DISTRICT GOVERNOR'S NEWSLETTER

Botswana | Eswatini | Mozambique | South Africa

UNITE FOR GOOD

Rotary

~ Message to D9400 from DG Maria Angelica Salomao for July 2025 ~

Dear Fellow Rotarians, Rotaractors and Friends of Rotary of District 9400,

The clock is moving, and the new Rotary year is already 1 month old. We don't have time to waste as the task before us is huge: Growing membership in D9400 is critical. The number of Rotarians and Rotaractors must grow. To achieve it, Clubs must ensure that the environment is enjoyable, club experience is attractive so that members have the sense of belonging and being care for and want to stay in the Rotary family.

Rotary values diversity, bringing together people from various professions, backgrounds, and regions. This breadth strengthens our ability to serve communities and fosters unique friendships that define Rotary as a distinctive organisation.

Let's strength Fellowship, use our diversity to provide service and contribute to the changes that improve the lives of the underserved always inspired by the Motto Service Above All. In this world torn by lack of understanding and peace, Rotarians should disseminate good will and be the champions of peace and understanding among professional, business and community leaders united in the ideal of service. Integrity and high ethical standards in business and professions show the face of a true Rotarian.

Being a Rotarian is more than a condition but a lifestyle. A Rotarian, and special Rotary leaders leads by example embedded by the Rotary values.

Though D 9400 being a district with a young population, Rotary institutions do not translate that picture. It is essential to motivate young people to join Rotary and feel the **joy to serve**.

The world is evolving. Rotary must consider innovative ways to expand the organization, adapt to the demands of modern living and current social structure. It may be time to consider adopting flexible meeting formats to attract more members. Modern technologies support growth through satellite clubs, E-clubs, interest fellowship clubs, and passport clubs, among others. Traditional face-to-face clubs may need to adopt a hybrid model, as time constraints and distance can hinder membership growth - especially with younger generations we aim to engage as future leaders.

Bem vindo Novo Ano Rotário! Estimados Companheiros Rotários, Rotaractors e Amigos do Rotary do Distrito 9400,

O relógio já está em movimento e já se passou um mês. Não há tempo a perder e a tarefa que temos é emorme: A tarefa crítica de aumentar o número de membros no D9400: Estamos abaixo do limiar de 1.1000 membros. O número de Rotários e Rotaractors deve crescer. Para tal, os clubes devem criar um ambiente agradável, uma experiência de clubçãe atractiva que leve os membros a ter a sensação de pertença e de ser queridos e de querer permanecer na Família Rotária.

O Rotário valoriza a diversidade, juntando pessoas de vários profissões, perfis e regie contribuir para as mudanças que melhoramões. Esta abordagem reforça a nossa capacidade de servir comunidades e alimenta amizades únicas que definem o Rotary como uma organização distinta.

Reforcemos a convívio amigável , usar a diversidade para providenciar serviços e contribuir para as mudanças que melhorem vidas dos não privilegiados sempre inspirados pelo lema de Dar de Si Antes de Si. Neste mundo caracterizado por falta de compreensão e de paz, os Rotários devem privilegiar a boa vontade e ser os campeões da paz e compreensão entre professionais, empresários e líderes comunitários compreensãounidos pelo ideal de servir. A integridade e aplicação de altos padrões éticos em negócios e profissões demonstram a imagem de um verdadeiro Rotário.

Ser Rotário mais do que uma condição é um estilo de vida. Um Rotário e, em especial, os líderes Rotários mobilizam pelo seu exemplo embuídos dos valores Rotários.

O Distrito 9400 (D 9400) é um didtrito com uma população maioritariamente jovem. Embora o D 9400 seja um distrito com uma população jovem, as suas instituições Rotárias não traduzem tal facto. É essencial motivar população jovem a afiliar-se no Rotary e **viver o prazer de servir**.

O mundo está em evolução. O Rotary tem de considerar formas inovativas de expandir a organização, adaptar-se às exigências da vida actual e actual estrutura social. Pode ser tempo de se adoptarem modelos flexíveis para atrair mais membros. Tecnologias modernas podem facilitar o crescimento via Clubes Satelites, e clubes ou clubes de membros com interessses comuns, de passaportes, entre outros. Os clubes da tradicional

August is the month of Membership and new Clubs Development.

Members are the heart of Rotary. District 9400 should keep increasing membership, ensuring gender balance and empowering girls. Clubs must induct new members and ensure that they stay in the organisation. This implies that Clubs have a health atmosphere to prevent attrition but favours Membership increase. Retention is the key to membership growth and must be sustained. Membership growth also means more resources to do the good Rotary wants to disseminate. Story telling may be a strategy to use to properly market Rotary.

UNITED FOR GOOD, **let's embrace the journey of growth, service and connection and build a Rotary that unites and grows stronger.** We look forward to seeing how many Rotarians we will have in the District D9400 by 30 June 2026.

With gratitude and in service,

DG Maria Angelica Salomao

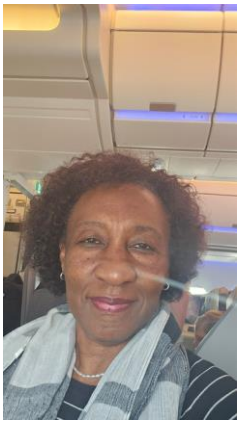
District Governor, 2025-2026
Rotary District 9400

reunião presencial podem ter ter de adoptar um modelo híbrido pois constrangimentos de tempo e distância podem afectar negativamento o aumento de membros – especialmente das novas gerações que pretendemos engajar como futuros líderes.

Agosto é o mês dos Membros e estabelecimento de novos Clubes.

Os Membros são o coração do Rotary. O Distrito 9400 deve continuar a aumentar de membros, asseguando o balanço de género e o empod, eramento de raparigas. Os clubes devem não recrutar membros mas assegurar que eles permanecem na organização. Tal implica que o ambiente seja saudável para prevenir abandonos mas favorecer o crescimento de membros. A retenção é a chave para o crescimento de membros e deve ser garantida. O crescimento de membros também significa disponilidade de mais recursos para o Rotary continuar a fazer o bem. Contar histórias pode ser uma estratégia para promover o Rotary e atrair mais membros.

UNIDOS PARA FAZER O BEM, vamos embarcar na jornada de crescimento, serviço e conexão entre membros e construir um Rotary que une e é cada vez mais forte. Estamos ansiosos em ver quantos Rotários seremos no D9400 a 30 de Junho de 2026.



DG Angelica in the InterCAP bus starting her year of travel and meeting Rotarians from all over D9400

Mokopane where I had inducted Chief Victor Ojionye as President 2025-2026 on 5 July

Kgosatsana Sithole, a unique adolescent, born with no upper arms, is the newly inducted President of the first E-Rotaract Club of D9400

IPDG George Senosha and DG Angelica with the newly inducted President Manny Ferreirinha of the E-Club of D9400 Portuguese International, Annemarie Mostert, E-Club of Eagle Canyon, and Shereen Hunter, E-Club of Southern Africa

DG and IPDG with President Manny Ferreirinha and the newly inducted members at the chartering of the E-Club of D9400 Portuguese International

AUGUST is MEMBERSHIP & NEW CLUB DEVELOPMENT MONTH

August is designated as Membership and Club Development Month, when Rotary Clubs around the world focus on membership in Rotary. **Does your club have a plan? Are you executing your own plan** to invite your friends and business associates to join your Rotary Club?

Potential club members are everywhere. But to get them to join Rotary, clubs must use creativity and imagination. Rotary is a worldwide network of neighbours, friends, leaders, and problem-solvers dedicated to creating a positive, enduring impact on our communities and across the globe.

It is an ideal time to contemplate the numerous advantages of Rotary membership. It's time. Time to celebrate your Rotary club, your members, and the good you do in your community and around the world ....

There are many ways to join in the celebration, but here are a few activities to get you started:

Say it loud, say it proud!

Let everyone in your social network know that you are a proud member by changing your Twitter and Facebook profile to the I'm a Proud Member, I'm a Proud Rotaractor, or I am a Proud Interactor graphic. Copy and save the graphic as your profile picture for August.

Exchange ideas

Do you have successful membership strategies that have worked well in your community? Share them on the Membership Best Practices Discussion Group.

We Are Rotary

Using the hashtag #WeAreRotary, post photos to Facebook, Twitter, Instagram, or Vine of your club members at work in your community or abroad to show how Rotary makes a positive impact in the world.

Make a difference

Rotary clubs are known for the high-impact service projects they undertake locally and globally. Share stories about your service projects and how they improve lives on Rotary Showcase. Be sure to follow us on Facebook, Twitter, and Instagram to see what Rotary members around the world are doing to celebrate Membership Month.

What does Rotary mean to you?

Rotary members have pushed polio to the brink of eradication, delivered clean water to those in need, improved their local communities, provided scholarships to the next generation of peacemakers, and continued to do good in the world.

All roads lead to Taipei, Taiwan for the Rotary International Convention 13–17 June 2026

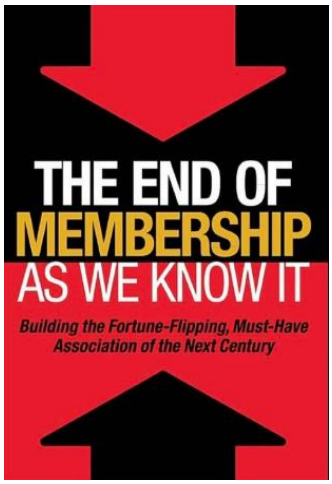
Taipei is the perfect place to celebrate Rotary with friends old and new. From inspiring sessions to unforgettable cultural experiences, you won't want to miss it!
SAVE when you register and pay between 21–25 June 2025 — don't miss this limited-time offer!
Start planning your journey to Taipei today!

Click here to find out more:

https://rotary5810.org/sitepage/rotary-international-convention

Is Membership Dead?

Membership is NOT dead; we rather need to change our thinking and our models to successfully grow our organisations' membership. Have you heard of the book "***The End of Membership as We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century***," written by Sarah Sladek? This is the one book that does NOT argue like other books.



Sarah Sladek says that traditional membership models are quickly becoming obsolete in a world dominated by rapid technological change, shifting demographics, and new expectations of value and engagement—especially from younger generations.

Rotary faces the same challenges as the associations analysed by Sladek: a model designed for past generations that does not resonate with new generations. Sladek describes how associations can respond to changes affecting participation. To grow, it must rethink its value proposition, adopt technology, and make structures more flexible while maintaining its mission but adapting the way it executes it.

The principles of community-led development are a great place to start!

"***Nothing about us without us***."

Agile organisations are the survivors. And most important is the quality of *Listening* to current membership and *Target* membership. What will support this is the *Speed of Decision Making* and *Promptness of Implementing* these decisions.

Sladek suggests several solutions for a world that moves fast and where speed is relevant:

- **Regularly survey members** and hold focus groups to stay attuned to changing needs.
- **Innovate membership models**—experiment with tiered, freemium, online, and group memberships, rather than a "one-size-fits-all" annual dues structure.
- **Use marketing strategies** that differentiate your association, guarantee value, highlight core benefits, and target well-defined audiences.
- **Leverage technology** to build online communities and expand the concept of "community" beyond geographic or traditional lines.

Just looking at the chapter titles – embracing change, offering better benefits, furthering our reach, membership models – outlines a wake-up call to associations, clubs, and membership-based organisations emphasising the need for ongoing research, innovation, and adaptation to thrive in a changing environment.

1. The Crisis of Traditional Membership

- Membership organisations are facing declining numbers, aging bases, and waning relevance.
- People no longer join out of loyalty or obligation—they join for value and experience.
- Younger generations (Gen X, Millennials, and Gen Z) are not compelled by legacy institutions.

2. What's Changed?

- Technology has revolutionised access to information, reducing the need for traditional gatekeeping institutions.
- Culture has shifted from long-term commitment to on-demand, customisable experiences.
- Demographics are changing: associations were built by and for Baby Boomers, but they don't meet the needs of today's diverse, digital-native generations.

3. The Engagement Revolution

- Engagement is no longer about newsletters and annual conferences.
- Members want ongoing, meaningful involvement: interactive platforms, flexible participation, and immediate value.
- Associations must transition from membership-based to community-driven or movement-based organisations.

4. Rethinking Value Propositions

- The old model of paying dues for prestige or information is over.
- New models must deliver:
- Personalised value
- Career relevance
- Social and professional connection
- Purpose and impact
- The author challenges organisations to ask: "Would I join this today?"

5. Leadership Shift

- Traditional boards may resist change, but transformation requires bold, future-focused leadership.
- Sladek recommends bringing in younger voices and forward-thinking strategists.
- A "we've always done it this way" attitude is a death knell.

6. Building the 'Must-Have' Association

- To become indispensable, organisations must:
- Know their audience intimately
- Create agile and relevant offerings
- Communicate value clearly and frequently
- Invest in technology, storytelling, and data
- Focus on impact over tradition

7. The Fortune-Flipping Opportunity

- Disruption creates opportunity: the associations that adapt can dominate.
- This is a call to reinvent, rebrand, and rebuild.

Key Takeaways

- Membership is not dead—but the old model is.
- Younger generations seek authentic connection, impact, and value—not just dues and rituals.
- Associations must evolve or dissolve.
- The future belongs to organisations that listen, adapt, and lead with courage.

I joined Rotary because ...

When you joined Rotary, chances are it was because you wanted to make a lasting difference. **Holger Knaack**, TRF Trustee Chair, says **Arch Klumph** felt the same way.

When he proposed **The Rotary Foundation in 1917**, he envisioned more than just a fund. He saw an enduring vehicle for Rotary members to serve their communities and create lasting change. More than a century later, that vision thrives, thanks to your dedication and to the Foundation's unique structure, which empowers members to identify and solve global problems at every level.

Today, I invite you to look at The Rotary Foundation with fresh eyes. Imagine a charity governed by its own members. A global mission carried out by those very members. A Foundation that reflects the shared values of its members — ensuring clean water and literacy for all, eradicating the scourge of polio, building local economies through entrepreneurship, and making the world more peaceful through conflict resolution training.

Holger Knaack
TRF Trustee Chair

Doesn't this sound like an interesting charity? The Rotary Foundation is trusted around the world because we have earned that trust. After our successful Programs of Scale initiative in Zambia, the **Gates Foundation** and **World Vision** invited us to lead again — resulting in the $30 million Rotary Healthy Communities Challenge across four African nations.

We are efficient, strategic, and guided by dedicated professional staff and passionate volunteers. Our Foundation consistently receives top marks from **Charity Navigator**. And the Gates Foundation matches our $50 million annual commitment to polio eradication 2-to-1, depositing $100 million into our account each year. That is trust, delivered.

A charity governed by its own members

Even in conflict zones, we are there. In Gaza, a single confirmed polio case triggered a humanitarian pause in the war, allowing health workers to vaccinate children and quell an outbreak. Rotary helped fund that urgent response. Once again, we proved to be a reliable partner in a crisis.

We can be proud that we made a difference. **Now we look ahead to our ambitious $500 million fundraising goal for 2025–26.** We can reach it together, as we boldly support a Foundation that is doing bold things.

Rotary is not going anywhere, because Rotary is everywhere! That is our strength. That is our unique opportunity. Be part of the legacy of The Rotary Foundation. It is one that Arch Klumph would be proud of. It is a legacy that has changed the world and will continue to do so, as long as we are all part of it.

MEET YOUR ASSISTANT GOVERNOR FOR 2025-2026

AREA	AG NAME
Maputo / Maputo Metro / Polana	Abdul Raufo Chaual (Maputo)
E-Club of Baobab / Mokopane / Pietersburg 100 / Polokwane	Adriaan Anderson (Polokwane)
Brits-Hartbeespoort / Rustenburg	Allan Cartey (Brits-Hartbeespoort)
Fourways Main Reef / Kyalami / Morningside	Ann Hope-Bailie (Rosebank)
Centurion / Pretoria Capital / Pretoria-Hatfield	Doulien Knopjes (Pretoria East)
Meyerton/H-O-K / Riverside / Vanderbijlpark	Fiona Brokensha (Meyerton/Henley-on-Klip)
Benoni Aurora / Benoni van Ryn / Nigel / Springs Gold / E-Club of Portuguese D9400 International	Grace Van Zyl (Johannesburg)
Haenertsburg / Hoedspruit	Horst Meyer (Pietersburg 100)
Bedfordview / Johannesburg East / Johannesburg South 101	Jacquelene Van Waveren (Vanderbijlpark)
Ermelo Phoenix / Middelburg / Witbank	Janine Cirigliano (Ermelo Phoenix)
Pretoria East / Waterkloof	Jean-Francois Mercier (Pretoria-Hatfield)
E-Club of Eagle Canyon / E-Club of Southern Africa D9400 / Krugersdorp / Monument	Jeanne Morland (Monument)
Johannesburg / Northcliff	Judith Sligcher (Johannesburg New Dawn)
E-Club of East Rand / Germiston / Knights-Pendragon	Kevin Bennett (Meyerton/Henley-on-Klip)
Barberton / White River	Leon Van Zyl (White River)
Francistown / Gaborone / Okavango	Michael Everingham (Gaborone)
Johannesburg New Dawn / Rosebank /Sandton	Ragu Govender (Northcliff)
Giyani / Phalaborwa	Simon Kudze (Phalaborwa)
Pretoria / Pretoria Sunrise / Pretoria West	Thabang Chiloane (Waterkloof)
Malkerns Valley / Manzini / Matsapha / Mbabane / Mbuluzi-Mbabane / Nhlangano	Wellington Motsa (Manzini)

Did you know that the Rotary Club of Chicago installed public toilets way back in 1907. Making Rotary the very 1st service club!?

Furthermore, it was an Economic Development project, not a sanitation project. The goal was to keep women shopping instead of having to go all the way home (and stay there) to use the restroom. It worked!

ANN'S MESSAGE
FROM DGA Frances

Dear Anns

It's hard to believe that the first month of our new Rotary Year has come and gone.

Some of the clubs have hit the ground running and taken part in Mandela Day activities, others have had a more leisurely start to the year, but everyone has made a point of "Uniting for Good". The Anns of District 9400 can be proud of what they achieve in their communities.

I spent a week during my school holidays travelling to Gauteng and to Polokwane on a "*Getting to know you*" trip so that I could meet some of the Anns of the area on an informal basis.

Sue and Lara Kirkpatrick gave me a warm welcome in Polokwane and then it was off to Gauteng where I joined the Anns of Benoni van Ryn for the induction of their new president, Gill. I was also lucky enough to join the Riverside Anns when they went out to various venues to distribute beanies and scarves for their Mandela Day project.

Newly inducted President of Benoni van Ryn hands over a box of ICE-packs (In case of emergency packs) for girls to DGA Frances.

Riverside Anns with their beanie and scarf distribution project

Back in Johannesburg, I was honoured to be present at their meeting when they acknowledged the work of one of their Anns, Ann Whitehead, with a Paul Harris Fellow. What an honour for me!

My last visit before heading off to the bush for a couple of days break was to my old home town, Krugersdorp. It was fantastic to see what they are doing. The visit was tinged in a personal sadness for me when I saw that the church I got married in had been closed and was now a home for homeless boys.

All in all, it was an inspiring few days and I look forward to seeing more of all the Anns in the coming months.

Keep warm in the last few weeks of winter!

Well done, all of you

Best wishes

DGA Frances

Ann Whitehead received a PHF from the President of the Rotary Club of Rosebank.

UNITE FOR GOOD

D9400 SERVICE ABOVE SELF

Click here to view Club newsletters and stories online! Send your Club Newsletters to admin@rotary9400.org.za to have them loaded onto the D9400 website!

Rotary Club of **Vanderbijlpark**

To celebrate Nelson Mandela-day, RC Vanderbijlpark selected to support Child Welfare with the assistance of Huis Belinda and Riverside Sun.

On their arrival, a long queue of eager people was waiting at the gates. Their appreciation and smiles made everyone's day. The club sponsored soup, bread, oranges and scarves. There was enough food available for lunch as well.

Meanwhile on the other side of town, RC Vanderbijlpark was also busy bringing cheer to the lives of 200 recipients at the Sharpeville Clinic. This was done together with President Hyper, which sponsored soup, bread and more.

The club is in the fortunate position to organize many Mandela days throughout the year.

Rotary Club of **Pretoria Capital**

RC Pretoria Capital celebrated Mandela Day by visiting the Sunshine Daycare centre in Rayton.

The team delivered 30 litres of cooked soup, 20 packs of vegetables donated by PicknPay (Rossouw /Simon Vermooten Street) and 30 loaves of bread from a test batch donated by the Southern African Grain Laboratory (SAGL).

The Tshwane University of Technology (TUT) donated sorghum energy drinks for all. The 26 children, aged 6 months to 6 years, were infatuated by the balls and balloons that we took along and the excitement was further heightened by the fun and games initiated by 14 TUT students.

Each child received a wool beany from the RC Pretoria East which is associated with the Bronberg Retirement Village where the inhabitants have a knitting club.

Rotary Club of **Haenertsburg**

RC Haenertsburg helped to renovate and also clean the Thusanang Training Centre on Mandela Day. Deneys Barry, the club's charter member and Paddy Ansell were very involved.

Rotary Club of **Pretoria Capital**

RC Pretoria Capital helped to keep everyone warm this winter. The club arranged for Watloo SPCA to receive carpets from the Premier Hotel in the city center of Pretoria.

The team also delivered 300 blankets to the needy – amongst which, orphans at the President Kruger Children's Home in Pretoria, destitute families who are dependent on the Seed of Life Collective's Sunshine Daycare centre in Rayton near Cullinan, elderly folk from The Inn Old Age Home and the people in KwaMhlanga, being assisted by Angels of the Planet Earth.

Via the NG Overkruin church, blankets were also provided to Jakaranda Kinderhuis, NG Jan Niemandtpark, Tshwane North Outreach, CMR Wonderboom en CMR Daspoort

District 9400 EVENTS CALENDAR

09	August 2025	**Women's Day** (South Africa)
16	August 2025	**AG Training**
30	August 2025	**AG Training Follow Up**
04 - 19	September 2025	**Friendship Exchange** to **Brazil.** If you want to join us, contact Jackie van Waveren +27 84 326 5228; jackievw40@yahoo.com
03 - 05	October 2025	**Harties RYLA**
16	October 2025	**World Food Day**
24	October 2025	**World Polio Day**
03-09	November 2025	**World Interact Week**
15	November 2025	**Rotaract Finance & TRF Seminar** Saturday
05 - 18	November 2025	**Friendship Exchange** to **Argentina.** If you want to join us, contact Jackie van Waveren +27 84 326 5228; jackievw40@yahoo.com
11	December 2025	**Rotaract 1st Semester Assembly** Thursday
29	January 2026	**Rotary Leadership Institute (RLI) training**
23	February 2026	**Sun never sets on Rotary**
30	April 2026	**DISCON,** Mozambique

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?

A Prova Quádrupla

Do que pensamos, dizemos ou fazemos:

1. É a VERDADE?
2. É JUSTO para todos os interessados?
3. Criará boa VONTADE e MELHORES AMIZADES?
4. Será BENÉFICO para todos os interessados?

DISTRICT 9400

To view the 4-Way Test in some of the other languages spoken in D9400, click **here**

DISTRICT GOVERNOR
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Join the District 9400 Facebook Page
CLICK HERE

SEND YOUR SUBMISSIONS TO:
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