

DISTRICT ASSEMBLY 2024

*WELCOME TO
DISTRICT
ASSEMBLY 2024*

Rotary
in East Anglia





Rotary
In East Anglia



Bob Maskall

DISTRICT ASSEMBLY 2024

DGE
IAN GRAHAM

Rotary
in East Anglia



DISTRICT ASSEMBLY 2024



**THE MAGIC
OF ROTARY**

Rotary
in East Anglia



DISTRICT ASSEMBLY 2024

MEMBERSHIP & PUBLIC IMAGE

Paul Wilkinson & Tony Grover

Rotary
in East Anglia



Growing Rotary 2021 - 2024



Start Point: 17th November 2020

- 17th December spoke with Robert Lovick
- 4th January 2021: Confirmed with Ian Elliott to become his Chair of Membership.
- That evening Prime Minister orders Lockdown 3.

What was the clear and positive message?

- Rattle a few cages
- “..All walks of life” – do we?
- Clubs in RGBI with 50% females – 5.8%
- Lack of community awareness of Rotary
- Widen Rotary opportunity
- Make Projects relevant
- Speed up evolution
- Be ready post Covid



Well, maybe not that positive!



Where are we going?

July 2021: 1465 Members	-138
July 2022: 1383 Members	-82
July 2023: 1323	-50
April 2024:1378	+55
July/August 2024:	?

Recruiting Clubs.....

- 20 Great Yarmouth Haven
- 17 eClub of Innovation,
- 7 Blyth Valley
- 5 Ely, Brandon, Norwich Blackfriars
- 4 Yare Valley, Blyth Valley,
- 3 Kings Lynn Priory, Beccles
- 2 Sudbury, Felixstowe, Saffron Walden,
Whittlesey, Wymondham, Norwich St. Edmund

RETENTION IS KEY!

IT COSTS 7-10 TIMES MORE ON AVERAGE TO WIN A NEW MEMBER THAN IT DOES TO HOLD ON TO AN EXISTING ONE; AND IF YOU'RE LOSING MORE MEMBERS THAN YOU BRING IN THEN YOUR BUSINESS WON'T LAST LONG!

First Impressions



You don't get a second chance to make a first impression!

Websites & Social Media



Our Digital Presence: April 2024

Websites

Better – BUT - Areas For Clubs to Update:

- “**Meetings & Events**” – especially future meetings.
- “**More**” – Galleries – get 2023 and 2024 in.
- “**More**” – The Club Team – photos?
- “**What we do**” – Are you still? Get 2023 and 2024 in.

Social Media

Great Improvement

30 Clubs have 18,000 Followers

Membership Change in MY time

- The Traditional Chartered Club – and the “not so”!
- E-Clubs
- Satellite Clubs
- Corporate Membership
- The Global Hub
- District Hubs
- Direct Membership
- Passport Clubs
- Enterprise Membership (North Star)

For Me – A Time To Give Thanks

- Robert Lovick
- David Mills, Tony Grover and Andy Roberts
- Sue Meader – An alternative view!
- Neil Whiteside – Marketing/Public Image
- John Greyson – Direct Membership
- Jake Cruse – RYLA Link
- John Beer and Robin Baines - Ambassadors
- Callum Howard – Marketing & Public Image

Practical Advice:

If all the toilets in your house are occupied and you are waiting for one to be free, switch off the wi-fi.

Thank
You





Thank you, Paul.
You'll be a hard act
to follow.

Please allow me to
introduce myself as
DML from July
2024



**TOGETHER PEOPLE
CREATE CHANGE**

My name is Tony Grover

Currently Membership Lead at
Fakenham & District Rotary





We need to
progress and grow
Rotary.

- Further encourage and engage Clubs towards increasing and retaining members.
- Being increasingly proactive in promoting Rotary within the public and local business.
- This is going to take some committed and serious effort from all Rotarians in the district.



**TOGETHER PEOPLE
CREATE CHANGE**



We must
acknowledge
that.....

- Rotary is still the best kept secret outside of Rotary circles.
- We must do more to take the Rotary message out into the public arena.
- We must highlight how much can be achieved through Rotary involvement.
- Raising our Public Image profile to the public is paramount in being able to tell our story.



**TOGETHER PEOPLE
CREATE CHANGE**



Membership progression.

- We already have a dedicated Membership Team available to help Grow Rotary.
- However, I am issuing an invitation now to female Rotarians to join our team.
- The team will facilitate greater interaction within Rotary and the public, to promote membership.
- Building a resource armoury of promotional tools available for use by the Membership Team & Rotary Clubs.



**TOGETHER PEOPLE
CREATE CHANGE**



Membership progression.

- Engage in changing any negative perceptions
- Actively promote Diversity, Equality, Inclusivity, and flexibility of membership.
- Highlight what Rotary is becoming and not what people may think it is.
- Publicly promote Rotary membership as being flexible enough to accommodate modern work and private lifestyles.

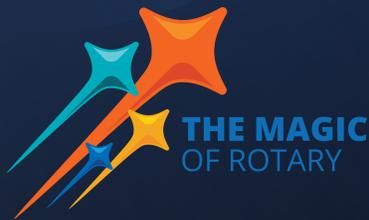


**TOGETHER PEOPLE
CREATE CHANGE**



Membership progression.

- Understand that increasing membership is going to involve an amount of hard work and initiative.
- Apathy will have a negative effect.
- Request the services of the Membership Team to help clubs promote Rotary and their own club.
- Be assured that your Membership Team is available to help promote membership within our Rotary District.



**TOGETHER PEOPLE
CREATE CHANGE**



What's
happening?

What can we all
do?



**TOGETHER PEOPLE
CREATE CHANGE**

- Present a Positive Public Image.
- A video is in development which as a tool for us all to use in presentations and social media platforms.
- A new promotional leaflet will be produced to accompany the video.
- Always telling positive stories about Rotary.
- You create the content that we can share.



What's happening?

What can we all do?



**TOGETHER PEOPLE
CREATE CHANGE**

- Only use the current Rotary brand marks.
- Ensure that our online and media presence is up to date.
- Take full advantage of every facility available locally to raise your club profile.
- Engage with local interest groups, local businesses and organisations
- Use Rotary's experience and good reputation to encourage membership.



Membership Support.

- Already there are clubs looking at increasing their membership by forming satellite clubs or securing corporate membership.
- There is information and support via the membership pages on the RGBI & RI websites.
- Ongoing support for clubs is available via the District 1080 Membership Team.
- **YOU ONLY HAVE TO ASK.**



**TOGETHER PEOPLE
CREATE CHANGE**



Keep focused on Membership matters.



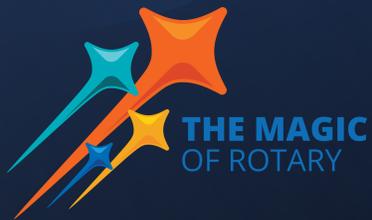
**TOGETHER PEOPLE
CREATE CHANGE**

- We need to keep our focus on making every effort to gain new members.
- Let us not forget our current members though.
- Retention of current members is vitally important.
- Ensure our clubs are open to everyone, relevant, vibrant and worthwhile.
- There will be another membership seminar within the coming Rotary year.



Reality Check!

The Challenge Ahead



**TOGETHER PEOPLE
CREATE CHANGE**

- Increasing membership numbers is going to require ongoing work and commitment.
- An added challenge will be achieving this goal within streamlined budgeting.
- There will be no district grants to help clubs financially with their membership initiatives.
- Clubs will have to budget within their own resources.

And finally.....



**TOGETHER PEOPLE
CREATE CHANGE**

The task ahead is up to ALL OF US.

**I can't do it all for you.
YOU CAN DO IT!**

**The Membership Team can't do it all
for you.
YOU CAN DO IT!**

**The Membership Team is available to
help and support you.
WE WILL.
JUST ASK.**

REMEMBER...



CREATE HOPE
in the WORLD

TOGETHER PEOPLE
CREATE CHANGE



You can lead a horse
to water.....

only you can
make it
drink!!



Thanks for listening



Your Membership Team



**TOGETHER PEOPLE
CREATE CHANGE**

Tony Grover
Robert Lovick
Andy Roberts
John Greyson
Neil Whiteside
Callum Howard
John Beer
Robin Baines
David Mills
Jake Cruse
Paul Wilkinson

Vacancy

Vacancy

District Membership Lead
Deputy DML
District AG (Membership)
District Membership Coordinator
Public Image Advocate
Public Image Advocate
Membership Advocate
Membership Advocate
Leaving Rotarians (follow up)
RYLA WhatsApp Group
Past DML – Team Advisor

Female Rotarian?

Female Rotarian?

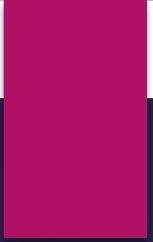
DISTRICT ASSEMBLY 2024

FOUNDATION

Irene Childerley

Rotary
in East Anglia





The Rotary Foundation

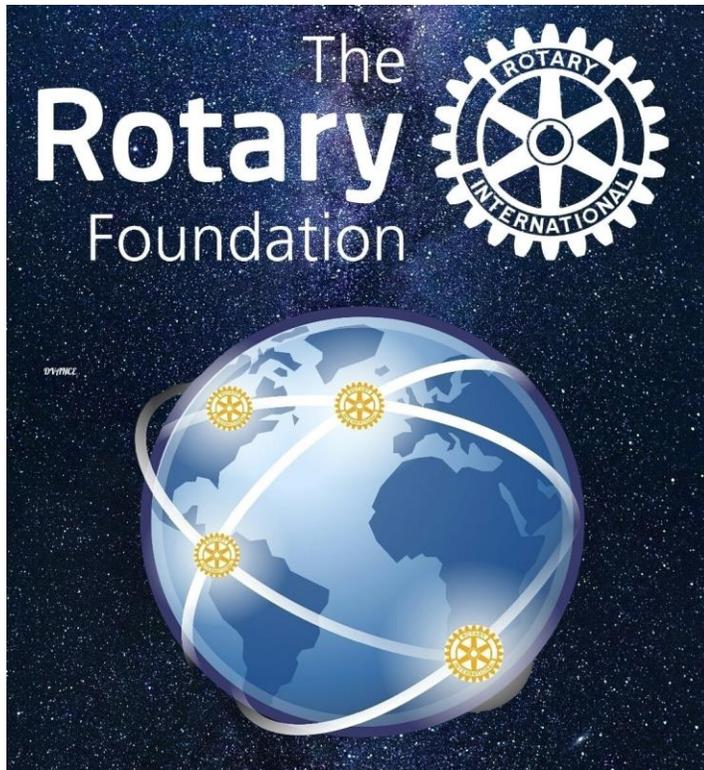
IRENE CHILDERLEY

DISTRICT 1080 - FOUNDATION CHAIR

District Foundation Team Members

- ▶ **District Foundation Chair – Irene Childerley (Cambridge Sawston)**
- ▶ **Grants Subcommittee Chair (DGC) – Kate Maskall (Norwich Blackfriars)**
- ▶ **Rotary Scholars (Global & District) – Tony Platt (Sudbury)**
- ▶ **PolioPlus – David Prichard (Wroxham Bure Valley)**
- ▶ **Stewardship – Les Chant (Aylsham)**
- ▶ **Secretary – Steven Seager (Blythe Valley)**

The Rotary Foundation has a story to tell

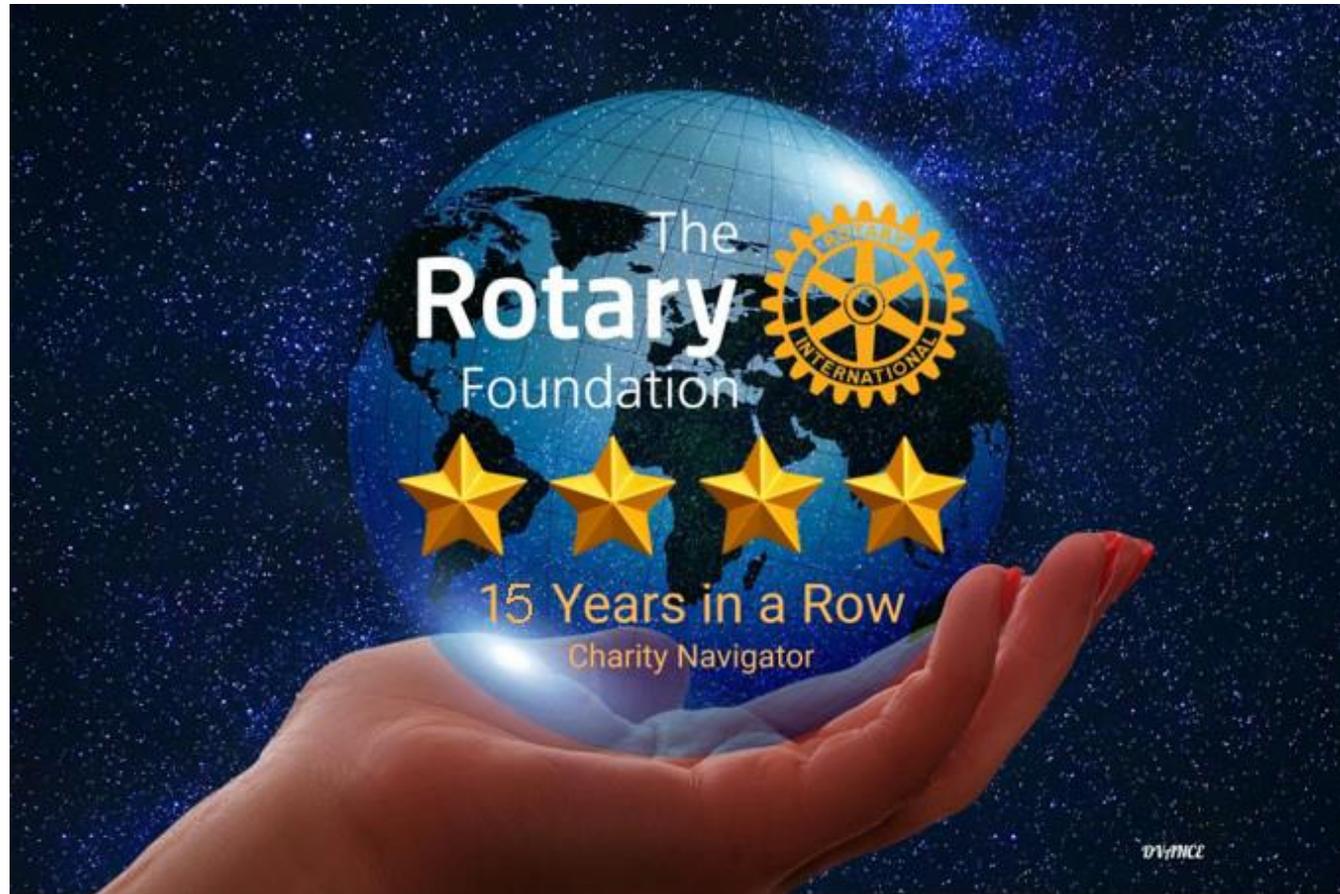


Over one \$Million a day spent on

- District Grants
- Global Grants
- Disaster Recovery Grants

Over 4 \$Billion spent to date

Simply the Best!!!



4 Reasons Why - Charity of Choice

- ▶ Lowest expenses of any charity – 9p in £
- ▶ Ability to designate where your donation goes
- ▶ Stewardship – the money is controlled end to end
- ▶ Cadre – Experts in their chosen field

Cadre

- ▶ Community Assessment/Feasibility Study
- ▶ Cost/Benefit Analysis
- ▶ Monitor & Evaluate
- ▶ Sustainability
- ▶ Stewardship
- ▶ Rotarians Manage from end to end
- ▶ 650 around the world – 32 in the UK

Funds of The Rotary Foundation



PolioPlus Fund
End Polio Now



Annual Fund
For support today



Endowment
To secure tomorrow

What happens to your money – You Choose!!

- ▶ Area of Focus
- ▶ Annual Share Fund - Global Grants
- ▶ District Grants via DDF – District Designated Fund
- ▶ End Polio Now
- ▶ Global Scholars
- ▶ Peace Scholars
- ▶ VTT – Vocational Training Team
- ▶ Youth Exchange

Seven Areas of Focus



Peacebuilding and conflict prevention



Disease prevention and treatment



Water, sanitation and hygiene



Maternal and child health



Basic education and literacy



Community economic development



Supporting the Environment

Global Grants – Their Impact

- ▶ West Bengal, India – D3240 – Clean Water & Washing hands – 2,500 helped - cost - \$70K
- ▶ Durgapur City – D3240 – Toilet Blocks/Sanitation – 1,000 helped – cost \$50K
- ▶ Durgapur City – D3240 – Covid Protection – 2,500 helped – Cost \$30K
- ▶ North Lebanon – Water Filtration – 1,000 schools – 600,000 children – clean water
- ▶ Nigeria – D9110, 9125, 9141, 9142 - 'Together for Healthy Families' – Maternal Health - \$2 Million - Program of scale
- ▶ Guatemala – Literacy project – 23 years – 48 grants - \$6.5 million – 800 clubs in 90 districts.
- ▶ Zambia – Fighting Malaria – 7 districts – trained 2,500 health workers serving 1,250,000 patients. Cost \$2 million – another program of scale.



▶ WHO?



▶ YOU!

What is a Rotarian?

- ▶ **A Rotarian is a person:**
- ▶ **Who digs wells from which they will never drink,**
- ▶ **Who vaccinates children they will never meet,**
- ▶ **Who restores sight for those they will never see,**
- ▶ **Who builds houses they will never live in,**
- ▶ **Who educates children they will never know,**
- ▶ **Who plants trees they will never sit under,**
- ▶ **Who feeds hungry people, regardless of race, religion or politics,**
- ▶ **Who makes limbs so people can walk half a world away,**
- ▶ **And - Who knows that there is real happiness in serving others**



▶ HOW?

Take the first step!

Most substantial donors start off small!!

- Sustaining Member
 - Paul Harris Society
 - **Major Donor**
 - Major Donor +++
 - Arch Klumph Society

Personal Giving

- ▶ Sustaining Member - \$100 a year - £7 a month
 - ▶ Paul Harris Fellow – \$1,000
 - ▶ Paul Harris Society - \$1000 a year
 - ▶ Benefactor – 1,000 to \$9,999
 - ▶ Major Donor - \$10,000
 - ▶ AKS - \$250,000
- ▶ Bequest Benefactor – 1,000 to \$9,999
 - ▶ Bequest Society – from \$10,000
 - ▶ Legacy Society – from \$1,000,000

What will be your legacy?

The things you do for yourself
are gone when you are gone.
The things you do for others
remain your legacy...





Bequest Society

- A **Bequest Society** member is an individual or couple that has made a provision in their estate plan to gift a minimum \$10,000 to The Rotary Foundation
- **Involves matching the donor's interests with the needs of the Rotary International**
- With a gift of \$25,000 or more, you can establish a named endowed fund, and support an area of focus
- \$250,000 or more to support one area of focus tied to a specified district
- \$500,000 or more to support one area of focus tied to a specified district & geographic specificity

End Polio Now



Polio Plus Society

Just \$100 per year to become a PolioPlus Society Member

Would you:

- Consider being a district PolioPlus Society chair?
- Work with your District EPN Coordinator?
- Promote membership at a club meeting?
- Encourage your DRFC to give at least 20% of existing DDF to the ENP fund

Remember every \$1 becomes \$3 via the Bill and Melinda Gates Foundation which will mean 15 children do not suffer from polio.





▶ WHY?

This

is

Why

ROTARIANS IN ACTION



What does Rotary do?

- ▶ Changes Lives
- ▶ Improves Lives
- ▶ Saves Lives

Every minute of every Day!!!

'Doing Good in the World'



- **Become a Sustaining Member**
- **Join the Polio Plus Society**
- **Paul Harris Society**
- **Create a Legacy – Bequest Society**
- **Go up a level!!!**

Thank You!!



DISTRICT ASSEMBLY 2024

INTERNATIONAL

Howard Phillips

Rotary
in East Anglia





DISTRICT ASSEMBLY 2024

ENVIRONMENT

Richard Perkins

Rotary
in East Anglia







Why?

Because its very important

The theme for Earth Day 2024 was 'Planet vs. Plastics'
- a commitment to call for the end of plastics "for the sake of human and planetary health."



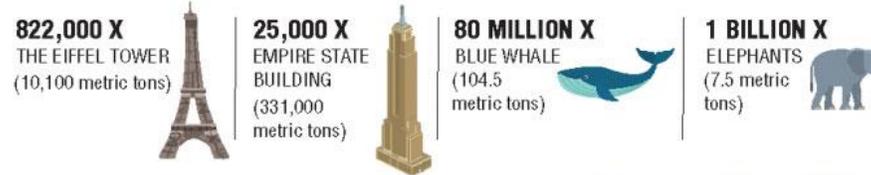
- About 80% of all plastic ever produced, mostly single use plastic, remains in landfills or the natural environment



A clearer picture of plastics

Humans have created about 8.3 billion metric tons of plastics to date, outgrowing all man-made materials other than steel and cement.

How heavy is 8.3 billion metric tons?



The rapid rise of plastics

A world without plastics seems unimaginable today, yet their large-scale production and use only dates back to around 1950.

GLOBAL PLASTIC PRODUCTION ESTIMATES





United Nations Decade of Ecosystem Restoration 2021-2030

“... The material — plastic — was an important invention. And we will continue to need this material. But we need to be deliberate about where and how we use it. we have come to understand that we must rethink how we produce and use plastics. Some single-use plastics have already been banned in many places. And two years ago, nations passed the historic UN Environment Assembly resolution that agreed to start negotiations for a legally binding instrument on plastic pollution. “

Inger Anderson, Under-Secretary General United Nations & General Secretary United Nations Environment Programme

Ottawa 22 April 2024



United Nations Decade of Ecosystem Restoration 2021-2030

UN Environment Programme - 10 steps to 'turn off the plastic tap'

These include:

- ❖ Eliminate unnecessary single use, short lived and problematic plastics
- ❖ Strengthen recycling of plastics
- ❖ Address existing and future plastic pollution



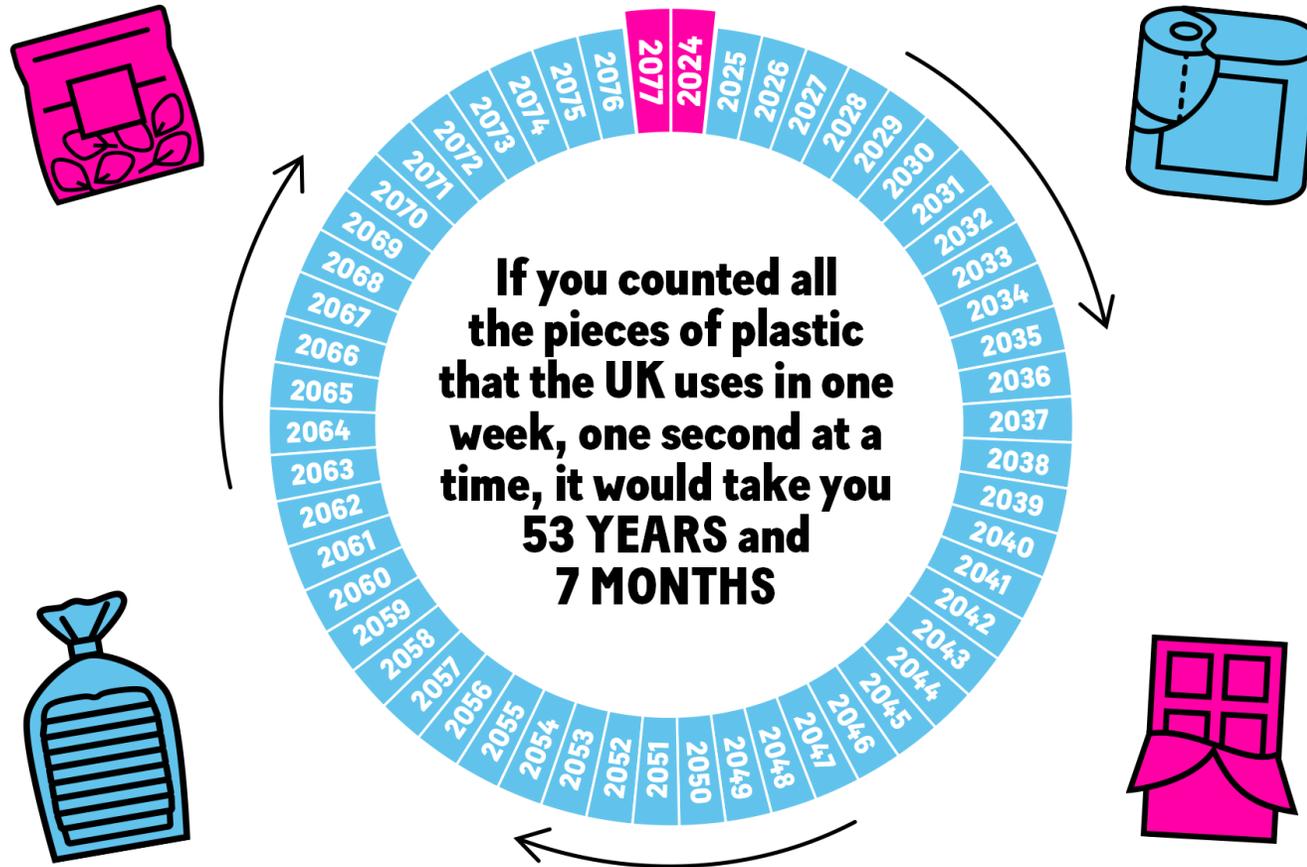
UK Big Plastic Count – March 2024

**UK HOUSEHOLDS
ARE THROWING
AWAY AN
ESTIMATED*
1.7 BILLION
PIECES OF PLASTIC
A WEEK – THAT'S
90 BILLION
PIECES PER YEAR**

*Assuming the data from our households are typical across the UK



UK Big Plastic Count – March 2024



Amsterdam

- Amsterdam City Council has adopted a green governance standard and was an Earthshot Prize finalist
- The Amsterdam Rotary Clubs started an initiative to remove plastic from the city and the following video reports upon their activities in June 2018

**END
PLASTIC
SOUP**





What's happening in RGB&I?

- Many Rotary Clubs are actively involved in cleaning rivers, seashores and other waterways both within our own District and more widely across our Islands
- Some of those Rotary Clubs have become Environmental cause-based Clubs including the Marlow & Henley Clubs in our Central & Eastern England Cluster Thames Valley District that are actively working with Environment Agency and Thames 21 to regularly clean sections of the River Thames in their area of waste plastic and other rubbish; initially using 'End Plastic Soup' but more recently 'Plastic Blitz'



What's happening in RGB&I?

- The success of Plastic Blitz in Marlow and Henley has secured many new members for those cause based Clubs
- Across Thames Valley District their Rotary Unplugged digitally based membership drive is proving successful
- Because of these successes all four Districts in Central & Eastern England Cluster have developed and are applying for additional membership funding through the RGB&I North Star programme
- A video follows about Thames Valley Plastic Blitz and how this can work for our Clubs. For full information about Plastic Blitz including how we can adopt this for our Clubs go to <https://rotaryplasticblitz.uk>







Central & Eastern England Cluster Unified Statement

Rotary pledges to improve the environmental quality of our lives by educating, encouraging, and providing resources for people to practice environmentally conscious habits. Working together with our communities we are creating a more environmentally friendly world.



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LEADERSHIP DEVELOPMENT AND TRAINING

Lindsay Pearson

Rotary
in East Anglia



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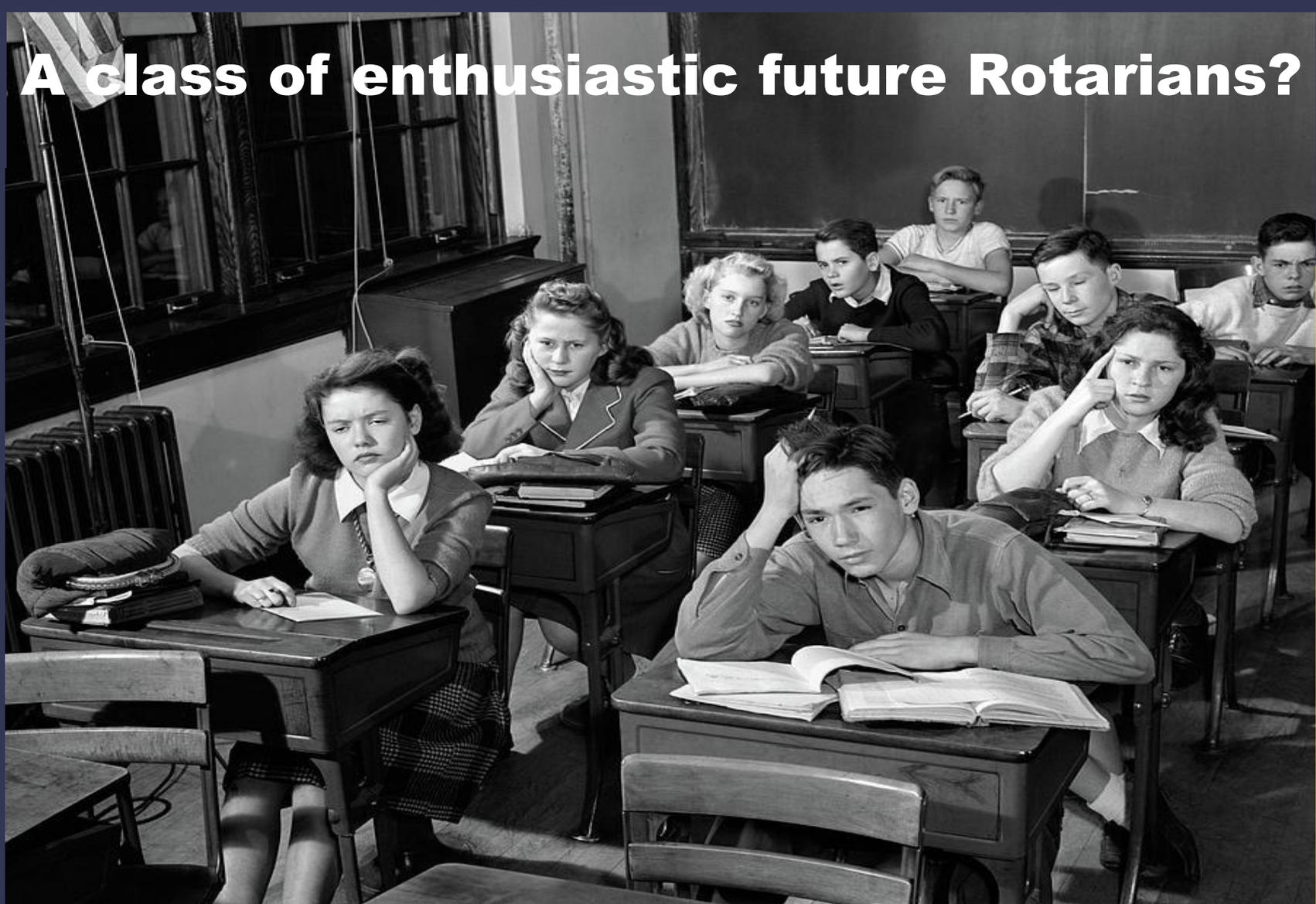
LEADERSHIP DEVELOPMENT AND TRAINING

Slide 1 of 64

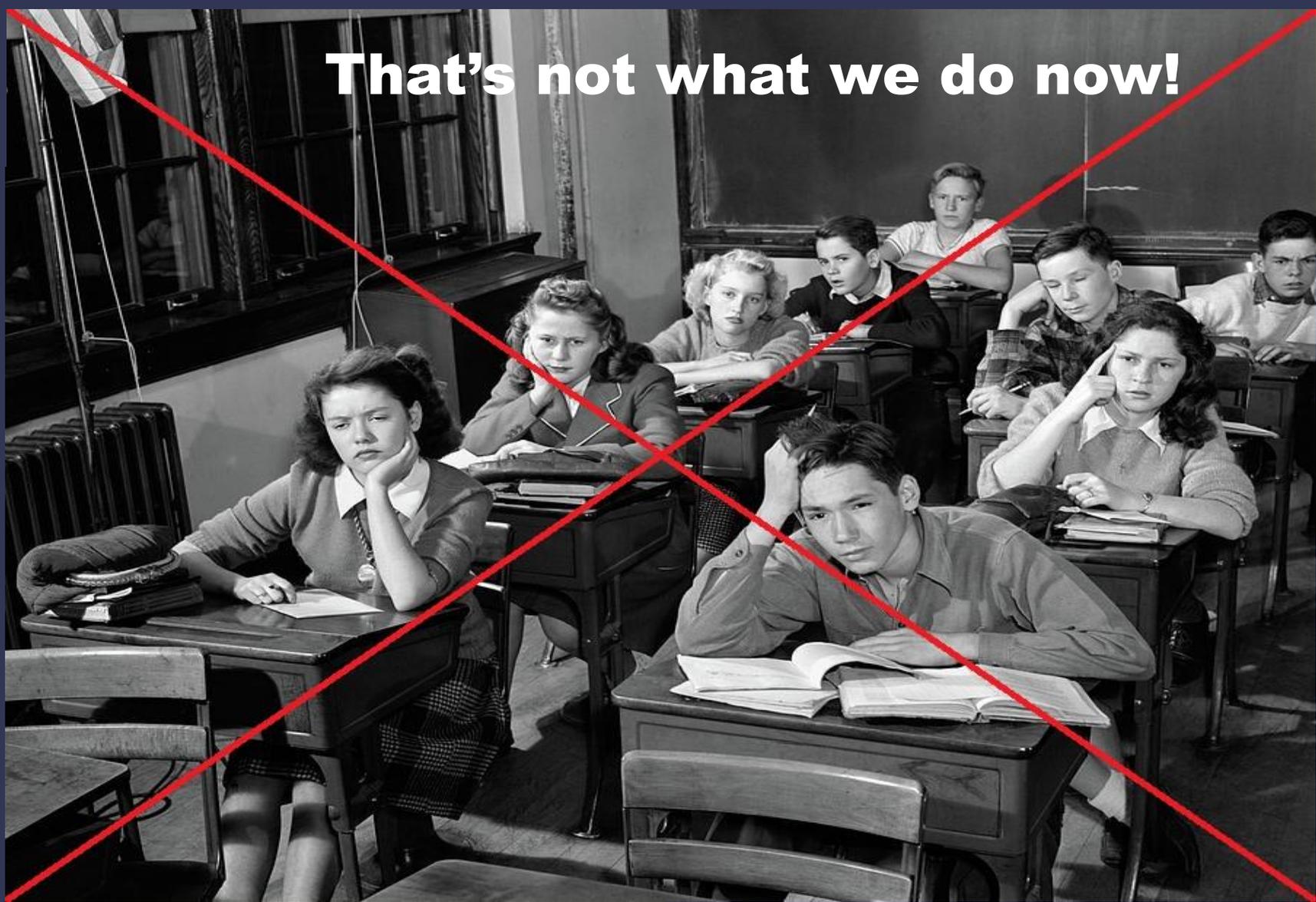
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A class of enthusiastic future Rotarians?



That's not what we do now!



DISTRICT ASSEMBLY 2024

What we really do...

- **Arrange this District Assembly**
- **Set up and run Multi-District PETS**
- **Organise Club Secretary sessions**
- **Organise Club Treasurer sessions**
- **Run the Assistant Governor forum**
- **and a lot more...**



DISTRICT ASSEMBLY 2024

So what do we need from you?

**Tell us what you would like us to
provide**

**Any subject you think would help you
get more from your Rotary**

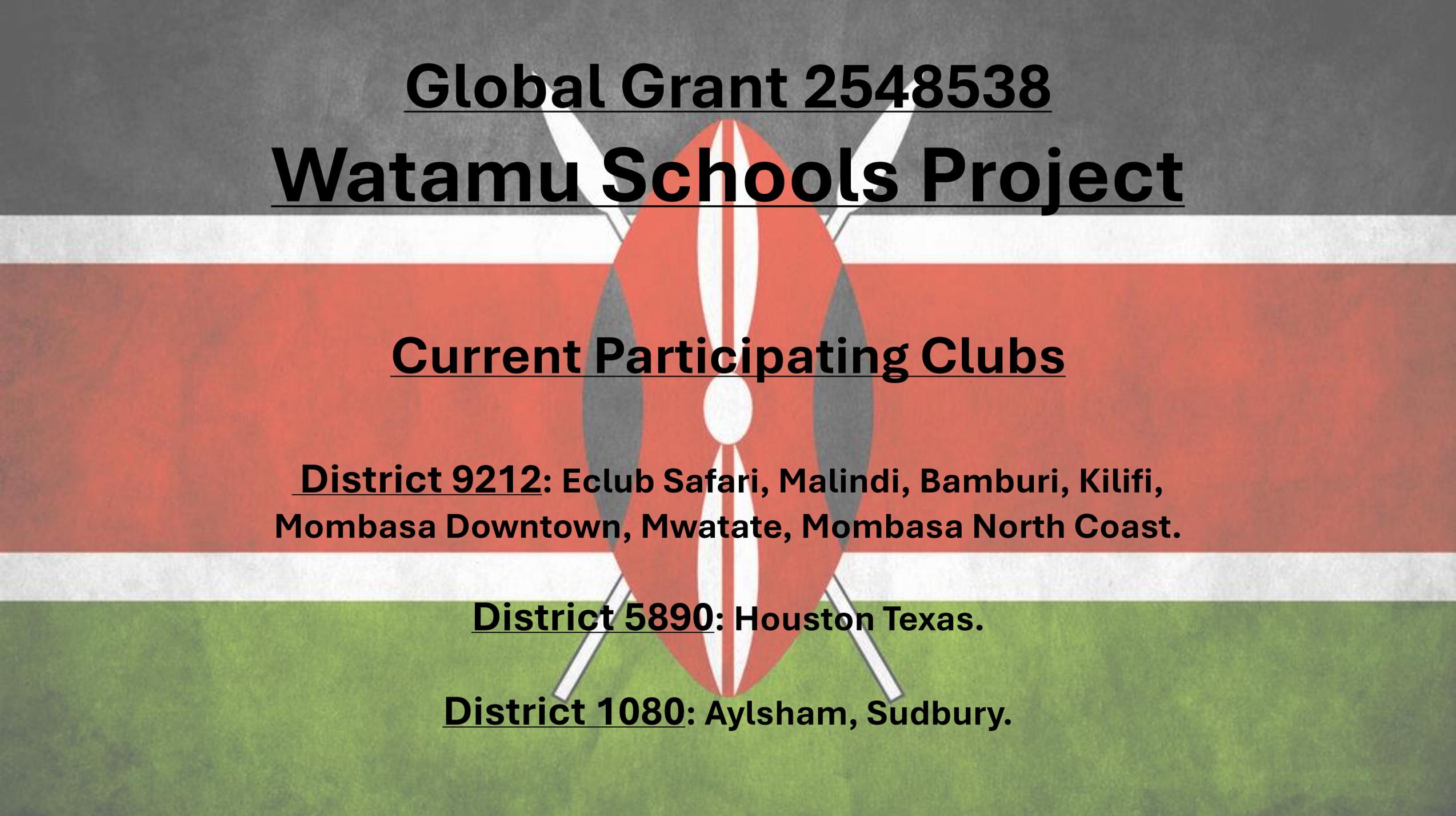


DISTRICT ASSEMBLY 2024

DGE
IAN GRAHAM

Rotary
in East Anglia





Global Grant 2548538
Watamu Schools Project

Current Participating Clubs

**District 9212: Eclub Safari, Malindi, Bamburi, Kilifi,
Mombasa Downtown, Mwatate, Mombasa North Coast.**

District 5890: Houston Texas.

District 1080: Aylsham, Sudbury.





DISTRICT ASSEMBLY 2024

LUNCH AND NETWORKING

Rotary
in East Anglia

