

Alone, we can do so little; together, we can do so much
Helen Keller.

October 2020

www.rotary1030.org

The Bulletin



October- Economic & Community Development

From the District Governor...

Is your club making plans to mark World Polio Day on or around Saturday 24 October?

This is Rotary's best opportunity during 2020 to shine the spotlight on our top goal of eradicating polio. Not sure where to start? Read these tips and we will be well on our way to helping Rotary mark its biggest worldwide World Polio Day celebration ever.



There are a lot of resources on my.rotary.org and endpolio.org to help you raise awareness.

Here are some ideas that have been tried and tested and more importantly are known to succeed in attracting publicity and raising awareness:

Plant Purple Crocus Corms and get pictures in the local press. Wear a Crocus Buttonhole.

Sponsored activity - All ages and abilities can participate with any and all activities such as running, swimming, rowing, wheelchair basketball, dancing, yoga, knitting, walking, etc. etc.

Purple4Polio Lighting – Ask your local authority/ Town Council if they would be willing to light up a building purple – Stokesley Rotary did this very successfully, maybe you can too. Consider the lighting to cover Friday 18th to Sunday 27 October.

Invite your friends and your local community to get involved by having a Purple Light in a window at home.

Hold a name the Rotary Polio Bear competition – this can be done virtually with a Polio Bear as the prize. Templates can be found online

Make one of your Zoom club meetings around that date a Purple for Polio event, wear something purple, drink something purple or even a "Fill Your Plate for Polio event" just because we are not meeting face to face doesn't mean we can't or shouldn't do anything and have some fun in the process.

Even easier you and your club could harness the power of the press by issuing a press release or sending a letter to the editor. You can make it personal by posting about polio on your Facebook or Twitter accounts:

Sample Facebook posts (please add photos if you can)

1. No child should have to suffer from this vaccine-preventable disease. Help us make an impact on World Polio Day. Endpolio.org

2. Smallpox is the only human disease ever eradicated. Let's make polio the second. Join the fight on World Polio Day. Endpolio.org

3. How can you triple your impact? Thanks to a 2-to-1 match from the Bill & Melinda Gates Foundation, every donation made to Rotary to end polio will be tripled. Donate today. endpolio.org/donate

Sample Twitter posts (please add photos):

1. Join [@Rotary](https://twitter.com/Rotary) & [@gatesfoundation](https://twitter.com/gatesfoundation) for a live [#WorldPolioDay](https://twitter.com/WorldPolioDay) event & make an impact in the global fight to [#endpolio](https://twitter.com/endpolio): endpolio.org

2. DYK polio could be the 2nd human disease to ever be eradicated? Help [@Rotary](https://twitter.com/Rotary) & [@gatesfoundation](https://twitter.com/gatesfoundation) [#endpolio forever](https://twitter.com/endpolio). endpolio.org

3. No child should suffer from this vaccine-preventable disease. Help us [#endpolio](https://twitter.com/endpolio) for good. endpolio.org [@Rotary](https://twitter.com/Rotary) [@gatesfoundation](https://twitter.com/gatesfoundation)

Please share what you are doing with our members, let our Foundation team know how you get on and send any pictures and articles to Brian Shaw for our Bulletin and to IPDG Jacqui to go on the District website

Barbara Broadbelt,
District Governor

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Rotary International Presidential Citation

I have just received notification of the clubs in our District to achieve a Rotary International Presidential citation for the last Rotary year. Considering the huge difficulties we all faced in the last third of the year I think this is a wonderful achievement. Well done to all the clubs.

They are :

Alnwick
Barnard Castle
Blyth
Cleadow and District
Cleveland
Durham Elvet
Durham
Hexham
Salthburn by the Sea
Seaburn
Washington Forge

Again I appreciate how great an achievement this is, considering the challenging circumstances we have all faced in the last 6 months.

Jacqui Molyneux
IPDG

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Virtual Great North Run



Sue Mines, Treasurer of Rotary Cleveland, completed the Virtual Great North Run on Sunday 13th September. As the annual Great North Run had to be cancelled this year runners were encouraged to run the equivalent distance locally. She finished in just under two and a half hours which included a few stops to cross busy roads! Overall Sue finished 2716th out of 10,000 runners, a great achievement.

Sue was running to raise money for the Great Ayton RSPCA Centre, which, like so many charities, has been hit hard by the Covid Pandemic. She raised over £300 with her run.

Alan Hall,
Rotary Cleveland

Greetings from District 4400, Ecuador!

It is our pleasure to invite you to attend our **XV Rotary Project Fair** to be held online on **Friday 13 and Saturday 14 November, 2020**.

As you may know, a project fair is a program which enables Clubs to find **international partners for developing humanitarian joint projects financed with Global Grants**. During this two-day Rotarian encounter, Ecuadorian clubs will exhibit online, their projects to visiting Rotarians who will learn about them, and if interested, reach agreements for joint work and support.

Due to the worldwide spread of the COVID-19 pandemic, this is the first time that our fair will be held online. Our visitors will meet our Clubs and see important projects of a wide variety and may **establish new partnerships as well as long lasting friendships**.

District 4400 has a wide experience in Global Grants and the know-how to guide other Districts and Clubs in fulfilling requirements and processing the necessary paperwork with the The Rotary Foundation in a very fast and effective manner, so the **projects can be started very quickly**.

For registration or any further information, please just reply this mail. It will be received by the Chair of the XV Project Fair District Committee, Amparo Albuja. You can also contact her at her personal email address a.albuja.comunicacion@hotmail.com

Details on online connection will be provided upon registration to the fair.

We hope to count with your participation in the first **online Project Fair** in our District.

Yours in Rotary,

Fernando Aguirre

District Governor, 2020-21

District 4440, Ecuador

Email: d4400gubernacion20.21@gmail.com

A welcome donation from MP, Paul Howell

A few weeks ago Paul Howell MP wrote in his weekly blog in the Newton News that he had £5000 to give to charities in Newton Aycliffe, and he invited people and organisations to write to him if they wanted to be considered for some of the money.

Rotarian Pat Pickersgill emailed Paul explaining the work that Rotary carries out via Rotarian Geoff Batchelor who works with those in crisis in our area. Paul invited both Pat and Geoff to meet with him at his office in Sydney House to discuss matters further and he was most interested and impressed in the partnership working that Geoff does liaising with such as the health visitors, social workers and Newton Aycliffe Police to name a few, with the aim of helping those in most need.

Paul has subsequently handed a donation to the Rotary Club towards what he considers to be proactive and excellent work in our community. Well done and thank you to Pat for the initial approach to our MP and to Geoff for his charitable endeavours and, of course, many thanks to our Member of Parliament, Paul Howell.

Margaret Fenwick
Rotary Newton Aycliffe



Paul Howell MP

Environmental Initiative

One of the primary aims of the Rotary Satellite E-Club of Barnard Castle (Teesdale), in this its founding year, is to undertake environmental initiatives - large and small - which hopefully will have a positive impact on the lives of the Barnard Castle and Teesdale community.



DIGITAL ACCESS Teesdale

Full electronic participation in society.

Barnard Castle Rotary Satellite E-club



One such scheme addresses the issue of digital access in Teesdale. As it became evident during the pandemic crisis, access to adequate computing technology, outside of the school environment, is of paramount importance to all pupils. There is an identified need to provide further support to those families who are, for whatever reason, unable to supply appropriate technological support for their children.

Satellite E-Club members are now in the process of seeking donations of no longer used computers; Barnard Castle company Tinker Dog Computers has generously offered to digitally clean and make each computer "student ready" with appropriate software before the equipment is handed to schools and youth organisations and then allocated according to need.

If you are interested in this project, in the first instance e-mail rotarysatbc@gmail.com or text 07484 783351 with details of your unwanted equipment and we will contact you to arrange collection.

Colin Dunnighan, Rotary Barnard Castle



DISTRICT OFFICERS, 2020-2021

District Governor	Barbara Broadbelt
Immediate Past District Governor	Jacqui Molyneux
District Governor Elect	Alan Cartwright
District Governor Nominee	Steve Rose
Assistant Governor Group 1	Joy Palmer-Cooper
Assistant Governor Group 2	Under Review
Assistant Governor Group 3	Chris Baylis
Assistant Governor Group 4	Keith Peacock
Assistant Governor Group 5	Steve Rose
Assistant Governor Group 6	Mike Overy
District Secretary	Janice Baylis
District Treasurer	Mike Hanby
Community & Vocational Team Leader and COVID-19 Coordinator	Phil Hopps
Foundation Team Leader	Catherine Bush
Foundation Grants Sub-Committee	Stewart Atkin
PolioPlus Sub-Committee	Susan Mellor
Membership, Dev. & Retention Team Leader	Max Hamps
New Club Formation/Extension	Tony Wortman
Rotaract Team Leader	Steve Rose
International Team Leader	Stewart Atkin
Rotary Friendship Exchange	Peter Chandler
Youth Services Team Leader	Lynne Ackland
Rotary Youth Leadership Award	Terry Long
Kids-Out	Norman Sellar
Youth Exchange	Jacqui Molyneux
Safeguarding Advisor	Mel Broadbelt
Health & Safety Advisor	Barbara Broadbelt
Communication & Public Image Team Leader	Sue Campbell
Rotary Brand Advisor	Josey George
Communications & PR Editor	Brian Shaw
District Webmaster & Administrator	Jacqui Molyneux
Assistant Webmaster & Administrator	Margaret Fenwick
Council on Legislation Representative	Len Burns
Constitution Team Leader	Mel Broadbelt
Conference Chairman	Dave Sadler
Leadership Dev. & Training Team Leader	Alan Cartwright

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ROTARY YOUNG PHOTOGRAPHER COMPETITION

The Young Photographer Competition is a well-established and successful competition organised and promoted by Rotary International in Great Britain and Ireland (Rotary GB&I).

There are three stages to the competition, local, district and national. Each stage is designed to support and encourage the development of photographic skills. The winner of the local heat will be awarded a £50 Amazon gift card and the winner of the national final will have time with a professional photographer.

The competition is open to all schools and colleges, those who are home educated and any other young peoples' organisations, e.g. RotaKids, Interact, Scouts, Guides.

Access the link for more details and an information pack <https://bit.ly/2XtCmQS>



'Hit Squad' Effort to Rescue Darlington Gardens



Sue Campbell
Rotary Darlington

A team of friends and members of Rotary Darlington have helped rescue the gardens at a Darlington residential home for older people.

The extensive gardens at Abbeyfield on Ashcroft Road had become overgrown and unmanageable through lockdown and because of social distancing and safeguarding restrictions.

A team of Rotary members and friends – known as the 'Hit Squad' - spent Sunday (*September 13*) in a voluntary socially distanced effort to tame the much loved grounds.



The Hit Squad

Alison Broxup, acting general manager of Abbeyfield Darlington, said: 'The residents of Abbeyfield love their gardens and many exercise by walking round them. But the grounds were getting badly overgrown and we could not keep up with them because of lockdown.'

'We asked if Rotary Darlington could help and they responded immediately. We are very grateful for the work they have done on the garden, which will enable us to keep up with them from now on.'

Rotarian Alan Cowie, who leads the Hit Squad, said: 'We do what we can to help and 13 Rotarians and friends were there on Sunday, weeding, cutting, trimming and mowing and generally tidying up to bring the gardens back to standard.'

'Everything was thoroughly risk assessed and we were all socially distanced and brought our own tools and refreshments.'

The team were also putting up bird boxes which had been donated to Abbeyfield by Queen Elizabeth Sixth Form College Interact group, an award winning group of young people connected to Darlington Rotary.

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GET IN TOUCH

This Bulletin is devoted to giving you the opportunity to have your say. Whether you want to advertise an event, praise or complain, suggest or advise, add information or correct it, or just get something off your chest, we'd love to hear from you. Contact the Editor at brianshaw6@sky.com.

Also, if you, your friends or family want to know more about Rotary, and how you can become involved in all aspects of Rotary, contact our Public Relations Officer, John McLoughlin at his email address, at johnmc58@ntlworld.com.



Rotary Newton Aycliffe supports Shine Children's Choir



creating to at least support them during the tough times we are all experiencing'. The photographs show, below, Rotary Newton Aycliffe President, Trish Pemberton, handing the funds to Catherine, and, left, some of the choir members in past rehearsals.

Anyone wishing to join the choir or perhaps would like further details, please ring Helen McCormick 07716 801262 or search Facebook for their page where you can leave a message.

Margaret Fenwick
Rotary Newton Aycliffe



Shine Choir is a children's choir based at St. Clare's Church, Newton Aycliffe. Practices normally held every Monday evening 5pm till 6pm free of charge are suspended until further notice. However, read on for a different way of rehearsing.

Every year Shine Children's Community Choir puts on two performances which help to build confidence and friendships in even the most timid child. This gives each one of them the opportunity to SHINE whatever their abilities might be.

This year plans have had to change. Helen McCormick who leads the choir, and Catherine Telford tell us, 'even though we are not able to sing indoors, we would still like our children to perform, just with a different approach. Our plans involve getting small groups of children together, distanced of course, and allowing them to sing and act their part and they will be recorded in the process. When complete, the shots will be edited together to make a film for posting to our Facebook page'.

Lack of facilities

Helen and Catherine told us that the issue was that they did not have the facility to enable this new way of working. Along with Great Aycliffe and Middridge Partnership – GAMP, Rotary Newton Aycliffe recognised that providing the necessary equipment would give the children something to aim for and keep their spirits up during this exceedingly difficult time. Trish Pemberton, our Rotary President went along to see Catherine last week and presented her with a cheque to cover the cost of Bluetooth speakers which would assist in their new venture.

Catherine said, 'we were really thrifty and there was enough left in the donation to also make up activity packs for the children to complete at home. These would be packed, sealed and posted out to each child by age group allowing them to have a fun afternoon making and

Litter Picking in Guisborough

On Saturday 12 September 2020, members of Guisborough & Great Ayton Rotary and Inner Wheel Clubs joined forces for a socially distanced litter picking session in Guisborough. The original plan had been to meet in March, but this was postponed because of the Covid-19 lockdown.

Janet Claridge, Inner Wheel member and organiser of the event, said "We began in 2016 with "Clean for the Queen", a Keep Britain Tidy initiative commemorating Her Majesty's 90th birthday. It was so successful that we have since held an event each year.

We are very grateful to Claire Bognar, Community Development Officer for Redcar & Cleveland Council, who not only provides us with litter grabbers and sacks but also arranges for the Council to collect the filled sacks as soon as we have finished".

Dennis Claridge
Rotary Guisborough & Great Ayton



The spoils of the day

Your Rotary for Tomorrow? Councils on Legislation & Resolutions



The Councils on Legislation and Resolution are part of Rotary's "Parliamentary Process", where both Clubs and Districts throughout the world have the right to make submissions and proposals which can change or make an impact on our worldwide movement.

If there is something within our constitutional documents or processes that your Club would like to see changed, or considered, the Councils are your opportunity to make your views known.

More detailed information about our Councils is at:

<https://my.rotary.org/en/learning-reference/about-rotary/councils>

Council on Legislation (COL)

Meets once every three years and is Rotary's governing body that amends our constitutional documents. Every district worldwide through its representatives has the opportunity to debate and vote on proposed enactments.

Types of Legislation

There are two types of legislation:

1) Proposed Enactments seek to change Rotary's governance documents (the RI Constitution, RI Bylaws, and the Standard Rotary Club Constitution). Copies are available at:

<https://my.rotary.org/en/learning-reference/about-rotary/governance-documents>

2) Position Statements seek to state a position of Rotary International and are only proposed by the RI Board of Directors. These still have to be voted upon by District Representatives.

Proposing Enactments

Clubs, Districts, the RI Board, the General Council or Conference of RGBI, or the Council on Legislation itself may propose Enactments to the Council on Legislation.

Any Enactment submitted by a club must also be endorsed by the clubs within its district. In Rotary North East (D1030) we would normally endorse these at a District Council.

The Process:

1) Discuss the opportunity with your Club, and/or Assistant Governor. What changes would you like to propose to our constitutional documents.

2) Have another look at the detailed information above regarding our Rotary Councils.

3) Have a look at the RI guidance on Enactments:

<https://my.rotary.org/en/document/how-propose-enactments-council-legislation>

4) To give you a flavour of previous enactments have a look at:

<https://my.cms.rotary.org/en/document/proposed-legislation-2019-council-legislation?embed=true>

5) Complete the paperwork for the Enactment:

https://rotary.qualtrics.com/jfe/form/SV_6qZ50BbOaR04jlx

Timescales for Submission of Enactments

Enactments have to be agreed by our District Council.

Your proposed Enactment must be submitted to our District Governor Barbara barbarabroadbelt@btinternet.com by **23rd October 2020** so that it can be debated and approved by District Council on 11th November 2020.

Council on Resolutions (COR)

Meets once per year on-line where Resolutions are considered and voted upon by the worldwide Rotary community.

Resolutions are expressions of opinion which draw attention to issues or matters that can impact on the global Rotary movement i.e. they are not something that concerns local or administrative matters.

If a resolution is supported by District Representatives worldwide then the RI Board, or the TRF Trustees, are required to carefully consider it. This can result in changes to Rotary systems and practises etc.

<https://my.rotary.org/en/council-resolutions-frequently-asked-questions>

The next deadline for the submission of Resolutions is **June 2021**.

The Process:

1) Discuss the opportunity with your Club, and/or Assistant Governor. Is there something you feel strongly about?

2) Have a look at the type of Resolutions submitted in 2019.

<https://my.cms.rotary.org/en/cor/vote?embed=true>

3) Draft a proposal.

4) Have a look at the proposed Resolutions for 2020 when they are published in October 2020.

Timescales

The next round for the Council for Resolutions is 2021 and we will remind you of the exact dates nearer the time.

Gobbledygook – Confused – Need some Help?

It would not be at all surprising there is an awful lot.

If your club is considering an Enactment or, in the longer term a Resolution and you want to know more, please get in touch with me.

At the very least it may save you spending time making lots of drafts.

"I do Zoom"

Len Burns PDG. Your District Delegate to the Councils.

len@valen.me.uk

07717 783162



Donate a Book Project Launched in Darlington



Loading books for the Just be a Child charity

The collection of 100,000 unwanted children's books is the target for an overseas library project by Rotary Darlington.

The group is working with the national charity Just Be a Child to collect children's books to fill a 'container library' and learning centre in Kenya.

Rotarian Peter Phillips, who is spearheading the campaign in Darlington, said: 'We need to reach everyone who might have children's books they can donate - schools, bookshops, libraries, families. 'Everyone has a book they no longer need so that's 100,000 in Darlington to start with.'

Peter added that it doesn't matter how simple the books are. Although English is the national language of Kenya, a child first learns its tribal language, Swahili, then English in school.

The Just Be a Child charity is based in Stevenage and they work by selecting a community in Kenya which fulfils their criteria, then establishing an area in which learning activities and sports days can be held. This is followed up by a library, which comes in a container and is converted on the spot. It contains books, learning and arts and crafts materials. Training is given so that the community can take responsibility for the library and learning centre and regular visits are made by the charity to ensure it continues to operate smoothly.

Peter said: 'The charity raises funds and finds sponsorship for school supplies and learning material. 'The second hand books are packed in boxes in a 40ft shipping container. This container is shipped to Kenya, cleared and transported to the village. 'There it is unloaded, windows are cut out of the sides of the container, a door put in at the end and shelves fitted inside. I've seen such an operation in a village - it soon becomes a fantastic central meeting point.'

Rotary Darlington is receiving help from S G Petch car dealership in Darlington who have donated space at their premises at McMullen Road to house the books. Peter will then arrange transportation of the books to Stevenage where they are sorted and classified.

Craig Saunders, General Manager at S G Petch said they were very happy to support the project. 'It is an excellent idea and we are pleased to be part of it by giving storage space. People can drop books off at any time during business hours by going to the Hyundai main reception.'

Peter said: 'We're very grateful to S G Petch. People can drop books in there or contact us through Twitter [@DarlRotary](#) or the Darlington Rotary Facebook page and we can arrange collection.'

Peter can also be contacted at peter@neashamabbey.co.uk for further information or to arrange a collection.

Sue Campbell,
Rotary Darlington.

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Rotary North East Twitter

A new Twitter account has been established for the District. Could those of you with a Twitter account please follow and spread the word. Twitter is a great way of getting our message out there and linking with other Rotary groups and organisations.

[@RotaryNorthEast](#) replaces the old account ([@District1030](#) set up in 2012 but not used since then). It's recently established, so if you could follow and tag where appropriate that would be very helpful, either by means of your club or personal account.

Cleaning up the community after lockdown



Rotary Cockermouth members have been leading the way and getting back out into the community helping to organise a street clean.

Recently, Rotary Cockermouth members organised a Street Sign Clean in different areas around the town all whilst adhering to new COVID rules.

Armed with buckets, brushes and cloths, they headed through town transforming dirty street and road signs. Cockermouth Rotary member, Valerie Ayre said: "We wanted to give the town a spruce up to further enhance the welcome we like to give to both our residents and anybody visiting, particularly during these strange times we all find ourselves living in now. "The signs look lovely now, it's great to help make the town nice and tidy and people clearly appreciate it. "On the day we had lots of people honking horns and giving us thumbs up.

She went on to say "The street sign cleaning was done in conjunction with Cumbria County Council Highways, we were signed up as volunteers under the Working Together process which covers a number of highways activities that town councils and voluntary / community groups can get involved with. "The cleaning up continued into September, when the Rotarians supported the national Keep Britain Tidy campaign which ran from 11 to 27 September.

During lockdown Cockermouth Rotary club supported their community delivering hundreds of 'boredom buster' boxes to socially isolated residents. The boxes contained a range of goods including books, magazines and jigsaws to help keep people entertained during lockdown.

The Rotary club is now in the process of creating a Cockermouth Covid19 memory book filled with photos

illustrating what happened, and what life was like during lockdown.

Rotary member Julia Mather said: "When lockdown struck a few of us Rotarians realised we needed to record this unprecedented event for posterity. "We decided to focus on our little town by taking photographs, recording what was happening and ask people for comments about their experiences during lockdown."



Rotary Youth Speaks Competition 2020/21



For the past two years, Barnard Castle and Darlington Rotary Clubs have held a debating competition for members of Interact Clubs. These have been hugely successful with positive feedback from both competitors and their schools.

Outcomes for young people taking part in such competitions include increasing their critical thinking skills; improving their ability to form balanced, informed arguments; growing their confidence and self-esteem and learning to be a team player. This is recognised by educationalists, with many schools taking part in competitions locally, regionally, and nationally.

I am now seeking support in promoting the Rotary Youth Speaks Competition - which is aimed at young people aged 11 to 17 years - to schools and youth organisations throughout the NE. Can you help?

Do you have contacts with schools or youth organisations who may be interested? Can you help in any way in propagating details of the competition, and its positive outcomes for participants? If so, please do contact me and we can share ideas and explore the way forward.

Further details of the competition can be found on-line at: <https://www.rotarygbi.org/media/2020/06/2020-21-Youth-Speaks-A-Debate-Information-Pack.pdf>

Colin Dunnighan,
Rotary Barnard Castle.
email: colin.dunnighan@gmail.com

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COVID-19 : Club activities and projects during 'Lockdown'

As the District COVID-19 Liaison Officer I am requesting details of the activities and projects that clubs have been involved in since the beginning of the 2020/21 Rotary year and also those that are planned for the coming months.

Of particular interest is the subject of fundraising during lockdown and how clubs are approaching this. Would all clubs please complete the form which can be found included in the District Notice dated Monday, 21 September with any relative information under each category shown and I will share details of appropriate activities, projects, and fundraising ideas to other clubs in the District and to members of the District Team.

Please email completed forms to me at phil.hopps@outlook.com

Come into the garden Maud!

Geoffrey Taylor
Rotary Middlesbrough Erimus



On Tuesday 15 September the members and partners of Rotary Middlesbrough Erimus took a turn around four members gardens at the height of Covid summertime courtesy as ever, of Zoom.



Alan and Beverley Clifton gave graphic details of shifting 106 barrow loads of topsoil and showed the highly productive vegetable plot which resulted. Judith Glover impressed all with a combination of 'Green Fingers' and a perfectly timed rhyming accompaniment to the video clip. Mike Robson exposed his wife Jan's inability to pass a plant pot display without purchasing at least one. Geoff Taylor urged members to make house history part of their gardening pleasure.

A very different Rotary meeting was closed with the entirely usual 'Rotary the World Over' Toast. The photographs show two garden views.



Rotary Washington Golf Day

Its on, no its off, check the risk assessments, check the latest government guidelines, its back on, luck was with us and the weather was brilliant for the day, couldn't have asked for more.

This years annual event was held at the Ravensworth Golf Club, Gateshead, organised by Honorary Member Leon Gill and on the day, assisted by next years President, Joan Waldron. It was a challenging course of bunkers, hills and out of bounds close to the fairway on many holes.



It was a great day for all golfers (112 in all) our best ever attendance of various handicaps, 4 ball better ball, Stableford Rules. Also prizes for nearest the pin on 3 holes and a longest drive.

To ensure that the club house restaurant was kept to below the maximum numbers allowed (includes staff), as soon as the meal was finished, the golfers left. Obviously this made it difficult at presentation time, as only a few were remaining.

The eventual winning pair were the golfers, who were first off and had left. They came in with a score of 49, Greg Applegarth and Joe Stuart. Trophies and winnings are presently being delivered to all winners.

Keith Peacock,
Rotary Washington

Dates for your Diaries District & RIBI

- ▶ **SOL. 7-8 October 2020. ~ Postponed to 2021**
- ▶ **World Polio Day, Saturday 24th October 2020**
- ▶ **Remembrance Sunday, 8th November 2020.**
- ▶ **Club Secretaries, Monday 10 November 2020, 5 30, by Zoom**
- ▶ **District Council, Wednesday 11 November 2020, 6 45, by Zoom**
- ▶ **Burns Night, Monday 25 January 2021**
- ▶ **Chinese New Year, Friday 12 February 2021**
- ▶ **District Council, Wednesday 15 February 2021, Venue to be advised**
- ▶ **Rotary Day, Sunday 23rd February 2021.**
- ▶ **Mothers Day, Sunday 14 March 2021**
- ▶ **British Summer Time Begins, clocks go forward, Sunday 28 March 2021**
- ▶ **Easter Monday, Bank Holiday 5th April 2021**
- ▶ **District Council, Thursday 11 May 2021, Venue to be advised.**
- ▶ **Early May Bank Holiday, Monday 3rd May 2021**
- ▶ **Late May Bank Holiday, Monday 31st May 2021**
- ▶ **Fathers Day, Sunday 20th June 2021**
- ▶ **Armed Forces Day, Saturday 26th June 2021**
- ▶ **Late Summer Bank Holiday, Monday 30th August 2021.**
- ▶ **Merchant Navy Day, Friday 3rd September 2021**
- ▶ **Rotary Ride ~ One week end in September 2021**
- ▶ **District Conference 2021, the Dalmahoy Hotel and Country Club, Edinburgh, 22nd to 24th October.**
- ▶ **British Summer Time Ends, clocks go back, Sunday 31 October 2021**
- ▶ **Remembrance Sunday, 14th November 2021.**

ROTARY NEWTON AYCLIFFE DISTRIBUTES DICTIONARIES 4 LIFE

D ICTIONARY 4 LIFE is an initiative supported by Rotary International in Great Britain and Ireland and a project first undertaken by Rotary Newton Aycliffe a number of years ago.

The Usborne Illustrated Dictionary 4 Life has 1,000 illustrations, 10,000 entries and 20,000 definitions, printed in full colour on paper from sustainable forests and every year our club places an order for over 400 of the dictionaries. On delivery, the books are distributed to every pupil in year six of eleven primary schools in our community at a cost of over £1,200.

This mammoth task was, for a few years, co-ordinated by Rotarian Pat Henderson-Pickersgill and has now, for seven years or more, been carried out by Rotarian Mary Waine and Friend of Rotary, Clive Bennett. The books need to be unpacked, each one labelled, then repacked and loaded onto a truck, kindly loaned by Clive, for delivery to the schools. The photographs, (right), show Mary and Clive getting to grips with the enormous amount of work and many thanks to them both from President Trish Pemberton and the club.

have access to the internet. Therefore, we at Rotary are proud to be involved with Dictionary 4 Life and think this is a very worthwhile project. Our grateful thanks go to those of you in the community that always support our fund-raising with a donation which enables us to continue with such work.

Margaret Fenwick
Rotary Newton Aycliffe





Brand Malarkey What's the hoo-ha about?

"What's the big deal about the Rotary wheel being in a colour that's similar to blue? So what if it's a bit squished on the Club Bulletin sent out?" "What's wrong if we sound boring and our website has information from 2012?" "What if our banners look a bit faded?" "The printer's design with 6 colours and 8 different fonts on the Bike-Ride-For-Charity flyer was very vibrant. Why is District throwing a wobbly?" Why?

I could give you 115 years worth of reasons why. The quickest and simplest version of them all is this - Because we're Rotary. A global brand with impeccable character. A prestigious brand that's contributed to making the world a better place and has helped to shape the lives of millions for over 100 years.

As consumers, we've all been and are under the influence of brands. There is a reason why we love some and hate others. A reason why we choose some and reject others. In simple terms, it's because of what that particular brand in question stands for in our minds in terms of satisfying the need. A car is a mechanical object that gets you from point A to point B, yet we dream whether we want a Ford or a Mercedes. An airplane is a tin can flying people packed like sardines from one destination to another, yet we choose whether to fly EasyJet or British Airways. A shoe is a covering to protect and give comfort to the human foot, yet we debate whether we want Nikes or a limited edition Crockett & Jones.

Rotary is a global service and humanitarian brand. A high impact brand that's changed the lives of millions for the better around the world. An organisation where members pool their resources and contribute their talent to help those in need. It boasts the membership of world leaders, celebrities, high profile business people and royalty. A prestige brand that made humanity its business and service as its product. Yet when you ask a young person 'Do you know about Rotary?' the answer usually comes back as "Not really, but are you referring to the pensioners club, the one that's sometimes seen in the City Centre with those charity buckets wearing Rotary t-shirts?" The question of 'Have you ever thought about joining Rotary?' is usually met with a look that translates into 'Do I look like I'm sick and tired of life?'

Houston, (or shall I say Chicago) we have a problem. While this may not be a global issue, it certainly is a big one in our part of the world. We suffer from a perception problem. We've been reduced to a charity outfit that does fundraising. We are the local destination to have a pint over lunch when you retire. We are what you join when life is over. Truth be told, we're certainly not!

Because of an ageing membership profile, our membership stats have been on the decline. Club Presidents, District, National and International committees and teams are all out in search of that magic wand that will make new younger members appear. If only it was that easy.

Do not be under the impression that we are not in the business of selling something. We are. We have to sell Rotary for new members to buy into it. And when we market Rotary let's focus on how they will benefit. "What is in it for me?" is a question that influences purchase decision. When brands satisfy that decision, the relationship is made.

In my recent online talk about Rotary branding and marketing, I had stressed on the importance of positioning, target audience and the necessity to have a proper brand communications strategy. Before you start advertising, whether its on social media channels or on traditional mediums, please try and make an effort to do the following.

Create a Brand Communications Strategy. Follow the 7-Point Rule I outlined in my talk that equates as:
Positioning + Brand Plan = Brand Communications Strategy

Positioning comprises of 4 elements. They are:

1. Who is our target audience?
2. What are we selling?
3. Why should they believe us?
4. What's the Big Idea?

Brand plan consists of 3 elements. They are:

1. What do we need the advertising to do?
2. What do we want the target audience to feel or think our do?
3. Where will we deliver the message?

Ask yourself the following questions before you start the Brand Plan.

1. Where are we now? (An analysis of current situations.)
2. Why are we here? (Key issues that we need to address)
3. Where could we be? (The goal we have in mind)
4. How can we get there? (what's the strategy)
5. What do we need to do? (Execution mode)

I would like to point out that the above is just like the messaging you'd find on cholesterol-reducing foods and supplements. Along with the aid, you need to have a balanced diet and regular exercise. Just like that example, you need to bring your communication affairs in order too. Use the correct identity. Clear the clutter of old information. Spice up the visual representation (dump those cheque donation pictures) Get your websites in order. If you find that difficult, engage a professional to do those services for you. Create a budget to have things tidied up. Remember, window dressing sells. Because window shopping is a habit for all consumers. If they don't like what they see first, it's a sale lost.

The desire to change and the effort to make that change is required and is a key ingredient. Perhaps you may feel Bah! This page is good for fish and chips. But remember, you first have to make an effort to tear up the page. Effort matters.

Josey George
Rotary Sunderland

Josey George of Rotary Sunderland City, a satellite club of Rotary Sunderland, is an adman with over two decades of advertising experience in handling local and international brands and their advertising campaigns. As a Rotarian, he is on the District Communications team and does clubs visits to deliver talks on how to improve the perception of the Rotary Brand. He can be reached via email on josey@icloud.com



Rotary masks offer a stylish alternative

The use of face masks has been strictly applied with new Government rules from 14 September covering England, Scotland and Wales, when social gatherings of more than six people is banned. The rule applies to private homes, indoors and outdoors, and places such as pubs, restaurants, cafes and public outdoor spaces.

The rule **does not apply to schools and workplaces**, or weddings, funerals and organised team sports. Those **who ignore police** could be fined £100 – doubling with each offence to a maximum of £3,200.

Surgimasks advertise disposable masks in the latest edition of *Rotary* magazine and are donating part of their profits to Rye & Winchelsea Rotary. Now two Rotary Districts, District South (1145) & District South East (1120) have gone one step further. Rotarians in both Districts have teamed up to produce a high quality, adjustable and washable facemask for sale. This initiative is a facemask in Rotary blue with the Rotary logo and words *Rotary South*, *South East*, or *North East* depending on the clubs buying the masks and representing their Districts.



All of the net profits will go towards supporting End Polio Now as well as club projects in the districts. They have produced a three-layer protective face mask with woven fabric construction which allows the product to be washable at 60°C and re-used. A breathable and shaped non-medical face mask. It makes the ideal solution for shielding and has a bendable nose wire for a snug fit.

The masks are for personal use only and not intended for medical use and not as a replacement for medical-grade personal protective equipment. Optional PM2.5 filters to fit this mask are available separately.

If your club would like to take up this project in District 1030, contact either alan@highdownrotary.org.uk or jarle@noeltatt.co.uk

Albany Defibrillator Installed by Rotary Washington Forge

The community of Albany Village in Washington now has a public access defibrillator. Located outside The Stella public house, this potentially life-saving equipment is available 24 hours a day for use prior to the arrival of an ambulance in the event of someone experiencing a cardiac arrest.



Left to Right: President Ronnie Monaghan, Rotary Washington Forge; Frank Reay of The Stella Public House; Councillor Bernie Scaplehorn

This is the third installation within the Washington West Ward and is part of an ongoing project by Rotary Washington Forge. They are now continuing to work with local councillors and communities across the rest of Washington to identify appropriate locations for further public access defibrillators and to secure the funding required.

Philip Hopps
Rotary Washington Forge

Golf Day for Gambia

Rotary Cleveland held a very successful golf day at Wilton Golf Club recently. With 28 teams taking part the overall winners were Harlem Bulldogs. Despite it been the windiest day of the summer the golfers did remarkably well and there was even a hole-in-one. Because of the wind the outdoor marquee could not be erected and the halfway house refreshment tent had to be abandoned. All the teams rose to the challenge and £4000 was raised from the event.

The money raised will support the School Furniture project which last year sent four container loads of school furniture to the Gambia.

Alan hall,
Rotary Cleveland



ROTARY Christmas Toy Box *initiative* 2020



Rotary KidsOut Festive Fun Day December 2020 CANCELLED due to 'Covid19'

However, in its place a new Rotary KidsOut *initiative*, to support LOCAL Refuges in your Club community. With assistance and data provided by KidsOut, the aim is to supply to your local Refuge with 'ROTARY Christmas Toy Box (es)' **Every Refuge, Every Child**'

Everyday KidsOut are dealing, supporting Refuges around Rotary GB&I offering child service support, and especially 'Toy Boxes'. KidsOut have a comprehensive database of all Refuges, locations, facilities and number of families/children accommodated.

KidsOut will supply Toy Boxes directly to your local Refuge(s). Each box according to Age (0 -13 yrs) and gender, containing over £80.00 worth of NEW Toys (*as specified by KidsOut*).

Every Rotary Christmas Toy Box will be delivered to the Refuge(s) in December free of charge, ALL will have ROTARY BRANDING – with your Club name.

How do you, YOUR Club get Involved? Using data supplied by KidsOut, to help identify your local Refuge(s), they can also advise on the number of children by gender and age.

Obviously, there is a need to maintain CONFIDENTIALITY, therefore NO need for you or your Club to have any direct contact with the Refuge(s)

Club 'Sponsorship' of Refuge(s). The KidsOut data will identify the number of children in your local Refuge(s), in order to provide a Rotary Christmas Toy Box '**Every Refuge, Every Child**', we are asking Clubs to consider sponsoring 'Toy Boxes' for £25.00 each child, each Refuge.

Interested? In the first instance contact your Rotary District KidsOut Ambassador – Norman Sellar normansellar@gmail.com Tel 0191 9080 635

(The above are also your contacts for ANY questions regarding this initiative)

Following which they will advise you further on the Refuge(s) in your local area and the number of children, this gives a total @ £25.00 per child. Neighbouring Clubs can help too.

Send your donation/sponsorship money direct to KidsOut (£25.00 per child per 'box')

BACS Payment: Metro Bank; Account Number - 24488047; Sort Code – 23 05 80

CHEQUES: made payable to KidsOut UK and sent to: KidsOut, 14 Church Square, Leighton Buzzard, Bedfordshire, LU7 1AE

KidsOut will then do the rest! According to age & gender, individually fill each Rotary Christmas Toy Box. Ensure they are Rotary 'Branded' with your Club name. Deliver the 'Boxes' direct to the Refuge(s) in December. Advise your Club that the delivery has been made.

Steve Cartwright – Rotary GB&I KidsOut Coordinator
scartwright1@hotmail.com 07772 808925

A record-breaking Rotary Foundation Global Grant will fund vital medical equipment on the world's largest purpose-built charitable hospital ship



A Rotary Foundation Global Grant of \$1.125 million has been approved with Mercy Ships to fund equipment for the latest addition to their fleet, the *Global Mercy*, and training for African medical professionals.

Rotary Great Britain and Ireland have recently announced that the largest Rotary Foundation Global Grant of \$1.125 million has been approved.

This grant will enable Rotary and Mercy Ships to fund a brand new, state of the art CT scanner, and other vital equipment on-board the *Global Mercy*, which launches next year. The *Global Mercy* is the largest purpose-built NGO hospital ship. It will double the impact of Mercy Ships on healthcare systems throughout West Africa.

The money will provide a range of sophisticated medical equipment for Decks three and four: the ship's hospital decks with six operating theatres, three infection isolation rooms, 147 ward beds, six post-operative recovery beds and four intensive care beds. It will also provide training and education for local healthcare. Mercy Ships UK's Acting Executive Director, Joanne Balaam, said, "Mercy Ships is delighted to continue our long-standing partnership with Rotary. "The Global Grant of \$1.125M will fund equipment on-board the new teaching hospital, the *Global Mercy*, as capacity is increased, and realise a shared vision: to build self-sustaining healthcare systems, to change and save significantly more lives than ever before, and to leave a lasting legacy across the countries of Africa".

Worldwide, two out of three people cannot access surgery when they need it. This is because they cannot afford it, they cannot access it, or it is simply not available in their country. Every year, more than 18 million people die unnecessarily from conditions that could have been treated by surgery. Mercy Ships uses hospital ships to respond to this global surgery crisis by reducing the surgical backlog in developing countries while providing training and mentoring to increase local medical skills and renovating local facilities in each of the countries the hospital ships visit.

Paul Denton, Chair of District 1260 Global Grants Committee, added, "The Grant galvanised the generosity of Rotary, truly capturing imaginations and hearts: 31 Rotary Districts, 341 clubs across the UK and the world from Oklahoma to Seoul all found a common cause to support Mercy Ships and shows that Rotary Opens Opportunities."



Debbie Hodge, Rotary GB&I president 2018-19, said, "Little acts of kindness and generosity make a huge difference in an individual's life, but join up all that kindness and generosity and you can change the lives of whole communities, whole nations and even a whole continent. This Global Grant of 1.125 million dollars will do that!" "Mercy Ships UK is privileged to be partnering once again with Rotary International. Ever since the first partnership with Rotary back in 2006, I have been truly amazed at the unwavering commitment and depth of interest of so many Rotarians in the life-changing surgical work of Mercy Ships. "Thank you in advance on behalf of all those who you will have helped."

The *Global Mercy* is undergoing the final stages of construction with the aim of sailing into active service by the end of 2021.

DISCOVER ROTARY

We are neighbours, community leaders, and global citizens uniting for the common good. With you, we can accomplish even more

EXPLORE ROTARY CLUBS

The heart of Rotary is our clubs – dedicated people who share a passion for both community service and friendship

DEVELOP LEADERSHIP SKILLS

Whether you're a student or starting a career, there are many ways in which Rotary can help you become a better leader

SHARE DIVERSE PERSPECTIVES

Rotary brings together great minds from nearly everywhere
In the world

ADVANCE YOUR EDUCATION

From college scholarships to our renowned Peace Fellowships, Rotary supports the educational aspirations of thousands of future leaders

DISCOVER NEW CULTURES

Explore the world through our global network

EXPLORE OUR CAUSES

We're committed to taking on some of the world's most pressing challenges

JOIN A PROJECT

Change your community by volunteering on a local project

Interested? Visit www.discover-rotary.org

Rotary

