVER

RC Ipil Sibugay President Andre Jaldon sharing light moments with elementary kids in a remote barangay in Ipil, Zamboanga Sibugay during an outreach program of the Club.



**Be a GIFT**  
is the official Governor's  
monthly newsletter  
of District 3850

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January is Vocational Service Month. Previously, it was the month of October designated as such. However, with the setting off of Rotary's six areas of focus, the Rotary calendar was streamlined. On a personal note, being relatively new to Rotary, the Vocational Service Months provides me the circumstance all to revisit and re-affirm my commitment to the Rotary's Code of Conduct. As stressed by our forebears in Rotary, ***"one of the central goals of Vocational Service is to promote and advance Rotary's high ethical standards."*** Rotary's Four-Way Test helps us measure up to these standards. I am downright guilty for my memory-retention flounders in recalling the Four-Way Test.

I have to re-educate myself cyclically and make sense of the Four-Way Test. In this manner, drawing obvious conclusions from the available e-materials paves the way for an avenue of discovering. Four things: as pure as the driven snow, truth is of great magnitude; I know that fairness must equate to judicious interest; I know that goodwill/better friendship is an elemental motivation in building relationships in and outside of Rotary; and, it is give-and-take in considering the situation most beneficial and where values are of utmost interest with one another.

The Four-Way Test is deeply rooted on human relations.

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I am vaguely familiar with the "PHF" suffix at the end of a Rotarian's name. It was only when I became a Rotarian I had known what PHF stands for —Paul Harris Fellow. With further reading, I was enlightened what it meant to be a Paul Harris Fellow... going beyond yourself in embodying the fundamental nature of being a Rotarian.

I am reminded of eloquent thought of Winston Churchill. He said, "we make a living by what we get, but we make a life by what we give." Denzel Washington must be in agreement with Churchill when he said in an interview, "at the end of the day, it is not about what you have or even what you've accomplished. It is about who you've lifted up, who you've made better. It is about what you've given back."

Indeed, "no one has ever become poor from giving."

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Our District Conference 2016 is literally just around the corner. DG Oliver Ong and the DisCon Committee headed by PP Edwin To are neck-deep in the preparations. To describe the situation aptly in the words of DG Oliver Ong, "there are so many things going on!"

## RI PRESIDENT'S MESSAGE



There is a story told in my Hindu tradition of two sages, Shaunaka and Abhipratari. They were worshippers of Prana, the wind god. One day, the two men were about to sit down to lunch when a poor student knocked on their door, asking for food.

“No, boy, do not bother us at this hour,” was the reply. The student was surprised but very hungry, so he persisted.

“Tell me, honored sirs, which deity do you worship?”

“Prana, the wind god,” they answered impatiently.

“Do you not know that the world begins and ends with wind, and that wind pervades the entire universe?”

The two sages were by now very irritated by their impertinent guest. “Of course we know it!” they replied.

“Well, then,” continued the student, “if Prana pervades the universe, then he pervades me also, since I am but part of the universe. He is also in this hungry body, which stands before you begging for a bite to eat! And so in denying food to me, you deny it to the very deity whom you say you serve.”

The sages realized the student spoke the truth and invited him to enter and share their meal. For they understood, at that moment, that by opening the door to one who sought their help, they were not only serving that individual – but reaching toward a larger goal.

Our experience of Rotary is, for the most part, based in our own communities. We meet every week in our clubs, in the same places, with the same familiar friends. While almost all of us are involved in some way or other in international service, the Rotary we see and share from day to day feels very local. It can be easy to lose sight of the larger picture – of what

our service truly means.

Every impact you have as a Rotarian, individually and through your club, is multiplied by the power of our numbers. When you feed one person who is hungry, when you educate one person who is illiterate, when you protect one child from disease, the impact may seem small. It is anything but. For it is only through the power of numbers, through the power of our individual actions and gifts, that we can have the impact we seek: to truly Be a Gift to the World.

“Every impact you have as a Rotarian, individually and through your club, is multiplied by the power of our numbers.”

A handwritten signature in black ink that reads "Ravi" with a long horizontal line extending to the right.

**K.R. “Ravi” Ravindran**  
RI President 2015-16  
Rotary Club of Colombo  
Sri Lanka

## GOVERNOR'S MESSAGE

### YES! WE CAN BE THE BEST!

As we begin 2016, allow me to share my reflections as I recall what the District has achieved in 2015. It brought smile and delight in my heart, and hopefully as you read on, it will do the same to you.

*I asked myself - "How was I as your Governor? Did I come to you as a capable and inspired Rotary leader to lead you through the year? Did I communicate the R.I. thrusts well to inspire you to do your best, in membership recruitment and retention, public image campaign, support to The Rotary Foundation and applying for Global Grants?"*

Thanks for your support and cooperation; these are our updates that brought pride to our District. We are faring good, going better, and will end up doing the best we can.

You will be happy to know that we have gained 64 new members as of December 31, 2015 bringing our total membership strength to 1,349. Good job, Clubs! If we worked hard on retention and we should, ensuring no member leaves, we are within reach of our target of 1,400 members by June 30, 2016. We are just **51 new members** short.

**We can do it!** Please continue to invite qualified individuals to help us construct WASH facility in schools, feed the hungry, distribute school bags to children, bringing books and computers to public schools, share love and hope in medical missions and in many more worthy projects.

We have so far raised US\$62,260.29 for The Rotary Foundation as of December 31, 2015, and we really need to pick up the momentum for us to reach our goal of **US\$140,000** for this Rotary year or a US\$100 per capita contribution. We've got just 6 months left to accomplish our goal.

To help reach our US\$140,000 goal, we again distributed 1,000 TRF cans and 1,000 EPN (End Polio Now) cans to the 53 clubs and Rotaract Clubs in the District.

*I believe in the power of the cans. So did IPDG Jude and many Rotarians who clamored for the cans. The cans intend to raise public awareness and involvement in helping Rotary end Polio and be our partner in addressing many community concerns.*

A Can can raise about P2,500. With P2,500 x 2,000 cans, we can raise P2,500,000 (US\$53,191) for TRF and P2,500,000 (US\$53,191) for End Polio without much effort. Many would like to help. Trust me! **Just get those cans out.** Put them in hotels, restaurants, banks, gas stations, offices, or simply fill those cans with coins from your pocket.



**“** *I believe in the power of the cans. So did IPDG Jude and many Rotarians who clamored for the cans. The cans intend to raise public awareness and involvement in helping Rotary end Polio and be our partner in addressing many community concerns.* **”**

Oliver "Ver" Ong, MPHF  
District Governor 2015-16  
Rotary Club of Zamboanga City

Every can counts. All the 2,000 cans will make a difference in someone's lives. Please help, my fellow Rotarians and Rotaractors. We would like to account all the cans by May 31, 2016. You can remit the collection as your contribution to The Rotary Foundation or as your clubs' contribution.

Our Rotary website has excellent tools of recording and measuring club performances. I know that many clubs are doing very well but failed to report them in My Rotary. Thus, only 3 out of 53 clubs so far are eligible for the Presidential Citation.

I encourage you to go over the criteria and *vie for the Presidential Citation*. Go for it. For all you know, your club is already qualified and you just need to report all your accomplishments and requirements in My Rotary. I will be so proud to present to you the Presidential Citation from President Ravi Ravindran. That's another feather on your cap!

Lastly, don't miss the 2016 District Conference in Zamboanga City on March 3-5, 2016. Mark and block the dates. Register early. Be in Zamboanga and be awed! Don't miss a World Class Rotary event.

*Wishing you a Happy and Prosperous New Year! Yes, we Can be the Best!*



**Be a gift to the world**



**ROTARY DISTRICT 3850  
DISTRICT CONFERENCE 2016  
MARCH 3 - 5, 2016  
GARDEN ORCHID CONVENTION CENTER  
ZAMBOANGA CITY**

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**Vaya!  
Zamboanga!**



**discon  
2016**

MARCH 3 - 5, 2016  
GARDEN ORCHID  
CONVENTION CENTER  
ZAMBOANGA CITY

**ROTARY INTERNATIONAL DISTRICT 3850**



## VOCATIONAL SERVICE – ROTARY'S FIRST CONCEPT

by PRI Cliff Dochterman

"It is extremely fitting that this first Presidential Celebration of the 2003-2004 Rotary year features Vocational Service. No matter how much we like to think that Paul Harris and his friends created Rotary for such noble ideas of humanitarian service, goodwill and world understanding — it just was not the case. Rotary was started for business reasons and professional purposes. Paul Harris had the unusual idea that friendship and business might mix and result in even more business!

A century ago, Chicago and most large cities were in the grips of growing business and industry — and rife with fierce competition. Such slogans as "Cutthroat Competition," "Let the Buyer Beware," "Dog Eat Dog," and "The Public be Damned," were commonplace in the lives of the giants of industry. Business competitors were the enemy. There were very few governmental restraints on enterprise, business practices or labor conditions. And business ethics, customer service, or professional standards were seldom topics of real concern. Just making money was the goal of business.

It was in this atmosphere that Paul Harris began to wonder if one person from each business and profession could actually work together, in a non-competitive atmosphere, to help each other improve their business and income. If they were not rivals or competitors, they could be friends and help each other achieve success. Thus, the idea of friendship and business was combined — and the idea of a Rotary Club evolved.

As a matter of fact, the constitution of the Chicago Rotary Club, written in January of 1906, stated two objects of Rotary. The first was "The promotion of the business interests of its members." The second object was the concept of friendship. This idea of business as an object of Rotary was retained in 1912, when the International Association of Rotary Clubs adopted a statement with 5 Objects of Rotary.

Although the business concept had evolved to a broader statement, it was still listed as number one — "To promote the recognition of the worthiness of all legitimate occupations, and to dignify each member's occupation as affording him an opportunity to serve society; to encourage high standards in business and professions; and to increase the efficiency of each member by the exchange of ideas and business methods."

Although the wording changed slightly from time to time as the Object was rewritten in subsequent years, the vocational service element was always retained. I found an interesting comment, which was made by T.A. Warren, a British Rotarian in 1935, which was printed in a book on the early history of Rotary in Great Britain. T.A. Warren, became RI President in 1945-46, stated this opinion: "The only unique feature of Rotary is vocational service; everything else that we do is repeated by some other organization. If we are unique, if we have a special message or mission in the world that is unique to ourselves, it lies only in the realm of vocational service."

In all of our earliest days, Vocational Service was clearly the primary focus of Rotary.

So, let's explore two separate directions of this unique business emphasis of early Rotarians.

The first, could be categorized as "Rotarians helping each other." The members of Rotary were expected to patronize each other's businesses, and recommend their fellow Rotarians to their friends and relatives, who needed goods or services. At the early Rotary meetings, a common practice was for each member to report on which Rotarians he patronized during the past week, or recommended to others. The early clubs had a club officer called the statistician, whose duty was to compile each week all the orders that had been given or received by members.

One story I heard from an early member of the Oakland #3 Rotary Club involved a member who was a haberdasher or clothing storeowner. During the meeting, he slipped out into the hallway where the members had hung their hats — and checked the labels in each hat. He stormed into the club meeting and announced that "Some of you Rotarians have purchased your hats from my competitor. That's not the Rotary way! So, I quit this club!" And he did. He truly was a "mad hatter." But that was the concept — Rotarians helping each other in their business and professional pursuits — and expecting others to do the same.

The History of the San Francisco Rotary Club tells of the early emphasis on promoting business at club meetings. As you know, San Francisco was Rotary's #2 club, and it was a custom that prizes were frequently awarded at club meetings to the member who had made the most purchases from other members during



the previous month. Past RI President, Bru Brunnier, a charter member of the San Francisco Club reported that he won the prize one month by buying 72 separate items from as many Rotary members to furnish his new engineering office in downtown San Francisco.

It was also recorded that in the meeting room of the San Francisco Club a series of shelves were installed for members to display merchandise. Ten minutes of each meeting were devoted to members giving short talks about the quality of their own goods and services — or in other words — a Rotary commercial.

On some occasions, the “Rotating Five Dollar Bill” was used. This would be a five-dollar bill with a slip of paper attached, on which a Rotarian would sign an endorsement when he purchased an item from another Rotarian. He in turn would use the bill to purchase an item from a fellow member, and around it went. At the next club luncheon, the five-dollar bill, with all the endorsements, would be exhibited as an example of the practical application of the concept that Rotary promoted business.

San Francisco members were also urged to send advertising literature to each other’s homes so wives would know where to make Rotary purchases.

It was this same concept of promoting business which

to become President of Rotary International. He was a minister of the United Church, who first joined the Vancouver Rotary Club, and belonged to Winnipeg Rotary when he became RI President.

So, from the very beginning, Rotary membership was based on classifications, and classifications were based solely on one’s business, profession of vocation.

The second direction which the early Rotarians took was to promote higher ethical standards in business and professional practices. It was said that in the early meetings of Rotary, the members frequently discussed techniques to improve the business practices and offered wise and friendly counsel to each other. If a Rotarians’ advertising seemed misleading, if members heard negative comments about the quality of another member’s products, or if there were steps a member could take to greet his customers in an improved manner — those, and many other business topics might be fair discussion at a weekly club meeting.

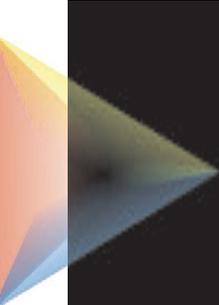
Soon, the members and their friends began to feel that when you do business with a Rotarian, you were always going to be treated properly, that their word could be counted upon, and that there was an ethical element in all transactions. Thus, the word “Rotarian” was considered a mark of distinction in the business world — equivalent to the mark of “sterling” found stamped on a piece of high quality silverware.

The Chicago Rotary Club, and others which followed, created a “Committee on Business Methods” which concentrated attention on the business and ethical practices and public confidence of each enterprise in their community. Rotary Clubs were regarded as leaders in fighting corruption and unfair business practices. It was as early as 1910, that Rotarian Arthur Sheldon, spoke

at Rotary’s first Convention in Chicago, saying: “As man comes into the light of wisdom, he comes to see that right conduct toward others pays; that business is the science of human service, and that he profits most who serves his fellows best. Thus, one of Rotary’s first mottoes came into being — a basic principle of business ethics.

In passing, it might be noted that just a year later at the 1911 conference in Portland, Oregon, Ben Collins, President of the Minneapolis Rotary Club told that his club used the principle of “Service Above Self” in all of their business and professional activities. And our second motto was initiated. Both of these mottoes were officially adopted many years later at the 1950 Convention in Detroit.

As Rotary continued to expand around the nation, it was not uncommon for Rotarians in the same profession to meet and discuss business ethics and fair dealings



**F**undamentally, Rotary is a philosophy of life that undertakes to reconcile the ever present conflict between the desire to profit for one’s self and the duty and consequent impulse to serve others. The philosophy is the philosophy of service— Service Above Self — and is based on the practical ethical principle that “He Profits Most Who Serves Best.”

*PRI Will Manier  
1934 RI Convention*

led to the first community service project of the original Chicago Rotary Club. In their effort to promote more business, the members decided that since the women did most of the shopping in downtown Chicago, they would do even more if they stayed downtown longer. So, what was the answer? If they put public toilets in downtown Chicago — the shoppers would not have to go home so soon. And that is what they did — installed the first public restrooms in downtown Chicago. When service is provided — business is enhanced. It was on that basis that the world’s service club movement was launched.

It was Leslie Pidgeon, the RI President in 1917, who stated: “The primary object of Rotary is to relate the individual properly to his daily work. That is the first duty Rotary has to perform. The Rotary Club must educate the members to embody the idea of service in their own daily work.” It is interesting to note that Leslie Pidgeon, was the first Canadian, and first non-American

in business practices. They frequently discussed “standards” by which business and professional practices should be judged. So, after several years of preparation and debate, in 1915, Rotary was ready to adopt a “Rotary Code of Business Ethics” when they met at the annual Conference in San Francisco.

The “Rotary Code of Ethics” was not a law or rule, but rather it was an expression of determination to maintain certain basic ethical and honest standards in one’s business or profession. The code could only be enforced by example and friendly influence and encouragement. The Rotary Code of Ethics set a high standard for men who were to be Rotarians.

As the years went by, and Rotary became more of an international organization, “The Rotary Code of Business Ethics” became more difficult to translate and use as a working document in the changing business and professional life. In 1978, the Code was withdrawn from circulation, and the 1980 Council on Legislation approved an amendment to the RI By-laws to delete any reference to the Rotary Code of Business Ethics in all future literature and publications of Rotary International. So that is why, many of you may not have heard of this document which had such a significant impact upon the early development of Vocational Service.

I first heard the phrase, Rotary Code of Ethics, when I was a very new Rotarian and was invited to attend, along with about a dozen other new members, a Rotary information evening. The host of the evening dinner was Les Hink, the owner of Hink’s Department Store in Berkeley, and probably the community’s most influential person. It was an honor to be in the home of this distinguished Rotarian.

Before the evening ended, Les Hink told a story, which I have remembered for 45 years. He said, “When a group of my friends were trying to charter a Rotary Club in Berkeley in 1916, I told them I really wasn’t interested in some luncheon club. But, one day, a friend brought me a copy of Rotary’s Code of Business Ethics, which I read, and read again. I thought if this is the kind of organization which believes in honesty, fair play, high ethical standards, and decency in business practices – then I want to belong to the Berkeley Rotary Club.” And he joined. As he concluded the evening, he came to each one of us, and personally gave us a parchment scroll, rolled as a diploma, and tied with a ribbon — it was the Rotary Code of Business Ethics. When he joined Rotary in 1916, it was the most important reason for him to become a Rotarian.

In the years following World War I, dozens of trade, manufacturing and professional associations developed and adopted codes of business and fair practice standards. Automobile dealers, sales organizations, restaurants, travel agents, and many other professional associations drafted new standards of business methods which recognized that each had an opportunity to

serve society — as well as eliminate the sharp and shady practices which had been so customary in many industries. Many of these occupational improvements were led by Rotarians who frequently met at Rotary Conventions in vocational groups to discuss business practices and improved business methods.

It was in 1927 that the confusion of referring to Rotarians’ “business, profession, calling, occupation, employment or trade” was finally eliminated by adopting the word “vocation.” The term ‘vocation’ seemed to cover every type of useful occupation, so the Rotary convention, held in Belgium in 1927, approved the words “Vocational Service” to replace business methods. When the Object of Rotary was later rewritten, “Vocational Service” became the Second Avenue of Service for Rotarians and Rotary Clubs.

In 1943, another significant step was taken when the Rotary Board of Directors adopted a 24 word statement on business practices — originally written by Rotarian Herbert J. Taylor of Chicago. The statement became known as the “Four Way Test,” and became a guide for sales, promotion, advertising and all relationships with dealers, customers and employees. The simple philosophy of the 4-Way Test was created by Herbert Taylor in 1934, during the Great Depression, when he was called upon to take charge of the Chicago-based Club Aluminum Company, which was facing imminent bankruptcy. He created the test as a measure of the company’s fairness, honesty and integrity in all of their business transactions. It became a personal standard for making business decisions.

Of the things we think, say and do: Is it the Truth? Is it Fair to All Concerned? Will it build Goodwill and Better Friendships? Will it be Beneficial to All Concerned? The 4-Way Test is not a code, creed, or pledge, but rather four questions for self-examination and improvement of one’s dealings with others. It is a simple and practical guide for all human relationships. The Test has been printed on thousands of articles, plaques, billboards, and posted in school rooms and public buildings, and been the topic of hundreds of essay and speech contests.

Herbert Taylor became President of Rotary International in 1954-55, the 50th anniversary of Rotary. As you might imagine, the use of the 4-Way Test was one of the six objectives of Herb Taylor’s Presidential theme. Over the years, the 4-Way Test has become firmly imbedded in the Vocational Service Avenue of Rotary.

In the 1960s another new idea was introduced to Rotary Clubs as a means to promote Vocational Service — the Case Study of principles and new methods of handling business situations. This technique, which had long been used in universities and business schools, became a valuable practice to promote vocational service and share business experiences in Rotary Club meetings, conferences and assemblies.

A booklet, called "Lets Get Down to Cases" was published by Rotary to assist clubs in setting up cases for discussion and analysis. The cases, and occasional playlets usually would include business dilemmas which had serious ethical problems for managers, or conflicting interests among employees, stockholders, customers, and suppliers. In the case studies, there usually was no "right answer," but rather they provided the opportunity for Rotarians to explore moral, business and ethical dilemmas.

Vocational Service gradually emerged into a wide variety of other Rotary activities, as many clubs developed vocational guidance opportunities to assist young people in exploring and selecting their future business and professional careers. Around the world, Rotary clubs sponsored vocational experiences for young people; such as job interview training, vocational guidance camps, vocational schools, Camp Enterprise, Junior Achievement, and career information sections in public and school libraries. Other Rotary clubs have initiated special vocational programs for disabled persons to enable them to perform useful occupations. In 1965, The Rotary Foundation established one of Rotary's most popular and rewarding programs – combining vocational service and international understanding — The Group Study Exchange program.

Since that time, over 35,000 young business and professional men and women have participated on 6,500 GSE teams. An important emphasis of the program is the opportunity to visit farms, schools, industrial plants, manufacturers, professional offices, and governmental establishments to observe and learn from a wide variety of vocational experiences.

By the 1980s, Rotarians once again directed their attention to business and professional relations – urging Rotarians to maintain a balance between the natural desire for success in one's vocation, and the necessity to maintain ethical, honest and dignified business practices.

Finally, in 1989, the Council on Legislation adopted a new statement, called a "Declaration of Rotarians In Business and Professions." This eight paragraph declaration provides a more specific explanation or guidelines for what the phrase "high ethical standards" actually means in the Object of Rotary.

The Declaration for Rotarians in Business and Professions once again reiterates that a Rotarian's vocation is considered "to be another opportunity to serve society" and an obligation to improve the quality of life of one's community. Again we see the special reference to the dignity and respect to all useful vocations.

The Declaration continues to emphasize the importance of honesty, high ethical standards and fairness to employees, associates, competitors, customers and the public. Today, if we wish to put Vocational Service

in its proper perspective in the lives of Rotarians, we could well look to a fundamental statement drafted by RI President, Will Manier and adopted at the 1934 RI Convention in St. Louis which said: "Fundamentally, Rotary is a philosophy of life that undertakes to reconcile the ever present conflict between the desire to profit for one's self and the duty and consequent impulse to serve others. The philosophy is the philosophy of service– Service Above Self — and is based on the practical ethical principle that "He Profits Most Who Serves Best." That is the basis of all Vocational Service activities of Rotary.

One of Rotary's greatest builders, Chesley Perry, the General Secretary of Rotary for 32 years, summed up the early direction of Rotary in these terms: "Although Rotary may have started as a simple and more or less selfish endeavor to get additional business for those who were its first charter members, it has grown and developed into a marvelous great universal movement with elements of altruism, sparkling with beautiful gems of the philosophy and science of service to fellow man and society."

As we begin this 21st Century, it seems as if our society has come full circle in the question of business ethics. Large corporation executives are under indictment for unethical and illegal practices. Huge segments of the population have lost savings and retirement funds because of shady and shameless corporate dealings. Confidence in business and professional trust has been eroded and lost. Perhaps the time has come for Rotarians to recall the Rotary Code of Business Ethics and tell the world again the important messages of business honesty, ethics, truth and fairness.

If Vocational Service was the basis for Rotary's activities in the beginning of our first century, this may be the time to restore business and professional ethical concerns as Rotary's primary responsibility as we approach our second century. So, let us celebrate this day as we contemplate the role of Vocational Service in Rotary."  
***(Delivered during the Presidential Celebration – Vancouver July 19, 2003)***



**Be a gift to the world**

## Country Updates

### **Afghanistan**

- **Jalalabad Rotarians provide supplies to tent school** – Rotarians from Jalalabad Rotary Club and Afghan Youth Connect (AYC) went to Omid Abaad Primary high school near Behsood Bridge. Classes are conducted in tents or in open air, with limited supplies and a lack of quality teachers for the school. Rotarians provided End Polio Now school bags and notebooks for the students, and shared information about the importance of being vaccinated against polio. The students were thrilled to receive the supplies, and Rotarians will visit more schools in high risk areas of the country.
- **Campaign monitoring in Kunar** – National PolioPlus Committee Chair Mohammad Ishaq participated in monitoring in Kunar during immunization activities on 22-23 December. All issues were shared during the evening meeting and the next day the problems were fixed and a plan was made to revisit the families with absent children. The major issue for inaccessibility in Kunar is the presence of anti-vaccination religious groups from the SWAT region of Pakistan, where more than 5,000 children have not been allowed to receive vaccinations. Partners are working with religious leaders to encourage them to share messages through their mosques about the importance of polio vaccines.

### **Nigeria**

- **Heroes for Polio Eradication (HOPE)** – The Heroes of Polio Eradication (HOPE) Awards were presented in Abu Dhabi by His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the United Arab Emirates (UAE) Armed Forces, and Bill Gates, Co-Chair of the Bill & Melinda Gates Foundation. The awards highlight progress made toward polio eradication and the dedication of those who have worked tirelessly to end the disease around the world, often in difficult and dangerous situations. National PolioPlus Committee Chair Dr. Tunji Funsho attended the event and nominated one of the recipients of the award, Mr. Lawan Didi Misbahu from Nigeria, Chairman of The Association of Polio Survivors of Nigeria and President of the Para-Soccer Federation of Nigeria and a polio survivor. He received the award for the innovative program focused on engaging and rehabilitating 3000 paraplegics, who are mostly polio survivors in Nigeria. The Association of Polio Survivors has had a core role in Nigeria's polio program, mobilizing nearly 1300 polio survivors.

### **Pakistan**

- **APPNA Delegation visits Pakistan** – the Association of Physicians of Pakistani Descent of North America held a conference in Lahore on 20 December. In advance of the conference, APPNA President Dr. Mubashar Rana and President-elect Dr. Nasar Qureshi made time to meet with government officials and partners in Islamabad to discuss their support of polio eradication in Pakistan. During their visit, they offered to provide continued advocacy, communications support, medical specialists for health camps, and help strengthen surveillance. The President of Pakistan was the Chief Guest at the APPNA conference in Lahore, where polio eradication was highlighted.
- **New Permanent Immunization Post in High Risk Areas** – The National PolioPlus Committee has established a new Permanent Immunization Center at Aza Khel, located in the Nowshera District, Khyber Pakhtunkhwa, near Afghan refugees and in the area of vaccine refusals. Because of the lack of services in the area, the permanent immunization posts are meeting a critical need, providing routine immunization and assisting with polio immunization and catch-up efforts. The facility is well equipped and has quickly established good support with the local community.

### **Afghanistan**

- **Jalalabad Rotarians provide supplies to tent school** – Rotarians from Jalalabad Rotary Club and Afghan Youth Connect (AYC) went to Omid Abaad Primary high school near Behsood Bridge. Classes are conducted in tents or in open air, with limited supplies and a lack of quality teachers for the school. Rotarians provided End Polio Now school bags and notebooks for the students, and shared information about the importance of being vaccinated against polio. The students were thrilled to receive the supplies, and Rotarians will visit more schools in high risk areas of the country.
- **Campaign monitoring in Kunar** – National PolioPlus Committee Chair Mohammad Ishaq participated in monitoring in Kunar during immunization activities on 22-23 December. All issues were shared during the evening meeting and the next day the problems were fixed and a plan was made to revisit the families with absent children. The major issue for inaccessibility in Kunar is the presence of anti-vaccination religious groups from the SWAT region of Pakistan, where more than 5,000 children have not been allowed to receive vaccinations. Partners are working with religious leaders to encourage them to share messages through their mosques about the importance of polio vaccines.

### **Nigeria**

- **Heroes for Polio Eradication (HOPE)** – The Heroes of Polio Eradication (HOPE) Awards were presented in Abu Dhabi by His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the United Arab Emirates (UAE) Armed Forces, and Bill Gates, Co-Chair of the Bill & Melinda Gates Foundation. The awards highlight progress made toward polio eradication and the dedication of those who have worked tirelessly to end the disease around the world, often in difficult and dangerous situations. National PolioPlus Committee Chair Dr. Tunji Funsho attended the event and nominated one of the recipients of the award, Mr. Lawan Didi Misbahu from Nigeria, Chairman of The Association of Polio Survivors of Nigeria and President of the Para-Soccer Federation of Nigeria and a polio survivor. He received the award for the innovative program focused on engaging and rehabilitating 3000 paraplegics, who are mostly polio survivors in Nigeria. The Association of Polio Survivors has had a core role in Nigeria's polio program, mobilizing nearly 1300 polio survivors.

### **Pakistan**

- **APPNA Delegation visits Pakistan** – the Association of Physicians of Pakistani Descent of North America held a conference in Lahore on 20 December. In advance of the conference, APPNA President Dr. Mubashar Rana and President-elect Dr. Nasar Qureshi made time to meet with government officials and partners in Islamabad to discuss their support of polio eradication in Pakistan. During their visit, they offered to provide continued advocacy, communications support, medical specialists for health camps, and help strengthen surveillance. The President of Pakistan was the Chief Guest at the APPNA conference in Lahore, where polio eradication was highlighted.
- **New Permanent Immunization Post in High Risk Areas** – The National PolioPlus Committee has established a new Permanent Immunization Center at Aza Khel, located in the Nowshera District, Khyber Pakhtunkhwa, near Afghan refugees and in the area of vaccine refusals. Because of the lack of services in the area, the permanent immunization posts are meeting a critical need, providing routine immunization and assisting with polio immunization and catch-up efforts. The facility is well equipped and has quickly established good support with the local community.

Fundraising Goals	Fundraising Progress
US\$1,500 per club/US\$35 million total	Total Contributions (as of 14 December 2015) US\$16.1 million
20% or more DDF from all districts/US\$7 million total	DDF raised: US\$3.1 million
US\$3.5 million in Major Gifts	Major Gifts: US\$1,828,000

\*If you want specific club or district fundraising information, please contact Clare Monroe in PolioPlus at [polioplus@rotary.org](mailto:polioplus@rotary.org).

- **Humble Bundle Contribution** – In late 2015, San Francisco-based Humble Bundle Inc. – an online marketplace for downloadable videogames – contributed over US\$12,000 to The Rotary Foundation for PolioPlus. This relationship with Rotary, which was forged in 2014 by UK Rotarians when they partnered with Bristol-based Humble Bundle client Yogscast Ltd. to raise money for PolioPlus, was expanded by RI Director Brad Howard after his meeting with Humble Bundle in July 2015. Humble Bundle encourages its customers to donate a percentage of their purchase price at checkout to featured charities, which has resulted in over US\$60 million of donations to hundreds of organizations since 2010.

## Advocacy Update

- **US Appropriations for polio** - On 18 December, the United States Government finalized the fiscal year (FY) 2016 federal budget. The overall total approved for global polio eradication efforts is US\$228 million: US\$169 million for the polio eradication activities of the CDC; and a total of US\$59 million for the polio eradication activities of USAID. FY16 funding for polio eradication is US\$10.2 million higher than the FY15 level of US\$158.8 million.

## Communications Update

### MEDIA

- A January [National Geographic](#) story previewed the opportunities and challenges ahead for polio eradication in 2016. The piece exclusively quoted PolioPlus Director Carol Pandak.
- National PolioPlus Chair for Pakistan Aziz Memon spent a day in New York City in January holding face-to-face meetings with key media from the **New York Times**, **Time Magazine**, **ABC News** and **Quartz**. These meetings aimed to deepen relationships with core polio reporters, and to educate them on Rotary's leadership in ending polio in Pakistan. This visit resulted in an on-line article by Times health Editor Jeffrey Kluger.
- Following a Rotary-sponsored media tour to India in September, freelance German health reporter Martina Merten published four of seven planned stories on polio eradication in December and January. The articles ran in top Swiss and German news outlets: [Deutsche Welle](#), [Ärzte Zeitung](#), [TAZ \(Tageszeitung\)](#) and [G+G Magazine](#). These stories all mention Rotary and quote Rotary spokespeople in India, including National PolioPlus Committee Chair Deepak Kapur and Lokesh Gupta of the India National PolioPlus Committee office.
- Leading Japanese newspaper, **The Asahi Shimbun Globe**, ran a feature story on polio eradication in Pakistan, featuring National PolioPlus Committee Chair Aziz Memon.

### SOCIAL MEDIA

- Rotary announced its latest round of IPPC funding on January 13, by issuing a press release, sharing the news on Rotary website and announcing the grants on social media. The grants social media posts reached **39,895 people**, creating **1,728 engagements**.
- Rotary's End Polio Now social media presence was strong in 2015. End Polio Now's Facebook and Twitter channels grew by an additional **20,830 followers**.
- Throughout 2015, End Polio Now's Twitter handle and Facebook page **reached 17.9 million people**, creating **305,702 engagements**.
- At the end of the year, End Polio Now featured the top five media highlights of the year. The ten posts across Facebook and Twitter **reached 166,900 people** resulting in **5,726 engagements**.



# RENEWING TIES WITH OUR SISTER DISTRICT 3600 OF SOUTH KOREA





## PAUL HARRIS FELLOW

When \$US1000 is contributed to The Rotary Foundation, a request can be made for an individual to be recognized as a Paul Harris Fellow; that person can be a Rotarian or a member of the community who is not a Rotarian.

When a person is recognized as a Paul Harris Fellow, they are presented with a Certificate signed by the Rotary International President and the Chairman of the Trustees of The Rotary Foundation, and a lapel pin and medallion. The contribution



to The Rotary Foundation can be made in one sum or by cumulative giving over a number of years. Individuals can make a personal contribution or the contribution can be from a club, a company or business.

For District 3850, Rotarians who will contribute \$1000 to The Rotary Foundation will receive a watch embedded on its face the Rotary logo with the inscription "Service Above Self" and a beautifully crafted pen with the Rotary logo attached to its clip.

*(Photos courtesy of Jun Kwan)*

Paul Harris said:

“ He who tries to find the good in others will be rewarded, for others will surely find the good in him. Of all the earth's sad and lonesome creatures, the most helpless is he who loves not his fellowmen.

**The Rotarian, February 1923**

Some of the misconceptions or misunderstanding surrounding a Paul Harris Fellow are:

- There is no such thing as a Paul Harris Fellowship, and it is not an award; it is simply recognition. When a Club contributes \$US1000 to The Rotary Foundation, the Club sets its own criteria for naming a Paul Harris Fellow. Usually this is done to recognise an outstanding commitment to the Club or the community.
- A personal contribution of \$US1000 and the subsequent recognition of a Paul Harris Fellow should be encouraged not criticised; it is a donation to The Rotary Foundation, Rotary's own charity and, therefore, every Rotarian's own charity.
- Recognition as a Paul Harris Fellow was never intended to be an award and certainly is not Rotary International's highest award, although it is an honour to be named a Paul Harris Fellow.
- Honorary Membership is the highest distinction that a Club may bestow on a Rotarian and should only be bestowed in exceptional cases for meritorious service in the furtherance of Rotary ideals and for support of the Rotary cause.
- Club Presidents may also award one Avenues of Service Citation each year to a Club Rotarian.
- The highest award an individual Rotarian can receive is the Service Above Self Award; only a maximum of 150 are awarded each year by the Board of Rotary International.
- Being named a Paul Harris Fellow is not unique. There are over one million Paul Harris Fellows worldwide.

RC METRO KALIBO

15<sup>th</sup> ANNIVERSARY

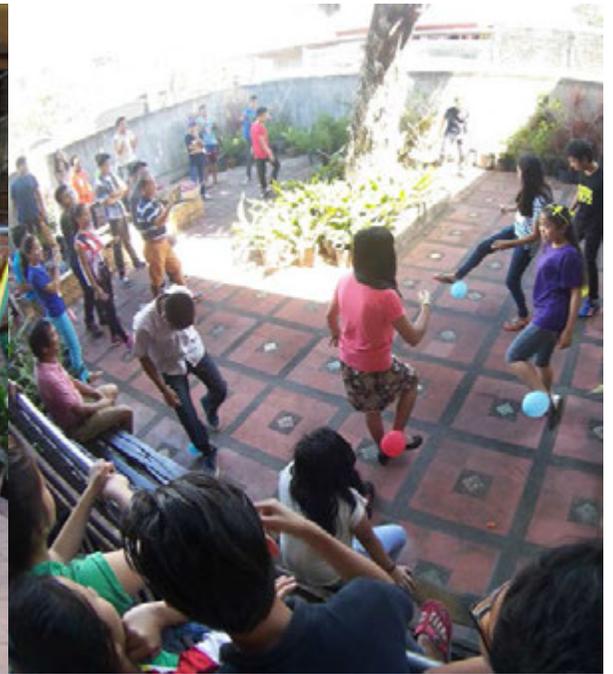
DISTRICT 3850



RC PAGADIAN

41<sup>st</sup> ANNIVERSARY

DISTRICT 3850



## RC BACOLOD NORTH

RC Bacolod North conducted the 16th Rotary Youth Leadership Awards and 19th Youth Camp on Values, simultaneously. It was participated in by 17 schools and 6 Rotary Clubs of Negros. *(Photos culled from the public social archive of RC Bacolod North)*

# RC JARO CENTRALINE

Rotary Club of Jaro Centraline turned over one set of computer to Janiway Pilot Elementary School. School Principal Dr. Bimbo Casquite, together with school librarian Mila Hervias, received the computer set from Pres. Evelyn Rose Catilo. The donation was part of District Rotary Library Project. *(Photos culled from the social public archive of Evelyn Rose Catilo)*



# RC METRO KALIBO

In partnership with The Person with Disabilities Provincial Association of Aklan (PWDAAA), RC Metro Kalibo launched “Makulay Ang Buhay ng PWD” Project. Led by Club President Ricky Molo, PWDs were taught the basic rudiments of painting. The event was part of the literacy advocacy of the the Club fro PWDs. *(Photos culled from the public social archive of RC Metro Kalibo)*

# RC IPIL SIBUGAY

In partnership with the Department of Health, RC Ipil organized a feeding program in consonance with the Department of Health's Oplan: Goodbye Bulate. The feeding program was held in the remote barangay of Timalang. Members of RC Ipil, spearheaded its President Andre Jaldon, cooked Arroz Caldo in open fire using 14 caldrons. Students of Timalang Elementary School were treated to a bowl of arroz caldo prior to deworming. *(Text and Photos contributed by Jason Cardente)*





## RC ILOILO SOUTH

The Rotary Club of Iloilo South, under the able Presidency of Gerry Flores, held its 17th Annual Academic Excellence Contest at the Western Institute of Technology Gymnasium in La Paz, Iloilo City. The Rotaract Club of Iloilo South assisted in the conduction of the event. The Academic Excellence contest was participated in by elementary and high school students from public and private institutions. The competition tackled subjects in the fields of English, mathematics, social studies, science, Pilipino and History. *(Photos culled from the public social archive of RC Iloilo South)*



## RC DUMANGAS

RC Dumangas, true to being a "A Gift to the World," donated two (2) sets of computers and various reading materials for the students of Dumangas Elementary School. DepEd District Supervisor Ma. Lenny Araneta of District of Dumangas I and Principal Rey Dequina received the donations. *(Photos culled from the public social archive of RC Dumangas)*



## **THE FOUR-WAY TEST**

of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

