

# Zone In

a newsletter for Rotary leaders in Zones 17 & 18a

Rotary  
Great Britain & Ireland



## Community/Economic Development

This month's edition focuses on community and economic development—perhaps the most mysterious of the areas of focus?

Perhaps you think of this area as a 'catch-all' area where any great humanitarian project that doesn't fit into any other area can be placed.

Or maybe you would assume that economic and community development is all about micro-finance/ revolving loans?

Find out more in this edition.

Calum Thomson, Editor Zone In newsletter

### Featured Projects

All projects that appear in this newsletter are either examples of global or district grant projects or opportunities for future district or global grants. The RIBI Foundation Committee do not endorse any specific projects but may where space allows feature a potential project opportunity as an example of what you can do using the full financial power of our Rotary Foundation.

Our aims are threefold:

1. encourage each and every Rotarian to give to our Foundation
2. encourage each and every Rotarian to get involved in the programmes and projects of our Foundation
3. promote and publicise the good work of our Foundation

## Chairman's Message

The President of RI has requested that Districts donate some of their "Carry Forward" District Designated Funds (DDF) to the End Polio Now (EPN) appeal. Many Districts have a considerable amount of "Carried Forward" DDF. On 1 July 2017 in Districts in RIBI alone there was over \$1.850.000 "Carried Forward", with one having over \$136.000. There is a very strong argument for donating these funds, not only is the EPN campaign the number one aim of Our Foundation, but "Disease Prevention and Treatment" is one of our six Areas of Focus. The remainder of that "Carry Forward" amount can be, and should be, as soon as practical used for Global Grants.

October 24th is as we all know World Polio Day. There will be press releases and events within RIBI to promote World Polio Day. It is hoped to produce a template that Rotarians can use to send letters to their local newspapers to explain our role in leading the campaign to rid the world of Polio. It is often said Rotary does not receive the recognition it should for leading that campaign; here is the members opportunity to change that.

A diary of Foundation Events can be found on the RIBI Foundation Web-site. Details of World Polio Day and other Foundation Events can be found on that Diary.

The 2017 RIBI "Link Weekend" for Rotary Scholars was held on 23 September, a report will be included in the next edition of Zone In. Districts will be invited to organise the 2018 event.

I am pleased to announce that PDG John Greening has been appointed as my successor as Regional Rotary Foundation Coordinator (RRFC) for Zone 18a from July 1 2018. I am sure you will all wish John every success in his role.



**John Dunkley, RRFC**  
**Zone 18a and RIBI**  
**Foundation Committee Chair 2017/18**

RIBI Foundation  
Committee

October 2017



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NEXT ISSUE—  
December 2017  
Focus on Disease  
Prevention and  
Treatment

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty



## Focus on Community and Economic Development

### -ARRFC Zone 17, Dr. Janet Lowe

Economic and Community Development is one of the newest and most exciting of the Areas of Focus. It is closely linked to the principle of sustainability and the goal is to enable individuals, communities and enterprises to flourish and enjoy better lives now and in the future, through improved economic circumstances.

Nearly 800 million people live on less than \$2 a day. One in nine people in the world does not have enough to eat. 60% of the world's hungry people are women and girls. 70% of the world's poorest people live in rural areas and depend on agriculture and related activities for their livelihood. Globally, almost 202 million people were unemployed in 2013, including 75 million young people. Women perform 66% of the world's work and produce 50% of the food, but earn only 10% of the income and own only 2% of the property. Despite great progress in reducing poverty in the world, much more needs to be done.

Economic and Community Development (ECD) means investing in the capability of businesses and communities to grow, create jobs, reduce poverty and improve living standards – by themselves and for themselves.

The Rotary Foundation suggests that this can be achieved through a range of grant-funded humanitarian aid projects such as:

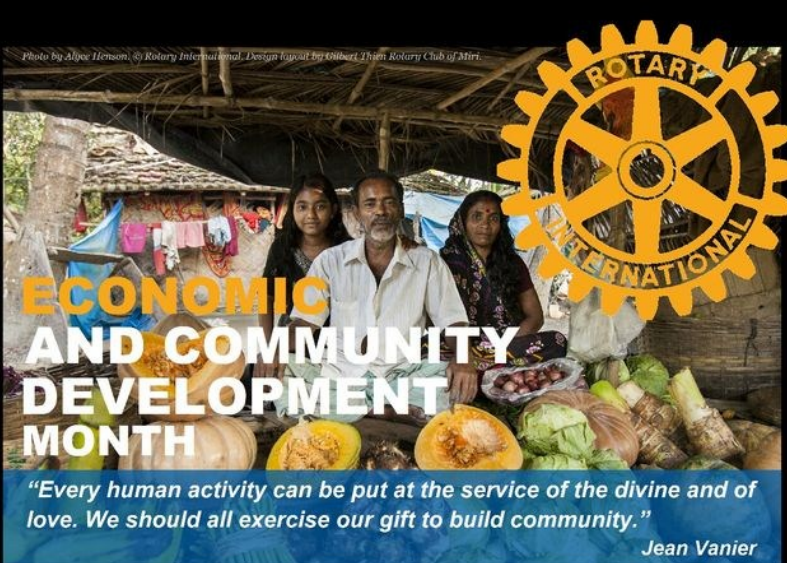
- Access to finance for businesses, for example micro-credit schemes
- Training in entrepreneurship and vocational skills or community leadership
- Creating and/or developing businesses or social enterprises that provide employment for impoverished people

Improved access to markets for small enterprises, including farms  
Measures to address extreme poverty  
Rebuilding economic capacity after disasters

As with all the Areas of Focus, this one can also be used to support scholarships and vocational training teams.


Most ECD projects are likely to be based in poorer countries. But we can also look to tackle poverty in any communities. July's Rotary Leader featured an article about a micro credit scheme in Detroit – [Launch Detroit](#) - with four components: finance, education, networking and mentors.

OCTOBER IS



ECONOMIC AND COMMUNITY DEVELOPMENT MONTH

"Every human activity can be put at the service of the divine and of love. We should all exercise our gift to build community."  
Jean Vanier


Rotary

TAKE ACTION: Join a Project

District 1010 has supported several different ECD projects with District Grants and Global Grants.

District Grants have been awarded for simple projects such as vocational training in sewing for orphan girls in Kenya. A more ambitious District Grant project in Malawi tackles the problem that 75% of the population have no access to electricity. They rely on kerosene and candles for light. West Fife and Limbe Rotary Clubs set up a group of micro-entrepreneurs to lease solar powered lamps. Villagers rent a lamp and return it daily for recharging. The recharging kiosks can also recharge other devices such as phones. As the demand for lamps grows, the micro-entrepreneurs use their proceeds to buy more lamps and to repay the loan for their initial supply of lamps. This then enables more entrepreneurs to join the scheme. The project provides the initial funds for the lamps through a micro-credit scheme, together with technical and business training. Spin off benefits include better

light in households for children to study and less risk of fire.

John Calder of Banff Rotary Club successfully led a Vocational Training Team to Ghana to work with small enterprises, both businesses and social enterprises, to help them to grow, prosper and employ more people. A short scoping visit was supported with a District Grant. This enabled two Rotarians to work with a local Rotary Club in Kumasi to identify, select and analyse 16 enterprises for the main project. John then assembled a VTT team that had the skills that the businesses needed. They travelled to Ghana for two visits, six months apart to mentor and train the business owners and to assist them to access finance and resources. They drew on expertise from local Rotarians and successful business people. They also ran seminars for a wider range of prospective entrepreneurs.

**Bandipur. - before**



**and now** 23/5/15





## Project Examples: District 1010

Aberdeen St Machar Rotary Club has a record of supporting schools in Bandipur, Nepal. They wanted to find a way to generate a revenue stream that would provide for continuing investment in education. So they came up with a very innovative ECD project. Working with the Rotary Club of Paton West, they are refurbishing a building in Bandipur and converting it into a guest house and snack bar. Once up and running, the guest house will bring more tourism revenue to the area, create jobs and offer vocational training to unemployed young people. The guest house will be owned and operated by a local not-for-profit NGO, supported by the local Rotary Club. Future income streams will be used to invest in equipment and teachers for local schools.



## Project Success Stories

In west Cameroon, high soil erosion and loss of soil fertility have significantly reduced farmers' harvest and their annual incomes. The Rotary Club of Bafoussam and clubs in Rotary District 7080 (Canada), in partnership with the Sustainable Livestock Foundation, set a goal to increase the net returns of family peasant farmers, especially women and young men. The project focused on improved organic farming practices including increased soil fertility through the application of poultry manure; soil erosion control; increased crop yields through the use of improved seed varieties; and increased earned income through improved marketing of farm produce

Adopt-a-village projects are for extremely poor and remote communities that lack the resources to meet basic human needs. With active involvement from the community, these projects invest in the leadership skills of community members in one location to implement a multifaceted but coordinated strategy in that community. The ultimate project goal is to increase self-sufficiency of individuals and families and help them revitalize their community by alleviating extreme poverty.

What makes for a successful ECD project? Many of the principles of all good projects are particularly important. Local community needs assessments are essential to understand the local markets, skills needs and cultural dynamics. Sustainability is a key factor. ECD projects should build capacity in communities through training, involvement of all stakeholders in decision making and local ownership of assets. Robust business planning is important for any projects involving business creation or micro loans.



## Unlocking futures in Sibiu with District Grants

### **A joint Rotary and Hope and Homes for Children project**

### **Training of social work practitioners in Sibiu**

The Rotary Club of Chandler's Ford and Itchen Valley in District 1110 wished to support part of the work of Hope and Homes for Children in Romania but wanted to do this through a joint project rather than a donation to a Hope and Homes fund-raising appeal. This joint project was the first agreed to by Hope and Homes and may suggest similar ways for clubs to use with other charitable bodies.

The Rotary Club partnered with Hope and Homes for Children in a project to increase the level of knowledge and skills of 20 professionals working in social services in Sibiu, Romania, to provide high quality support for young adults leaving the child protection system in the transition to independent living.

The joint project was completed in July 2017 with the support of a Rotary Foundation District grant. Hope and Homes for Children used their resources in managing this project in partnership with Rotary. The Rotary Club and Hope and Homes each contributed to the project which provided a comprehensive training programme to benefit the social workers, empowering them to work more effectively with young adults.

The programme provided a mixture of theory and practical knowledge developed by Hope and Homes for Children. The programmes comprised of 32 hours of training and 8 hours of assessment for each of the trainees.

A member of the Rotary Club of Sibiu monitored the progress of the project. The final trainee exam was overseen by the Sibiu County

Social Agency who allowed the social service professionals to take part. All the attendees passed.

The impact of this will be lasting and significant as the young adults were given the skills to realise their potential and look ahead to a brighter future. The benefits from improved education, confidence building and social skills will lead to increased well being and ultimately independence as these young adults strive to become happy contributing members of their communities.

This was a relatively low cost project with the Rotary Club contributing £1,000 that was matched by a District grant of £1,000 and Hope and Homes for Children contributed almost another £1,000. The funds were used to: meet the cost of two trainers to deliver 32 hours training, transport and accommodation, venue and refreshment costs for the trainers and the trainees, course materials, trainee follow-up support by HHC professionals in Romania and support costs for joint management, monitoring and reporting of the project.





## Project Background

When Hope and Homes for Children started working in 1999 there were 100,000 children confined to institutional care in Romania. Since then the child protection system has gone through a complex reform process, focussed on closing down institutions for children to ensure each child grows up within the love and protection of a family or within alternative family-based care.

Today, there are less than 8,000 children growing up in institutions but many of them are young adults. With little knowledge of the outside world, such as finding a job, a place to live, or the basics of looking after themselves, these young people have a bleak future when they leave the institutions they have grown up in. Each year 20% of the young adults are made to leave, so it is paramount that they receive support during this difficult time.

A research study revealed that of children leaving an institution:

- 1 in 3 will become homeless
- 1 in 7 will resort to prostitution
- 1 in 10 will commit suicide.

After years spent in institutions, social integration is one of the hardest barriers to overcome. Lack of trust and the ability to build healthy relationships have consequences in all areas of their future, particularly in the work place.





*Disease Prevention and Treatment, and Peace*  
24 February 2018 — Coventry, United Kingdom

Following Barry Rassin becoming RI President-elect this makes another change to our speakers, Barry resigns as Trustee and his remaining term will be taken by Julia Phelps and the Foundation Vice Chairman will be Kenneth M Schuppert who will now be joining us in Coventry.

We are delighted that Canon Hills who is the Canon for Reconciliation at Coventry Cathedral will be joining us. She will be talking about the twin City's Coventry has with other city's that had similar problems to Coventry.

We are awaiting confirmation that Dr Shirin Ebadi, Nobel Peace Laureate from Iran will be with us, she will not only be addressing the plenary session but will also be joining the special session for young people with PeaceJam.

We have also invited Secretary of State Priti Patel who announced the £100 million further commitment to Polio from the British Government and we understand that Dr Josephine Ojiambo, Deputy Secretary General of the Commonwealth Secretariat in London, will be able to come. She is also President of the RC of Westminster West.

A letter is going out to RC's in the Midlands and Warwickshire areas asking clubs to sponsor some secondary school children to come the cost for a packed lunch is £15.00 per person, plus their travel.

Registrations are coming in well with just under 100 already confirmed and in addition to GB & I and Europe we have delegates coming from, Pakistan, India, Middle East, Nigeria, Ghana, Canada and the United States. Registration before end of October is £49.50



## champions of peace

Kiran Sirah, a graduate of the Rotary Peace Centre at the University of North Carolina at Chapel Hill — Sirah is president of the International Storytelling Centre in Tennessee, USA, which uses storytelling as a path to building peace. The organization seeks to inspire and empower people everywhere to tell their stories, listen to the stories of others, and use storytelling to create positive change.

Kiran, the son of Ugandan refugees, created "Telling Stories That Matter," a free guide for educators, peace builders, students, volunteers, and business leaders. The resource is now used in 18 countries. Kiran was sponsored for both Group Study Exchange (2008/09) and his Peace Fellowship in 2009/10 by the Rotary Club of Tranent, District 1020



Jean Best, a member of the Rotary Club of Kirkcudbright, Scotland and District 1020 Peace Officer—Best leads a peace project that is designed to teach teenagers conflict resolution skills they can use to create peace-related service projects in their schools and communities. Best worked with peace fellows at the University of Bradford to create the curriculum. She has also worked with local Rotary members and peace fellows to set up peace hubs in Australia, England, Mexico, Scotland, and the U.S.

Jean is a mentor at Cal Policy Centre for Innovation and Entrepreneurship. She became a Paul Harris Fellow for contribution to developing peace strategies.

Both of our RIBI awardees were keynote speakers at the 2015 Institute at Kenilworth.

For more information see <https://www.rotary.org/en/rotary-2017-peace-champions>



## A Global Grant Project Proposal example



### THE PROJECT

To raise **\$2,000,000** over three years - RIBI annual funding target **£80,000**. What this **\$2,000,000** will fund?

1. It will equip the equivalent of ten new Rotary hospitals in areas ranging from India to Africa and the Middle East and assist a small number of existing small hospitals with additional equipment as they acquire their own larger freehold premises.
2. It will provide bus/ambulances where needed for both new and expanding existing hospitals.
3. It will provide funding for a total of approximately 30,000 cataract operations for both new and expanding existing hospitals.
4. It will provide training of eye surgeons at new hospitals as required.

### THE SUPPORT

1. GREP will supply leaflets for Clubs and Districts.
2. GREP will supply speakers for Clubs, Districts Conferences and District gatherings.
3. GREP will have a dedicated central bank account for this project which they will administer. This would enable quarterly reports for each District.
4. RIBI will have a page on its web site for this project to enable clubs to gain information.

FOR FULL PROJECT AND BACKGROUND DATA SHEET GO TO:  
[www.rotarygbi.org/members/humanitarian-service-programmes/current-global-grants](http://www.rotarygbi.org/members/humanitarian-service-programmes/current-global-grants)

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Charity reg no 11127630



The best place to showcase your potential global grant project is in ROTARY SHOW-CASE via [myrotary.org](http://myrotary.org)

Any potential project examples included in this newsletter are NOT recommended by the RIBI Foundation Committee. We cannot encourage any specific project over any others but we can encourage

Rotarians to get involved.

Talk to your club, your neighbouring clubs and district.

Together, it is possible to fund large impact projects.

This Newsletter is circulated to DRFCs and copied to DGs at their request for circulation to Clubs via Club Foundation Chairs.

As a considerable amount of time and energy is spent producing it, can all DRFCs please ensure this happens?

RRFC John Dunkley



## GIFT OF SIGHT

A GLOBAL GRANT INITIATIVE SUPPORTED BY ROTARY AND THE GUILDFORD ROTARY EYE PROJECT (GREP)

### THE 'DESPERATE NEED'

It is estimated that there are up to 650 million individuals worldwide who are too poor to access solutions to a variety of sight problems. Within this number there are up to 50 million who are in need of surgical procedures, typically cataract operations.

### THE 'ROTARY' RESPONSE

There are real meaningful benefits for Clubs and Districts supporting this great Global Grant project:

1. For every **£1** a club donates it will create a remarkable leverage of **£5!**
2. The Global Grant applications will be organised by **GREP**.
3. The entire process from raising funds to performing the eye operation is in the hands of Rotarians.
4. The cost base is very low because virtually all involved are volunteers, primarily Rotarians. The administration charges will be a maximum of **0.5%**



From the **Daily Telegraph**, 25/9/17: - Polio plaudits – Dr James Le Fanu,

*“Finally, my account last week of the polio eradication programme seriously underestimated (sic) its scale, requiring the amazing feat of immunizing 450 million children worldwide every year at a total cost of \$14 billion (not \$9 billion).*

*And while acknowledging the generous commitment of Bill and Melinda Gates, the main credit, as several correspondents have pointed out, must go to the magnificent Rotary International...*

*The efforts of their 1.3 million members have contributed billions, while being involved in the often delicate diplomacy to ensure the programme can operate in war zones and across international boundaries.*

*For those who are interested to know more, John Sever, formerly of the National Institute of Health, describes in a recent issue of the Journal of Infectious Diseases, the legacy and future of Rotary's PolioPlus programme (2017, volume 216, pages S365 to 361), which is available on the internet.*



The Marpool School RotaKids Club has just completed its third year and this year alone it has seen membership grow by 90 %

President Lilly is now one of the 42 members who have achieved some quite remarkable success. Earlier in the year they were the first RotaKids Club in the South West to be awarded a National Presidential Citation after meeting all six of the qualifying standards.

For the end of year RotaKids lunch they invited President Martyn Clegg of the Rotary Club of Exmouth & District to join them and to accept a cheque on behalf of the End Polio Now Campaign.

Recently they were seen at the Tesco check-outs helping customers pack their shopping bags and as a result raised £125 for End Polio Now

The photograph shows the RotaKids Team presenting President Martyn with the cheque for £125.00. As you know, this will be increased by a matching contribution by the Bill and Melinda Gates Foundation to £375.00. The RotaKids are aware and delighted that this could result in the purchase of 3500 vaccines to help protect children worldwide from the dreaded polio disease.