

MARCH - LITERACY MONTH

Change can Happen

LITERACY STARTS AT HOME. Even in the 'lucky countries' of ours, there are children who don't own one book, let alone have access to the rich home reading environment that your children experienced. A poor start to this process of becoming literate disadvantages those children throughout their schooling.

RAISING AWARENESS OF LITERACY ISSUES. Let's celebrate literacy and the efforts of Rotary clubs everywhere. Special emphasis should be a feature of every club's program during Rotary Literacy month in March. We also ask clubs to celebrate International Literacy Day on September 8th each year.



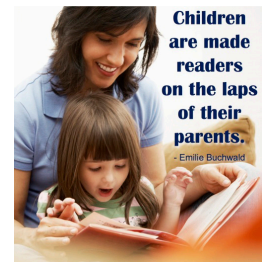
IN OUR OWN COMMUNITIES. Develop your own programs. Talk to the literacy professionals, welfare organizations and others in your communities who see the effects on people of low literacy skills

and will have ideas about what you can do.

INTERNATIONAL PROJECTS. The ability to read, write, and do simple maths is critical for the well-being of individuals in any society. International Literacy and numeracy projects allow us to make a real contribution to building nations and reducing poverty. Work with another organization by sponsoring an international project.

Literacy empowers people and is essential for community development. Literate populations are more likely to develop economically, live healthier lives, and be more peaceful. Nearly 800 million people worldwide over the age of 15 can neither read nor write.

Building literacy goes beyond the ability to read and write. It involves developing the skill to read and understand the written material and to write statements that are relevant to everyday life.



The Four Way Test
of the things we think, say and 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?



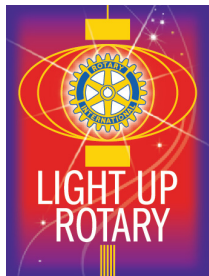
A Message from Governor Don

March is here at last and our Presidents-Elect and their boards are gearing up for their Rotary year which commences on July 1st! Congratulations to all of you and DGE Doug for the work that has gone into preparing these Rotarians for a very important year as we "Light Up Rotary"! This is a perfect time to remind our Rotary Clubs that our next Rotary Leadership Institute (RLI) is being held on May 3rd, 2014 in Sarnia. Parts I, II, and III are being offered. If you have never attended one of these sessions, you will come away learning so much more about Rotary! We encourage clubs to cover the \$75 registration for each part for members of your club. Contact PDG Al Hardy at al@allanhardy.ca to register and for further details.

March is Literacy Month as you all know and this is very important work that Rotarians perform both locally in our own communities and also abroad. I want to make you aware of another issue closer to home ... A Rotarian Aboriginal Initiative. A new organization came to life out of the 2012 District 7070 conference called the Aboriginal Rotarian Community Circle (ARCC). After much discussion, thought and input with and from the Indigenous community, Rotarians and others, we concluded where we can most be effective is education.

Continued on Page 8

News you might like to share



Rotary Theme logo for 2014 - 2015

(from the Rotary International website)

RI President-elect Gary C.K. Huang chose Light Up Rotary as his theme for 2014-15. Huang was inspired by the teachings of Chinese philosopher Confucius who said: "It is better to light a single candle, than to sit and curse the darkness."

"There are so many problems in the world, so many people who need help. Many people say, 'There's nothing I can do.' So they sit there doing nothing. Meanwhile everything stays dark,"

Huang told the 537 district governors and their spouses and partners who were attending the 2014 International Assembly in San Diego, California.

"The Rotary way is the Confucius way. The Rotary way is to light a candle. I light one, you light one, 1.2 million Rotarians light one. Together, we light up the world," said Huang, who is a member of the Rotary Club of Taipei in Taiwan.

[Read More and to Download logo and materials](#)

Correction

Erica Engel's name was misspelled and the quotes were copied wrongly in the last issue. See page 5 for corrections. The Editor apologizes for these mistakes.

Dear District Governor Moore:



It has been my observation that when Rotarians are presented with an opportunity to help, whether that be to assist locally or internationally, they really step up to the challenge. Typhoon Haiyan, which struck the Philippines in November, was one such opportunity for Rotarians to serve those in need – and what a difference Rotarians are making. Efforts ranging from matching challenges to passing the hat at meetings or holding charity auctions, many districts, clubs and Rotarians have been raising funds to assist families made homeless by the tragedy.

In the months since, we have assisted more than 4,800 families in the Philippines - Families like Hazel's. During the typhoon Hazel gave birth to baby Yole. With her home destroyed and no safe place for her newborn baby, Hazel soon after received and moved into a ShelterBox tent. With the help of Rotary, the tent we provided is more than just a temporary shelter. To Hazel and her family, it's Yole's first home.

Our efforts are only possible through the generosity of our donors. I want to take this opportunity to thank you and your district for their efforts to help those impacted by this disaster. Our goal is to assist a further 3,000 families in the Philippines over the coming weeks. Photos from the deployment can be viewed here <http://www.flickr.com/photos/shelterboxuk/sets/72157637551983974/>.



Many Rotarians are also supporting our efforts to assist families affected by the unrest in Syria. Since 2011, violence and conflict have defined life within Syria and bordering countries. More than four million people are displaced inside Syria. According to the UN, two million Syrians have fled their homes, streaming into northern Iraq, Jordan and Lebanon. ShelterBox has responded to alleviate the suffering in each country and has provided assistance to 4,500 families to date.

Natural disasters and conflicts continue. So long as there is need, ShelterBox and Rotarians will be there to help. On behalf of all of the families which have received ShelterBox aid because of your district's efforts, thank you!

Regards,
Emily

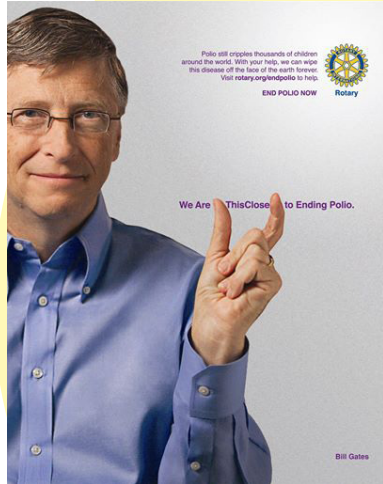
Emily Sperling
ShelterBox USA | President

**"We make a living by what we get.
We make a life by what we give."
Sir Winston Churchill**





District PolioPlus wall of Commendation



POLIO COSTS AN ESTIMATED \$1.5 BILLION A YEAR JUST TO KEEP IN CHECK. AFTER ERADICATION, SPENDING WOULD DROP TO NEARLY ZERO FOREVER.

The original vaccination plan in 1988 was that polio would be gone by the turn of the millennium. But in 2000 there were still roughly 700 confirmed cases of polio paralysis worldwide, and the disease remained stubbornly entrenched in Africa and South Asia. Now, 13 years later, the target date has been pushed back to 2018. Reaching that goal depends on the

vaccinators who go door to door in the world's most unstable regions, trying to immunize nearly every child. More than \$1 billion is spent on the polio campaign each year. By comparison, the Global Fund to Fight AIDS, Tuberculosis, and Malaria—diseases that kill approximately 3.2 million people each year—is seeking \$15 billion in funding through 2016.



Lexiphile

To write with a broken pencil is pointless.

When fish are in schools they sometimes take debate.

A thief who stole a calendar got twelve months.

When the smog lifts in Los Angeles, UCLA.

The batteries were given out free of charge.

A dentist and a manicurist married. They fought tooth and nail.

A will is a dead giveaway.

With her marriage, she got a new name and a dress.

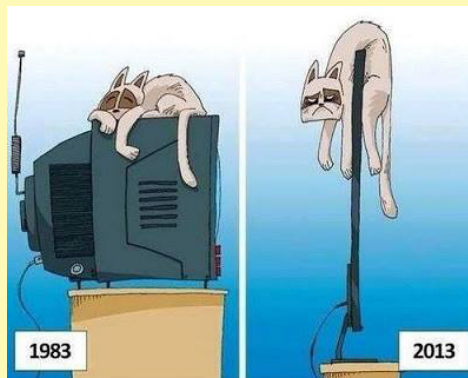
A boiled egg is hard to beat.

When you've seen one shopping centre, you've seen a mall.



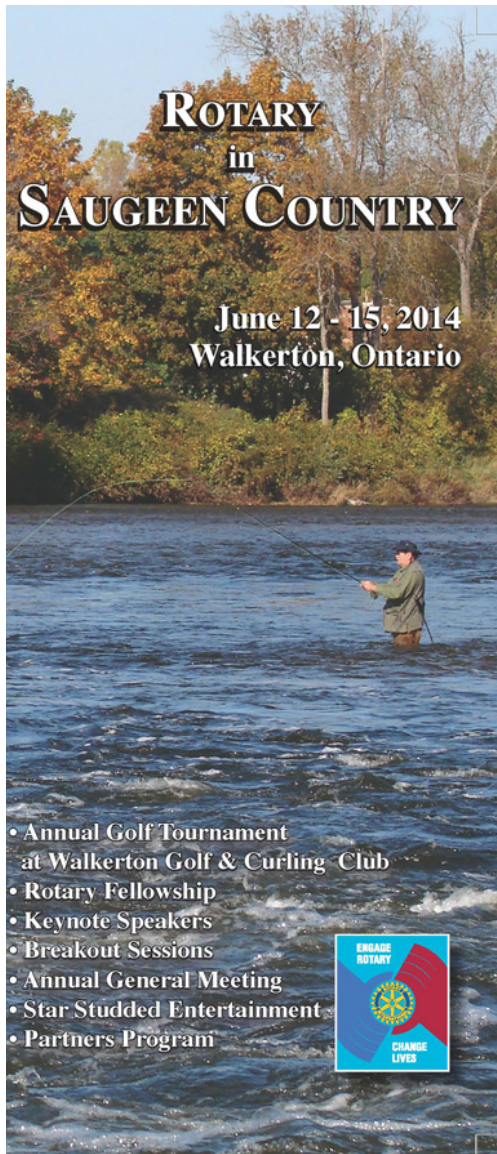
Canada has just announced another donation of \$20 million to our PolioPlus Initiative. At the conclusion of his visit to Pakistan where he met with vaccinators, doctors and UNICEF staff, Minister of State, Tim Uppal announced Canada's latest contribution to the fight to eradicate polio.

Canada is a leading supporter of the Global Polio Eradication Initiative and supports the fights in several critical areas. Today's announcement of \$20 million over 3 years will support the PolioPlus initiative in Pakistan.



Happening In The District....

District Conference 2014



Check out the District Conference
[click here to register](#)

District Governor's Challenge Draw

The number of entries is very LOW! Please encourage your clubs to have their members complete the challenge and submit their names before the next draw in February.

DG Don



ST THOMAS-ELGIN INTERACT CLUB

January 2014

To the Friends of Interact:

On behalf of the St. Thomas-Elgin Interact Club, I would like to invite you to our 'Annual Joint Meeting' to be held on April 7th 2014 at 5:00 p.m. at the Wayside Dining Lounge in Talbotville (10680 Sunset Road).


It will be an evening filled with fun, great food and opportunity to promote your club's latest projects. With that in mind, it is important that you RVSP Trudy Kanellis at 519-633-0360 to ensure the Wayside knows how many people are attending.

If you have any further questions please contact Wayne McKinnon at 519-633-1565. On behalf of all the members of the Interact and Rotary Clubs of St. Thomas, we hope you will attend and look forward to meeting you.

Yours truly

Jevera Knelsen

President ST THOMAS-ELGIN INTERACT CLUB



INTEROTA 2014 – TORONTO AND MONTREAL
July 26th - August 1st 2014

Invest in a Rotaractor, Invest in your District

For more information click logo

District Governor's "Engage Rotary" Challenge

[Click here for DG Challenge form](#)

The form does not have to be sent, but should be retained by the Club President.

CLUB NEWS

Rotary Club of Thornbury - Clarksburg sponsored a GSE Team Members



**Erica Engel:- excerpts from her
Report taken from the Blue Mountains
Courier-Herald**

“One amazing month in Korea taught me three things: worry less; abandon the schedule once in a while; and sometimes “edible” is a relative term.”

“However, since we were blessed with gracious and considerate hosts, we enjoyed the services of a translator

throughout the day. These translators quickly became our friends and probably now think Canadians and Americans are seriously clingy and chatty people.”

“One of my favourite parts of the trip was hearing all the stories of history and heroes from lives lived centuries before. Canada is a new country, so the Korean’s ancient culture was intriguing.”

“My team leader encouraged us to pause and think about ourselves in a map of the world and where exactly we were standing in a particular moment.”

“My month in South Korea is a fork (or chopsticks) in the road, a journey that is part of my life’s adventure. I am thankful to everyone who was part of it.”

GREAT IDEAS TO SHARE

Vibrant Clubs

Vibrant Clubs Are...

strong, energized, engaging and growing, and are recognized for their outstanding service to the local and world community. A vibrant club reinforces the full circle of One Rotary:- Attracts and engages more members.

- More members equals more dynamic projects in community
- More dynamic projects results in increased club visibility
- Increased visibility leads to more partners, more hands and more funding support
- More community support results in greater vibrancy and more members

Best Practices of Highly-Effective Clubs

Providing support to strengthen and increase effectiveness of clubs is the first priority of the RI Strategic Plan. The vibrant club strategy for use by clubs includes the 10 best practices of highly- effective Rotary clubs:

- Developing long-range goals or a strategic plan that addresses the elements of an effective club
- Convening regular club assemblies
- Maintaining open lines of communication
- Involving all club members
- Ensuring continuity in leadership
- Amending bylaws to reflect current club practices
- Providing opportunities for networking and socializing
- Offering regular, consistent training
- Assigning committees that support club’s needs

Resources

Listed below are resources to build more vibrant and effective Rotary clubs. Share your great ideas and best practices in the feedback or comments sections, or send your district and club-developed resources to include on this page.

[Vibrant Clubs Assessment](#)

[Building Vibrant Clubs Resource List](#)

[Effective District Strategies for Struggling Clubs](#)

Rotary Club of St. Marys

28th Annual Scramble Golf Tournament June 12, 2014

Posted by Linda Schuyler on Jan 25, 2014

Imagine it’s time to register for the Rotary

Club of St. Marys

28th Annual Golf Tournament.

**This will be one tournament you don’t want
to miss!**

To Register click here.



Rotary Club of London North

Great News!!!!...as advised by Stan...London North Rotary has now exceeded the \$100,000 mark in donations to the Rotary Foundation. A recent donation to the Avoidable Blindness program in Mexico put us over the top!! Way to go everyone!!

The Only True Measure Of An Effective Club Is Its Ability To Attract and Retain Members!

“On 30 June 2003, we had approximately 1.2 million members in 31,551 clubs. As of 30 June 2010, we had approximately 1.2 million members in 34,103 clubs. Since 2003, we have added 2,552 Rotary clubs yet only increased our overall membership by 226 members. Shocking? Even more disturbing is that in this seven-year period, we inducted into our Rotary clubs more than 1.1 million members.”

From John Smarge 2011 International Assembly speech,

Leader Character in Business

Breakfast Workshop

Co-sponsored by

**Better Business Bureau Serving Western Ontario
Rotary Club of London South
and Small Business Centre**

Introduction by Peter Inch

Presentation and facilitation by

Mary Crossan and Mark Reno, Ivey Business School, Western University

Is a leader's character important to business? Why or why not?



**SMALL
BUSINESS**
CENTRE



We will explore Ivey Business School research into the nature and role of character in business leadership

- » Audience members' assessments of the impact of character on their own business leadership, obtained through online survey
- » Results of a major study with business leaders by Ivey Business School on the importance of character in business
- » Workshop attendees will have the opportunity to participate in a voluntary online survey in advance of the workshop - details upon event registration
- » Group discussion
- » Day-to-day application of how a leader's character affects business

Tickets \$30 | \$35 after April 8th

**To purchase tickets and take survey
visit westernontario.bbb.org/character**

Survey available until April 7th

BMO Centre, 295 Rectory St, London

April 29, 2014

7:00-9:00 a.m.

Breakfast included | Free parking



U.S. COMMITS \$205 MILLION TO POLIO ERADICATION

President Barack Obama signed an omnibus appropriations bill in January that provides \$205 million to support polio eradication in 2014, through the U.S. Centers for Disease Control and Prevention and U. S. Agency for International Development.

The largest government donor to polio eradication, the U.S. has contributed more than \$2.3 billion since the mid-1980s, when 125 countries were polio endemic and the disease afflicted 350,000 people annually. Today, only Pakistan, Afghanistan, and Nigeria are endemic, and in 2013, the combined incidence of polio in those countries fell to a record-low 157 cases. Last month, India reached a three-year milestone without polio, paving the way for the entire Southeast Asia region to be certified free of the disease.

“Eradicating polio will leave a lasting legacy of health care infrastructure, experience, and expertise that is already being used to benefit a broad range of global public health efforts,” says James Lacy, chair of Rotary’s Polio Eradication Advocacy Task Force for the United States and past president of Rotary International.

The task force leads Rotary’s efforts to inform the U.S. government and other funding sources of the urgency and benefits of supporting the Global Polio Eradication Initiative (GPEI).

One of Rotary’s chief responsibilities in the GPEI is advocacy. In addition to contributing more than \$1.2 billion to the initiative, Rotary has helped secure over \$9 billion from donor governments since the GPEI was launched in 1988.

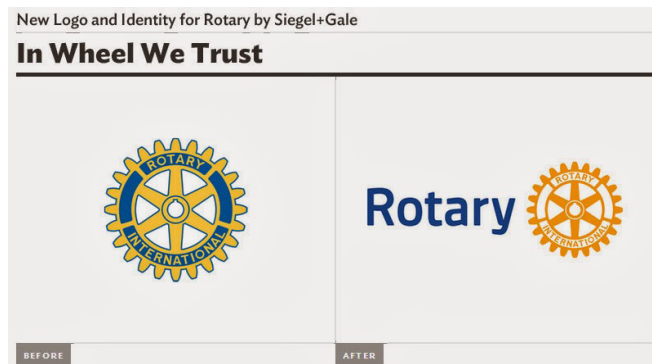
Give to End Polio Now

Help Rotary advocate for a polio-free world
Be part of the World’s Biggest Commercial.

By Dan Nixon
Rotary News
31-JAN-2014



ROTARY’S UPDATED VISUAL IDENTITY



The success of an organization relies as much on the recognition of its brand as it does on the quality of its product. Mercedes-Benz, Coca-Cola, and LG Electronics all know it. And we know them the instant we see Mercedes-Benz’s three-pointed star, Coca-Cola’s red and white script, and LG’s smiling face.

It’s the same idea behind our Strengthening Rotary initiative. By refreshing our logo and creating a contemporary, clear, and consistent message about who we are and what we do, we’re enhancing our legacy as one of the most widely recognized and respected humanitarian organizations in the world.

During last week’s International Assembly in San Diego, California, USA, Rotary’s incoming class of district governors saw training materials, posters, video graphics, photography, and messaging that reflect our updated look and voice.

Nearly half of the incoming governors told us that their districts and clubs have already started adopting the revitalized visual identity. They shared business cards, brochures, and websites that have incorporated the modern logo and colors.



Message from DG Don continued from Page 1

The goal as stated by ARCC is:
To create an organization of Rotarians and Rotary clubs working in partnership and in collaboration with Canadian Aboriginals and other interested parties whose focus is on the education of Aboriginal Peoples in all its forms which will empower aboriginals and create awareness and understanding of Aboriginal issues amongst Rotary members and others.

Our vision is to have every Rotary Club (750) in Canada involved in Aboriginal activities (including projects) which will enhance the education of Aboriginal people and create an awareness of their issues, culture and history for all Canadians. There may also be a similar opportunity on the Michigan side of our district to engage in aboriginal opportunities for literacy and education.

ARCC which is in the process of becoming a charitable organization has a board made up of 10 people- 5 from the Indigenous world: Kenn Richard(Pres. of Native Child & Family Services of Toronto), Tim Thompson (Education Coordinator for Chiefs of Ontario and Parliamentary Liaison for Assembly of First Nations), Diane Longboat (leader, educator, teacher and Speaker for Soul of the Mother), Ernest Beck (Chief-Moose Cree First Nation, Grand Chief- Mushkegowuk Tribal Council and Executive Director, Tikinagan Child and Family Services, Sioux Lookout) and Suzanne Brant (cultural educator, author, visual artist and VP, Academics at the First Nations Technical Institute, Belleville) and Rotarians representing 5 districts. They are Bill Gray(District 7040), Fred Lawlor(District 7080), Kevin Webb(District 6330), Lorne Kenney(District 7010) and Chris Snyder(District 7070, Committee Chair).

Rotary can be Fun!

ROTARY BANTER

One Liners

Two guys walk into a buildingyou'd think at least one of them would have seen it.

Phone answering machine message - '...If you want to buy marijuana, press the hash key..'

I went to buy some camouflage trousers the other day - but I couldn't find any.

My friend drowned in a bowl of muesli. A strong currant pulled him in.

A man came round in hospital after a serious accident. He shouted, 'Doctor, doctor, I can't feel my legs!'
The doctor replied, 'I know you can't, I've cut your arms off'.

I went to a seafood disco last week and pulled a muscle.

Our ice cream man was found lying on the floor of his van covered in nuts. Police say that he topped himself.

Man goes to the doctor, with a strawberry growing out of his head. Doc says 'I'll give you some cream to put on it.'

We have created an initial website www.arcccanada.ca in which the vision, goals and values are stated. We are in the process of making it a "Go To" site for all Rotarians and Canadians. We have a few existing projects listed on the website with more to come.

If you want to become involved in a project but wish to find out more, please contact Chris Snyder, Chair of ARCC, directly at chris@eccgroup.ca or 416-364-0181 Ext. 2501, Julie Dunaiskis at julie@eccgroup.ca or 416-364-0181 Ext. 2500 or speak to a board member in your district. If you would like a copy of the document sent by Chris Snyder (from where I obtained this information), please contact DG Don for a copy.

If your club is connected to an Interact Club or Rotaract Club in your area, PLEASE share this newsletter with them. You may also wish to send me the name and email of a contact in those clubs in order that I can send them their own copy. Please encourage them to SHARE what they are doing both locally and internationally so that Rotarians in District 6330 are aware of what our young people are doing to help others.

Another reminder to all of you, it is time to give your DG Challenge form to your club president so that your name can be entered into NEXT draw this month for Saturday meals at the District Conference in Walkerton. The winner for the month of Februarydrawn at our District Leadership Meeting in London on February 22nd is(drum roll...) Brenda Scott from the Chesley Rotary Club! Congratulations Brenda!!

Don't forget. If you have items to contribute to The Bridge, send them to Editor John Hill at vesitrix@gmail.com. If you have members in your club who do not have an email address, print a copy for them so they don't miss out on what is happening in District 6330!

In Memoriam: - With all the sadness and trauma going on in the world at the moment, it is worth reflecting on the death of a very important person, which almost went unnoticed last week. Larry LaPrise, the man who wrote "The Hokey Pokey", died peacefully at age 93. The most traumatic part for his family was getting him into the coffin. They put his left leg in. And then the trouble started.



WORRYING does not take away tomorrow's TROUBLES, it takes away today's PEACE.

The Bridge

is published by Rotary District 6330

District Governor: Don Moore
Newsletter Editor: John Hill

To submit articles and pictures about your club's activities, e-mail material to the editor:
vesitrix@gmail.com