

ROTARY

February 2023

Life during wartime

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Empowering girls is about more than creating equity

Recently, I spent time in the Nakivale refugee settlement in Uganda. As the “settlement” in its name suggests, the people living there are free to move around and integrate as best they can — one thing that makes the place unique.

I had a chance to play soccer with boys and girls from about a dozen nations and talk with women who had fled areas of conflict. It was a tapestry of human experience shared through both laughter and tears.

As I walked across a school campus at the settlement with a teacher, she shared with me the dire statistics on girls’ education. Most don’t get through grade school. Many are sold into child marriage to pay for food for their families. As I looked around at these young girls, I was gutted.

Our work with empowering girls and women is much more than creating equity — sometimes, it’s about health or education. Other times it’s about providing safety. Regardless of the path, it’s always about basic human rights.

We can do more to empower girls and women, and we can expand how we share the progress Rotary members and our partners have made toward this goal.

There is no shortage of inspiring examples of our work, from interest-free microcredit loans for women in Nigeria, to projects in India that provide girls menstrual hygiene products. Hundreds of projects are taking place across all Rotary areas of focus and are

making a meaningful and often lifesaving difference.

Together, we can address the needs and inequities that girls throughout the world face daily. But we must also monitor the impact of these projects and create awareness of Rotary resources and subject matter experts, including Rotary Action Groups, The Rotary Foundation Cadre of Technical Advisers, Rotary Peace Fellows, and others.

It is especially important that we tell the stories of our initiatives that have a positive impact on the lives of women and girls. This last point is near and dear to my heart. This means sharing our stories on social media, through local news outlets, in this magazine, and wherever we can inspire others.

As you do so, it’s important to provide information that helps our Rotary family connect with others who are implementing activities in their regions, as well as across the world. Let’s share our successes and learn from one another — then proudly tell our stories to a larger audience.

These are exciting times in Rotary, and the world is taking notice. As we work to empower women and girls to step into their full potential, we create new pathways for membership growth and greater collaboration with partners to create positive, lasting change. Thank you for your continued action in this vital effort.

JENNIFER JONES

President, Rotary International



Jones and Zimbabwean actor Sibongile Mlambo watch a soccer match in Nakivale settlement. It’s part of an effort to build community among residents of different nationalities.





YOU ARE HERE: Kala Patthar, Nepal

GREETING: Namaste

FLYING HIGH: In 2014, Ken Hutt had climbed Mount Cho Oyu, the world's sixth-highest mountain, and paraglided back to a base camp. But last May, he set his sights even higher. A member of the Rotary Club of Berry, Australia, Hutt, then 62, attempted to become the oldest person to paraglide from Mount Everest.

FOR A CAUSE: A life-threatening chest infection at a camp about 21,000 feet up thwarted the attempt. But Hutt, pictured here on a flight from Kala Patthar, a peak with a view of the Everest summit, had another goal in mind as he was training: to raise money to end polio. "I'm not a doctor, I can't treat kids for polio," Hutt told filmmaker Joe Carter, who has since produced a documentary about the endeavor. "But what I can do is help the cause in probably a bit of an unusual way."

THE RESULT: Hutt estimates the expedition has generated more than \$200,000 for End Polio Now, including the Bill & Melinda Gates Foundation's 2-to-1 match. Make your contribution toward ending polio at rotary.org/donate.

ROTARY

February 2023

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STAFF CORNER

Aja Castillo

Manager of Global People and Culture/DEI

I grew up on the West Side of Chicago, where my mom and grandmother were seamstresses. My mother taught me to sew. Subsequently, I learned how to knit from a Rotary colleague and formed a knitting group at Rotary. My fellow knitters and I would gather during our lunch hour to knit and socialize. When the pandemic started, my husband, who works in a factory that ships hospital machine parts, would come home with terrible marks on his face from wearing a mask all day. Determined to save his ears, I decided to make him homemade masks. Soon, my friends and family were asking me to make masks for them. I would decorate the masks with glitter, rhinestones, and vinyl. As more people requested them, I turned my hobby into a side business. I now market my crafts on Instagram, Facebook, and TikTok.

I love creating something new, taking raw materials and making something unique. For example, I decorate and customize mugs, wine glasses, plates, shoes, hats, chessboards, and garments with rhinestones, embroidery, and glitter. I like to make things that celebrate occasions, like a birth, marriage, or anniversary. People may think placing rhinestones one at a time on something is tedious work, but to me, it's calming and centering. My crafting space is my happy place.

I like seeing new places, meeting people from different cultures, and trying different foods. My husband used to work for an airline. When we were dating, he invited me on my first flight ever. We went to Las Vegas. I've been hooked on traveling ever since. Now we have three boys, and we love taking family trips. Traveling helps them appreciate different cultures and cherish what they have. My favorite country to visit is Belize, my husband's birth country, where a lot of his family members live. It was such an amazing experience to give our children the opportunity to become acquainted with their heritage.

At Rotary, I focus on employee relations as well as diversity, equity, and inclusion-related work. My colleagues and I have created capacity-building experiences designed to encourage conversations and create spaces for staff to educate and learn about each other. We invite outside speakers to share their experiences and knowledge, and started a Rotary staff podcast where we talk about DEI topics. More recently, Global People and Talent has begun to recognize and promote the positive impact that the 5C's — connections, community, culture, collaboration, and creativity — have in our daily interactions, and facilitate conversations within our organization. — AS TOLD TO DINAH ENG

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Aja Castillo and her husband, Joe, with their sons, Elijah (front), Isaiah (back left), and Joseph, on a visit to California in 2017.

Letters to the editor

HELPING VETERANS

A big applause for Zach Skiles for his resilience and for the help he has given to other veterans [“Home from war, a hard-won struggle to find peace,” November]. It is horrible to learn what war does to one’s mind and body. My brother-in-law was killed in Vietnam. I’m reminded of all the ways Vietnam veterans were unfairly treated when returning home or while serving.

Roger Jurgens, Longmont, Colorado

I am writing to express concern over parts of the November article about post-traumatic stress disorder among veterans. I think it is highly inappropriate to advocate psychedelic drugs, such as magic mushrooms and ecstasy. I realize they were used in a clinical environment, but that is no excuse to include the information. I share the magazine with others, including my children, and I am embarrassed that this content was included. For a reputable and far-reaching organization like Rotary, this is offensive and risky.

Phil Richards, Hillsborough, New Jersey

A HIGH-ACTION GAME IN MELBOURNE

The November issue has a good cover photo of Melbourne’s city center to accompany the article about the 2023 Rotary International Convention [“A capital destination”]. Melbourne is a very interesting city with a wide range of culture and cuisine. If you like sports, go to the Melbourne Cricket Ground, known as the MCG, to see Aussie rules football, a marvelously unique, high-action game. May is a cooler weather month in Australia, so dress accordingly.

Jim Temple, Berrien Springs, Michigan

EMPOWERING ENTREPRENEURS

Thank you for the article [“Paying it forward,” November] about the Rotary Club of Yumbe, Uganda, which I visited in January 2022 [as executive director of the microloan nonprofit TCP Global]. The members live the words on the back of their Rotary shirts: “Caring for Humanity.”



Yumbe Rotarians demonstrate the untapped potential for good that exists in underserved communities. Once the women freed themselves from poverty, they turned their attention to service. Not only did they implement a multi-pronged attack on factors contributing to poverty, such as diarrhea and malaria, but they also shared resources with South Sudanese refugees, who account for a significant portion of the population of Yumbe District.

My takeaway from working with Yumbe Rotarians is that development dollars should shift from “teaching” impoverished communities to unleashing their potential. Affordable microloans empowered Yumbe entrepreneurs, enabling them to feed and educate their families and improve their communities.

Helene Dudley, Miami

SHARING THE MESSAGE

I will share President Jennifer Jones’ message [“Sharing our Rotary stories from the heart,” November] with a friend who declined my invitation to join Rotary on the claim that the organization lacks diversity, equity, and inclusion. Furthermore, Jones is inspiring me to move beyond frustration and focus on advancing Rotary’s DEI efforts.

The Rev. Kel Bedard, Key West, Florida

OVERHEARD ON SOCIAL MEDIA

In October, we profiled Rotary Peace Fellow alumna Lorelei Higgins, who has used her platform as Mrs. Canada Globe to promote peacemaking as a philosophy of life.

An inspirational speaker and now a good friend. Grateful for all she is doing to highlight Indigenous rights and reconciliation and to make this world a better place.

Brian Rusch
▶ via Instagram

♥ Lorelei is amazing and the epitome of peace in action! Maarsii for all your beautiful service — my hands are raised 🙌♥️ #Métis
Shirley-Pat Chamberlain
▶ via Instagram



ILLUSTRATION: SEAN MCCABE

Zach Skiles, profiled in November, shares more of his story in the podcast episode "A path forward from PTSD." Listen at on.rotary.org/podcast.

FOCUS ON THINGS IN COMMON

I would like to respond to a letter to the editor ["A plea for prayers," November]. As an international organization, Rotary includes members of many religious faiths. In the U.S., the most rapidly growing religious affiliation is "none." When a Rotary club makes an overtly Christian prayer an official part of its meeting, it sends a message that Christianity is the norm. Non-Christians in attendance face an awkward choice: to simply recite words in which they do not believe to fit in, or to decline to participate and thus explicitly make clear that they do not entirely "belong."

People of all faiths may be future Rotarians and contributors to our good works. We should focus on those things we have in common rather than engaging in practices that marginalize potential allies.

Lora Miller, Plymouth, New Hampshire

By praying at the beginning of Rotary meetings, you exclude and possibly alienate followers of other faiths as well as nonbelievers. It is, at a minimum, disrespectful, and it serves to discourage non-Christian membership. During my tenure as club president, we instituted a moment of silent prayer or contemplation, which allowed members to pray or not, as they wished.

I'd like to quote Rotary President Jennifer Jones, whom I have had the pleasure to meet: "Embracing an experience where people feel included is more than just making our membership numbers more di-

verse. It's about making our meetings and events places where we can speak openly and honestly with each other, where our members feel welcome and safe."

Christopher Castoro, San Antonio, Texas

MEMORIES OF CLEM RENOUF

I have been a Rotarian for nearly 54 years. Rotary Foundation Trustee Chair Ian H.S. Riseley's praise for Past RI President Clem Renouf ["Fulfilling our promise," October] brought back pleasant memories.

In July 1978, District 7260 of eastern Long Island, New York, hosted an event during which Renouf discussed Rotary's new Health, Hunger, and Humanity (3-H) program. It was a very hot day, but his talk attracted several hundred Rotarians who filled a large field. Many Rotarians still remember Renouf's words.

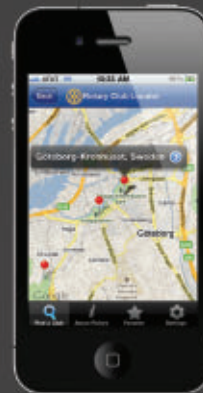
RI's 3-H program led to our PolioPlus program a few years later. At the beginning of the PolioPlus campaign, I recall visiting District 7260 clubs with three pennies taped to a piece of paper to hand out as an example of the cost of one dose of polio vaccine.

William E. Zitek, Chapel Hill, North Carolina

Correction: The December article "A community cure," about the Programs of Scale grant recipient Partners for a Malaria-Free Zambia, misstated the number of hours that Rotary members have volunteered toward the program. The correct number as of late November is more than 5,000. We regret the error.

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THE SPECIALIST

The meanings of history

A passion for the past informs the present

I grew up around Antietam, Gettysburg, Harpers Ferry. All of those national parks were within a one- or two-hour drive, and that was part of what attracted me to the Civil War. It was all around me.

My parents took us camping a lot, and on one trip we stopped at Cape Hatteras in North Carolina. During a program on tide pools, a ranger pointed out that this thing was more than a pool of water left behind by a receding tide, that there was life of all kinds hidden in that pool. That inspired me to want to be the guy who understood things beyond what was seen and be able to share that with people.

One of Abraham Lincoln's first memories was of planting pumpkins between the cornrows at Knob Creek farm, his boyhood home in Kentucky. His parents were members of the antislavery Baptist church nearby, and as you realize that Lincoln's experiences at this place provided a foundation for how he came to look at slavery, you understand that you're standing in a place where the world changed.

When people look at Civil War history, they tend to focus on the punctuation and not the sentence. For example, the punctuation for Antietam is the battle, but the campaign that preceded it and the battle's lasting impacts — the sentence — are of greater importance.

I was superintendent of Vicksburg National Military Park for five years. I was interested in the Civil War in the West from early on and took an immediate liking to Ulysses S. Grant and his creativity. He was a bulldog; he just did not give up, and the broader story of his campaign to capture Vicksburg was a significant story to tell.

Bill Justice
Rotary Club
of Vicksburg,
Mississippi
U.S. National
Park Service
superintendent,
retired

One of the big things about being a park ranger is dealing with meanings. Meanings are hugely important; they're why these parks exist to begin with. They provide opportunities to learn more about history and about ourselves. What you hope for when people visit our historical parks is that they will go beyond validating their own views and be open to investigating the diversity of meanings they may not have been aware of. That's where change takes place, and that's where people can become more sensitive to the importance of preserving these historic spaces. — AS TOLD TO GEOFFREY JOHNSON

Bill Justice, former superintendent of the Vicksburg National Military Park, stands alongside one of the memorials at that historic site.

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PROVIDING CLEAN WATER AND SANITATION

Signs of hope amid Lebanon's water crisis

Lebanon's Rotary clubs unite a divided nation around a massive water project

At a school in northern Lebanon, students line up to drink from taps and wash their hands at basins. It's a luxury that was once rare for schoolchildren here, though the snow-capped mountains that supply much of the country's water loom not far in the distance.

"Before, the water was not drinkable, it contained many bacteria," explains Nabila Babetti, principal of the Adnan al-Jisr High School in Tripoli, the country's second-largest city. Students had to rely on bottled water that was expensive for families to provide. Some were sickened by unsafe water, forcing them to miss days of school.

Then in 2022, a new water filtration system was installed at the school with funding from a global grant awarded to the Rotary Clubs of Tripoli Cosmopolis and Genève International, Switzerland. "Now we have had fewer absences. It has made things a lot easier," Babetti says. School officials were relieved, especially in light of an outbreak of cholera in northern Lebanon last year, the country's first since 1993. "We are eager to cooperate with Rotary on all future projects, especially those related to health," Babetti says.

In 2013, all two dozen Rotary clubs in Lebanon at the time united behind a global grant-funded project to bring clean drinking water to nearly every school in the country in partnership with outside groups and Lebanese government minis-

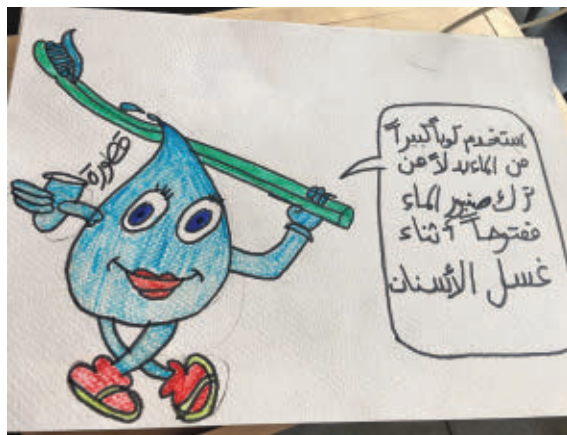
tries. In May, the last of the more than 1,000 schools targeted by the effort received filters and tanks.

Lebanon has relatively plentiful water sources for a country in the Middle East, but safe drinking water has been a problem for years as aging infrastructure and mismanagement take their toll. Water flowing down from the mountains and feeding into rivers gets polluted by garbage, industrial waste, or agricultural runoff. Even treated municipal water is often contaminated before it reaches taps due to corroded pipes or tainted storage tanks. An influx of Syrian refugees has strained resources further.

So when Jamil Mouawad, a member of the Rotary Club of Zgharta-Zawié, was preparing for his year as district governor in 2013-14 and looking for a "mega project" that could deliver widespread, lasting impact, water quickly emerged as a priority. A few Rotary clubs in northern Lebanon had already installed water tanks and filters in schools. And after meeting with government leaders and heads of organizations, Mouawad formed a committee that saw the potential of scaling up the effort country-wide. "When we set out, we said we wanted to do it in three years," Mouawad recalls. "It was not easy to accomplish this big project. It took us eight years to make it happen. But in the end, we can say it has been a huge achievement."

Twenty global grants later, an

To find more information and get involved, take a look at wash-rag.org.



Above: A student's drawing reminds classmates to save water when brushing their teeth.

Right: A girl drinks from a fountain at a school in northern Lebanon with a newly installed water filtration system.

estimated 600,000 schoolchildren in Lebanon, half of whom are children of Syrian refugees, as well as the students' parents and teachers have access to safe drinking water.

But the project has delivered more than just water. It has sown seeds of peace in a land torn by conflict. Lebanon's civil war, fought largely along sectarian lines from 1975 to 1990, left the country deeply divided. Today, 18 recognized religious sects compete for power in a fractious political system, and with the near-constant interference of neighboring countries.

The project was deliberately designed to promote cooperation among different factions, by having Rotary clubs from various parts of the country work together to install water systems in schools in both the north and south.

"What is good about Rotary is we don't deal with religion or politics," says Rym Dada-Husseini, a past president of the Tripoli Cosmopolis club, who spearheaded two of the global grants. "We deal with each other as humans. We are a big family all together, and we want to make the best for this country. This is what united us and what keeps uniting us."

Mouawad notes that Rotary's ability to work together and get things done has earned it the trust of other entities in the country and the population. "Rotary has built such a good reputation that when we knock on the door of a big institution, they are ready to help us," he says.



The project could not have come at a better time. On top of the COVID-19 pandemic, a crippling economic collapse has plunged much of the country into poverty, with the local currency losing more than 90 percent of its value over two years.

Beginning in 2019, new tax measures sent protesters into the streets by the tens of thousands to call for social and economic rights and an end to corruption. A 2020 explosion in the Port of Beirut that killed more than 200 people and left 300,000 homeless further fueled tensions. And more recently, an energy crisis has left most homes with only an hour or two of power a day. The turmoil has made accessing safe water even harder for millions of people. The situation was

so dire at one point that UNICEF warned in 2021 the country's water system was on the verge of collapse.

Many people have lost hope that the government can solve Lebanon's growing challenges, says Dada-Husseini. "Lots of people have left the country already," she says. "The thing that keeps us going is the feeling that we are changing people's lives." The water project's impact, for instance, extends beyond the students. The schools, she says, are now among the most reliable sources of clean water for families, and many students fill bottles to take home.

The project by the Tripoli Cosmopolis club, one of the initiative's final pieces, involved schools in north Lebanon and the Saïda area of south Lebanon. Water for Life, a



Above: An estimated 600,000 schoolchildren in Lebanon now have access to clean water. **Below:** A rooftop water tank supplies filtered water to ground-level taps.

water treatment service in Beirut, installed triple-layer, fiberglass-reinforced plastic tanks to replace corroded galvanized-steel ones.

Water is pumped from the municipal source to a raw water tank and periodically treated with chlorine tablets. That water is then pumped through an initial filter to remove suspended solids and a carbon filter to eliminate the chlorine, before passing through an ultraviolet sterilizer for disinfection. Water ends up in the plastic tank, mounted high enough that water can flow by gravity to ground-level taps and fountains in the case of a power loss.

To ensure sustainability, Rotary clubs had schools and municipalities sign agreements to replace filters two to three times a year. The Ministry of Education issued a memorandum to all school direc-

tors telling them to permit access for testing and include money in their budgets for replacement filters.

Jad Gerjes, a former senior water, sanitation, and hygiene coordinator with World Vision, was hired to assess each school's needs and to test the water before and after the systems are installed. He also monitors the results of the school's own testing during the first year.

The committee that runs the water project has been looking into providing solar panels for the schools as a way around power outages that threaten normal school operations. But the primary focus remains ensuring long-term sustainability of the water systems.

"We shall go with this project to the end," says Mouawad. "Children are the change agents for an entire community. I used to participate in



the openings of the water systems, and every time I would observe the children drinking clean water it would give me a huge lift. I see in their eyes what every Rotarian wants to see: happiness, trust, hope. It makes me realize the importance of what we are doing."

— ARNOLD R. GRAHL

BY THE NUMBERS

\$1.75 MILLION

Total global grant funding for the project

1,000+

Number of schools reached

48%

Share of Lebanon's population with access to safely managed water

Short takes

The 2022 Council on Resolutions concluded in November with the adoption of eight resolutions for the RI Board to consider. Read them at my.rotary.org/cor/vote.

President Jennifer Jones and other Rotary leaders highlighted Rotary-led mangrove restoration projects at the United Nations COP27 climate change summit in November in Sharm el-Sheikh, Egypt.





PROFILE

Mind matters

A compassionate Interactor shares her wisdom about mental health

Sara Pimprakar
Interact Club of
Wisdom High
International
School, Nashik,
India

Sara Pimprakar has seen her high school friends stressing out during exams or over important papers or projects. She's occasionally felt that way herself. "If I see one of my classmates is troubled, I try to talk with them," says the 17-year-old Interactor. "Sometimes all they need is a listener, but sometimes they need help."

About 1 in 7 people from ages 10 to 19 experience mental health conditions, and depression, anxiety, and behavioral disorders are among the leading causes of illness and disability for that age group, according to the World Health Organization.

Pimprakar's mother, Aabha, is a member of the Rotary Club of Nasik Grapecity and the founding president of District 3030's Action Group on Mental Health Initiatives. When Pimprakar overheard her mother talking about the group, "it plucked a string with me," she says. She volunteered to create Instagram video clip reels for the group and began writing for Mind Matters, the group's monthly newsletter. "Mental health is a stigmatized issue," she says. "As a society, it is our responsibility to talk about it more openly."

Pimprakar's work on mental health and her involvement in her Interact club led to her selection by the Rotary Action Group on Mental Health Initiatives to speak at Rotary Day with UNICEF in March 2022 on a panel devoted to mental health and positive well-being. The session was moderated by Zeinab Hijazi, UNICEF senior mental health technical adviser.

"It is absolutely OK if you are facing issues related to mental health," says Pimprakar. "The only thing you need to understand is there is treatment available. You can always reach out. You don't have to go through it alone." — DIANA SCHOBERG

Rotary's 2021-22 Annual Report is now available at rotary.org/annualreport.

According to the latest *Ecological Threat Report* from the Institute for Economics and Peace (a Rotary partner), more than 1.4 billion people worldwide face extreme water stress.



This month marks the centennial of Rotary in Brazil; the Rotary Club of Rio de Janeiro was chartered 28 February 1923.

People of action around the globe

By Brad Webber



United States

Members of the Rotary Club of Twin Cities (Centralia-Chehalis), Washington, took to the stage to perform an interactive play, *Game of Murder: A Sword and Sorcery Murder Mystery Lunch*. A tradition over the past decade, every year's show features a different production with a different cast. The latest show in April sold out and raised \$3,400 for charitable causes, including ramps for disabled access, scholarships for Centralia College, and Dolly Parton's Imagination Library. "We've generally had between 100 and 140 people attend each year," says Catherine Cleveland, who co-wrote the script and was one of six Rotarian thespians who starred in the performance.

6,000

Community theaters in the U.S.



Bolivia

Since 2016, the Rotaract Club of Chuquiago Marka has sponsored community events to fund its signature project, providing ocular prosthetics for young eye cancer patients. In November, the club organized a food festival that drew some 4,000 people to Plaza Abaroa in La Paz, the capital. The star attraction was a traditional type of empanada called the salteña. "It is delicious, and people love it," says Pamela Tapia Salazar, the club's president. The event raised \$700 for the vision program and gave a boost to the salteñas companies, still recovering after the COVID-19 pandemic lockdowns.



41%

Proportion of Bolivian adults who identify as Indigenous

United Kingdom

To foster connection among older adults who may have felt isolated during the COVID-19 pandemic, the Rotary Club of Kings Lynn Priory worked with a local cinema to offer discounted screenings through a Silver Mondays Cinema Club. Nearly 60 moviegoers turned out in November to watch *Matilda the Musical*. Club members served as greeters, ticket takers, and ushers, says Phil Davies, the club's immediate past president and main organizer of the screenings. "The benefit to the cinemagoers is probably 70 percent the opportunity to socialize and 30 percent the film itself," Davies says.



19%

Share of the UK's population over age 64

Spain

Members of the Rotary Club of Punta Prima International, in Torrevieja, sponsored and helped stage the Golf Tour Las Ramblas, a series of fundraisers begun in 2019 near the Mediterranean city. Sponsorships, start fees, and party and dinner tickets from the 2022 competitions brought in more than \$1,500. Rotarians directed some of the funds to a church charity that assists women and children who have fled Ukraine, says Gunnel Thunström, a club member and tournament organizer. She says the partnership is mutually enriching, even if only a handful of the club's members are avid golfers.



1764

The year when golf's 18-hole round originated



Malaysia

While Malaysia's citizens are among the most proficient English speakers in Asia, a gap persists between people in urban and rural areas. The country has pushed in recent years to increase English literacy because of its role in the global economy. Shortly after it was chartered in 2015, the Rotary Club of Kota Kinabalu Pearl began working to reduce the disparity, says Noni Said, a club past president who inaugurated Project REAL. By 2020, the club's initiative operated in 16 rural schools in Sabah state, benefiting some 4,000 students by providing teacher training, books, and equipment. A committee including Rotarians visits schools and meets quarterly with education leaders to monitor progress. Project REAL attracted early financial support from philanthropic organizations and the Australian Embassy. New partnerships with Rotary members in the capital, Kuala Lumpur, and in Taiwan have enabled the club to expand the project to an additional 18 schools.



3rd

Malaysia's ranking among Asian countries in English proficiency



The trusted way

Adopted by Rotary 80 years ago, The Four-Way Test remains an unsurpassed guide to making sound ethical decisions

By Patrick Galvin



I took over as president of my family's furniture company in 1996, a newly minted MBA with dreams of streamlining our operations and expanding the business through strategic moves. Instead, I spent the better part of my days mediating disputes between employees, cajoling vendors into making good on their promises, and deescalating tensions between salespeople and dissatisfied customers. I remember frequently asking myself, "What's the right thing to do?"

In 2002, I left to start my own company. The first year was tough, and revenue was lower than I expected. For that reason, I was thrilled when the founders of a well-funded startup called me. They were interested in having my company market a naturopathic pill that they had developed to cure a wide range of maladies. When I asked to see the data, however, I felt chagrined to learn that there was no credible scientific evidence to back up the product's health benefits.

Once again, I asked myself, "What's the right thing to do?" Without a decision-making framework to rely on, I waited a week and lost precious hours of sleep before turning down what would have been a lucrative client engagement. Had I been a member of Rotary at the time, I would have immediately walked away from the project since it violated each tenet of The Four-Way Test. Ultimately, I did the right thing — and was grateful for the ethical education that accompanied my decision making.

More than a decade later, I took what I had learned from running a successful company and wrote my first book, *The Connector's Way: A Story About Building Business One Relationship at a Time*. After its publication, I had the opportunity to speak to organizations around the world. I particularly enjoyed the chance to meet readers who told me how they had applied the concepts from the book. But I also encountered readers who confessed that the ideas in my book were not as effective as they had hoped.

I wanted to learn why. Based on conversations and research, I concluded that the primary determinant in succeeding at relationship building is an individual's ability to instill trust in others. People who seek relationships to get something, such as a sale or a referral, without first developing a solid base of trust are

commonly perceived as manipulative. In contrast, those who develop trust create a solid web of strong relationships that lead to personal and professional success.

In March 2020, the global pandemic halted in-person speaking and traveling opportunities. Suddenly grounded, I started considering what a sequel to *The Connector's Way* might feature. As I thought about potential story lines, I came across a quote from the motivational speaker and author Zig Ziglar: "If people like you, they'll listen to you, but if people trust you, they'll do business with you." That quote, along with my own observations about trust-based relationships, inspired me to write *The Trusted Way: A Story About Building a Life and Business of Character*.

Sticking with the parable format I employed in *The Connector's Way*, this new book tells the story of a fictional Brad Parsons, a brash, young entrepreneur whose burning ambition is to earn as much money as possible in the shortest amount of time. He will do anything to succeed, even it means breaking rules and sacrificing relationships. In that way he's a composite of the morally and ethically challenged individuals who make headlines every day. Fortunately, Brad has something that these other ethical transgressors do not: He has a connection to members of Rotary, and through them, to The Four-Way Test.

I like to tell people that I'm not that creative of a writer, and it's true: Much of the wisdom that Brad learns and uses to turn his life around is based on my experience as a member of Rotary. When I joined the Rotary Club of Portland, Oregon, in 2012, I had an aha moment when I stood with fellow club members at my first meeting and recited The Four-Way Test. It was the rediscovery of an important ethical yardstick that I heard for the first time in 1988 when I was a Rotary Ambassadorial Scholar at the University of São Paulo in Brazil. I didn't give it much thought back then, but 24 years later, life's challenges had made me realize the utility of The Four-Way Test.

Since the publication of *The Trusted Way*, I've spoken about The Four-Way Test at live and virtual events to thousands of Rotary members in a dozen countries. On every occasion, I hear inspiring stories from people who are eager to share how The Four-Way Test has

helped them deal with life's challenges.

On the other hand, and far too often, it can be easy to take The Four-Way Test for granted. As members of Rotary, we see it on the coffee cups we drink from every day, on our club banners when we meet weekly, and monthly in the pages of this magazine (page 58). But outside of Rotary, which officially adopted The Four-Way Test in 1943, it remains little known. For instance, when I told a friend that I was writing a parable based on The Four-Way Test, he looked confused and asked, "Why?" In his mind, The Four-Way Test was a traffic law governing the right-of-way rules at a four-way intersection.

That's why it's so important to share The Four-Way Test with family, friends, and colleagues. Consisting of only 24 words, it is refreshingly simple — and ideally suited for our information-overloaded times. For instance, my 14-year-old daughter and I have had fascinating conversations about "the things we think, say, or do," with The Four-Way Test providing sound guidance for the ethical decisions that teenagers and adults alike need to make every day.

Occasionally, I'll hear from people who think that The Four-Way Test is too simple or who object to one or more of its parts. I'll ask whether they have found a better ethical measuring stick, and rarely do they offer an alternative. A few have shared ideas for changing the verbiage of The Four-Way Test, and while there is no way to know exactly how its creator, the late Herbert J. Taylor, would react to modifications, I'm guessing he would be pleased that people are thinking seriously about how to act ethically.

Just as his Rotary mentors taught Brad Parsons how to use The Four-Way Test to make ethical decisions, it is up to us to share that wisdom with others. In doing so, we remind the world that civility and sound decisions do not require multipage ethics statements drafted by lawyers. The only thing ethical decision making requires is a desire to do the right thing and a simple test that brings out the best in every person who uses it. ■

A member of the Rotary Club of Portland, Oregon, Patrick Galvin is an author, speaker, and "chief galvanizer" at the Galvanizing Group, a learning and development company specializing in business relationship building.

GOODWILL

Can money buy happiness? It depends

It's not the amount — it's what you do with it that matters

Harvard Business School professor Michael Norton, co-author of *Happy Money: The Science of Happier Spending*, has conducted many interesting studies to explore the relationship between money and happiness. For one study he did with researchers at the University of British Columbia, they approached students on campus and gave them each an envelope of cash, containing either a \$5 or \$20 bill, along with a note. For half of the students, the note instructed them to spend the enclosed money on themselves by 5 p.m. that day. Every other student was instructed to spend the money on someone else in that same time. Consequently, half the students bought themselves something like a pair of earrings or an ice cream, and the other half spent the money on things like a stuffed animal for a niece or a contribution to a local soup kitchen.

The results were astounding. When questioned later that day, the students who had spent the money on someone else were happier, measured against their baseline from their original interview, than those who spent the cash on themselves.

Norton's team has conducted similar studies all over the world with similar results. It turns out that if money makes you feel selfish, you're not going to enjoy it. "When you buy stuff for yourself, it

doesn't feel like you did anything," he told me. "It's nice — you have a new computer, you have a new something — but you didn't have any real impact on anything; it's just a new thing on your shelf. But when you spend money on other people, it gives you a huge feeling that you've had an impact on somebody else, that you've had an impact in general."

Spending on other people has a ripple effect. Imagine if your employer left \$20 on the desk of every one of your colleagues one morning. More than likely, they'd put it in their pockets and go about their days in the same way they would have if they hadn't found the \$20. In this case, the company would have, in effect, lost money, since the cash hadn't motivated anyone to perform any better at their job and hadn't had any impact at all on anyone's lives.

But what if everyone were given \$20 and told to spend it on a colleague? If the corporate goal was to improve morale and productivity, the company will have made a solid return on its small investment.

Norton points out that many people typically overestimate the effect more money will have on their happiness. They think money is the "magic cure," and they make all their decisions based on whether it will get them more of it. At the same time, they ignore decisions that ultimately pay off in happiness,

like how much time they spend with their friends and family.

Money can buy happiness. But we need to stop thinking that it has to do with the amount we accumulate, and instead start thinking about what we're doing with the money that truly makes us happy.

When my kids were younger, I gave them each \$5. Their eyes lit up. They were already envisioning the candy or toy they would buy. But then I told them it wasn't for them. Their assignment was to think of a cause they would like to donate it to or a friend whose family was having a hard time making ends meet. I explained to them what that meant. After 24 hours to think about it, we met again at the kitchen table to hear their plans. One gave it to a family in need, another to our church, and the other two combined their money and gave it to a homeless shelter. All of them admitted that at first they were disappointed the money wasn't for them, but in the end they felt good inside for what they did with it.

Think of the amount of money you have in your bank account right now. Now, after you have that number in your head, I want you to remember something: The number doesn't matter. It's what you do with it that matters — connect your cash to a cause, your money to a movement, your profits to a purpose. This is what changes everything. —DERRICK KINNEY

A member of the Rotary Club of Arlington, Texas, Derrick Kinney is the author of *Good Money Revolution: How to Make More Money to Do More Good*, from which this column is excerpted.

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Rotary 







A FRONTLINE REPORT

LIFE DURING WARTIME

PART I: POLAND

As the first anniversary of Russia's invasion of Ukraine approached, *Rotary* magazine's **Wen Huang** traveled to Europe to see firsthand how Rotary members are responding to this humanitarian crisis. In the first installment of his two-part report, Huang visits Poland en route to Ukraine.

Photography by Ed Zirkle

TUESDAY, 7:45 P.M., WARSAW

A glittering, guitar-shaped sign for a Hard Rock Cafe welcomes me when I step out of Warsaw Central Railway Station. I snap a photo and send it to a journalist friend whose wife used to collect Hard Rock Cafe T-shirts from former communist countries. She and other pop culture experts believe that there is a strong relationship between rock 'n' roll and the fall of communism in Eastern Europe. From my perspective, the sign is one example of a loud declaration of Poland's modern identity.

When I turn to take in the rest of Warsaw's central landscape, I am confronted by the Palace of Culture and Science, a hulking edifice that rises nearly 800 feet and remains the second-tallest building in Poland. Begun in 1952 and completed after Stalin's death, this Soviet-style high-rise that resembles the Empire State Building was a "gift" from Moscow to its unruly satellite. At night, the Poles light the building in hues of yellow and blue, Ukraine's national colors, in solidarity with their besieged neighbor. This symbol of Poland's communist past overlooks nearby shopping centers decked with Christmas lights and neon signs proclaiming Western fashion brands.

It is approaching 8 p.m., and though I am inspecting my surroundings outside the train station, my thoughts are focused on the days ahead. During my career as a journalist, I have covered international crises, violent revolutions, and natural disasters around the world. So I wanted to visit Ukraine to see for myself the conditions for millions of Ukrainians who have suffered and endured since Russia invaded in late February 2022.

From my home in Chicago, I followed news of the war closely. Working for Rotary, I received near-daily reports of members' efforts to assist Ukrainians, including those forced to flee to neighboring countries. At *Rotary* magazine, where I am the editor in chief, we held weekly video meetings early on with Ukrainian Rotary members, and in the first three months of the invasion, we watched as The Rotary Foundation collected \$15 million to support initiatives helping people affected by the war. All this only increased my desire to experience firsthand the *esprit de corps* of the humanitarian army that has rushed to Ukraine's aid.

An unexpected opportunity to do just that came last fall as I vacationed in Berlin. Mykola Stebljanko, who publishes *Rotariets*, Rotary's regional magazine in Ukraine, invited me to visit Lviv, the largest city in western Ukraine. Since Lviv is close to the Polish border, he suggested that I join him and other Rotary members at a Foundation seminar there. All I had to do was get to Warsaw, and everything would fall into place from there.



This is why I am lingering in the Polish capital this October night beneath the Hard Rock Cafe sign waiting for Paulina Konopka, the charter president of the Rotaract Club of Warszawa City. Pola, as the 30-year-old Rotaractor likes to be called, takes me to a nearby restaurant, where, over a pepperoni pizza, she tells me she was on a plane to Maldives with her family when the war began. Soon after she landed, she contacted her fellow Rotaractors in Warsaw to brainstorm ways to help. "In that first month, our whole country, from government to businesses, seemed to have stopped to help refugees in Poland and people in Ukraine," she says. "As a member of Rotary, you just instinctively want to help."

Using social media, the Warsaw Rotaractors appealed to friends in other countries for donations. With the Rotaract Club of Wilanów International, Pola's club set up a long-term home in a suburb for about 40 Ukrainian women and children and organized social events for the refugees, from cooking to disco parties. Club members visited them on Saturdays, bringing them gift cards and driving them to stores. "We also meet every week to teach refugees Polish and English and help them acclimate to life in their new country," Pola says.

A month after the war started, Poland had welcomed some 2 million Ukrainian refugees; about 300,000 lived in Warsaw, but many have since returned to their country, including about half of the 40 people who had lived at the Rotary shelter. "Many people simply missed their homelands and their husbands, brothers, and grandparents," Pola explains. The end of some food and transportation subsidies granted by the Polish government, as well as high energy and food costs as a result of the war, might also be contributing factors. Pola says that she and her fellow Rotaractors will continue to help those who remain find jobs and learn Polish.

As Russia intensified its bombardment of Ukrainian cities throughout the fall, Pola said that people might be forced to flee again to Poland, and the

Previous pages: The Ukrainian Support and Education Center, established by Polish Rotary clubs **Left:** Pola Konopka, charter president of the Rotaract Club of Warszawa City **Opposite:** Warsaw's Palace of Culture and Science



Warsaw Rotaractors “will prepare to welcome and help them.”

Back at the bar of my hotel, I spot Ed Zirkle, a Rotarian from Ohio who’s a photographer and documentarian. “When I saw on TV the injustices done in Ukraine, I felt that I had to be there and document it,” he says, sipping his vodka on the rocks. So when he learned that the Rotary Club of Lviv was hosting a Foundation seminar, he decided to journey to Ukraine, hoping that he could meet up with Rotary members and get them to take him around the country. His request was forwarded to Mykola Stebljanko, who suggested that we travel together. Now, both Ed and I are awaiting further instructions.

WEDNESDAY, 10:15 A.M., KONSTANCIN-JEZIORNA

The next morning, Jacek Malesa, past president of the Rotary Club of Warszawa Fryderyk Chopin, invites us to visit a refugee center established by Rotary clubs in Konstancin-Jeziorna, a historical town south of Warsaw. Malesa, 58, took the day off work as a media company auditor to accompany us. Volunteering for Rotary, he says, is more fun.

The Ukrainian Support and Education Center is housed inside a three-story concrete building on a quiet street near the center of town. Its walls are freshly decorated with blue and yellow paper butterflies crafted for the children of Ukraine by U.S. students in New Hampshire. We visit a simply furnished room where two girls and four boys sit around a large table, drawing eyes and noses on a yellow paper cut in the shape of hands. A bit timid at first, they soon warm to us and are chattering enthusiastically. I catch snippets of what they’re saying as the translators struggle to keep up with the conversation.

The children came from the Ukrainian cities of Kyiv, Kherson, and Kharkiv. “Their fathers served in the military, and they came here with their mothers and siblings,” Malesa says. “Separating from their loved ones is hard on them. You should have seen them when they first arrived. They were not responsive to care and non-communicative. The care we provide has dramatically improved their condition.”

At the end of the drawing class, the teachers take the children outside for a break. Inside a small tennis court at a nearby park, a boy wearing a blue jacket and a hat that says “I ♥ Dad” moves to a corner and toys with a soccer ball. His eyes betray traces of sadness. A woman in a red sweater walks over to the boy and gives him a big hug. The woman, 36-year-old Luliia Cherkasbina, is the boy’s counselor. She came from Kyiv and has been in Warsaw since the start of the war. Back home, she counseled autistic teenagers struggling with socialization issues. “I enjoy working at the Rotary center because I feel I’m doing something for the future of my country,” she says.

In June, before the center opened, Rotarians invited top-tier psychotherapists from Israel to train Ukrainian psychologists to treat and counsel children. “See,” she says, gesturing toward the children, “they’re smiling. It’s very rewarding to see the difference that Rotary and other kind-hearted Polish people have made on these children.”

The children came from the Ukrainian cities of Kyiv, Kherson, and Kharkiv. **“Separating from their loved ones is hard on them,”** says Jacek Malesa, a member of a Warsaw Rotary club. **“You should have seen them when they first arrived.”**

WEDNESDAY, 3:30 P.M., WARSAW

Malesa takes us to a traditional Polish restaurant nestled in the woods. As we eat our bowls of borscht and wait for our orders of beef tartare, pierogi, and pancakes, Malesa hands me his cell phone. Michał Skup, president of the Rotary Club of Warszawa Fryderyk Chopin, is on the line with an update about our travel plans: Zirkle and I are to head to the Polish town of Zamość, where Ukrainian Rotarians will meet us to accompany us across the border to Lviv in a couple of days.

Since Skup’s club is named after my favorite composer, I suggest that, before we depart for Zamość, we meet at Łazienki Park in central Warsaw and take a photo in front of the Chopin statue.

Dressed in a dark blue sports jacket over a white shirt, the spectacled Skup, the general counsel for an international corporation’s Warsaw branch, looks dashing fit. He has recently completed a 10-day bike tour from Warsaw to Tuscany, Italy, covering about 1,000 miles to raise money to purchase a minivan for the refugee center. After I describe my visit to the center, Skup shares in English — he spent a better part of his teenage years living in the United States — some behind-the-scenes stories about the center’s creation.

People in Poland were in shock when Russia invaded Ukraine, and many filled up their gas tanks, worried they might have to escape if Russia also targeted Poland, he recalls. “My wife packed our stuff and was ready to run away if the Russians came,” he says. “Fortunately, our fear was alleviated by the kindness of so many good people around the world. They contacted us through our club websites, via email or phone, asking us how they can help.”

Skup and others formed a working group that, at its peak, included representatives from 14 Rotary clubs or districts around the world. They held weekly video meetings to discuss ways to raise funds and offer relief. “At the beginning, we had no idea how long the war would last,” Skup says. “Many refugees were in standby mode, with-



Clockwise from left: Blue and yellow butterflies, crafted by students in New Hampshire, adorn the walls of the Ukrainian Support and Education Center; a child at the center shows off an art project; Luliaa Cherkasbyna, a counselor from the center, watches over the children as they visit the ducks at a nearby park.



PHOTOGRAPH: (CHERKASBYNA) WEN HUANG

out an idea about what to do next. They needed support to try to build resilience and lead a normal life, especially the children. I believed this war wouldn't end quickly, so we needed to think of helping refugees in a sustainable way."

In September, with the help of The Rotary Foundation's disaster response grants and with donations from local corporations, individuals, and Rotary members in Germany, Canada, Japan, Korea, and the United States, the group opened the center. It hired and trained psychologists, teachers, and a center manager — nearly all of them Ukrainian refugees — to provide counseling and education for children and others traumatized by the war. "The whole thing is so surreal to me," Skup says. "Even though we're experiencing so much evil in Ukraine, all these good Rotary people were coming to us out of their own volition, offering their help. The amount of goodness is just incredible."

During the conversation, Skup mentions the name Alex Ray more than once. A member of the Rotary Club of Plymouth, New Hampshire, Ray provided more than \$300,000 to the center. "He's in Ukraine," Skup says. "You might run into him."

Skup echoes what Pola told me the previous evening, that more people could seek refuge in Poland if Russia escalates the war. With that in mind, and with the benefit of Ray's donation, Skup and his colleagues in Rotary hope to make a long-term commitment to expanding the center to provide day care, vocational and language training, psychological help, and basic medical services to refugees from other countries, including Russia and Belarus. "We're a relatively small club, with 17 members," Skup says. "But our clear commitment to helping others is driving membership, and we're expecting at least three new members soon."

With that, Skup strikes a pose in front of the Chopin monument, stretching his arms wide and holding his club's flag. After taking his photo, I study the sculpture, which was erected in 1926, destroyed by the German army in 1940, and restored in 1958. It's then I notice an inscription engraved on the statue's pedestal: "Flames will consume our painted history, sword-wielding thieves will plunder our treasures, the song will be saved."

The words come from a poem by Adam Mickiewicz, considered by some to be Poland's greatest poet, but they could just as easily have been written about Ukraine.

From left: Alex Ray helps unload needed supplies; Steve Rand, Ray, and Ryszard Łuczyn, a Rotarian in Zamość, collect boxes of sleeping bags at a warehouse in Chelm, Poland, before entering Ukraine. **Opposite:** Michał Skup and Jacek Malesa stand in front of Warsaw's inspiring Chopin monument.

THURSDAY, 5:15 P.M., ZAMOŚĆ

Warsaw to Zamość is a four-hour bus ride through the Polish countryside. When Zirkle and I step off the bus at dusk, Google Maps indicates that we are less than 40 miles from the border with Ukraine. Darkness soon envelops us, and the October air carries the pungent smell of burning wood. With skyrocketing energy costs, many families here and throughout Europe are using fireplaces and wood-burning stoves to heat their homes.

Zamość is built on a medieval trade route connecting western and northern Europe with the Black Sea. Designed by the Italian architect Bernardo Morando, the city was overrun by the Nazis in World War II despite the brave resistance of its residents, many of whom died. The Nazis then systematically rounded up Jews for deportation to the death camps. I suspect this tragic history of subjugation contributed to the amazing empathy the townspeople have shown during this latest crisis. In a news report in March, officials said about 4,000 refugees had found shelter in the city.

The Morando hotel lies on the edge of the charming and lovingly restored Great Market Square, which resembles an Italian piazza. On the perimeter of this perfect square, multicolored Renaissance buildings stand shoulder



PHOTOGRAPHS: (N.H. CLUB) COMMON MAN FOR UKRAINE/STEVE RAND



to shoulder, their rooflines mimicking the 16th century architecture. As Zirkle and I haul our luggage into the palatial lobby, we run into Alex Ray, just as Skup had predicted. Ray had raised \$1.3 million with the help of friends, all of it destined to fund humanitarian projects in Ukraine — and then nearly matched those donations with \$1 million of his own money.

The owner of the popular Common Man family of restaurants in New Hampshire, Ray, mild-mannered and unassuming, is traveling with Steve Rand, fellow Rotarian and his friend of 40 years, as well as their partners, Lisa Mure and Susan Mathison. They have just returned from their second trip to Ukraine to identify what kinds of things were most urgently needed as Ukrainians were preparing to begin a dark and cold winter made worse by the loss of electric power.

“Last March, when we saw images of Russian tanks rolling into Ukraine, it felt immensely oppressive,” says Rand, a 78-year-old hardware store owner. “It was like a World War II-type of military operation in real time. All the machines of war are being used against a civilian population that had very little ability to fend for themselves.”

Ray nods in agreement. “This is a one-way aggression, unfair and unjust,” he says. “We feel empathy toward the innocent civilians who are going through this tragedy. It parallels those hurricane victims whom we have helped in the U.S., except that nobody could figure out how our help could reach Ukraine.”

Since Ray and Rand are members of the Rotary Club of Plymouth, New Hampshire, they found their solution through the organization. “We decided to use our Rotary network in Poland and Ukraine, making them a conduit,” Ray says. “In this way, we can assure our donors that the money would go directly on the ground to people in Ukraine.”

Ray and his big-hearted friends decided to raise money in their home state. Their efforts have won the support of local politicians, a radio station, a minor-league baseball team, and local nonprofit organizations such as the Granite United Way, which served as the campaign’s fiscal agent. Ray also involved his 850 restaurant workers, who distribute cards and pamphlets to customers. “We’re proud that New Hampshire, with a population of 1.38 million, is able to donate about one dollar for each of the state’s residents,” says Mure, Ray’s partner.

Ray says that they are expanding beyond New Hampshire. He and his friends conducted a reconnaissance mission in Poland and Ukraine last summer and identified six projects, including the refugee center established by Skup and his club, and a bloodmobile purchased by the Rotary Club of Kraków to support hospitals in Ukraine. They have purchased and distributed about 700 tons of food through Rotary members in Zamość. “Now we’re adding sleeping bags and generators,” he says. “The reason we have success is because of the Rotary clubs here. They knew the situation in Ukraine and take the responsibility to use our funds and deliver the aid to where it’s needed.”

Feeling a bit jittery about my impending trip into Ukraine, I ask the travelers if they had been concerned about their safety. “My trip in May was my first time to cross into a war zone,” replies Mathison, whom I jokingly call the public relations manager of the group for her eagerness to share its story. “I’m just a regular middle-aged, middle-class mom. I never thought I would find myself there. Before we left for Lviv, our host warned that there had been bombings and asked if we still wanted to go. I thought to myself: There are millions of Ukrainians who wake

up every day to bombings and find the courage to feed and clothe their kids and keep them safe. If they can do that, it’s my job to do it for a couple of days and then leverage that experience to help them in the long-run.”

The four go on to describe what they saw in Ukraine: a convention center and Soviet-era military barracks converted into rudimentary refugee shelters, a makeshift warehouse coordinating emergency food deliveries into eastern Ukraine, and a run-down orphanage that they were able to help rebuild. And Ray praises his new Rotary friends in Poland for their limitless generosity: “Our organization — Rotary — gives us the power to help.”

Their October trip reinforced the fears of a cold winter for children in Ukraine. Ray and his friends returned to Ukraine in mid-December. During the trip, he dressed as Father Frost and delivered 18 tons of food, 1,000 sleeping bags, and 24 generators, as well as 1,300 Christmas packages, to orphanages in the cities of Lviv and Rivne.

Our interview might have gone on for another hour if the foursome had not been called in to dinner. I head up to my hotel room, and as I enter, my phone begins to ring. It’s Piotr Pajdowski, president of the Rotary Club of Warszawa-Belweder. He tells me to be ready: Two Rotarians will arrive at the hotel in the morning and escort me and the photographer across the border.

At 9 a.m., Vasyl Polonskyk and Hennadii Kroichyk stroll into the hotel lobby, where the quartet from New Hampshire and a Rotary member from Zamość are waiting to check out. The mere mention of Rotary removes any language or cultural barriers among this group of strangers, and we greet one another warmly as if old friends. The conversations are so animated, we drop our bags into a jumble on the tiles.

Then, we are off.

Polonskyk pauses to drive me around the scenic parts of Zamość twice for good luck, which we sorely need for our next stop: Ukraine. ■

Next month: In the March issue of Rotary, Wen Huang concludes his report as he visits Lviv, the cultural capital of Ukraine and a city under siege.

Alex Ray praises his new Rotary friends in Poland for their limitless generosity. **“Our organization — Rotary — gives us the power to help.”**



Above: The town hall in the Old City of Zamość **Left:** A humanitarian quartet — (from left) Susan Mathison, Rand Ray, and Lisa Mure — study a map at the Morando hotel in Zamość.

PHOTOGRAPH: (TOWN HALL) GETTY IMAGES

A group of students in school uniforms (white shirts and red pants) are standing next to a row of bicycles outdoors. The bicycles are black with silver accents and have rear racks. The scene is set in a dirt area with trees in the background. The text "Pedaling toward prosperity" is overlaid on the image.

Pedaling toward prosperity

For some, a bicycle is a means of exercise or leisure. For others, it's a ride to a better life.

BY MICHAELA HAAS



PHOTOGRAPH: JOHN ROBERT WILLIAMS

Students at Nansenga Community Day Secondary School near Mangochi, Malawi, get ready for the trip home on the Buffalo Bicycles they use to commute.

A few years ago, Jorge Romero walked his daughter, Mariangel, to school every morning, and every afternoon he accompanied her home. She was 13 at the time, and the 2.5-mile trek in Galapa, a town on the outskirts of Barranquilla, Colombia, was “too dangerous for a girl to walk on her own,” Romero explains. The family couldn’t afford other means of transportation. But walking his daughter to school meant that Romero, a day laborer, missed out on getting in the labor queue early enough to grab opportunities to work.

Like many families in Galapa, the Romeros are refugees from Venezuela who depleted their savings making the journey. Nine family members share a simple two-bedroom home. The family sleeps in one bedroom, reserving the other to store their few prized possessions — including the bicycle Mariangel received from World Bicycle Relief that gave her a new way to get to school. The family’s hopes now rest on Mariangel to complete her education, thrive, and help support them. As one relative put it, that bicycle is a godsend.

World Bicycle Relief, a Chicago-based nonprofit started in 2005, has given away more than 684,000 bicycles in 21 countries, most of them in Africa. “Bicycles are a really overlooked tool for people to access opportunities,” CEO Dave Neiswander says via a video call from his field office in Zambia. “There’s a billion people that are challenged to find reliable transportation. Bicycles are a very efficient way for them to help themselves, which is what intrigued me from the beginning.”

WBR is one of several organizations that Rotary clubs are working with to collect and distribute donated bicycles to children around the world. “This is one of my favorite projects of the year,” Mary Lou Byrne, president of the Rotary Club of Pasadena, California, says about her group’s bike project. “Kids and bikes just belong together, and it is so thrilling to be able to help make that magic happen.”

Access to a reliable bicycle helps families overcome barriers to education and other opportunities. Where Mariangel is from, for instance, many girls must com-

plete chores and care for younger siblings before making the long trek to school. “The problem is they arrive at school late and with no homework done because they are tired,” explains Mariela Madrid, the head teacher at Mariangel’s school. With a bicycle, they can save time and arrive at school safely with more energy and focus.

“In development, we talk about last-mile supply chain,” Neiswander says. “How do you get vaccines out? How do you distribute mosquito nets? How do you actually empower people to reach those distances? Especially in girls’ education, where girls are walking 5 or 10 miles to get to school, having a bicycle can be a game-changer, and that really is a key to break the cycles of poverty and disease in developing regions around the world.”

FOR MEMBERS OF THE ROTARY CLUB OF TRAVERSE BAY SUNRISE, Michigan, service projects to build schools led to their involvement with bicycles. From 2016 to 2019, the club teamed with the Warm Hearts Foundation, a Michigan-based nonprofit that does humanitarian work in eastern Africa, to build classroom blocks at three schools in Malawi.

Helping build schools was the perfect project for Kip Nickel, a retired sales executive in Traverse City who had worked for global manufacturing corporations and enjoyed living in various countries over the years. He now serves on the global service committee of the Traverse Bay Sunrise club. He recalls that when the Rotary members started building the



PHOTOGRAPH: WORLD BICYCLE RELIEF



With her family looking on, Mariangel Romero displays the bike that allows her to travel to school more safely and quickly. Now she can focus on her education and her future. As one relative put it, that bicycle is a godsend.

Malawi schools, they asked students, families, and teachers what they needed most. “We got a list that included textbooks, more classrooms, and computers, but one thing that kept coming up again and again was the need for transportation,” Nickel says. “Some of the students were walking up to 6 miles, sometimes leaving their house in the dark before sunrise and getting home in the dark of evening.”

The Rotary club first purchased 50 bicycles for students locally in Malawi in 2019 as a test run but had doubts they would hold up. It’s the same dilemma WBR founders had a decade earlier: What good does it do to purchase bicycles that fall apart so easily?

WBR was established as an emergency response to provide transportation in Sri Lanka after the 2004 Indian Ocean tsunami. Its next project, in Zambia, addressed the HIV/AIDS crisis by providing bicycles to health workers and vulnerable households. Shortly after WBR arrived in Africa, Neiswander and his team realized that sturdy bikes that withstood the rugged dirt roads were hard to find there. “When we put them through our testing protocols, they just fell apart, pedals snapped off, the brakes never worked,” he remembers with a laugh. “We were like,

whoa, we can’t in good conscience give 23,000 bicycles to health care workers in an HIV/AIDS program if the bicycles don’t serve their needs.”

So WBR’s engineers designed a sturdy all-terrain bike that they call the Buffalo Bicycle. It weighs 50 pounds and can carry up to 220 pounds, and it’s built for long distances on bumpy terrain. It rarely breaks down, features reliable all-weather coaster brakes, and can easily be repaired. Since introducing the bike to the countries where it works, WBR has trained more than 2,800 mechanics who serve their local communities.

After conducting some research, members of Nickel’s club discussed their options: They could continue to buy cheaper bicycles on the local market, or they could invest in the sturdy Buffalo bikes for about \$170 apiece. “We all agreed to make the additional investment and get the better-quality bikes,” Nickel says. The Traverse Bay Sunrise club partnered with the nearby Rotary Club of Elk Rapids to raise more than \$30,000, while a grant from District 6290 provided another \$10,000. The money allowed the clubs to buy 220 Buffalo bikes from WBR in 2021.

The Michigan clubs also teamed up with the Rotary Club of Limbe, Malawi,

the Warm Hearts Foundation, and Norte Cycling of Traverse City. They donate the bicycles directly to four secondary schools, which decide who needs them most based on how far the students travel, their need for transportation, and their gender, because it can be more dangerous for girls to walk long distances. Families agree to pay the equivalent of about \$6 per year to cover maintenance and repairs. A WBR repair technician services the Buffalo Bicycles at the four schools and teaches students how to make small repairs themselves; the organization also provides toolkits and spare parts.

When students graduate the bikes are passed on to the next generation of students. “Our idea is that this could be perpetual,” Nickel says. “We take care of the bikes so they can last years, maybe 10 years or longer.”

Pandemic restrictions prevented the U.S. Rotary members from traveling to Malawi when the project began. But World Bicycle Relief assembled the bicycles in Lilongwe, Malawi’s capital, and Warm Hearts Foundation helped distribute them. Teachers reported back that attendance and grades improved, as did student behavior. Students are even transferring to the schools, drawn by the chance to receive a bicycle.

PHOTOGRAPHS: (1-4) RICHARD RAETZ



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1. In Malawi, Ty Schmidt of the Rotary Club of Traverse Bay Sunrise, Michigan, reviews repair needs. 2. Sunrise Rotarians, Warm Hearts Foundation, and World Bicycle Relief review the project at the Buffalo Bicycle assembly facility in Lilongwe, Malawi. 3. Paul Brink of Warm Hearts Foundation talks with head teacher Mussa Magombo of Koche Secondary School. 4. Gertrude and Fostino used to walk about 6 miles to school. 5. Students attend a health class at Chiona Community Day Secondary School. 6. Jumbe Yusuff Kamwendo, a student at Koche Secondary School, stands beside his Buffalo bike.



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In fall 2022, seven Rotarians, including Nickel, visited the four Malawi schools and met the students. “They all love their bicycles and say they are making it possible to attend but also that their grades and interest in school increased,” Nickel says.

His most memorable discussion, he says, was with Fostino, a student at Nansenga Community Day Secondary School in rural Mangochi district. The boy had been walking two to three hours to school and was failing because he was often absent, late, and exhausted. “Now that I have my bicycle, I can get to school in 30 or 40 minutes, and I’m on time, even early,” the boy told Nickel. “And I am doing so well in school that now I am a genius in class!” Fostino wants to go to college to study finance.

Another student, Gertrude, used to leave her home well before 5 a.m. to walk the 6 miles to school. “I love my bicycle,” she told Nickel. “I can also give a friend a ride to school on the rear carrier; they love it too.” In fact, nearly all the students they met said they are giving another student a ride to school, doubling their bikes’ impact.

The Traverse Bay Sunrise club’s next project is to get bicycles for the teachers. “They are having a hard time reaching the schools as well, and they see the students overtake them on the dirt roads,” Nickel



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says. The club partnered with the Rotary Club of Cadillac, Michigan, and secured another district grant to get this project started. The teachers will pay for their bikes in payments equivalent to \$8 per month over two or three years.

Studies in Africa have shown that a bicycle can increase a family's income. The average pay for a teacher in Malawi is less than \$150 a month, and when the teachers have paid off their bikes, Nickel hopes to invest that money in additional bikes for students. His club also wants to extend the project to additional schools. "Malawi is a long-term commitment for the club," he says.

REQUESTS FOR BICYCLES ALSO COME UP FREQUENTLY IN THE U.S. when Rotary clubs work with families in need. For several years, Rotary clubs in Pasadena, San Marino, and Altadena, California, worked with the Salvation Army to distribute bicycles to families. After receiving the bikes from the manufacturer Huffy at cost, the clubs gave away more than 1,200 bikes, along with helmets and locks, from 2015 through 2020. "The biggest day for us was always the assembly day," says Colleen Carey, a member of the Pasadena club who was co-chair of the

project. "We needed at least 50 people to put the bikes together, and between the clubs, we usually managed to come up with enough manpower. The lines of parents stretched around the block. The smiles and the excitement of the children made it worthwhile. Also, a bike gives them freedom and exercise."

Some Rotary members even found their way to their local clubs through bicycle programs. Among them was Kathryn Armstrong, an operations director in Chicago. She learned about a volunteer event at a Chicago nonprofit called Working Bikes that ships bikes overseas, primarily to countries in Central America and Africa, including Malawi. She showed up with her husband and wondered why almost everybody at the event was a Rotary member. The group spent that cold, rainy morning putting donated bikes together for shipment. Armstrong enjoyed the experience so much that she became a Rotary member and serves as president-elect of the Rotary Club of Chicago Cosmopolitan. She has not missed a Working Bikes volunteer day since.

"This is what I believe in and what Rotary stands for: service, empowerment, and self-determination. By getting somebody a bike, it helps them get around,"

↑ The headmaster (center) of the Chiona Community Day Secondary School shares a laugh with students in the school's courtyard, where the Buffalo bikes are parked during school hours.

Armstrong says. "It's such a useful tool that can serve them for a really long time."

Nickel shares a similar sentiment. "The leverage you gain through the association with Rotary is invaluable," he says. "I mean, our club has about 70 people, and these 70 people implemented a \$45,000 bicycle project with just our connections through the club, and we'll do it again. It really feels like you're making a big difference. It's very rewarding, and that's an important message."

In Colombia, Mariangel Romero and her family are making big plans. "We look forward to enjoying a different way of life," she says. "My dream is to go to the United States, study music, dance, and guitar. Since I was little, I have loved singing. I still sing during church and hope to sing in public one day." And the benefits of having a bike extend beyond just Mariangel and her education. Her father, Jorge, says: "Now, with the bicycle, she is able to cycle on her own, and I can use the morning hours to find a job and work. We believe in her. She will make it." ■



Mariangel Romero and her family are making big plans. “My dream is to go to the United States, study music, dance, and guitar,” she says. And now that she can get to school on her own, her father can use the morning hours to find work.



A chance to ride

**A Rotary club in Korea shares the joy of cycling
with blind and visually impaired people**



Photography by Seongjoon Cho



One morning in late October, cyclists with vision loss are pedaling along a riverside path in Korea on tandem bicycles piloted by Rotary members and other volunteers. It's a yearly tradition for the Rotary Club of Cheongju Dream and the residents of Gwanghwawon, a group home for people with blindness or limited vision. For many residents, it's a rare opportunity to spend a day outside, as they have disabilities that require one-on-one care.

Rotary members on the front seats describe the landscape to their cycling partners as they pedal past fields of silvergrass and cosmos flowers swaying in the wind on the banks of the Musimcheon River. The sun sparkles off the water under a bright blue autumn sky. Club member Min Ho Kim is excited to be paired with Sang Min Lee, who was his partner on the last ride. "He is a good partner and good at riding a bicycle," he says. "Today will be a wonderful day."

During a break, the group shares lunch and holds a song competition. Won Jung Kim, who is known in the group home for his singing, is the first to grab the microphone and perform a familiar song, with everyone singing along. Another resident chooses a K-pop song. Then, it's back on the bikes to continue the ride. — SEOHA LEE

Above: Members of the Rotary Club of Cheongju Dream share a tandem bicycle ride with residents of a group home for people with blindness or limited vision. The annual ride follows the Musimcheon River.
Right: Seo Hye-Won, a member of the Cheongju Dream club





Top: Volunteer Tae Byull Shin helps his riding partner with a helmet at the start of the 15-mile ride.

Above: Club member Min Ho Kim (left) talks with his tandem partner, Sang Min Lee, before the ride.

Right: Rotary members and volunteers pedal from the front seat and describe the scenery to their cycling partners. ■



OUR CLUBS

VIRTUAL VISIT

Filling a need to serve

Rotary Club of Bettendorf, Iowa

Brian Goerd is pretty good at figuring out how things work. A computer consultant, he's built his business on managing complex projects and streamlining business needs. So when he was 2021-22 president-elect of the Rotary Club of Bettendorf, Iowa, he wanted to analyze what factors helped the club succeed.

He calls what he found the "secret sauce" of membership growth. It has, he says, three ingredients:

Invite people to join.

Connect with them.

And engage them in projects that serve the community.

That secret sauce must be making Rotary membership in Bettendorf a tasty proposition. The club increased in size by 29 members in 2021-22, leading District 6000 in membership growth while expanding the number of women and younger members in its ranks. At one meeting where six members were inducted, the new Rotarians each gave brief comments about why they joined. "The way that people articulated it, it was almost like we were filling this need they

had," says club member Ann Kappeler. "They wanted somewhere they could do something and make a difference, and they saw Rotary as that opportunity."

The club capitalized on the hunger of many people, stoked by the pandemic, to volunteer in their communities. "They want to get active," says 2021-22 Club President Larry Thein. "They want to be a part of something." Thein launched several initiatives aimed at drawing in these new members, including holding a competition to challenge members to invite people and having people celebrate their birthdays by bringing in a new member. And a satellite club is in formation, meeting twice a month. "We're a club that does serious things, but we don't take ourselves too seriously. We have a lot of fun," Thein says. "We're a dynamic group of people. When people get a touch of that, it draws them in."

But the efforts don't stop there. The club makes a point to ensure new members don't just sit in the back. Mentors contact new members to help them figure out how they can get involved. And, once people join, they are encouraged to invite their friends. It has a snowball effect. "The best time to invite somebody is when you're excited about joining," Goerd says.

Bettendorf is one of the Quad Cities, a group of communities (five, in fact, despite the name) that straddle the Illinois-Iowa border. The location at the confluence of the Mississippi and Rock rivers has long made the area a vibrant cultural and commercial center. For generations, it was home to thousands of members of the Meskwaki and Sauk tribes. Riv-

erboat traffic brought urban growth, as boats would have to pull ashore before navigating rapids in the area. The region's biggest employer, tractor manufacturer John Deere, was set up in Moline, Illinois, another of the Quad Cities, to take advantage of river access.

Today, driving through Bettendorf's tidy neighborhoods, one might not realize there are unmet needs in the city. That's what Thein thought before he joined the club in 2015. But about six months later, he volunteered to deliver holiday food baskets. At one delivery to a home in a particularly swanky neighborhood, he saw cardboard on the windows and no soliciting signs in the yard as he arrived. When he and his son carried the turkey to the door, the parents and children began crying, and he heard one of them say, "We get to eat today." "It changed my life," he says. "I really decided to see what Rotary was about."

The club backs the community in other ways, such as giving dictionaries to fourth graders, awarding scholarships, and supporting the public library. It holds an annual Lobsterfest that last year netted \$100,000 to bolster its efforts. In a meeting in 2021 to come up with a big project, club member Joe Campion threw out an unusual idea to try to help the area's homeless people: an acre of warmth. The club figured an acre of blankets would be about 800 of them. "If you spend 365 days a year outside, you can imagine how many blankets one person will go through," Thein says. In Iowa's rain, mud, and slush, blankets won't last very long.

The project went viral, says Kappeler. For its second year, the club partnered with



The Rotary Club of Bettendorf, Iowa, whose members include (from left) Brian Goerdt, Ann Kappeler, Larry Thein (seated), and Joe Campion, created a blanket drive for homeless people that went viral. The club capitalized on the desire to volunteer that many people felt because of the COVID-19 pandemic.

a local television station and ran newspaper ads to get the word out. It created a QR code that people could scan to donate \$8 toward a new blanket. The effort in 2021 was such a success that the club was aiming for 3,000 blankets in 2022. “It’s brought a lot of energy to our club,” Kappeler says.

Having recruited so many new members last year, the club’s focus is on keeping that momentum going — and making sure the new members find enough value in Rotary membership to stay. As president, Goerdt is looking to further develop

the satellite club, increase member involvement in club committees, and create additional regular social activities, such as the 5:01 club, an after-work gathering.

Having identified the secret sauce to membership growth, Goerdt set to work on pinpointing the formula for membership retention. He says new members stay if they are part of a community, find meaning, and make an impact. “If we can’t get them engaged,” he says, “everyone has a limited amount of time.”

— DIANA SCHOBERG

THE KEY TO CONTINUITY

The Rotary Club of Bettendorf has a five-year succession plan for the role of club president. “It’s the way we move our club forward and keep our tenacity,” says Larry Thein, 2021-22 president. A future president sits on the club’s board “learning the ropes,” Thein says. “Then every year you get a little more responsibility.” After three years as a board member, the fourth year is the year as president-elect, and the fifth year is the year as club president. The person spends one more year on the board as past president to ensure continuity.

Brian Goerdt, the current club president, cites several advantages of the long timeline. For one, if a club leader moves away, the club doesn’t have to scramble to fill the position because other people are already on a leadership track. And being on the board for that long helps club leaders better understand what’s been done in the past and what that means for the future. “You know the club, you’ve been part of the discussion,” he says. “You get to see how it all works, and through that, you learn the values of the club.”

“We were filling this need they [new members] had. They wanted somewhere they could do something and make a difference, and they saw Rotary as that opportunity.”

WHERE ARE THEY NOW?

The seeker

A Rotary Peace Fellow and university professor discovers that the search can sometimes be its own reward



His Rotary Peace Fellowship would have several unexpected, long-lasting, and beneficial impacts on Shai Tamari's life.

“I always felt like an outsider,” says Shai Tamari. Born in Jerusalem in 1976, he served in the Israeli army from 1994 to 1997 and then knocked around the world for a few years taking odd jobs. “It was this constant search,” he says. “I wasn’t aware I was searching, of course. It was subconscious, this desire to feel part of something.”

Then his life took an unexpected change in direction, influenced in part by a gift from Rotary International that would benefit both Tamari and Rotary. With it came not only a sense of purpose but an acceptance of who he was and an anticipation of who he might become. “Life’s a journey, not a destination,” says Tamari, a sage man tapping into the timeless wisdom of the rock band Aerosmith.

That sense of being different began in childhood in Israel. The son of a father from Romania and a mother from England, Tamari’s first spoken language was English. “I only started learning Hebrew when I went to kindergarten, which meant that when I started speaking Hebrew, I spoke with an accent,” he says. “So I never really sounded Israeli, even though I was born and raised there.”

Following his army service, Tamari moved to England, where he worked as a security guard, in a music store, and in the hotel industry. He remained in the hotel industry when he moved to Australia, where his mother had moved. It was there he made a surprising course correction. “I never saw myself as someone who would ever go back to school after high school,” Tamari explains. “But by my mid-20s, I realized that my brain needed stimulation and that I actually wanted an education.”

Tamari continued to bounce from one country to the next, earning a bachelor’s degree in Australia and a master’s in England. His next stop was the United States, where, as a Rotary Peace Fellow, he earned a second master’s at the University of North Carolina at Chapel Hill. The fellowship affected him in a handful of ways. Asked to speak

at Rotary clubs and conferences, he slowly shed the insecurity he felt as a public speaker. At UNC, he also spent two years studying a new language. “My joke is that I came all the way from Jerusalem to Chapel Hill to study Arabic with somebody from the Gaza Strip,” says Tamari. “And he and I became really good friends.”

And then there was his applied field experience, a two-month stint living in Amman, Jordan, between his first and second year at UNC. “I had never traveled to an Arab country, let alone lived or worked in one,” says Tamari. “For me, it was truly an eye-opener — and a very positive one.”

The next chapter in Tamari’s life — a job in Washington, D.C., working in the office of then-U.S. Rep. James P. Moran of Virginia — also came about through his Rotary connections. He spent two years drafting legislation, writing speeches, and focusing on Middle East issues. It was another eye-opener for someone who knew little about U.S. politics.

Ultimately, Tamari returned to Chapel Hill, and Rotary again had a hand in that change in direction. While at UNC, he had met Terry Meyer, who at the time worked in the peace fellowship program. They married in 2009. “Terry was able to offer me the home I always longed for,” he says. “I’ve always

been the one who traveled around the world, and Terry always lived in North Carolina. She had the base I wanted, and I had the wings she wanted, so we combined those two things.”

After the couple married, they continued to work in different cities, 270 miles apart. “It was not sustainable,” says Tamari, who resigned from his job in Washington despite having no employment prospects in North Carolina. “At the time, I was very passionate about Middle East issues, and I found that the only job in a 250-mile radius that had anything to do with the Middle East was with what’s now the Center for Middle East and Islamic Studies at UNC.”

Tamari became the center’s associate director in 2010 — but yet another unanticipated change lay ahead. In 2015, Susan Carroll, the managing director of the Duke-UNC Rotary Peace Center, asked Tamari to teach the required course on negotiation and mediation to the incoming cadre of peace fellows. Today, he’s also the director of the Conflict Management Initiative at UNC and teaches on the topic. He hopes to one day step away from the Middle East center and concentrate exclusively on conflict management — ensuring that Rotary’s investment in Tamari will continue to reap rewards.

Tamari has also adjusted his

approach to dealing with conflict. “For years I missed a crucial component of conflict management,” he says. “You can’t make peace with or between other people unless you make peace with yourself.” That new way of thinking was inspired by *The Work*, a 2017 documentary that follows three men as they venture into Folsom State Prison in California to participate in a four-day group therapy retreat with prisoners. “It touched on all the issues I was moving toward but couldn’t articulate,” Tamari says. “I watched the movie and thought, this is what my course has been missing!”

That missing ingredient was a willingness to be personally vulnerable and to do “the work,” which Tamari describes as “working on healing your own traumas.” He began meeting online with Inside Circle Foundation, which provides training in facilitating the kind of sessions Tamari witnessed in *The Work*, and in 2021 he started leading sessions in North Carolina prisons. “This has changed the way I view myself, the way I teach, and the way I engage with other people,” he says.

That begs the question: After decades of searching, has Tamari finally found what he was looking for? “To be honest, I don’t think I’m there yet,” he says. “I don’t think I’m ever going to be there yet — and I’m OK with that.”

— GEOFFREY JOHNSON

PHOTOGRAPHS: MONIKA LOZINSKA



Shai Tamari

- Bachelor’s in journalism, Queensland University of Technology, Australia, 2004
- Master’s in Near and Middle Eastern studies, School of Oriental and African Studies, University of London, 2006
- Rotary Peace Fellowship, University of North Carolina at Chapel Hill (master’s in global history), 2006-08

The irony is not lost on Tamari (shown here during his peace fellowship at UNC) that he traveled from Jerusalem to Chapel Hill to study Arabic — with someone from the Gaza Strip.

ROTARY IN THE NEWS

Rotary reaches millions on World Polio Day

What do Bill Nye and Usain Bolt have in common? They both helped Rotary reach tens of millions of people on World Polio Day in October as Rotary’s communications team leveraged social, digital, and traditional news media to raise awareness about polio and our efforts to rid the world of the disease.

Nye is an American engineer and science educator best known for hosting the TV show *Bill Nye the Science Guy*, and Bolt is a retired Jamaican sprinter and eight-time Olympic gold medalist. They joined other celebrities, including Beninese singer-songwriter and activist Angélique Kidjo, U.S. television personality Al Roker, and Israeli-American violinist Itzhak Perlman, in sharing their support for a polio-free world on their social media channels. World Health Organization Director-General Tedros Adhanom Ghebreyesus and all of Rotary’s Global Polio Eradication Initiative partners also took part. Altogether, they helped Rotary reach 31 million people over social media.

Rotary International President Jennifer Jones appeared on stage at the Global Citizen Festival in New York City and at the World Polio Day 2022 and Beyond event at the World Health Organization in Geneva on 21-22 October. Meanwhile, more than 4,200 Rotary, Rotaract, and Interact clubs in 118 countries registered to participate in World Polio Day on 24 October.

Jones and other representatives from Rotary, such as PolioPlus Director Carol Pandak, were featured in international and regional media outlets, including Bloomberg, News18 (India), NTV (Kenya), WCSH-TV (Portland, Maine), and WGN-TV (Chicago).

Expanding our reach matters because it helps enhance impact and promote engagement. With that visibility, an estimated \$740,000 was raised online in conjunction with World Polio Day.



↑ With the help of its partners, Rotary reached 31 million people over social media on World Polio Day.

BE INSPIRED FOR 2023

The RI Communications team developed the 2022 World Polio Day toolkit, which offers guides and templates to support Rotary clubs with their fundraising, special events, and social media engagement. The toolkit was downloaded more than 8,000 times in 2022.

Clubs in Italy held special events to mark World Polio Day. The Rotary Club of Sant’Agata di Militello raised awareness of the importance of continuing polio vaccinations by illuminating the Gallego Castle with the words “End Polio Now.” Meanwhile, Rotary members broadcast messages through social media platforms and secured coverage in traditional media.

In Australia, Mark Anderson and his son Dave, both members of the Rotary Club of Beecroft, traveled the entire train system in Sydney, visiting more than 180 stations on 24 October to raise funds and awareness for Rotary’s End Polio Now campaign. Since 2018, they have conducted this fundraising challenge annually and raised more than \$375,000. The amount is matched 2-to-1 by



the Bill & Melinda Gates Foundation.

Rotary members in Japan partnered with local transportation companies to decorate buses to promote End Polio Now. They used red (from the End Polio Now logo), purple (the color used to mark the little finger of children vaccinated during immunization days), and yellow (the color of vests worn by vaccination volunteers).

Rotary members in Korea held a World

Polio Day celebration with more than 700 Rotary members and their families in attendance and raised \$10,000 to end polio.

RI’s Communications team encourages more clubs to take advantage of the toolkit for World Polio Day 2023. Visit endpolio.org/world-polio-day to learn how your club can be part of a monumental achievement by helping to eradicate a human disease for only the second time in history.

← More than 700 Rotary members and their families hold a World Polio Day event in Korea, raising \$10,000 to end polio.

CALENDAR

February events

A FOODIE'S PARADISE

Event: Taste of Ridgefield

Host: Rotary Club of Ridgefield, Connecticut

What it benefits: The club's community grants program

Date: 5 February

At this Sunday event, attendees can sample bites from more than two dozen local eateries and pair them with tastes of wine. The culinary gathering is held at a church, with live music by the Ridgefield Symphony Orchestra. Tickets are \$55 at the door, with a discount for advance online purchases. The winner of a raffle receives a \$100 gift card that can be used at participating restaurants.

LOVE TO RUN?

Event: Cupid Shuffle

Host: Rotary Club of Clemson Sunrise, South Carolina

What it benefits: Local charities

Date: 11 February

Building on the success of last year's inaugural event, this 5K run/walk through the streets of Clemson is a festive early celebration of Valentine's Day. The club's own Cupid leads the way after guiding participants in a pre-race warm-up dance at Gateway Park. Awards are given to runners in several age categories, and chocolate will be waiting at the finish line.

ICE ICE BABY

Event: Winter Plunge

Host: Rotary Club of Forest Lake, Minnesota

What it benefits: Local charities

Date: 18 February

This annual cold-weather dip in one of Minnesota's 10,000-plus lakes invites participants to form teams to raise money for their nonprofit of choice.



ONE FISH, TWO FISH

Event: Great Meredith Ice Fishing Derby

Host: Rotary Club of Meredith, New Hampshire

What it benefits: Local projects and charities

Dates: 11-12 February

In its 44th year, this two-day derby held on Lake Winnepesaukee lures ice fishers from around the country with more than \$50,000 in cash prizes. Those who catch the largest fish by weight in each of seven categories are eligible for the top three prizes; first prize is \$15,000. All participants must have a valid state fishing license. In addition, a fishing clinic is planned for children under age 16.

The event includes a costume contest with prizes for best individual and team costumes. Those who don't wish to brave the elements can watch a YouTube livestream of the event from home and donate to support their favorite team.

RISE AND SHINE

Event: Good Morning Great Cause

Host: Rotary Club of Scottsdale-Sunrise, Arizona

What it benefits: Special Day for Special Kids

Date: 25 February

This fundraising breakfast supports an annual event that provides children with disabilities and their families with a free day of games, activities, and refreshments in a safe and welcoming environment. The club organizes the event, held this year in March, in partnership with the Arizona-based nonprofit Raising Special Kids. While the meal is

free, the club collects donations from attendees and raises additional money through silent and live auctions.

HEARTS HELPING HEARTS

Event: Corazón de Niño 5K

Host: Rotary Club of El Paso, Camino Real, Texas

What it benefits: The club's Corazón de Niños project

Date: 26 February

A 5K race and a 1-mile fun run/walk make up this fifth annual event. Awards are given to the overall male and female winners of the 5K, the top finishers in each age group, and the largest team. In addition, the first 600 runners to complete the race will receive a participation medal. Proceeds support the club's major project, Corazón de Niños (Children's Heart), which pays for heart surgeries across the border in Juárez, Mexico, for children living in poverty.

Tell us about your event. Write to magazine@rotary.org and put "calendar" in the subject line. Submissions must be received at least five months before the event to be considered for inclusion.

DISPATCHES FROM OUR SISTER MAGAZINES



Rotary Italia

Rotary nourishes education

Nutrition and education are more connected than one might think, and the latest project by Rotary clubs across Italy further confirms this. Dubbed Rotary Nourishes Education, the project aims to increase the literacy rate in Zimbabwe. From 2011 through 2020, the number of Zimbabweans living in extreme poverty more than doubled to 7.9 million people, about half the country’s population, according to the World Bank. Chil-

dren have been especially affected. As a result of the hardships, many families remove their children from basic schooling and send them to work at an early age.

Hundreds of clubs from 10 Italian districts met in September, October, and November to participate in a series of district food packing events. They filled lunchboxes with rice, soy, lentils, vitamins, and other foods with a high energy value. Altogether, they raised enough money to pack 570,000 meals. Dividing that figure by the approximately 200 days of the school year, the clubs calculated that the effort could help 2,850 Zimbabwean children to attend school for a year.

The clubs partnered with the Italian division of Rise Against Hunger, an international nonprofit organization that fights world hunger by distributing food and other aid. The charity, which has estab-

lished a distribution network in Zimbabwe, delivered the packaged meals. “Rotary understands the importance of partnership,” says Patrizia De Natale, governor of Rotary District 2041, who organized a district event that attracted more than 300 Rotarians to pack 57,000 of the project’s meals.

“In carrying out this project, we had the support of a capable, reliable partner with vast experience in the field of fighting hunger,” she continues. “Rise Against Hunger will help us transfer humanitarian aid to those in need while guaranteeing its traceability through a network of international relationships. It is a project of great impact, of historic significance: Hundreds of clubs in Italy have been mobilized, and thousands of Rotarians have been involved with a single goal.”

— GIULIA PIAZZALUNGA

↑ Rotary members in Italy package rice, soy, lentils, vitamins, and other foods to provide meals for schoolchildren in Zimbabwe. From 2011 through 2020, the number of Zimbabweans living in extreme poverty more than doubled.

Rotary Down Under

Clubs confront a teen crisis

Rotarians in District 9910 are responding to calls for help from teachers and principals at schools across the northern part of New Zealand in what is being called an impending mental health crisis in young people. Northland is an area of New Zealand with the highest level of social deprivation as well as shockingly high rates of suicide and mental health issues. The World Health Organization notes that half of all lifetime cases of mental disorders begin by age 14, hence the reason to intervene early and provide skills for resilience for children at a young age. Meanwhile, the Mental Health Foundation of New Zealand points out that 1 in 5 young New Zealanders will be affected by depression by age 18, and almost 1 in 5 meet the criteria for an anxiety disorder by age 19.

The district has teamed up with Cat Levine, a mental health advocate and founder of a training and resource program for schools called Think and Be Me, to deliver the resource to 60 Te Tai Tokerau (Northland) schools throughout 2023-24.

The collaborative project, known as the Te Tai Tokerau Tamariki Mental Health and Wellbeing Project (translation: Northland Children's Health and Wellbeing Project), tries to deliver complex concepts in a simplified, fun, and memorable way and help students manage their emotions.

An important part of the project is training for students and school staff, so they know how to continue the conversations started with the children during the presentations. Discussions with teachers and principals reveal they are not



↑ Rotary members in District 9910 teamed up with mental health advocate Cat Levine to offer wellness training and resources to students and staff at schools in New Zealand's Northland area.

adequately equipped during their regular training to deal with some of the serious mental health issues that confront them in the classroom environment. Given the insufficient resources from elsewhere, Northland teachers are eager to obtain assistance from Rotary.

This project started as a pilot, and if proven effective, it will be expanded across New Zealand and potentially internationally.

Despite the size and the large amount of money needed — about US\$400,000 in total — the organiz-

ing team was heartened by the fact that funding was arranged within six weeks from a wide variety of sources. Those included individual Rotary members, charitable trusts, Rotary clubs, and a Rotary Foundation global grant supported by every district in New Zealand, five in Australia, and three in Korea.

In addition to providing funding, Rotary members also offer hands-on assistance. At present, many students in Northland who could benefit the most from the messages delivered by the in-person presentations are often absent from school. In response, Rotary clubs from across District 9910 will visit each of the participating schools on the training days. They will deliver a range of fun additional activities like games, barbecues, and donated illustrated dictionaries to try to ensure that as many kids as possible are at school to participate in the training sessions.

Mental health is the responsibility of everyone in the community, and Rotary is keen to play its part.

HANDBOOK

Rotary welcomes you in

New building displays draw in community, inspire visitors

Rotary International's headquarters in Evanston, Illinois, has an exciting new experience for visitors.

When headquarters closed during the COVID-19 pandemic, Rotary staff took advantage of the nearly empty building to fast-track a plan to renovate exhibit spaces, with a close eye to creating a cohesive visitor experience. New first floor exhibits at One Rotary Center introduce the organization to visitors as a network of People of Action, while displays on the 17th floor encourage visitors to support that network, and the 18th floor inspires them to take action by joining as a program participant, donor, or member.

The updated lobby space, pictured in the main photo at right, is designed to draw in passersby and engage more actively with the local community. "Our goal is to inspire visitors," Rotary General Secretary John Hewko says. "A lot of people know the Rotary building, but some do not really understand what Rotary is and does."

Schedule a tour: Free 45-minute tours of Rotary's headquarters are available to members and the public. Learn more and schedule a tour at rotary.org/visit.



For curb appeal, the windows are decorated with bold phrases, and an electronic banner lights up with photos and video.



Headlines on this wall highlight different ways that Rotary makes an impact in the world.



A kiosk gives visitors an opportunity to take a deeper dive through videos, photos, and short stories.

EXHIBITS THROUGHOUT THE BUILDING



A first floor exhibit space explores Rotary's beginnings and how vision, leadership, and action have been a part of the organization since the start. The "Focusing Our Actions" area includes an interactive where visitors can lift heavy buckets to imagine what it's like to carry water long distances.



The 17th floor exhibit shows how The Rotary Foundation helps our network put ideas into action. Digital displays provide updates on polio statistics, acknowledge our partners and sponsors, and honor some of our leaders in philanthropy.



An interactive wall on the 18th floor highlights how Rotary evolved into a global network. Rotary's vision statement encourages visitors to look into the future, and an interactive kiosk asks them to make a pledge about an action they will take when they leave.



TRUSTEE CHAIR'S MESSAGE

A global force for peace

One of the fascinating things about Rotary is that we are many things at once. We are a service organization based on action. We are also a professional and community networking group, not to mention a place to find friendship and fun.

And, when you stop to think about it, you and I are also part of a peace organization. I saw this in 2013 when I represented Rotary at an international symposium on advancing a peaceful democratic transition for Myanmar. Despite recent setbacks, the fact that Rotary was at the table demonstrates that the world sees us as peacebuilders who are not deterred by the most difficult issues.

How did we earn this reputation? Through literacy projects that help people expand their minds and viewpoints. And through water, sanitation, and hygiene projects that create common ground for communities in conflict. The Rotary Action Group for Peace promotes hands-on service projects, and our annual international conventions unite thousands in a celebration of global harmony.

Perhaps the most visible face of this cause is the Rotary Peace Centers program, now in its 21st year. Today, more than 1,600 Rotary Peace Fellows are advancing the cause of peace in more than 140 countries. On 1 February, we open applications for the next generation of peace fellows. Encourage your local

peacebuilders to learn about Rotary and apply for this unique fellowship.

And soon, we'll be recruiting fellows for a new peace center in the Middle East and North Africa region as we begin working this year with a recently selected partner university. Made possible by a generous gift of \$15.5 million to The Rotary Foundation from the Otto and Fran Walter Foundation, the addition of this center furthers Rotary's vision of peacemaking in action.

As we celebrate Rotary's 118th anniversary and Peacebuilding and Conflict Prevention Month, we can be proud of the many ways Rotary promotes peace. Without The Rotary Foundation, and your support of it, none of that would be possible.

You can directly support this work through the Foundation by visiting rotary.org/donate and selecting the peacebuilding and conflict prevention area of focus. I also encourage you to contribute to the Ian and Juliet Riseley Endowed Fund in The Rotary Foundation to support peace projects.

If Paul Harris could see us now, he would be amazed by the astonishing growth of the little club he founded in 1905 and the global force for good — and peace — that Rotary is today.

IAN H.S. RISELEY

Foundation trustee chair

SERVICE ABOVE SELF

THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First The development of acquaintance as an opportunity for service;

Second High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third The application of the ideal of service in each Rotarian's personal, business, and community life;

Fourth The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

THE FOUR-WAY TEST

Of the things we think, say or 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?

ROTARIAN CODE OF CONDUCT

The following code of conduct has been adopted for the use of Rotarians:

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Help maintain a harassment-free environment in Rotary meetings, events, and activities, report any suspected harassment, and help ensure non-retaliation to those individuals that report harassment.

In memoriam

With deep regret, we report the deaths of the following Rotarians who served RI as district governors:

Robert Lee Sprinkle

Thomasville, North Carolina, 1976-77

Bernard H. Zeavin

Bailey's Crossroads, Virginia, 1984-85

Ronald Hart

Vancouver, Washington, 1987-88

James W. Barton

Bakersfield South, California, 1988-89

Ira Fred Anderson

Fort Lauderdale, Florida, 1990-91

David M. Dillon

Eureka, California, 1991-92

Charles Shultz

Greenville, Pennsylvania, 1993-94

Conrad Von Bibra

South Pasadena, California, 1993-94

Noritsuna Sasaki

Kagoshima South, Japan, 1994-95

Brad Stanton

Concordville-Chadds Ford, Pennsylvania, 1995-96

Burton B. King

Durham, North Carolina, 1997-98

J.B. Roberts

Plainview, Texas, 1997-98

H. Kenneth Shook

Westminster, Maryland, 1997-98

Adotei Brown

Accra-West, Ghana, 1999-2000

R.C. Paulette

Odessa, Texas, 2000-01

Arthur S. Tribbie

Cape Coral-Goldcoast, Florida, 2001-02

Robert E. Wilson

Lynnwood, Washington, 2001-02

John T. Brewer

Pullman, Washington, 2002-03

Nancy M. Moody

Five Points (Columbia), South Carolina, 2002-03

Bonnie Fairall

El Paso, Texas, 2003-04

Bruce S. Campbell

Sparks, Nevada, 2004-05

Shogoro Kawaguchi

Oirase, Japan, 2004-05

Jerry Timm

Boise Sunrise, Idaho, 2004-05

Leslie K. Grossman

Greater Van Nuys, California, 2005-06

Erna M. Stevenson

North Napa, California, 2006-07

David Jay

Lewis River (Battle Ground), Washington, 2007-08

Kenneth C. Moulton

Windsor, California, 2007-08

Norm Watts

Qualicum Beach, British Columbia, 2007-08

Brian L. Moore

Point West-Sacramento, California, 2008-09

Rajindar Singh

Teluk Intan, Malaysia, 2008-09

Roger J. Schulte

Upland, California, 2010-11

Pier Luigi Pagliarani

Cesena, Italy, 2011-12

John L. Andrews

Reynolda (Winston-Salem), North Carolina, 2012-13

Pier Giorgio Poddighe

Sassari Nord, Italy, 2013-14

John A. Sullivan

Jackson, California, 2016-17

Yukio Shimoguchi

Kaga, Japan, 2017-18

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rotary youth exchange

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IN BRIEF

World Polio Day 2022 and Beyond

Global health leaders see a clear path to polio eradication

Global health leaders expressed confidence that polio will be eradicated worldwide and praised the frontline workers who are striving to achieve that goal during an October event at the World Health Organization headquarters in Geneva.

Sponsored by Rotary International and WHO, World Polio Day 2022 and Beyond updated participants and viewers on the status of polio eradication. The two-day event also discussed possible community-based solutions that go beyond immunizations to improve the health of mothers and children.

At the opening session, WHO Director-General Tedros Adhanom Ghebreyesus said that polio eradication is within reach. He cited the fact that the work of the Global Polio Eradication Initiative has helped reduce wild polio cases by 99.9 percent, from 350,000 in 1988 to only six in 2021. However, he acknowledged that the global effort lost ground in 2022, with more than 20 cases between Pakistan and Afghanistan, the only two countries where polio remains endemic. (Several wild polio cases were also detected last year in Mozambique.)

Furthermore, the diagnosis of a vaccine-derived polio case in the U.S. and the detection of poliovirus in sewage in the UK “show that polio will remain a global threat until it is eradicated everywhere,” Tedros said. “We still face many challenges, including misinformation, hard-to-access populations, and community fatigue.”

The GPEI’s polio eradication strategy for 2022-26 is designed to meet these challenges by using proven solutions and innovative new tools. Funding toward the strategy, including \$2.6 billion committed by Rotary and other donors at the World Health Summit in Berlin earlier in October, will support polio immunizations in countries where polio is endemic and in those that have experienced recent outbreaks.

Funds will also help with the continued rollout of the novel oral polio vaccine type 2. That modified vaccine is more genetically stable and therefore less likely to lead to outbreaks of circulating vaccine-derived polio, also known as variant polio, in areas of low immunization. (To learn more, read “A new weapon against polio” in the October issue.)

And the money will support the GPEI’s commitment to empowering women at all levels of health care. “Gen-



der equality is critical to achieving eradication, because in many of the most affected communities, only women are allowed access to homes and [to] children other than their own,” Tedros noted.

He assured the audience that polio eradication will remain a top priority for WHO. “With Rotary’s support,” he said, “I look forward to a future when the only thing children ever learn about polio is in history books.”

Other global leaders who spoke at the event included Aidan O’Leary, director for polio eradication at WHO; Steven Lauwerier, director of polio eradication at UNICEF; and Hans-Peter Jugel, Germany’s deputy permanent representative to the United Nations and other international organizations in Geneva.

On 24 October, Rotary released its World Polio Day 2022 Global Update video, which featured remarks from additional experts, including Dr. Hamid Jafari, director of polio eradication for WHO’s Eastern Mediterranean region, and John Vertefeuille, director of the global immunization division at the U.S. Centers for Disease Control and Prevention. They underscored the importance of vaccinations as the only sure protection against polio and other vaccine-preventable diseases.

Speaking with Rotary President Jennifer Jones, partners in Pakistan emphasized the importance of employing women as frontline health workers so that campaigns can reach every child with the vaccine. “In every strategy we make and in every activity that we conduct, we ensure that females are part of it,” said Soofia Yunus of Pakistan’s Federal Directorate of Immunization.

“The path forward is absolutely clear,” O’Leary said at the Geneva event. “We have the tools. We have the strategies. We have a ruthless focus.”

— RYAN HYLAND AND ARNOLD R. GRAHL

WHO Director-General Tedros Adhanom Ghebreyesus speaks at Rotary and WHO’s World Polio Day 2022 and Beyond event in Geneva in October.



Powerful words — and powerful acts

A conversation about Rotary and polio

Rotary President Jennifer Jones spoke about Rotary and polio eradication with Jeffrey Kluger, an editor at large for *Time* magazine, in October during the World Polio Day 2022 and Beyond event held in Geneva and organized by Rotary International and the World Health Organization. An edited and condensed version of their conversation follows. You can watch the entire conversation at rotary.org/watch-world-polio-day-2022-and-beyond.

JEFFREY KLUGER: Some folks in our audience might not be aware of how long Rotary has been in this fight against polio. Can you let us know how rich Rotary's legacy is in the polio eradication world?

JENNIFER JONES: Let me take you back to 1979 and the Philippines. It was the power of one person to say:

Let's try to eliminate polio from this island nation. Others gathered around and said that this was possible. And they came forward to challenge the rest of us to say: If we can do it here, can't we replicate it around the world? It was an unrealistic goal in many people's eyes, but slowly we started to collect our [Global Polio Eradication Initiative] partners: UNICEF, WHO, the U.S. Centers for Disease Control and Prevention, the Bill & Melinda Gates Foundation, and Gavi, the Vaccine Alliance. We're down to two endemic countries: Pakistan and Afghanistan. Our membership has raised more than \$2.6 billion to move this forward, and I'm really proud that, as an organization, we were able to commit to an additional \$150 million over the next three years. But we [the GPEI] need to get to \$4.8 billion, and that's going to require all of us working with our governments making sure it's on the front burner.

KLUGER: I often think of a time when my younger daughter was 7 years old. I was doing some reporting on polio, and she saw a picture of a child in leg braces. She said,

"What's wrong with that boy?" And I said, "Well, he has polio." She asked, "Could that happen to me?" And I was able to say four of the most powerful words I've ever been able to say to one of my children: "No, honey, it can't." And the reason is, she was vaccinated. We have to remember that this is not something that is guaranteed around the world. This is something that has to be worked for, so that all parents can say, "No, honey, it can't."

JONES: In the early days, when you were writing about polio, Rotary was not on your radar. I know when we first came to you to be included in some of those writings, it was a bit of a wake-up call.

KLUGER: When I was first approached by Rotary, I was surprised. When I thought of the key players in polio eradication, I had not thought of Rotarians. I was unfamiliar with not just the enormity of Rotary's footprint but the leadership role Rotary has taken. Now, whenever I'm writing a story about polio and I list the partners in the GPEI, I always list Rotary International first, simply because Rotary stepped forward and said: We were not founded to do this, but we have elected to make it our mission. We have chosen to eradicate polio.

JONES: You had a chance to provide those critical lifesaving drops to a child.

KLUGER: I had the privilege to travel to Nigeria with Rotary and UNICEF in 2018. I was able to attend a naming ceremony of a 7-day-old baby named Ramlatu Musaa. I will never forget her name. I was able to administer her first polio vaccine. I didn't pretend that I was a hero that day. She would have gotten her vaccine anyway. But to have a hand, a literal hand, in preventing a child from ever coming down with this disease that has so terrorized humanity for so long was one of the most moving and gratifying experiences of my career and of my life. ■

RI President Jennifer Jones speaks with Jeffrey Kluger, a *Time* magazine editor, at World Polio Day 2022 and Beyond.

2023 CONVENTION

A family affair



Melbourne Museum

Make the Rotary International Convention in Melbourne your next family trip. You'll find activities for all ages and interests during your stay in Australia for the 27-31 May convention. Highlights include museums, an aquarium, an informative ship voyage, and a private tour of the zoo.

The Museum of Play and Art opened last year with exhibits designed for ages 1 to 7, including a real car to paint and a playground that looks like tall city buildings. (Tip: The museum has been requiring advance reservations.)

At Sea Life Melbourne Aquarium, watch fish and crocodile feedings and see sharks and rays up close. You can even suit up in snow gear and get onto the exhibit ice to mingle with penguins. And you can surround yourself (safely) with thousands of jellyfish in an immersive exhibit.

Check out Rotary-organized family-friendly tours too. For the Tall Ships Experience, guests as young as 12 ride on the One and All ship, the craft that Australian teenagers learn on in the Youth Sailing Challenge through District 9510. You'll sail from a wharf near the Melbourne Convention and Exhibition Centre along the Yarra River toward Port Phillip Bay. You'll learn about landmarks you float by, talk with the crew, and eat traditional Australian food.

Rotary members and their friends and family can also sign up for a behind-the-scenes experience at the Melbourne Zoo. On the two-hour guided walking tour, you'll visit koalas, kangaroos, and a wombat's underground burrow. To browse tours and book your spot, visit rotarymelbourne2023.org/tours.

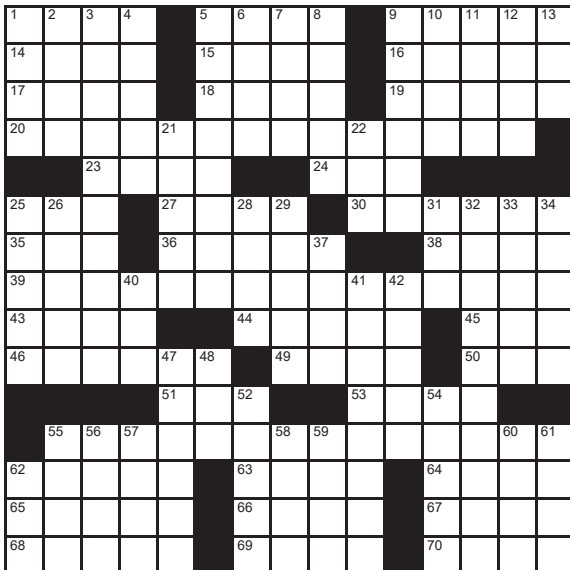
— EVA REMIJAN-TOBA

Learn more and register at convention.rotary.org.

CROSSWORD

Online features

By Victor Fleming
Rotary Club of Little Rock, Arkansas



Solution on **page 10**

ACROSS

- 1 Foot curve
- 5 1974 Sutherland/Gould spoof
- 9 Almost excellent grade
- 14 Gaucho's gear
- 15 Developer's map
- 16 Roster of desirable guests
- 17 At any point
- 18 Lang of *Smallville*
- 19 *The Hotel Nantucket* or *Run, Rose, Run*
- 20 Check it out on our website
- 23 Tom Clancy hero Jack
- 24 Bar rocks
- 25 IRS audit expert
- 27 Inflamed ending?
- 30 1990s music or fashion
- 35 Surg. theaters
- 36 20-ounce Starbucks order
- 38 Bright light
- 39 Check it out on our website
- 43 Cursing streak's color
- 44 *Doctor Dolittle* actor Davis
- 45 Golfing gadget

- 46 Born before the others
- 49 Grasp
- 50 Annex
- 51 Middle O or X
- 53 Couldn't care ___
- 55 Check it out on our website
- 62 Try to bite, like a pup
- 63 Fashionable
- 64 Copies the actions of
- 65 Briskly
- 66 Carefree episode
- 67 Navel accumulation
- 68 Hits hard
- 69 Animals befriended by Babe
- 70 Put your money down, with "up"

DOWN

- 1 Early sibling-rivalry victim
- 2 Drift around
- 3 Poorly explained, facetiously
- 4 Hamlin or Truman
- 5 Kind of group
- 6 Prepare for later
- 7 Yin counterpart
- 8 Keanan of *My Two Dads*
- 9 Pennant
- 10 Mystery's essence
- 11 Not prerecorded
- 12 One doing some Googling
- 13 Busch Stadium team (abbr.)
- 21 Trustingly innocent
- 22 Heart test, briefly
- 25 Menu item with a side and a drink
- 26 Pert competitor
- 28 Start with European?
- 29 Apt rhyme for cache
- 31 Card game brand
- 32 Clutter-free simile?
- 33 Injured by a bull
- 34 All finished
- 37 "That ___ you!"
- 40 Busy one
- 41 Small mounds
- 42 Adorn with droplets
- 47 Asserts
- 48 Gunk for making roads
- 52 Bike or trike
- 54 Italy's La ___
- 55 Seasoned
- 56 Colorful gem
- 57 Diplomat's talent
- 58 Clarinetist Artie
- 59 Bring aboard
- 60 Dispatched
- 61 90 degrees from *norte*
- 62 Apt rhyme for grab

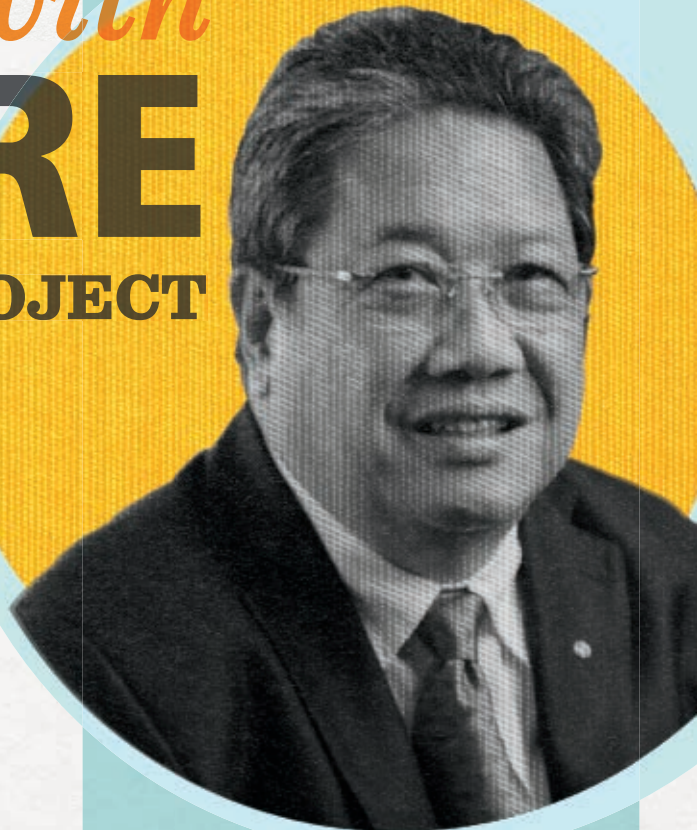
Connect *with* **THE CADRE** **FOR YOUR GRANT PROJECT**

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- Providing project planning advice and implementation guidance
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Michael E. Lirio
Philippines, District 3820

Cadre title:
Cadre Financial Auditor

Occupation:
Certified public accountant/
chartered accountant and professor
in accountancy

What are Rotary members saying about Mike?

"Mike gave guidance on finishing reportorial requirements for a global grant to provide the island with potable water that started seven years ago. He patiently checked the voluminous documents and gave stakeholders much-needed direction and encouragement to complete the project."

— PDG Connie N. Beltran-DV, Assistant
Regional Rotary Foundation Coordinator

There are hundreds of experts standing by to help you plan or enhance your Rotary project!



Bring your cowboy appetite

Costelão gaúcho is for meat lovers, but be ready to make a day of it

The southern tip of Brazil is covered in grasslands called the Pampas, and after European settlers arrived, their escaped cattle and horses roamed freely in the vast open spaces. Gaúchos, nomadic cowboys, tamed horses, hunted cattle, and lived off the land.

What did they eat while they were out in the fields? Meat, and lots of it. One dish that remains is costelão gaúcho, a huge slab of beef ribs that slowly cook over a fire. Following the gaúcho tradition, churrasqueiros skewer the 40-to-45-pound piece of meat with a long stick (or today, a metal rod). The cooks put the stick in the ground and build the fire around it, roasting the meat up to 12 hours, explains Marcos Netto of the Rotary Club of Canoas-Industrial. “It’s our heritage,” he says. “As long as we keep cooking this, it’s a reminder of our tradition.”

SIMPLE SEASONING: “The only acceptable, traditional spice for this is salt, big chunks of sea salt,” Netto says. Besides drawing out flavor, the salt holds in the juices. Before serving, churrasqueiros knock the salt off. “The moment you hit the meat to make the salt drop, the juice starts falling,” Netto says. The cooks might place a tray of vegetables, bread, or potatoes under the meat to catch the juice, making a tasty side dish.

MORE THAN A MEAL: “When you prepare this big of a chunk of meat, you’re not going to eat by yourself,” Netto says. And this isn’t an eat-and-run affair. “From 7 a.m. until 7 p.m. we’ll just be around the fire, having fun, eating, drinking, telling jokes,” Netto says. “The time that you spend on preparing the food is for some people more interesting than the food itself.” — DIANA SCHOBERG

Marcos Netto
Rotary Club
of Canoas-
Industrial, Brazil

Gordon McInally *invites you to* The Royal Edinburgh Rotary Foundation Million-Dollar Weekend in Scotland



R. Gordon R. McInally, the 2023-24 RI president, plans to thank 10 couples or pairs who make gifts to The Rotary Foundation. For making outright donations of \$100,000 or more, or bequest commitments of \$250,000 or more, they'll be invited to a specially curated experience centered around the legendary Royal Edinburgh Military Tattoo performance in Gordon's home country, Scotland, 18-20 August.

The Royal Edinburgh Rotary Foundation Million-Dollar Weekend in Scotland will include:

- Private dinner in Edinburgh Castle
- A tour of the Palace of Holyroodhouse, the official residence of King Charles III in Scotland
- VIP reserved seating at the world-renowned Royal Edinburgh Military Tattoo
- A choice of optional side trips, such as a round of golf with senior Rotary leaders at St. Andrews Old Course, lunch at the world-famous Gleneagles Hotel, or a trip by air to Islay, the home of island malt whisky, for a tour of Ardbeg distillery
- Breakfast aboard the Royal Yacht Britannia and a private tour of this yacht that once belonged to the royal family
- Access to a room block at the Waldorf Astoria hotel in Edinburgh



For more information, write to Past District Governor Alasdair Seale, a member of The Rotary Foundation's Fund Development Committee, at aseale@trinityfactors.co.uk, or go to rotary.org/scotlandweekend.





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2023 ROTARY INTERNATIONAL CONVENTION
MELBOURNE, AUSTRALIA
27-31 MAY 2023



Register today at
convention.rotary.org