

District Newsletter

January 2010 Issue: 6



Rotary Awareness Month



Sylvia Plourde

District Governor 2009-2010

January is Awareness Month. It's the month devoted to promoting Rotary in all its aspects. Please take advantage of what Rotary International has to offer in terms of videos, literature, graphics, Humanity in Motion, and so many promotional ideas. Download these materials to your club's website and continue to share your club's programs. And don't forget to show that you're a fan of rotary by connecting with RI on your favorite social networking sites. Rotary has an official presence on Facebook, Twitter, and You Tube.

I've been thinking of a focus for this month and I couldn't come up with anything more relevant than the eradication of Polio. Your continued contributions will help Rotary raise \$200 million to match \$355 million in challenge grants received from the Bill & Melinda Gates Foundation. This will directly support immunization campaigns in developing countries where polio continues to infect and paralyze children, robbing them of their futures and compounding the hardships faced by their families. In 1985 there were 350,000 polio cases in 125 countries. Today there are only four endemic countries. As Polio Chairs Dino and Carol so often say, they spell PAIN. They are Pakistan, Afghanistan, India, and Nigeria. If polio isn't eradicated, the world will continue to live under the threat of the disease. More than 10 million children will be paralyzed in the next 40 years. As long as polio threatens

even one child anywhere in the world, children everywhere remain at risk. The stakes are that high.

We are challenged to come up with creative ways of promoting this cause. Rotary, Rotaract, and Interact clubs, along with other Rotary groups are asked to organize community fundraisers to help match this challenge. Volunteers in polio-free countries can promote routine immunizations within their communities, stay informed about the global eradication effort, participate in PolioPlus projects and in National Immunization Days NID.

Tools available are many such as PolioPlus: A Gift to the Children of the World DVD, Conquering Polio CD, International You Tube channel, PolioPlus Headliner Kit, Rotary's US\$200 Million Challenge DVD along with Poster and Pins. You can download Dr. Bruce Aylward's Polio Powerpoint Presentation-share with your club and put it on your website.

Clubs often ask about what kind of fundraisers they can do. In this month's Rotarian Magazine-page 16 is devoted to different fundraising ideas. Other thoughts include a walk-a-thon for victims of Polio who cannot walk, collection of bottles as Polio stricken children have poor drinking water, posters of children that live with the disease, and what about using Humanities in Motion in the movie theater and have a collection before the movie starts. Many theater owners are open to this idea.

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I'd like to share what a couple of clubs are doing to this end. The Old Town Club is starting to collect money for their PolioPlus fundraiser, the Rotary Quarter Mile which they did a few years ago. The quarter mile is just that: a mile of quarters lying end to end. That will take 61,380 quarters making a total donation of \$15,345. They plan on putting it on in June before school is out. They are in the process of contacting the superintendent of schools to see about their involvement. They also have collection cans around town.

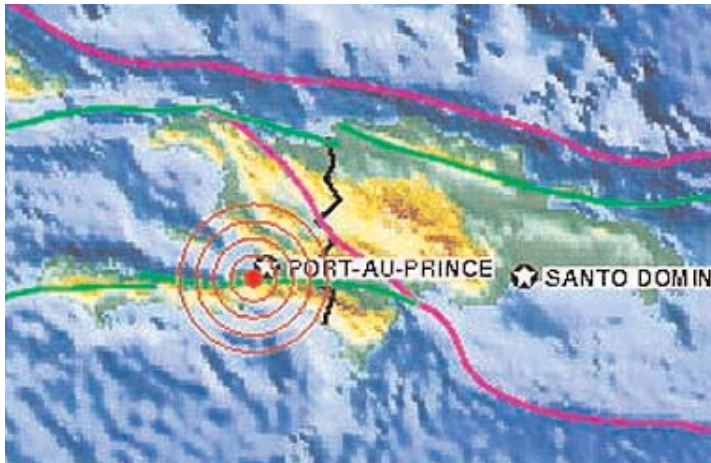
The Lewiston-Auburn Rotary Club and surrounding area Rotary Clubs are planning an event on Saturday, February 6 at the Androscoggin Bank Colisee with the Hockey team the MAINEiacs verses the Shawinigin

Cataractes. You are invited to join us as proceeds of tickets sold by the club will go toward the eradication of Polio.

I would like to thank our devoted District Chairs, Dino Marzaro and Carol Coffin, in charge of PolioPlus. They are doing a superb job. For assistance, contact them at:

Dino Marzaro: dmarzaro@ciot.com
Carol Coffin: thefarm@uninets.net

Sylvia Plourde, DG
2009-2010



ASSISTANCE FOR HAITI

Haiti has suffered a terrible catastrophe in Port au Prince and they are in need of everything. As District Governor, I am asking from our concerned Rotarians and clubs to assist the Haiti population in this great devastation. Clubs are generous in their ability to respond to those who have lost everything, who need medical and food supplies etc. So I am asking if each club could donate at least \$100 to this cause. It's not a great amount for a club and some clubs may want to contribute more.

If you want to make a personal donation as well, please do so via Rotary. We are an International Organization who's already been involved with Haiti on many levels. District 7020 has already established a group of individuals to identify the special needs expressed by Haiti Rotarians.

I am working in collaboration with the World Community Service Committee to identify the best method of utilizing your contributions. I ask that your clubs and individual Rotarians make your check to: District 7790-Haiti and for Maine clubs only, remit it to:

Phil Nadeau, District Treasurer
118 Dyer Road
Lewiston, Maine 04240
R: 207-782-5380
B: 207-513-3012
C: 207-576-1684
pnadeau@ci.lewiston.me.us

Thank you so much in advance for your generous contribution to this very special cause.

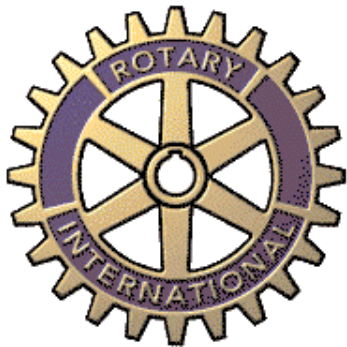
Sylvia Plourde
Governor 2009-2010



ROTARY INTERNATIONAL

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January 2010

Dear District Governor,

I am writing to ask for your support for a major Public Image project which is taking place on 23 February 2010. Various Public Image initiatives will be happening around the world from 16 February until 2 March 2010.

These will include the now successful lighting up of iconic buildings with the message End Polio Now. Leaders of governments will also receive from Rotary an End Polio Now postcard.

I would appreciate if you would ask each of the clubs in your district to be seen doing something visible to promote the End Polio Now campaign.

It can be anything from spending an hour one day handing out leaflets about Rotary and polio to having a booth at your local shopping mall collecting money to help pay for polio immunization for the children.

It really is up to each club's imagination to do what they can to support this project.

I do hope you will take this challenge to your clubs. Imagine the impact of every club in the world taking part to help End Polio Now around our organization's 105th anniversary.

For ideas and outreach materials to highlight 23 February, please visit:
<http://www.rotary.org/en/AboutUs/Rotaryleadership/RIpresident/Pages/PublicImage.aspx>

I wish you success as we celebrate Rotary's anniversary confident that each club will recognize
The Future of Rotary Is in Your Hands.

Sincerely,

John Kenny
President 2009-2010
Rotary International

Lewiston-Auburn Rotary Club

Hockey Night

February 6, 2010 7 p.m.
The Androscoggin Bank Colisee
190 Birch Street
Lewiston, Maine USA



Please join the Lewiston-Auburn Rotary Club and surrounding area Rotary Clubs for a night of fun, fellowship and ice hockey to benefit the End Polio Now! Campaign. The event will take place at the Androscoggin Bank Colisee on Saturday, February 6, at 7 p.m. where the Lewiston MAINEiacs will take on the Shawinigin Cataractes.

All proceeds of the tickets purchased through the Lewiston-Auburn Rotary Club will go toward the \$355 million challenge grant from the Bill & Melinda Gates Foundation. Please help support the eradication of Polio by joining us! Please consider purchasing a block of 10 or more tickets to raffle at your local Rotary meeting or consider purchasing through your businesses as an incentive for employees.

TICKET PRICES

ADULT	\$14.00 US
STUDENT/SENIOR	\$11.00 US
KIDS	\$8.00 US

To purchase tickets, please email Claire Durgin at cdurgin@butlerbros.com or call 207-531-3201.

