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Changing face of Rotary

A recent MORI poll, examining public awareness and perception of Rotary, confirms the quiet revolution that has occurred within the organization.

Rotary has adapted to the changing business world in recent years. Rotary today welcomes business men and women, and lunch clubs are now in the minority with most clubs meeting in the evening or over breakfast.

The youngest Club President in Great Britain and Ireland is a 24 year old business woman. This change was recognised by respondents to the MORI poll because only 16% think Rotary is male only, and 14% see Rotary as a lunch club.

The MORI poll confirmed the high level of awareness of the organisation in communities with 45% of the UK and Irish public recognising the blue and gold wheel of Rotary. The survey also confirmed Rotary's pivotal role at the centre of community charity work.

But for an international organisation there is a surprisingly low level of awareness of the international work of the organisation. In particular, only 3% are aware of Rotary's role in the Polio Eradication programme. This global initiative was started by Rotary in 1985 and it has contributed £300 million and countless man hours. This month it was confirmed that the programme is on track to rid Asia of polio this year, with polio only then remaining in Africa. Recognition is also low of the Rotary Ambassadorial Scholars programme which is the world's largest privately funded international student scholarship programme. Only 7% are aware of Rotary's work in this area.

Commenting on the survey Gordon McNally President of R.I.B.I. said 'Rotary Club members are ordinary people doing extraordinary things. We must now set new goals and new challenges for the next century. We must increase awareness of the international humanitarian work especially the polio eradication programme. Another immediate challenge will be attracting younger members and members from ethnic

minorities.'

(full text can be found on the RIBI website)

Thought For The Day

At a Rotary meeting it's not what's on the menu that matters, it's what's on the chairs

Joke of the Week

Message from Osama Bin Laden to his troops:

"We hear that there may be Western soldiers in disguise trying to infiltrate our ranks. I want to set up patrols to look for them. First patrol will be Omar, Muhammad, Abdul, Akbar and Dave".

(Alan King)

Meal - This week we are having a buffet.

Programme

March 1st – Open evening.

March 4th – Worcester Night.

March 8th – GSE visit, ladies invited

March 15th – Speaker, Phil Williams.

March 22nd – Joke night.

March 29th – no meeting.

June 25th – Presidents Bash, jazz musicians, champagne, buffet – venue to be notified.

December 24th – Christmas collection at Sainsburys.

This Week in History

On March 2nd 1969 Concorde made its maiden flight. The Anglo-French plane took off from Toulouse and was in the air for just 27 minutes before the pilot made the decision to land.

Duties this Week

Meal Collection – Peter Ramage

Grace – Don Raines

Vote of thanks – President

Raffle - Wilf won last weeks raffle.

All contributions to this newsletter welcome by email to

J.lscott@btopenworld.com or even snailmail will do.