

THREE YEAR THANK YOU CAMPAIGN

A CAMPAIGN DESIGNED TO STEWARD DONORS WHILE DEMONSTRATING HOW ANNUAL FUND - SHARE WORKS. WE THANK ANNUAL FUND - SHARE DONORS FROM THREE YEARS AGO AND INCLUDE PICTURES AND INFORMATION ON PROJECTS THAT HAVE BECOME REALITY BECAUSE OF THEIR GIFTS.

TIMELINE

- DISTRICT CONVERSATION WITH AGO
 - SET A DATE TO TALK ABOUT CAMPAIGN
- REPORTS AND TEMPLATE
 - WITHIN A WEEK
- EMAIL OR MAIL THANK YOUs
 - FIRST WEEK OF THE MONTH
- REPORTING RESULTS
 - SIX WEEKS AFTER CAMPAIGN ROLLOUT



PILOT CAMPAIGN RESULTS

Three Year Thank You Campaign Summary
November 2, 2020 - December 17, 2020

District	Total Sent	Donor Retention	% Giving	Gifts to AF SHARE	Total Gifts
5050	1596	415	26%	\$ 42,064	\$ 70,395
5960	1042	235	23%	\$ 37,248	\$ 42,561
5970	1159	160	14%	\$ 22,441	\$ 26,041
6270	1254	101	8%	\$ 17,008	\$ 21,520
6420	805	125	16%	\$ 11,863	\$ 17,463
6450	1039	203	20%	\$ 16,457	\$ 24,097

OBSERVATIONS & COMMENTS

- THIS CAMPAIGN IS DESIGNED AS STEWARDSHIP PIECE
- DISTRICT 5050 RAN THIS CAMPAIGN CONCURRENTLY WITH A CAMPAIGN THAT INCLUDED AN ASK AND they HAD THE MOST SIGNIFICANT RETURNS
- RETURNS WERE SIMILAR FOR BOTH EMAIL AND MAIL CAMPAIGNS

SAMPLE EMAIL CAMPAIGN

Dear Randy,

Three years ago, you made a gift to The Rotary Foundation Annual Fund-Share that helped District 6450 raise \$240,804, generating \$120,402 in District Designated Funds in 2019-20. **As a result, this past year, your gift helped provide funds for 11 global grant projects, 46 district grant projects and 31 COVID-19 disaster response projects for communities in need!**



You have helped us provide the gift of communication to nursing home residents and hospitals patients in the Chicago area during the COVID-19 pandemic. Rotarians from 39 clubs provided 230 iPads to 72 nursing homes and underserved safety net hospitals where quarantine and illness have bred isolation and loneliness. The recreational therapy director at one of the nursing homes said the iPads from Rotary "have revolutionized the way our residents can communicate with loved ones." They are a lifeline for nursing home residents!

Your continued generosity and support to the Annual Fund-Share ensures our District can carry on projects like this that improve the lives of people in our local community and around the world.

Thank you for Doing Good in the World!

Sincerely,

District Governor Chuck Corrigan
District Rotary Foundation Chair Rachel Ossyra

SAMPLE MAIL CAMPAIGN



Dear XXXX,

Three years ago, during the 2016-17 Rotary year, you made a gift to the Annual Fund-Share. That contribution helped our District 5960 raise \$378,564, which generated \$189,282 in District Designated Funds to be used in 2019-20. **As a result, this past year, your gift helped provide \$1,676,032 to communities in need!** We have included a full list of projects to which our District Designated Funds were applied. Your continued generosity and support to the Annual Fund-Share ensures our district can carry on projects that improve the lives of people in our local communities and around the world. Thank you for creating Positive Peace and Doing Good in the World!

Sincerely,

Ed Marek

J. Kyle Haugen

Ed Marek
District Governor, 2020-21

J. Kyle Haugen
District Rotary Foundation Team Leader, 2019-21



New Richmond Rotary:
Latrine & Handwashing Station in Panama



Arden Hills/Shoreview Rotary:
Sewing Center and Training Program in India



2019-20 DISTRICT 5960 GRANT ACTIVITY MADE POSSIBLE BECAUSE OF YOUR CONTRIBUTIONS!

DISTRICT GRANTS

- STILLWATER SUNRISE:** Provided virtual reality equipment to help people understand dementia. Total: **\$6,016**
- LAKEVILLE:** Sent at-risk teens on a mission trip as part of Tree House so they could build needed skills. Total: **\$11,780**
- RICE LAKE:** Purchased bulletproof medical vests for EMS to enhance response time in dangerous situations. Total: **\$9,891**
- NEW RICHMOND:** Built latrine and handwashing station in village in Panama. Total: **\$6,991**
- HAYWARD:** Sponsored Winston Churchill reenactment in community to teach about perils of intolerance. Total: **\$2,950**
- S. ST. PAUL-INVER GROVE HEIGHTS:** Provided vision screening tools to the community schools to identify issues. Total: **\$6,470**
- RIVER FALLS:** Purchased and shipped an ambulance to community in Nicaragua to assist in patient transport. Total: **\$7,421**
- FOREST LAKE:** Provided infrastructure to Food for His Children's farm & Innovation Center in Tanzania. Total: **\$22,000**
- NEW BRIGHTON-MOUNDS VIEW:** Purchased a Two-wheel tractor for use at ECHO Global Farm in FL. Total: **\$12,076**
- ST. PAUL SUNRISE:** Provided funding for self-defense classes in conjunction for trafficking victims. Total: **\$7,250**
- WHITE BEAR LAKE:** Remodeled the water supply in Rancho Que-medo, Costa Rica. Total: **\$19,300**
- HUDSON:** Partnership with International Village Clinic to remodel classrooms at primary school in India. Total: **\$28,718**
- NORTHFIELD:** Installed solar power, updated computer equipment other upgrades at maternity ward in Togo. Total: **\$18,400**
- GREATER ROCHESTER:** Installed "smart" sensors on water chlorinators to provide safe water in Nicaragua. Total: **\$12,500**
- ST. PAUL:** Provided ultrasound machine to clinic at Nyebikeke Refugee Camp in Rwanda. Total: **\$21,000**
- NEW PRAGUE:** Installed a Rotary clock tower with Four Way Test on base on Main Street. Total: **\$30,500**

DISTRICT 5960 & SEVERAL CLUBS:

COVID-19 Disaster Response Grant to YMCA of the North, Second Harvest Heartland and Channel One Regional Food Bank
Total: **\$27,000**

GLOBAL GRANTS

- LAKEVILLE:** Economic Development Grant in Iringa, Tanzania providing receipts for farmers to store their excess crops so they can be sold at a time that best benefits the farmer. Total: **\$188,200**
- ROSEVILLE:** Water/Sanitation/Hygiene Grant in South Kivu Province, Democratic Republic of Congo creating a new clean water system that will benefit the area medical center, a new school, the community center and 2,000 residents. Total: **\$44,750**
- ROCHESTER:** Remedying toxic respiratory environments in Guatemala. Total: **\$55,823**
- HUDSON & HUDSON DAYBREAK:** Establish water supply & delivery system in Mhazi, Tanzania. Total: **\$323,749**
- RICE LAKE:** Provide traditional and technological resources to increase literacy in Guatemala. Total: **\$631,247**



The Rotary Foundation of Rotary International is a 501(c)3 non-profit organization, Tax ID #36-3245072

October 17, 2020

«AddressBlock»
Address
City, Prov Pcode

«GreetingLine»

Three years ago, in the Rotary year 2016-17, you made a gift to The Rotary Foundation - Annual Fund-Share that helped District 5050 raise \$400,156 generating \$200,078 in District Designated Funds (DDF) in 2019-20.

As a result, this past Rotary year, your gift ensured that an above average number of our clubs could leverage their club funds by receiving a District or Global Grant. This allowed our clubs to maximize their support of their local or international communities in need.

Your continued generosity and support to the Annual Fund-Share ensures our district can carry on projects that improve the lives of people in our local community and around the world. Thank you for Doing Good in the World!

Your District Foundation Grants Committee has, and will continue, to have a "let's find a way to get to YES" attitude. This positive attitude supports clubs in taking advantage of District and Global Grants.

The \$400,156 donated in 2016-17 came back to us last year, 2019-20, with \$200,078 in District Designated Funds (DDF) that we split 50/50 to support District and Global Grants. The remaining \$200,078 stays with the World Fund and is SHARED by all Rotary Clubs and Foundation programs.

Last Rotary year we were able support club funded projects with 20 District Grants awarding \$104,292 of DDF. Plus, we supported 13 Global Grants with \$235,134 of DDF. The 13 Global grants also received \$448,090 from the WORLD FUND. DDF that is not used in the year it is received is rolled into the next year. The result was last year we were able to use DDF and the World Fund to support our club projects with **\$787,516**. Several clubs were able to get a total \$123,352 of matching funds from the Canadian Government. Once you add in the Club funds, DDF, World Fund and the Canadian Government matches you get **\$1,295,087** of Doing Good in the World.

«GreetingLine» it all started with a donation from you. Without the generous support from you this would not have been possible. We urge you to continue to give to OUR Foundation - The Rotary Foundation.

The following pages will give you a spreadsheet of the 2019-20 District and Global Grants plus an Annual Fund SHARE graphic. Global Grants are open all year resulting in a rolling number of them in various stages of submitted, approved, or funded.

Once again, please accept our gratitude for your generosity.

Yours in Rotary,
Carol

Carol Tichelman
District Governor
carol@tichelman.com

Yours in Rotary
Malcolm

Malcolm Kennedy
District Foundation Chair
malcolm.rotary@outlook.com



Your donation to The Rotary Foundation Doing Good In the World

Rotary Club	District Grant Projects funded in 2019-2020	Club Funds	District Designated Funds (DDF)	Total Project Budget
1	Bellingham (IPA) Kinder/Primary Classrooms Aldea Nueva, Copan, Honduras	\$1,096	\$1,096	\$2,192
2	Burlington (IPA) Upgrade Kindergarten Copan Ruinas, Honduras	\$1,633	\$1,633	\$3,266
3	Chilliwack \$5 for \$5 Commemorative Tree Planting, Chilliwack	\$15,764	\$10,000	\$25,764
4	Chilliwack Village BioSand Water Filtration System Philippines	\$5,000	\$5,000	\$10,000
5	Coquitlam Home Renovation for 7th-Cities Friends of Refugees	\$1,850	\$1,850	\$3,700
6	Everett Clean Water for the Ngabe people, Boosa del Toro, Panama	\$10,000	\$9,492	\$19,492
7	Piango Island Outreach project for addiction wellness clinic, Piango Island	\$4,000	\$4,000	\$8,000
8	La Conner (IPA) School furniture Copan Ruinas, Copan, Honduras	\$2,506	\$2,506	\$5,012
9	Langley Langley Community Services Center facility improvement project, Langley	\$2,373	\$2,337	\$4,710
10	Langley Central Disability Employment Event & Awards, Langley	\$1,877	\$1,877	\$3,754
11	Marysville Boy Scout Build 2.0, Marysville	\$6,058	\$6,000	\$12,058
12	Mission Morning Supply Feminine Product Kits & Training in Zambia	\$2,375	\$2,375	\$4,750
13	North Delta Liki Special Needs School upgrades to furniture & beds, Nanyuki, Kenya	\$5,000	\$5,000	\$10,000
14	Oak Harbor Repair & upgrades to Oak Harbor Lagoon Bridge, Oak Harbor	\$30,000	\$10,000	\$40,000
15	Port Moody Building Youth Public Speaking, & Leadership skills, Port Moody	\$8,813	\$8,813	\$17,626
16	San Juan Bring power to village of Ingenios, Copan, Honduras	\$6,870	\$6,870	\$13,740
17	Sedro-Woolley Upgrade power to Village of La Moya, Copan, Honduras	\$2,543	\$2,543	\$5,086
18	South Surrey Sustainability of Ban Bang Boon Hospice, Thailand	\$5,000	\$5,000	\$10,000
19	South Surrey Improve living standards at Happy Home Children's Facility, Bantambang, Cambodia	\$8,900	\$8,900	\$17,800
20	White Rock Support for Sources Women's Place, White Rock	\$9,000	\$9,000	\$18,000
District Grants		\$130,648	\$104,292	\$234,940

Rotary Club	Global Grant Projects 2019-2020 in submitted, approved or funded status	Club Funds	District 5050 Designated Funds (DDF)	The Rotary Foundation World Fund	Canadian Government Grant	Total Project Budget
1	Chilliwack GG2010661 Fostering literacy-Tambogrande, Plura Peru	\$30,000	\$30,000	\$75,000	\$60,000	\$195,000
2	Piango Island GG1988687 Rural Medical Mission Outreach-Honduras	\$21,157	\$21,157	\$31,736		\$74,050
3	Chilliwack GG1990577 Water & Sanitation for 12 schools, Diere Biman, Ethiopia - Multi District Project	\$22,500	\$22,500	\$33,750		\$78,750
4	Coquitlam GG2097414 ARES project in Kenya	\$8,900	\$8,900	\$22,000	\$17,600	\$57,400
5	WR Peninsula GG2095201 Human Milk Bank, Sao Paulo, Brazil	\$13,834	\$10,501	\$37,919	\$21,002	\$83,256
6	Piango Island GG2011335 Economic Development, Copan, Honduras	\$27,153	\$27,153	\$40,730		\$95,036
7	Mount Baker GG2098256 Water wells-Niger State, Nigeria	\$14,650	\$14,550	\$21,875		\$51,075
8	White Rock GG20115804 Dodoma Surgical & Obstetrical Laboratory, Tanzania	\$15,000	\$15,000	\$22,500		\$52,500
9	Langley Central GG2019637 Food Crop Production of Swamp Rice, Liberia	\$30,000	\$30,000	\$45,000		\$105,000
10	Everett GG2978133 Dajabon Greenhouse Gardens, Dominican Republic	\$30,000	\$30,000	\$46,325		\$106,325
11	Burlington GG2095347 ARES Project, Kenya	\$20,000	\$10,000	\$20,000		\$50,000
12	Sedro-Woolley, Port Moody GG2096300 Sanitation and Hygiene, El Jute, Guatemala	\$5,000	\$3,000	\$16,567		\$24,567
13	Port Moody GG1990555 Education, Literacy & Safety-Beize	\$15,375	\$12,375	\$34,688	\$24,750	\$87,188
Global Grants		\$253,569	\$235,136	\$448,090	\$123,352	\$1,060,147