

DECEMBER 2020

# Rotary

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AFRICA | south

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ALTRUISM

## Understanding Giving

We make a living by what we get, but we make a life by what we give



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Sarah van Heerden

Editor

# WELCOME

At some point you just have to make a choice on what's best for you. But sometimes what is best for you is doing your best for those around you. Whether we like it or not, each person in a community is a link in a chain. If we help strengthen the weak, broken and fatigued links, the chain is stronger and more resilient. However, if we degrade, ignore or isolate those links, the chain falls apart.

This has not been more evident than in the wearing of masks during the current pandemic. However, the logic of mask wearing seems to evade many. You DON'T wear it to protect yourselves, **you wear it to protect OTHERS.** I wear my mask to make sure that those around me, family, friends and colleagues, don't get any germs from me – especially, if for example, I am an a-symptomatic carrier.

I saw a photo of an engraved mirror that asked every 'anti-masker' to gaze into it to see all those they truly cared about protecting. It made an impact. Wearing a mask to cover your mouth is not enough, it must cover your nose too! Micro particles of saliva are exhaled when you exhale – whether it is through your nose or your mouth. So, if you wear your mask underneath your nose, then you too should probably be queuing before the above-mentioned mirror.

**It is important to remember that if we look after ourselves, we look after others, and if we look after others, we look after ourselves!**

For some time now a disturbing trend has emerged in many countries (both developing and developed). Public figures have taken the easier way to mobilise their followers; after all, it is a lot easier to divide with fear, than unite with integrity and inclusion.

To counteract this, we need to consciously make ourselves reject the division and we do that by doing what is best for us as part of a community. I saw a great quote online which needs to be repeated. *"Remember, it didn't start with gas chambers. It started with politicians dividing the people with 'us vs them'. It started with intolerance and hate speech and when people stopped caring they became desensitised and turned a blind eye."*

I personally think that this is a great message for us to reflect on during the festive season.

## 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?



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# President's message

Holger Knaack,  
Rotary International President (2020/21)



## Dear Rotarians, Rotaractors and friends,

As I look back on 2020, I reflect on how our lives have changed. The global COVID-19 pandemic brought pain and loss to many of us. And for almost all of us, our daily lives, family time and work also changed this year. But we've made it to the end of this difficult year, not on our own but by reaching out to one another, as we always do in Rotary. With each passing year, I become prouder of our organisation.

I will choose to remember 2020 as a year of great change and strength for us; Rotary didn't stop, despite the pandemic. We removed obstacles, found new ways to connect and embraced new approaches to service, such as online projects and virtual fundraising. I have invited two Rotarians to share their stories about how Rotary grew stronger this year.

*When the pandemic shut everything down, our emerging e-club was already providing digital service, including internationally. Fourteen US women and I, members of multiple Rotary clubs, were using WhatsApp to mentor women entrepreneurs in rural Costa Rica, helping them to grow their ecotourism business, RETUS Tours. The project has grown, with 30 Rotarians now providing consulting and help with the RETUS website and social media. Most importantly, we continue building relationships and empowering these women to transform their own lives, and we are doing it online. I've even helped one of the women, Rosa, prepare a presentation in English for an online international conference. While our engagement with the Costa Rican women still requires some hands-on activity, the most transformative impacts haven't had to be in person. — Liza Larson, Rotary E-Club Engage and Rotary Club of Plano East, Texas*

*I was president of my club when COVID-19 hit,*

*and many members didn't yet have Zoom. Only 10 of our 53 members participated in the first Zoom meeting during the pandemic. I thought that reaching out and getting guest speakers from around the world to engage our members would help. Many Rotary leaders, a Rotary Peace Fellow, and even RI President Holger Knaack visited virtually and spoke to our club. Meeting attendance improved, while we reduced running costs by cutting out meals. Some members who worked outside our city and had missed our meetings even rejoined us. Registering our online meetings on My Rotary enhanced contacts with clubs across the world and the joint meeting addressed by Holger attracted more than 300 visitors. We also raised more funds as members and visitors contributed to our projects. To continue being flexible for all, we are now offering hybrid meetings. For me, 2020 has been the best year in Rotary as I've made many new friends. — Blessing Michael, Rotary Club of Port Harcourt North, Nigeria*

These stories should give us all reasons to be optimistic about Rotary in the year ahead. We are not just surviving; we are gaining strength. We are discovering how resilient our organisation truly is. We are seeing for ourselves how Rotary Opens Opportunities - even during pandemics - to grow, connect and engage our members and the communities we serve.

From our home in Ratzeburg to yours, Susanne and I would like to bid you and your family the warmest of season's greetings. We can't wait to see the good things that 2021 will bring.

*Holger Knaack*



# Foundation Trustee Chair

KR (Ravi) Ravindran

On a foggy Christmas Eve in Victorian London, the old miser sits at his desk. Bitter and disillusioned with the world, Ebenezer Scrooge has only one interest: his bottom line. He declines his nephew's invitation to Christmas dinner, refuses to support the poor and reluctantly grants his underpaid clerk, Bob Cratchit, time off for Christmas Day.

After he arrives home, strange things begin to happen. Jacob Marley, his deceased business partner, appears as a ghost tethered to a chain, telling Scrooge to change his self-centred ways, lest he meet the same fate. That is the premise of A Christmas Carol, Charles Dickens' classic tale of a man's transformation from hardened recluse to generous humanitarian. To me, it offers valuable lessons for all, regardless of belief or time of year.

In one of my favourite passages, a spirit magically transports Scrooge to the Cratchit household. There, he sees his clerk from a new vantage point, observing a humble but heartfelt holiday gathering. Scrooge then understands that gifts like friendship, family and gratitude can't be recorded into any ledger. By the end of the story, Scrooge has learned the most important lesson of all: that as long as we are still alive, it's not too late to devote ourselves to serving humankind.

The year-end holidays are upon us. It is a time of giving and sharing, but it is not limited to our loved ones. It is also for the people we have never met and will never see, for those who are not so fortunate as we and could use a helping hand. The miracle of giving that Scrooge discovered on Christmas Eve is exactly what The Rotary Foundation does 365 days a year.

Our Foundation serves simultaneously as charity and performer in the field; Rotarians are on the ground, volunteering their skills and business expertise in support of grants that are funded by you. In this way, we carry out some of Rotary's most important work, such as protecting mothers and their babies and helping communities recover from the shocks of COVID-19.

Please remember The Rotary Foundation during this season of generosity. Remember that your gifts to the Foundation amplify our work in all areas of focus. They are perpetuated, not just today but long after we are gone. And the Foundation will continue to work its miracles in service to others tomorrow as long as we keep supporting it today. On behalf of The Rotary Foundation Trustees, I thank you for sending your generous contribution before 31 December.

## Rotary at a glance

**Rotary clubs: 36 397**

**Members: 1 196 478**

**Rotaract clubs: 11 077**

**Members: 211 714**

**Interact clubs: 15 294**

**Members: 351 762**

**RCCs: 11 412**

As at 17 November 2020  Increase

 Decrease





## Find Project Partners

Thousands of Rotary and Rotaract clubs have shared their projects on Rotary Showcase since it launched in 2012. Now Rotary has added new features that make this online tool even more useful.

Your club can now post proposed projects and seek partners for those projects. You can share project details, ask for financial or other support and connect with other clubs. Potential partners can search Rotary Showcase to find proposed projects to join and contact project creators directly.

Learn more at [my.rotary.org](http://my.rotary.org)

Convention Countdown  
12-16 June 2021

# Pay Your Respects



When you're in Taipei for the 2021 Rotary International Convention, 12-16 June, take time to visit some of the city's temples and other monuments. The Lungshan Temple, one of Taipei's most popular, is primarily Buddhist, but it also incorporates Taoism and Chinese folklore. This ornately carved and painted structure was originally constructed in 1738 and remains an active place of worship. The temple compound is a calming space that includes a small waterfall, fountains and a koi pond.

More than 100 deities are represented in this temple, including the goddess of mercy and the god of war. Students come to pray to Wenchang, the patron deity of literature, before exams, and on matters of justice and honour, people consult Guan Yu, a famed warrior of Chinese folklore. The temple is easily accessible via its own stop on the blue line of the MRT, Taipei's public transportation system.

The Xiahai City God Temple is known for its statue of the matchmaker god (pictured), or the "Old Man Under the Moon," as some call him. This temple is on Dihua Street, home to trendy boutiques and cafes alongside traditional medicinal and artisan shops.

The Chiang Kai-shek Memorial Hall is Taipei's most prominent historical structure, built as a tribute to the former president of the Republic of China. The hall is part of a complex that includes two performing arts buildings, a large plaza, manicured gardens and peaceful ponds. You can see the changing of the guard on the hour between 9am and 5pm.

Learn more and register at [convention.rotary.org](http://convention.rotary.org).





# Public Image

**WITH ROTARY REGIONAL PUBLIC IMAGE  
COORDINATOR LEE-ANN SHEARING**

I can't believe it is December already! Is it just me or is time passing more quickly than ever before? On the Rotary calendar, December is Disease Prevention and Treatment Month and I think this is a great time to spare a thought for all our clubs and members around the globe who continue to engage in projects supporting efforts to combat the coronavirus pandemic and eradicate polio. Let's not forget the projects that provide safe and clean water, healthy environments, nutrition projects, medical equipment, health screening programmes, Rotary Family Health Days and much more to ensure that the communities we serve have the opportunity for a healthier life.

When we begin to make plans for a new and better year ahead, my thoughts turn to some Rotary principles that I believe we should remind ourselves of as we strategise a way forward for 2021 and beyond.

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.*

To accomplish this we need to ask ourselves how we can improve and increase our connections to grow Rotary and create more opportunities for service to our communities?

*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.*

In today's world of dissension, division and disregard for another's point of view, it is important that we as Rotarians lead by example.

*THIRD: The application of the ideal of service in each Rotarian's personal, business and community life.*

This is another ideal that should be taught to every living being, together with compassion, mindfulness, thoughtfulness and empathy.

*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 more we learn about and understand other cultures, the better equipped we are to engage in discussion rather than create discord. It is through diversity, discussion and understanding that we begin to empower future leaders. A great example is the Rotary Youth Exchange programme. I believe that if this programme became a pivotal element of national youth development programmes across the world, we would be equipping our future leaders with tools for greatness!

As we prepare to say farewell to a tumultuous year, I wish you a blessed Christmas. May you

be safe, inspired, loved, joyful and may you find opportunities around every corner in 2021.

# Time to win

A competition is being run by Rotary Regional Public Image Coordinator Lee-Ann Shearing and is open to members from Districts 9210, 9350, 9370 and 9400.

These initiatives are being held to encourage all members and the family of Rotary to increase public image and awareness of Rotary. Interact and EarlyAct Clubs which enter will also be recognised. Don't forget that, unless otherwise stated, the regional public image contest's deadline for entry is **30 June 2021**.

Entries for each category must be submitted individually, a portfolio of entries will be rejected, and must clearly state the category being entered.

All photographs entered must be accompanied by release forms from the photographer and the subjects as well as, in the case of minor subjects, letters of authority to publish their images.

The categories and sub-categories are:

## **BEST END POLIO EVENT – DISTRICT AND CLUB SUBMISSIONS WELCOME**

- Most innovative
- Best use of social media coverage
- Most Rotarians involved
- Most funds raised

## **BEST CLUB EVENT ON ROTARY'S BIRTHDAY.**

Please send details and pictures.

## **BEST ROTARY STORY FROM AN INDIVIDUAL MEMBER.**

Stories not statistics attract people to Rotary and we need to encourage all members and the greater family of Rotary to tell their stories. We are not looking for a description of a project – we are looking for how people felt about it or how you felt about it.

## **BEST PHOTOGRAPH**

- Rotary project
- Rotary moment
- Rotary club event

## **BEST VIDEO PROMOTION**

- Promoting your district or club
- Promoting a club or district event
- Promoting an End Polio campaign

Awards per District, per country and one overall winner in each category

## **BEST CLUB WEBSITE**

Please send in the address of your website so that the judges can check it out! We will be looking for correct use of Rotary branding so ensure you are compliant.

## **BEST DISTRICT WEBSITE**

Come on District Public Image Chairs make your submissions!

## **BEST FACEBOOK PAGE**

Entry is open to districts and clubs.

Please let us have your Facebook page name so we can take a peek! We are looking for consistently updated pages with interesting and relevant information and correct use of brand Rotary.

## **BEST USE OF SOCIAL MEDIA PLATFORMS**

This includes Twitter, Instagram, LinkedIn, Facebook and WhatsApp.

Please send in one submission with copies of articles and comments and an explanation of why you used a particular platform for a specific event or comment.

## **BEST USE OF PEOPLE OF ACTION MATERIALS**

Entry is open to districts and clubs. Please send copies of all the materials you have created and used from June 2020 to June 2021 as a single submission

## **BEST PUBLICITY IN TRADITIONAL MEDIA**

Includes newspapers, radio and television. Entry is open to districts and clubs.

Please submit copies of newspaper articles, recordings of radio and/or videos of television mentions. Send all together in one submission before the deadline date.

## **BEST SUPPORT OF ROTARY AFRICA MAGAZINE**

Entries will be judged on the number of subscriptions



and article submissions. The best district, country and club winner will be awarded. This will be determined by the Board of Rotary Africa with statistics.

### **BEST "ROTARY IN AFRICA SONG".**

One overall winner in each of the following sub-categories: In celebration of 100 years of Rotary in Africa (*deadline for this sub-category is 1 March 2021*)

- Best song representing the diversity of Rotary in Africa
- Best Rotaract song representing Rotaract in Africa

### **BEST CLUB FUNDRAISING/AWARENESS EVENT**

This is for events directed to benefiting The Rotary Foundation.

### **NOMINATE A COMMUNITY CHANGEMAKER**

This is being done to celebrate Rotarians and/or Rotaractors (under 40) in positions of leadership or who are making a difference in their own right. If we want to encourage people to join us, we need to showcase people like them! Please identify the changemakers in your districts and send in a short bio, head and shoulders picture and a short statement on why they love Rotary.

### **ROTARY HERO**

We are also looking for Rotary heroes, the unsung men and women (not necessarily Rotarians, Rotaractors, Interactors or EarlyActors) who are making a difference in communities. We would like to profile one from each district every month so please get your entries in.

*All entries to be sent to Lee-Ann Shearing at [leeandy@zol.co.zw](mailto:leeandy@zol.co.zw) or send them to your District Public Image Chair and ask them to forward your entries. No submissions received after the deadline date will be considered. We ask, if possible, that these be sent earlier rather than on the deadline date.*

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Your enhanced online Rotary experience is beginning to unfold. Enjoy a modern design and search functionality that's fast and easy-to-use.

Easily manage your club's administration functions. Gain access from your mobile device. Search for Rotarians or clubs to connect instantly. Update your personal profile to control what information is shared with whom.

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Welcome to the start of the new

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# SUBSCRIPTION NOTICE

Rotary Africa magazine subscriptions are billed bi-annually in January and July of each year. We do not have access to ClubRunner or My Rotary and rely on clubs for member updates.

Clubs will be billed according to the mailing lists in our records, so please ensure that we have all the correct information!

## DEADLINES

**20 December** - Final day for updated subscriber list for  
billing period **January - June 2021**

**20th June** - Final day for updated subscriber list for  
billing period **July to December 2021**.

At this time, Rotarians may decide to change from the printed magazine to the digital version and clubs will be billed accordingly.

**Credits will not be processed on notifications of resignations or changes in subscription choices (printed to digital) received after invoices have been sent out.**

New subscribers will be invoiced pro-rata as notifications are received.

Your co-operation in this matter would be appreciated.

## 2021 ROTARY AFRICA SUBSCRIPTIONS:

### 1st January 2021 to 30th June 2021

- Printed magazine posted to South African subscribers: R195.00 per member per 6 months
- Printed magazine posted to subscribers out of South Africa: R250.00 per member per 6 months
- Digital magazine to all subscribers: R135.00 per member per 6 months

### 1st July 2021 to 31st December 2021

- Printed magazine posted to South African subscribers: R200.00 per member per 6 months
- Printed magazine posted to subscribers out of South Africa: R250.00 per member per 6 months
- Digital magazine to all subscribers: R135.00 per member per 6 months

WE SHIP WORLDWIDE


Rotary   
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## Masks



## Pins & Badges



Rotary 



These are not medical-grade masks. They are designed to keep our normal exhalations, coughs and sneezes close to the body so they do not spread to others.

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# Opportunity

**THE ROTARY FOUNDATION CADRE MEMBER,  
PDG PATRICK COLEMAN**

*Choices – We all Have them... Choose Wisely!*

Past Rotary Director Robert Shoemaker of the Rotary Club of Anderson (D6560, USA) sent this reminder to me last month.

“When the first Rotary Club was created in 1905, in Chicago there was no thought among the organisers that this was or might become the “first” Rotary Club. It was the only one and for a short while did not even have a name. That first club rotated its meeting places and hence Rotary developed. Those first members had no idea of organising other such groups.”

Chicago remained alone until a businessman from San Francisco, California (who was visiting in Chicago) heard of the group, attended a meeting and carried the idea home with him where he organised the second club in November 1908. From there the idea travelled a much shorter distance just across the bay to Oakland – a mere 20 kilometres away.

As the concept was spread by volunteers, soon there were enough clubs that by 1910 a meeting of these completely independent clubs. It was held in Chicago and the “Association of Rotary Clubs” was formed.

As we are aware, on 3 November 1910, a Rotary club began meeting in Winnipeg, Manitoba, Canada, beginning the organisation’s

internationality. Almost two years later, the Rotary Club of London received its charter from the association, marking the first acknowledged Rotary club outside North America.

Rotary continued to grow as the concept meandered around the globe until it became a reality in April 1921 with the founding of the Rotary Club of Johannesburg! We look forward to celebrating that event next April!

It is amazing how the choice of Paul Harris to call a meeting of three business acquaintances at Gustave Loehr’s office in the Unity Building on Dearborn Street, downtown Chicago, on 23 February 1905, would evolve into the multi-national organisation that has brought us all together under the common banner of Rotary.

I conducted the memorial service for a friend recently. As I listened to family and friends talk about his life and how it impacted on them, I was reminded that we are remembered by the choices we make as we travel through life. We make them from the time we are toddlers to our last breath.

Every morning we begin our day with choices. Decisions about what we eat, what we drink, what we wear (ok, some of us have wives who occasionally ask, “Are you wearing that today!”) all give us opportunities to choose. Sometimes

a choice we made earlier will limit later choices. Still, we choose until the day we take our last breath.

Those choices determine our reputation and our legacy. Our choices demonstrate our integrity and firmly set our goals. We can choose to gain at all costs or to invest in the lives of the generation that follows us.

It is exciting to be a part of an organisation that has chosen to make positive contributions to society and impact on the world for good. Our success this past year in eradicating polio in Africa was the result of choices made decades ago and is the fulfilment of a promise to the children of Africa. That promise continues until the children of Pakistan, Afghanistan and the rest of the world

are out of danger from the scourge of Polio.

We continue to make choices regarding how to Do Good In The World. We have different personal focuses covering Rotary's Six (seven from 1 July 2021) Areas of Focus. We ARE making a difference in areas of health, clean water and sanitation, education opportunities and community development. We ARE improving our environment. We ARE making the world a better place for our children and grandchildren.

My admonition to Rotary clubs as I "Zoom" to them is this: Whatever we do, do it with all of our energy, determination and enthusiasm. Our choices determine our reputation.

Choose wisely.

## A 'Little' Speech Saved Her Life

My name is Tracy Monique and this is my story. I hope that I will inspire and speak to you through my stories. I was born and raised in Mathare, a collection of slums in Nairobi, Kenya with a population of approximately 500 000 people. I love my home despite the difficult conditions we face. However, this is a story for another day.

It's quite uncanny how one moment can change the trajectory of your life. How we are always one step away from living a completely different life.

Nine years ago, I met two angels - of course, in human form! PDG John Glassford and PDG Fred Loneragan from the Rotary Club of Coolamon (D9700, Australia) when they visited Mathare after hiking up Mount Kenya. The president of the Kids' Club that I belonged to asked me to be the one to deliver the speech, because he was too shy.

In my speech, I estimated that 200 kids don't make it to high school each year because their parents cannot afford it but in reality, the number is higher.

I was one of those kids nine years ago. All my hopes and dreams seemed bleak, because I knew how different I'd be with my education. Little did I know that the 'little' speech would save my life and open it up to a path of hope and opportunity.



Tracy Monique with PDG John Glassford after speaking to the District 9700 Conference attendees in Griffith last year.

I took a leap of faith and rang up PDG John Glassford. I could only afford two minutes with him and the call was cut. That night, the universe was on my side. PDG John Glassford returned my call and promised to take care of my education all the way through university... Which he and the Rotary Club of Coolamon did!

Given that the nature of our society is that of the haves and the have nots, the only way to bridge that growing gap is through education.

*Tracy Monique is a Student of Communication with a minor in psychology. She is a writer and facilitator of community-based programmes in Mathare dealing with Mindset and Sex education.*





# Four questions

Promoting Rotary calls for consistent messaging,  
says Tommie Buscemi, and it starts with the art

The Rotary brand, with its trademark wheel and Service Above Self motto, was identifiable to many people long before the term “branding” became widely used. Today, technology presents opportunities as well as challenges for organizations to establish and maintain their identity, so it is more important than ever that Rotary clubs throughout the world work to promote and protect the Rotary brand with consistent messaging.

Tommie Buscemi and her husband, Charlie, co-chair the public image committee for District 5890 (Texas). A charter member of the Rotary Club of Kingwood, Tommie Buscemi found success close to home with her promotion of Rotary: Daughter Jenna started in Interact, graduated to Rotaract, and now serves as president of the Rotary Club of Houston Energy Corridor.

## 1 WHAT IS BRANDING?

A brand communicates instantly who you are as an organization. It begins with the logo but goes beyond that. The brand of Rotary is the message of what we stand for — our knowledge, our commitment to the community, our expertise in solving social issues. It identifies us to the local community and connects us with our local and global partners. They want to be associated with Rotary because of our brand.

## 2 WHAT SHOULD ROTARY MEMBERS KNOW ABOUT THE VALUE OF THE ROTARY BRAND?

Rotary’s brand is our most valuable asset, because it represents our reputation. To maintain our brand, we need to use the correct Rotary logo consistently. All Rotary clubs benefit from what other clubs are doing, because the good work is done under one unified Rotary brand. The brand drives membership, membership drives donations to The



# "THE BRAND OF ROTARY IS THE MESSAGE OF WHAT WE STAND FOR - OUR KNOWLEDGE, OUR COMMITMENT TO THE COMMUNITY, OUR EXPERTISE IN SOLVING SOCIAL ISSUES."

Rotary Foundation, the Foundation funds projects that create and strengthen interest in Rotary. It's all connected.

## 3 HOW CAN ROTARY MEMBERS USE BRANDING MOST EFFECTIVELY?

Every Rotary member is a brand ambassador — from our Rotary pin to our Rotary apparel to the bumper stickers on our vehicles. I encourage clubs to visit the Rotary Brand Center online: That should be your first stop. It's an incredibly useful resource, with free, professionally designed and customizable materials to help any Rotary club tell their story to their community. You can download photos, banners, videos, PowerPoint templates, backgrounds for virtual meetings, and broadcast-quality public service announcements.

We have a responsibility to maintain the integrity of our brand, and that begins with properly using the Rotary logo on all printed materials, websites, and social media platforms. I love the fact that the logos for Interact, Rotaract, Rotary Youth Exchange, and RYLA include the Rotary wheel. It helps Rotarians cross-brand and connect to these young leaders.

## 4 WHAT BRANDING MISTAKES HAVE YOU SEEN?

The heritage Rotary logo was retired in 2013 and replaced with the new master brand. It's important to mention that some Rotarians were upset about that and thought the Board of Directors was imposing the change. But clubs were asked to give their input, and that's how we came up with the current logo. Some clubs are still hanging on to the old logo, mistakenly thinking they're preserving Rotary's identity. Other clubs have adorned the logo with artwork, adding fish, palm trees, sunsets. I know that they're trying to be creative and that they believe it adds to their club's identity. But it confuses the public. They can keep the artwork, but they should place it some distance from the logo, which shouldn't be altered in any way. We've had the new logo for seven years — more than enough time for each club and district to be compliant with the brand guidelines. Using the correct logo unites all Rotary clubs and districts across the globe.

— PAUL ENGLEMAN

**VISIT THE ROTARY BRAND CENTRE AT  
[ROTARY.ORG/BRANDCENTER](https://rotary.org/brandcenter).**



# WANTED:

## GOOD SAMARITANS



By Joe Queenan  
Illustrations by Sébastien Thibault

## THE SAD TRUTH ABOUT ALTRUISM IS THAT THERE AREN'T ENOUGH ALTRUISTS

From time to time, societies run low on the things - and the people - they really need. We wake up one day and realise that there are too few doctors. Or far, far, far too few nurses. Or it suddenly dawns on us that there aren't enough teachers, engineers or plumbers to go around.

Other professionals we have in spades. There are always more than enough landscapers, baristas, actors, masseurs, personal trainers, hairdressers, IT guys and chefs. Nor are we ever in any real danger of running out of hedge fund managers, ballerinas, real estate agents, claims adjusters, stand-up comedians, bartenders, aspiring singer-songwriters or car salesmen. But the people who fill the truly essential roles in society are often in short supply.

Something like this may already be happening with Good Samaritans. From time to time, societies run desperately low on the kinds of devoted altruists who are always ready to pitch in and make the world a better place.



Institutional altruism is rarely a problem. Plenty of churches, foundations and government agencies are working night and day to help better society. These people do good for a living. But institutional philanthropy alone can't handle a problem as large as the one created by the current pandemic. Societies always and everywhere rely on large numbers of those people sometimes derisively referred to as "do-gooders" to keep things running smoothly. And right now there aren't enough do-gooders to go around. It doesn't help that a lot of do-gooders are stuck indoors because of the pandemic.

The vexing problem of Good Samaritan Shortfall was driven home to me last February while I was visiting Washington, DC. Strolling down M Street, I was approached by a young man in a red vest who was raising money for a worthy cause. I told him that I already contributed to the organisation he represented, thanks to my wife, who regularly, reflexively, almost automatically sends cheques to a large number of indisputably saintly enterprises. In other words, to use a reliable old phrase, I gave at the office. Well, she did.

The young man smiled amiably. He was not pushy. He was not judgemental. He did not try to embarrass me with that sneering "Have a nice day" that virtuous para-professionals so often employ when people start to drift away without opening their wallets. He thanked me for my generosity or, to be perfectly accurate, for my wife's generosity. He said that regular contributions by people like us were the very lifeblood of the organisation. But in this case, he added, he was out raising money for a specific initiative.

I now tried to explain that asking

me to give more to a cause I already supported seemed like philanthropic double dipping. It was like asking someone who was already writing cheques to save endangered hippos to write a second check to save endangered rhinos. It was like asking someone who was already demonstrably a “good” person (or who at least had some sort of conjugal affiliation with one) to become an even better person. My question - a pretty obvious one, I thought - was: Why couldn’t somebody else carry the ball for a change?

The young man patiently listened, then waved away my protests. “We ask people who’ve already given to give again because we know that those people are generous,” he said. “Doesn’t it make more sense to target people who already think like us than to go after strangers?”

The deceptively cunning logic of his argument floored me. My feeling had always been that if we, as a family, had already given to the Fresh Air Fund and the Sierra Club, then we didn’t have to give to the Red Cross or the Salvation Army. In my mind, I had conflated all the organisations that were trying to make the world a better place into one monolith of merit. My wife, Francesca, didn’t look at things that way. In her view, just because you had already given to this didn’t mean you couldn’t give to that. The way she sees it, there is no ceiling for good works.

I disagreed. I even wisecracked that we should adopt a simple ethical cap-and-trade policy, stipulating that if we helped clean up the rivers, we didn’t have to help clean up the lakes. At least not both of us. She was having none of it. Who ever said that you were allowed to take a vacation from virtue? Bad people didn’t take sabbaticals from wrongdoing, so why should good people take a break from doing good? If you were

# VIRTUOUS PEOPLE NEED HELP. VIRTUOUS PEOPLE NEED TO RECRUIT NEW TALENT. ALL THE TIME. THIS, IN FACT, IS WHY ROTARY CLUBS EXIST.

altruistic, you were required to be uninterruptedly altruistic. In the parlance of her native England, if you were in for a penny, you were in for a pound.

This got me to thinking about the Good Samaritans I knew personally. At some point I realised that the high-profile do-gooders in my community almost never limited their good-doing to a single activity. If you saw them volunteering at the library book sale on Saturday, you would probably also see them at the Girl Scout bake sale on Sunday. If they were out brandishing petitions to save a historical building, you would probably also see them fighting to save a historical mural. At first I thought that people like this practised virtue on such a large scale mainly because it made them feel better about themselves - which it indisputably does. But over the years I have come to realise that these neighbours do not necessarily engage in so many virtuous activities merely because they are good, caring people. It’s because they know that there aren’t enough good, caring people to go around.

Baseball teams rely on a pipeline of minor league talent that eventually gets called up to the majors. I think that those who perform altruistic activities at the major league level could benefit from this kind of system. I’ve noticed that my wife, who runs a senior citizens centre on a pro bono basis, ceaselessly cultivates civic-minded individuals who are roughly a generation younger than us. It’s not enough to be good. It really helps to also be young.

All of which suggests a rebuttal to the seemingly impregnable

argument made by the young man in the red vest that I encountered on the streets of Washington. If you want to make the world a better place, you cannot keep raising money from the same people over and over, as he suggested, no matter how generous they are. Society cannot depend exclusively upon the pathologically altruistic or the congenitally compassionate to keep things going. There simply aren't enough of them. Virtuous people need help. Virtuous people need to recruit new talent. All the time. This, in fact, is why Rotary clubs exist.

At this point, it's worth discussing the difference between the Good Samaritan and the Merely Adequate Samaritan. Like most people, I am not an inherently good person; goodness is learned behaviour. Left to my

own devices, I might eventually have morphed into a half decent human being. But I don't think I would ever have got much further than that. Never in my wildest dreams did I think I would ever flower into a paragon of virtue. The closest I could come to that was being married to a paragon of virtue. This is the opposite of guilt by association. It is guiltlessness by association.

When we first married, my wife and I developed a division-of-labour approach to civic-mindedness. She would handle all the volunteer work involving the schools, the community, the senior citizens, the underprivileged, the ozone layer and the manatees. I would buy the opera tickets. While she wrote cheques to the Red Cross, Children's Aid, Greenpeace and Doctors Without Borders, I would buy tickets to

the New York Philharmonic or the Tokyo String Quartet. I also purchased memberships to all the local museums. Thus, the good works practised in our household were split right down the middle. She devoted herself to keeping society afloat; I devoted myself to keeping civilisation afloat. Her job was a lot more time-consuming.

Since the coronavirus epidemic hit, as I have watched growing numbers of people who have never done anything civic-minded in their lives pitching in and helping, I have thought more and more about the essence of philanthropy. When all the good works are done by just a few people, which is almost always the case in small towns like the one where I live, it hurts the community, because people who do not regularly do good works either forget how to do them or never learn how in the





first place. There's an art to cleaning up polluted lakes or litter-strewn playgrounds. There's an art to sitting patiently with people and helping them learn English as a second language. For that matter, there's an art to going out into the street and asking complete strangers to fork over their money.

This is where the Good Samaritan and the Intermittently Good Samaritan part company. For a few years, my college-age son would help us deliver turkeys and groceries to needy members of our community at Christmas time. This was immensely satisfying work, because he could see how his efforts were brightening people's lives, however fleetingly. Occasionally, other college students or retirees would offer to help. These individuals were fiercely well-meaning.

But when the chips are down and it's time to drop off the Christmas baskets, well-meaningness isn't enough. It is often said that in the world of altruism, it's the thought that counts. Incorrect. If you're going to do the right thing, you have to do it the right way. This is often impossible, because those who are only periodically virtuous are usually clueless. They give chickens to people

who asked for turkeys and turkeys to people who asked for hams. They put too many Oreos in one bag and none in the other. At the end of those food runs, we invariably had to make a second trip to the supermarket because we always came up a couple of turkeys short. This was no way to run a railroad, much less a charity.

This gets to the crux of the matter: Good Samaritans are basically amateurs - but they shouldn't be rank amateurs. Those who are going to get serious about altruism need to develop skills, to know where their talents are useful and where they are not. Virtue, like mastering the hammered dulcimer, requires practice. This is one of the few good things about the pandemic: It has given an awful lot of people who have never lifted a finger to help their fellow man a golden opportunity to learn the ropes, to go from bumbling amateurs to effective doers of good. People in my town who had never been especially altruistic now give big tips to those who work in the service industry, drop off food for those who cannot leave their homes or help clean up the rubbish strewn along the river front. I never knew they had it in them.



But what of those who stubbornly refuse to lend a hand? I personally am not in favour of coercing people into doing good works, the way some progressive companies strong-arm their employees into doing community service in their free time. But I am not opposed to embarrassing people into doing good works. When I was growing up on the mean streets of Philadelphia - and yes, those streets were mean and remain mean to this day - my parents were devout Catholics.

They were also poor. The wolf was not always at the door, but it was usually somewhere in the vicinity. Yet no matter how bad things got, my parents always put something in the church collection basket on Sunday morning. They did not tithe, but they tried.

They did so by using envelopes sent by the church listing their name, address, and the amount donated each Sunday. Every month the church would publish a list of parishioner contributions. It was embarrassing when your name appeared next to a paltry \$5. But it was better than not appearing at all.

I think society needs to try something like this. For years, I have watched the same do-gooders get older and older, waiting for the cavalry to arrive. And as they wait, the same people work at the polling stations, the same people visit the sick and the same people staff the PTA. The only relief column these

people are ever going to see is if every one of us voluntarily joins the cavalry. It's as simple as that. That's why we might need public bulletin boards listing all the good works done by local volunteers, with vast, blank spaces next to the names of those who have done nothing. Confrontational? Yes.

Judgemental? Yes. But as the old saying goes: If you can't beat 'em, browbeat 'em.

My daughter once dated a very smart young man whose specialty was economics. An implacable defender of the "rational actor" theory, he insisted that every human activity had some economic underpinning, that people who engaged in altruistic activities were secretly deriving some economic reward from doing so. This theory never made sense to me. But now it does. Well, sort of. Helping your fellow man

makes you feel better about yourself. It really does. And this helps cut down on expenses.

In a society where all those Pilates classes, all those continuing education courses, all those self-help books and videos and boot camps are basically expensive, time-consuming, invariably unsuccessful ways to make you feel better about yourself, altruism is the obvious solution to your problem.

No matter what the economists say, you can't put a price on happiness. There aren't any numbers that go that high.

**IT IS OFTEN SAID  
THAT IN THE WORLD  
OF ALTRUISM, IT'S  
THE THOUGHT THAT  
COUNTS. INCORRECT.**

**IF YOU'RE GOING TO  
DO THE RIGHT THING,  
YOU HAVE TO DO IT  
THE RIGHT WAY.**



Illustration: Vecteezy

# UNDERSTANDING giving in Africa

You often hear the insistent proclamations that people don't support charities any more, that they don't want to be involved. This is not true as studies over the last two years have found that ordinary folk are doing much more than we expect. Perhaps, we just need some perspective

Middle class South Africans give away one Rand in three to family, community or charity says a comprehensive study of charitable giving, published earlier this year.

Research commissioned by the Charities Aid Foundation (CAF) in partnership with CAF Southern Africa (CAFSA), the Aga Khan Foundation, the CS Mott Foundation and the UK National Lottery Community Fund shows that people give away 35 percent of their monthly income to individuals or charitable organisations.

Studies were also done in East Africa (Kenya, Uganda and Tanzania) and provide an interesting picture of giving in Africa.

What both studies found is that charitable giving – to both individuals and charities – is widespread.

Gill Bates, CEO of Charities Aid Foundation Southern Africa (CAFSA). “Africa is a fundamentally generous continent, according to the research – in all likelihood, driven by our *Ubuntu* philosophy.”

Although the ideology of *Ubuntu* drives a thriving culture of generosity and a willingness to help both family and strangers alike, there is also

a clear need for organised charities to overcome issues of public trust.

More than ever before, it is essential that NGOs and NPOs must do more to promote the important

**There is also a clear need for organised charities to raise their profile and prove that they are putting donations to good use.**

work they are doing, increase their public profile and be more transparent in their work. This will help them overcome issues of public trust, attract more donations and retain existing donors.

In East Africa it was also found that a lack of understanding of the need for core costs for civil society organisations (CSOs) impacts levels of trust by local populations, affects local ownership of causes and limits

the sector in being strategic and sustainable.

The study built on previous research by CAF into the potential for charitable giving by the estimated 2.4 billion people set to join the world's middle classes by 2030.

Estimates suggest that if members of the growing middle classes gave just over 0.5 percent of their spending, as much as \$319 billion could be raised worldwide to support charities and strengthen organisations that speak up on behalf of society's most vulnerable.



## MIDDLE CLASS GIVING IN SOUTH AFRICA

People who gave **some form of support to any group of individuals** in the last 12 months



**SEEING THE IMPACT OF MY HELP**  
is a strong driver  
for giving



**CASH**  
is the most  
prominent way to give

35%

**SHARE OF MONTHLY INCOME**  
given to individuals or  
charitable organisations



**RELIGION**  
is a strong  
driver for giving



People who are **aware of charitable organisations** active in their country



People who are aware of available **tax incentives for philanthropy**



People who had **not used tax incentives** in the past of those who were aware of them

### CHARITABLE GIVING

People who are aware of **CSOs** and agree that **CSOs are effective in solving societal problems**



85%

Supported at least **one charitable organisation** in the last 12 months



61%

**Faith-based organisations** are most common type of charitable organisation to give to



28%

### MOST POPULAR CAUSES



Helping the poor or hungry



Children or young people



Religious organisations



Data is based on a survey conducted by Ipsos South Africa, face-to-face from 10- 24 September 2019. A total of 500 interviews were conducted with urban, middle-income adults (age 18+).

**CAF**

Charities Aid Foundation

Registered charity number 268369

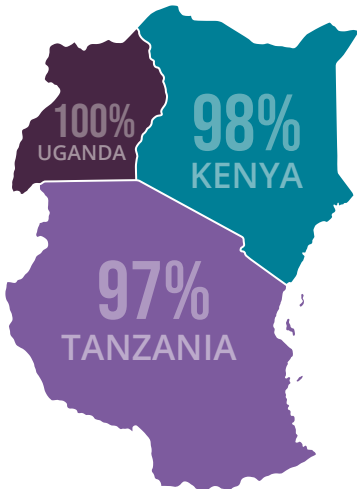
CSO: Civil Society Organisations



## MIDDLE CLASS GIVING IN

# IN KENYA, TANZANIA AND UGANDA

People who gave **some form of support to any group of individuals** in the last 12 months



**PERSONAL ATTACHMENT**  
was a strong driver  
for giving



**CHILDREN**  
was the most  
common cause to  
support

More than 7 in 10 agree  
**CSOs are effective in  
solving societal problems**

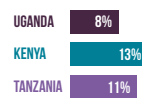


**CASH**  
was the strong  
prominent way to give



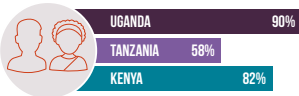
**RELIGION**  
was a strong  
driver for giving

Only **1 in 10** are aware of  
available **tax incentives**  
for philanthropy

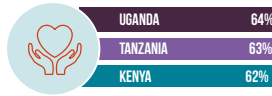


## CHARITABLE GIVING

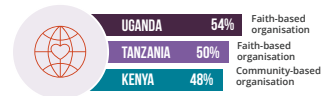
Supported an individual or  
group of individuals financially  
in the last 12 months



Supported at least one  
charitable organisation  
in the last 12 months



Most common type of  
charitable organisations  
to give to



## MOST POPULAR CAUSES

### UGANDA



### KENYA



### TANZANIA



Data is based on a face-to-face survey conducted by Ipsos MORI in each country with urban, middle-income adults – a total of 501 interviews were conducted in Kenya, 306 in Tanzania, and 523 in Uganda.

**CAF**  
Charities Aid Foundation  
Registered charity number 268369



# HOW WE GIVE

Happy Pigs have become part of the club culture in White River and are used to collect funds to support Rotary's polio eradication efforts.

The certification of Africa as Polio-Free renewed the public interest in global polio eradication and the Rotary Club of White River (D9400) has a few polio eradication fundraising ideas to share.

The club has actively participated in the End Polio Now (EPN) programme for many years. Its Happy Pig, a piggy bank that only accepts folded (paper) money. Members and guests who are feeling particularly happy, are invited to 'feed' the happy pig and then may share the reason for their joy.

The first Happy Pig to make its appearance was Pretty Belinda, who was followed by the dashing French General No-Polio-N who twisted the rubber arms of many a Rotarian to pay for their happiness. Norma Jean, aka Marilyn Monroe, came next and put in a glamorous appearance each week.

Just before the men started to feel left out, Charlie Chaplin emerged and earlier this year, the renowned Mexican artist, Frieda Kahlo (top) arrived to collect for polio.

At the end of each Rotary year, the happy pigs were 'butchered' and the money counted.

Happy Pigs, Frieda Kahlo and Charlie Chaplin, have been collecting gifts from joyful members and guests to End Polio Now.



**THIS IS  
OUR ACTION  
PLAN.**

**OUR PRIORITY**

**WE'RE  
ENHANCING  
PARTICIPANT  
ENGAGEMENT**





## Putting our participants first.

We want all Rotary participants—our members and any others who connect through Rotary activities—to feel engaged and fulfilled by their experience, whether they’ve been with us for one day or five decades. But we know that isn’t always happening. It’s time for us to take action.

Let’s ask our participants what they’re looking for in Rotary, and follow through with opportunities that provide value. That’s how we’ll keep people contributing and coming back for more.

## What we will do.

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**Develop new ways to measure engagement and incentivize club improvement**

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**Create new products and offerings that offer more and better value**

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**Build leadership skills by working with other organizations like Toastmasters International**

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**Offer new personal and professional engagement opportunities**

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## What your club can do.



## Want to know more?

Read the full Action Plan at [rotary.org/actionplan](https://rotary.org/actionplan)

# CELEBRATING Support and Growth

Positive messages of growth and support were received from speakers at the Rotary Family Health Days webinar in October. The online event was held after the annual three-day community health campaign had to be called off due to the COVID-19 pandemic.

With just a few weeks to plan the event, the Rotary Action Group for Family Health & AIDS Prevention and South African National Department of Health, as well as their project partners, managed to secure the participation of not only the South African Minister of Health, Dr Zweli Mkhize, but also Rotary President-Elect Shekhar Mehta.

The webinar was held to engage and reflect on what has been achieved through the RFHD campaign since its inception in SA in 2013. It also acknowledged the value of public-private partnership and celebrated the partners' continued commitment to the partnership in 2021. Data presented showed the significant impact this programme has had on the health landscape in the country.

For Rotary club members, the highlight of the evening was hearing President-Elect Shekhar Mehta's commitment to increasing the Rotary investment on the continent and in South Africa. He said that he was already encouraging clubs in India to increase their international projects, especially in Africa and South Africa.

That week clubs joined the celebration and presented certificates of appreciation to nurses and healthcare professionals in their communities.

Rotary Family Health Days is a three-day programme that takes medical care and screenings to communities where access is limited or not possible. It is a project of RFHA and is currently present in nine countries in Africa and South East Asia.



President-Elect Shekhar Mehta and the South African National Minister of Health both praised the programme and reaffirmed their commitment to it.



Community health workers in DuNoon received Rotary Family Health Days certificates of recognition from the Rotary Club of Century City (D9350).



In October the Rotary Club of Boksburg (D9400) completed its Rotary Family Health Days recognition and handover at the Tambo Memorial Hospital in Boksburg. The recognition was directed at the outstanding work done at the pre-natal ward and the kangaroo ward, a facility where mothers can stay to spend time with their premature babies. The club also presented eight beds it bought for the ward. Project champion PP Lebo Makathini presented the Rotary Family Health Day certificate of recognition to Tambo Memorial Hospital CEO Zenzo Ndabula. Photo: Ntombikayise Sibeko, Boksburg Advertiser.



The Rotary Club of Constantia (D9350) presented Rotary Family Health Day certificates to Nurse Lawrence Tapfumaneyi (WUCT Home-Based Carers), Avril Thomas, Sandra Benjamin and Alma Daniels (Living Hope Home-Based Carers), Sister Nomabali Makeleni (Westlake Clinic), Sister Colleen Lawrence (Sea Winds Clinic) and Sister Nomfundo Mbukuqu (Lavender Hill Clinic).





The Rotary Club of Cape of Good Hope (D9350) chose to recognise the staff of Fish Hoek Clinic. The Fish Hoek branch of Clicks donated a sandwich toaster, iron and bottles of personal sanitiser to the clinic staff.



The Rotary Club of Cape of Good Hope (D9350) presented a certificate to the staff of Ocean View CBC Clinic. A microwave, donated by Clicks, and PPE masks, donated by the Rotary E-Club of Greater Cape Town, were handed over. At the ceremony are Brendon Michiel (Clicks), Sr Nomphathiso Kaspile, Neliwe Thomas and Barbara Stevens (Clicks).



President Sue Niblock of the Rotary Club of Vereeniging (D9400) hands a certificate of appreciation to Dr Anderson of The Diabetic Clinic.



President Jeanette Meiring, community services committee member Bob Parris and PP Trevor Pigg of the Rotary Club of Worcester (D9350) recognised Sister Arendse (second from right) and her team at De Doorns Clinic. The club provided cupcakes, cold drinks and presented the certificate.



The dedication, passion and determination of staff at the Healthy Mom and Baby Clinic (HMBC) in Jeffreys Bay was recognised at a morning tea hosted by the Rotary Club of Jeffreys Bay (D9370). The NPO is committed to not only delivering professional and compassionate care, but also empowers women through pre and post-natal education, while helping them to make informed choices about pregnancy, children and families.



The Rotary Club of Hout Bay (D9350) members gave Rotary Family Health Days certificates of recognition to sisters from the Main Road Clinic, Hout Bay Community Day Centre and the TB/HIV Care.

# GROWING PEACE in our Communities

A massive Global Grant project is due to launch next year and will see Rotary clubs in Southern Africa train one community mediator for each year that Rotary has been present in Africa. This project has been formulated to create a legacy of peaceful communities in Africa and create a team of highly-trained, accredited, community-based mediators. The training is open to Rotary members and non-members alike.

The African Rotary Community Mediation (ARCoM) project has partnered with MBBI and academics to provide a platform to establish a conflict prevention community mediation initiative.

This will allow Rotarians and non-Rotarians to further Rotary's peace building efforts within and between their communities.

Africa's oldest Rotary club, the Rotary Club of Johannesburg, was established in 1921. To celebrate and to contribute to the peace-building goal, a number of Rotary Districts in Southern Africa formed a steering committee that is driving an initiative to train 100 community mediators to international best practice level.

The districts involved are 9350, 9370 and 9400 which comprise Angola, Botswana, eSwatini, Lesotho, the southern part of Mozambique, Namibia and South Africa.

Mediators Beyond Borders International (MBBI) is represented on the steering committee of this initiative and it will provide, along with local academics, accredited training in community mediation, and assist with ongoing monitoring by Rotary clubs which will be supported by a Global Grant which is presently taking shape.

The criteria for Community Mediators for Africa candidates are:

- At least eighteen years of age;
- Resident in the area of the sponsoring club;
- Able to report to Rotary club meetings and

district from time to time;

- Tied to and enjoy the respect of the community where the mediation services are to be rendered (involvement in educational, business, church, sport, cultural, NGO or other community organisations will be an advantage);
- Fluent in both English and the language of the community in which the candidate will work (if not English);
- Able to read and write fluently in English;
- Able to access the internet (if needs be, access to be facilitated/provided by sponsoring club) to receive remote learning training;
- Committed to or experienced in formal or informal mediation activities;
- Able to travel to training centres in either Johannesburg, Cape Town or Durban and be able to occasionally attend a three-day course;
- In possession of a letter of reference from sponsoring the Rotary club President confirming compliance with the above criteria and supporting the candidate;
- Committed to attending all sessions and able and willing to volunteer after the training has been completed.

*For more on the application process email  
[arcom@rotaryzone22.org](mailto:arcom@rotaryzone22.org).*







# LOCKED UP BUT Prepared to Serve

They say some of the best ideas are born at 2am and this was indeed the case for a Jeffreys Bay member who realised that the solution to a problem faced by young blind children lay at St Albans prison, writes *Jacqui Pirzenthall*.

The St Albans Correctional Centre, situated outside Port Elizabeth, has earned itself a reputation in the media as being a violent and hopeless place, where male offenders are locked away from society to serve their sentences in a dark vacuum. Nothing could be further from the truth!

Within St Albans is a little school, where offenders become students and where hope flourishes in proportion to the discipline of the learners and the dedication, passion and commitment of a handful of very special teachers and educators.

In this school is an art group, led by the inimitable Nondumiso Mali, where men create beautiful pieces of art. These are men with nothing but time on their hands and, ironically, the freedom to explore and express their creativity for perhaps the first time in their lives.

The Rotary Club of Jeffreys Bay has been involved with the St Albans school for more than four years, providing books for its growing reading programme and school library in partnership with the University of South Africa's Inside-out Outside-in Books Project. Donations of nearly 2 000 books have been sourced from across South Africa and the club has built a strong and lasting relationship with the school, its educators and learners.

Providing educational and growth opportunities for more than 300 visually impaired and blind learners is an enormous challenge, even for the

most dedicated teacher. During the lockdown, ECD educator Robyn Fick identified the need for a Toy Library for the children and youngsters who are learning to navigate life while at the Nkosinathi Foundation of and for Blind and Partially Sighted People. She knew what materials and equipment the learners needed, but there simply weren't enough hours in a day to assemble them.

She and her husband Matthew are members of the Rotary Clubs of Port Elizabeth Sunrise and Jeffreys Bay (D9370) respectively.

At St Albans there was a group of talented individuals, eager to give back to their communities. The prisoners wanted to make a difference in the lives of others and to feel that they were contributing and valuable members of society. At the Nkosinathi Foundation there are young members of society eager to learn and grow and to take their rightful place as valued and contributing members of society as well.

So, why not introduce the two organisations and facilitate the birth of a sustainable partnership?

A successful meeting between St Albans, the Jeffreys Bay club and the Nkosinathi Foundation was held in August and the idea was unanimously accepted. Since then, everyone has worked quickly to gather materials and a sewing machine. The art group recently began to create and assemble the toys and educational items.



# A HISTORY IN Education

Tucked in between the dry, hot Namib desert and the icy Atlantic Ocean, Swakopmund is often referred to as a town on the edge of the world. However, it is also the home of the Rotary Club of Swakopmund (D9350) that recently celebrated its 60th charter anniversary.

Mondesa Youth Opportunities (MYO) is an education project that is sponsored by the club. It offers education intervention for promising learners from communities in the greater Swakopmund area. Lessons in English, reading, mathematics, computer science, life skills, music and sports are provided for 120 learners from Grade 4 to 8, aged between nine and 13.

Since 2004, MYO has maintained a good track record of providing free quality education for learners whose parents can't pay for the education they need. During its formative years, Rotarian Erhard Krause of the Rotary Club of Bad Homburg v.d.H (D1820, Germany) visited the project and motivated the Swakopmund Club to take it on as a club project. As the club is small, it used its networking skills to source funding assistance from other clubs, such as the Rotary Clubs of Bad Homburg v.d.H, Usingen, Brühl, Duderstadt, as well as various good friends and donors.

Namibia is currently facing an education

crisis, exacerbated by the COVID-19 pandemic, which further highlighted the need for projects that provide quality education that help young learners on their academic journeys. The Rotary Club of Swakopmund also provided food package donations to MYO families in need during the lockdown.

MYO is an NPO funded entirely by donations. Throughout the years, the greatest and most uplifting support received has been from Rotary clubs. Like the maps which show airplane routes across the world, this project can chart paths of support originating from Mondesa, Namibia, with lines leading across to Rotary clubs and supportive Rotarians in Germany, America, Australia, Switzerland, Belgium, South Africa, Britain and Iceland.

Over the years, they have donated funding to furnish the kitchen and office space, for paving and roofing and to buy computers, teaching equipment, books, benches and much more.



Dr Jean Malan, Dr Anina Ellis, Rotarians Tom Roux, Brian Codling and President Santa Zeiss of the Rotary Club of St Francis Bay with Sister Caron Rossiter.

# A GIFT TO Save Lives

While defibrillators are regarded as a basic necessity in most countries, usually available at medical facilities, shopping centres, sports clubs and gyms, there was only one in St Francis Bay and it was owned by the NSRI station at Port St Francis. The town doctor, Dr Jean Malan, had free access to it but getting to it in a crisis often cost valuable time.

The situation was less than ideal and members of the Rotary Club of St Francis decided something needed to be done. A project was planned and a family foundation in the UK, which has chosen to fund projects and causes identified and facilitated by the St Francis Rotarians, agreed to support the project.

The club purchased a defibrillator and a Holter

monitor for the broader community of St Francis, Sea Vista and 'China Town'. The machines were presented to Dr Malan who will store them at the St Francis Medical Centre in Sea Vista.

Dr Malan explained that the defibrillator is used to restart a heart after it has arrested while a Holter monitor "is a simple device to monitor someone's heart speed and rhythm for up to a week and clips onto a belt. The one device also supplements the other. Both these devices will benefit the local population tremendously and we are extremely grateful for this donation - it is literally lifesaving!"

Club President Santa Zeiss said, "We were delighted to be able to facilitate this important donation."





At the site are Rotarians John Winship and Graham Finlayson (architect) of the Rotary Club of Newlands with Adriaan Basson of AB Contractors (centre).

# HOPE FOR THE vulnerable

Vulnerable and threatened women in Cape Town now have a safe place where they receive support and help. The Rotary Club of Newlands (D9350) acted as the facilitating development agency and provided professional expertise for the new Philisa Abafazi Bethu (PAB) Women's Centre in Steenberg, Cape Town.

Lucinda Evans has been the driving force of this community organisation, which offers programmes aimed at protecting abused women and children. It also provides extramural development for youth groups and programmes for the well-being of senior citizens. PAB originally started in Lucinda's home, then moved into a rented building which was later sold. Until recently, PAB was operating from a handful of shipping containers at a school in Lavender Hill township, an impoverished, gangster-ridden and high-risk crime area.

Funding for the project was sourced from several donors, with the primary donors being the World Childhood Foundation (facilitated by Breadline Africa) and Coca Cola Peninsula Beverages. The new centre is being developed on land leased from

the City of Cape Town and supported by the City's Mayoral Urban Renewal Project in Steenberg, next door to Lavender Hill.

It consists of 28 converted shipping containers with paved, covered walkways, new services and protected outside courtyards, creating facilities for a multi-purpose hall, two safe-houses, children's after care, offices, meeting rooms, storage, a neighbourhood watch, emergency response base and other ancillary structures.

The new container structures were painted in vibrant colours. Each colour symbolised an affected community, such as lavender to represent the Lavender Hill township. Landscaping was implemented with the assistance of the Rotary Club of Newlands in collaboration with students from TSIBA Business School and will include a vegetable garden used for both therapeutic and resource purposes.

*To see more of the work done by Philisa Abafazi Bethu at [www.philisaabafazi.org](http://www.philisaabafazi.org)*



# Up, Up and Over

A Global Grant project named Bophelo (Here is Life) was implemented by the Rotary Club of Rosebank (D9400), Rotary clubs in District 1260 (UK) and palliative care leaders at Chris Hani Baragwanath Hospital in Soweto, the third largest hospital in the world.

The aim of this project was to create a care model that aligned with the decisions of the 67th World Health Assembly regarding the creation of a health policy to integrate Palliative Care, as part of the continuum of care.

A holistic, interdisciplinary, patient-centric model of care was established which incorporated spiritual care training. So far, this project has yielded impressive results that have helped shape the landscape of palliative care in South Africa.

One of the important components of this project was the provision of comfort and a quality end-of-life experience to terminally ill patients in their homes, instead of in hospital. Available community care volunteers were used as a cost-effective way to introduce and expand palliative care.

Recently the Rosebank club was told that the meeting room used by the caregivers was no longer available. This room had been used to facilitate bereavement and family group meetings. These meetings provided ongoing support and social care to patients and their families.

The club used a District Grant to convert a used shipping container into a training and care centre for the volunteer caregivers. The container was obtained from the Rotary Club of Bedfordview (D9400), which runs the Humanitarian Centre. The container was originally used by the Second Wind Foundation to ship books donated by Rotary clubs in the USA to the Humanitarian Centre.

The container was stored at PP Kevin Wolhuter's Kyalami Estate and Rotarians Jerry Bernardo and John Hope-Baillie worked tirelessly refurbishing the interior. Bernardo installed and painted the partitioning, while Hope-Baillie installed the electrical fittings.



The collection of the container from the estate created great excitement, apart from the scurry of distraught rabbit families who had made their burrows under the container.

Ann Pademore arranged the transport for the delivery to the Palliative Care Centre. It was a major battle to manoeuvre the crane truck and trailer in and out of the driveway.

Further challenges were presented by overhead cables and steam lines when the truck arrived at the Baragwanath campus. After several inspections it was decided to lift the container up and over the surrounding buildings.

The entire operation, which involved the truck using its 29 metre telescopic crane to hoist the container skywards and swing it over hospital buildings, while manoeuvring around the overhead electric cables, took just over nine nail-biting minutes.

## AFRICA IN BRIEF



In August, the members of the Rotary Club of Kasese (D9211) met for a virtual run to raise funds to improve cancer treatment. Kasese raised over \$1 600 selling face masks. Breakfast and a training exercise was followed by a celebratory cake cutting in honour of the club's new Paul Harris Fellows. At the celebration are President Rebecca Nanfuma, Benon Muhabuzi, Augustine Muserero and Adrian Katwetegyoke.



The Rotary Club of Durban Clairwood Park (D9370) provided seedlings, compost and garden equipment to the Vezokuhle community garden in Clairwood. This is one of the community empowerment initiatives that the club uses to help develop sustainable living through market gardening.





TSIBA Business School students, whose lecturer, Jeannine Ibbotson, is the Rotary Club of Newlands (D9350) Chair of Vocational Service, spent three days volunteering at The Rotary Glencairn Youth Camp. They were hosted by the renowned environmentalist Koos Burger, who is the President of the Rotary Club of Cape of Good Hope and manager of the Glencairn Youth Camp, and his wife Antoinette. The students helped with removal of alien plants and learnt how plants consume water. They ended their service with a walk through the forest to see the recently cleared riverine area, as well as the paths and bridges that were built with money donated by the Rotary Club of Newlands.



Nicholas Ketu (48) was a supervisor of 400 workers at a factory before a terrible accident last year resulted in his becoming unemployed. He had seriously injured both arms and legs in a fall. While in hospital, gangrene set in and all four limbs had to be amputated. Fifteen months later, the Rotary Club of Nairobi-Utumishi (D9212) gave Ketu two LN-4 prosthetic hands from its LN-4 Prosthetic Hand project.



The Rotary Club of Century City (D9350) hosted a stand at a local market to celebrate WHO's certification of Africa as polio free. The information and awareness stand featured a video of the Rotary Polio eradication efforts. One of the videos featured the club's Ingeborg Muhseldt sharing her father's story about surviving polio.

Members of the Rotary Club of Flamingo-Welkom (D9370) and their friends donated 27 boxes to the Santa Shoebox project. At the handover are Petru Kock of Santa shoebox, Jill Lombard, Gabby Nunes, Elvee Lotter and Jean Creasy of Santa Shoebox.



The Rotary Club of Empangeni (D9370) received another container of bicycles to distribute. At the opening of the container are President Wally Brook, Mike Bunting, Fulvio Pace, Graham Gray, Denise Brook and (front) Marie De Matteis.





During a club visit to the village of Chuene-Maja, the Rotary Club of Polokwane (D9400) gave eight wheelchairs and a foot-operated hand sanitiser to the Kguagelong Disability Care Centre. The Kabosadi Disability Centre also received four wheelchairs and a foot operated sanitiser station from the club.



Kereshnee Pillay, a former Rotary exchange student, cut off her hair and donated it to CANSA to be made into wigs for chemotherapy patients. Furthermore, together with the Rotary Club of Phoenix (D9370), she raised R19 200 for the children’s home that was established by the club. Dino Sukdeo, a club member who recently completed chemotherapy, donated a braai stand that he made from scrap metal to be raffled. With Reniel Reddy, the raffle winner (centre), are Past President Kercy Perumal, Kereshnee Pillay, President Sastri Naidoo and Past President Megs Pillay.

# WALL OF HONOUR



The Rotary Club of Kenton on Sea (D9370) welcomed six new members. They are (back) Jeff Gardner, Thierry Boulanger, Norman Smith, (front) Trish Barwick, Monika Boulanger and Sandy Smith.



Hedieh Shaker is a new member of the Rotary Club of Polokwane (D9400).



HW Dörksen is an honorary member of the Rotary Club of Bonza Bay (D9370).



Lorenzo Locatelli-Rossi is a new member of the Rotary Club of Rosebank (D9400).



Chrispin Mathew Ngoie is a new member of the Rotary Club of Rosebank (D9400).



President Ron Elmore of the Rotary Club of Estcourt (D9370) presented certificates to Mortimer Toyota Workshop Manager Rowan Petersen, Laura and Dr Willem Erasmus, Gerry's Motors CEO Peter Buys in recognition of their work to beautify the town.

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