



**January  
is  
Rotary  
Awareness  
Month**

Shine a light  
on Rotary!

Tell those in  
your  
Community  
what a great  
organisation  
Rotary is!

Organise a  
Rotary Day  
which is open  
to your whole  
community.

Promote the  
Rotary Day in  
your local  
media and  
don't forget  
the  
Membership  
Dividend

At the beginning of this Rotary year, I asked Rotarians to **Light Up Rotary** by holding a Rotary Day.

It can be a full day or just a few hours. It can be a service project, a festival, or any kind of event you want. As long as it's open to the community, embraces the whole family of Rotary, and is fun - it's a Rotary Day.

The goal of a Rotary Day is to shine a light on Rotary. For many years, we in Rotary felt that it wasn't appropriate to boast about our good work. We felt it was best to serve quietly and let our work speak for itself. But today, in many communities, people aren't even aware that they have a local Rotary club. Not because the clubs aren't strong, or because they aren't serving well. They are. But if Rotarians don't talk about their work, people will never know about it.

It is time for us to **Light Up Rotary** and let people know what we are doing. In the first half of this Rotary year, I've been thrilled to see hear how Rotarians have taken up the Rotary Day challenge. Everyone has been different, and everyone has met the challenge to **Light Up Rotary** in its own way.

If you've organised a Rotary Day in your community, tell us about it: Email details and photos of your event to [dale.orr@gmail.com](mailto:dale.orr@gmail.com) with "Rotary Day" as your subject line. We'll do our best to feature as many Rotary Days as possible in the coming months.

If you haven't planned a Rotary Day yet, why not? It's a great way to share your love for Rotary with your community. When we tell others about Rotary and let them know how membership can

enrich their lives; we share a gift that was given to us when we were invited to join our clubs. By passing that gift on, we help ensure that Rotary, and its service, will endure for generations to come.

The start of a new year is the time for us to take stock and see, of the goals we set for ourselves at the start of the year, how many we have achieved, and how we can fully realise all of them by the end of this Rotary year.

How are we meeting our goal of polio eradication? There is still much to do.

Have you made your contribution to our charity - our only charity - the Rotary Foundation? Have we impressed on those Rotarians who have not made a contribution the need to do so? The number of Rotarians who have not given to our Foundation far exceeds the number who have given, and we need to reverse that statistic.

Is your club planning to take advantage of the new grants program by using District or Global grants?

Have you nominated a [Rotary Peace Fellow](#) candidate?

Thank you to those Clubs who have already supported our 2014/2015 District Projects [Project Daisy](#) and [Project 538](#). If your club has not already supported these worthy projects please consider doing so.

I ask you all to continue to **"Light Up Rotary"**.

My New Year best wishes.

Yours in Rotary  
DG Phillip  
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