

PUBLIC IMAGE
扶輪您點睇

District PR Workshop



District PR Seminar was held successfully on 5 December 2015. It was well attended by 50 Rotarians including Club PR Chair and new members.

Ms Bonnie Chiu, Associate Head for the Department of Journalism at the School of Communication of Hong Kong Baptist University was our key speaker. Ms Chiu's topic was "What and How: To Make News?". She shared and discussed with us what the new definitions **are** and elements which make news. These elements include viewpoint/subjective, interesting/entertaining/short/simple, strong visual element, sarcastic/parody. She also shared with us how can we get our message out and work with the journalists. Lastly, she shared with us what can be done if we are in the news for the wrong reasons and what to consider for crisis management.

PDG Ada Cheng, District PI Committee Chair, then provided the following overview to the participants:

- Strengthening Rotary's Brand and promoting Rotary's Core Values.
- It is important for us to give out consistent messages and images.
- The type of resources available at International and district level.
- Introduction of the new Visual Identity Guidelines for our Young Leaders, which aligns our visual guidelines to bring our programs for young leaders closer to Rotary.
- Reminding all participants that our District has put together localized visual guide and standardized our District logo and Clubs' logos, boiler plate in introducing Rotary and our District, bio-lingual District Pamphlet.
- Using real examples to demonstrate the correct way to use the Rotary's signature system.
- Suggesting all participants to share what they have learned, live the brand and work to improve member engagement.

All participants have been reminded to be A Brand Ambassador and A Champion for Rotary!

成為品牌大使　發揮扶輪領袖精神

All participants were then asked to go through the group exercise on "What will you say when you are asked – What is Rotary?". Participants were also invited to share their Rotary stories.

Ada Cheng, District PI Committee Chair





DONOR RECOGNITION

MAJOR DONOR

The Rotary Foundation recognizes those individuals or couples whose combined personal giving have reached US$10,000, regardless of the gift designation. Major Donors may elect to receive a crystal recognition piece and pin(s) commemorating the gift at each new recognition level.

US$ 10,000 to 24,999.99 – Level 1
25,000 to 49,999.99 – Level 2
50,000 to 99,999.99 – Level 3
100,000 to 249,999.99 – Level 4

There are 180 Major Donors in our District, including 130 at Level 1, 37 at Level 2, 10 at Level 3 and 3 at Level 4. Rotary Club of Kowloon East is the first 100% Paul Harris Fellow Club and first 100% Major Donors Club in the world.

ARCH C. KLUMPH SOCIETY

The society is named in honor of The Rotary Foundation's founder, Arch C. Klumph. Donors who contribute US$250,000 or more will be invited to be recognized in the Arch C. Klumph Gallery at Rotary International's World Headquarters in Evanston, Illinois, USA. Donors portraits are displayed in the gallery, and their photograph and biography are featured in an interactive display kiosk. Donors will be invited to join society events, along with membership pin and crystals that commemorate giving at these levels:

- Trustees Circle: $250,000 to $499,999
- Chair's Circle: $500,000 to $999,999
- Foundation Circle: $1,000,000 to $2,499,999
- Platinum Trustees Circle: $2,500,000 to $4,999,999
- Platinum Chair's Circle: $5,000,000 to $9,999,999
- Platinum Foundation Circle: $10,000,000 and above

The Arch C. Klumph Society has grown to include more than 200 distinguished members from all over the world, including 10 of the following from District 3450:

Arch C. Klumph Society Members in District 3450	Rotary Club
Trustees Circle	
PDG David J. Harilela and Avisha D. Harilela	Kowloon Golden Mile
PDG Hari N Harilela + and Padma Harilela	Kowloon
PP Paul Man-Long Iec	Hou Kuong
PP Luis Lui	Hou Kuong
CP Patrick SC Poon and Wendy Y.P. Fok	Hong Kong Harbour
PP Winston Wing-Sum Tsang and Mei Ying Mui Tsang	Kowloon East
PDG Peter Shiu-Hoi Wong	Kowloon East
PP Pi Leung	Tsuen Wan
Chair's Circle	
PP Solomon Kui-Nang Lee and Janice Lee	Kowloon East
The Benter Foundation	Nil

Headlines:

Looking back at 2015 and ahead at 2016--a wrap-up of the year shows fewer cases in fewer places than ever before. Nigeria was removed from the list of polio endemic countries, Africa marked an entire year without wild poliovirus for the first time in history and type 2 of wild poliovirus (WPV2) was declared eradicated. In addition, more than 80% of the world's birth cohort will be routinely receiving a dose of the inactivated polio vaccine to boost their immunity against polio by the end of 2015. These achievements provide a springboard for progress in 2016.

There are four months to go until the globally synchronized switch from the trivalent to bivalent oral polio vaccine.

This will be an important milestone in achieving a polio-free world.

WPV1 cases for 2015 is now 51, compared to 290 by this time in 2014.

Week ending 23 December 2015

Total cases	Year-to-date 2015	Year-to-date 2014	Total in 2014
Globally	70	341	359
- In endemic countries	70*	322	340
- In non-endemic countries	0	19	19

*Representing 51 cases in Pakistan and 19 cases in Afghanistan

Report from PDG Ada Cheng, Polio Plus Subcommittee Chair



FELLOWSHIP CORNER
愛玩一族

DISTRICT FELLOWSHIP - JAPAN NIGHT
12TH December, 2015













COMMUNITY SERVICE FROM HEART 服務由心

Rotary District 3450 | THE ONE International Humanitarian Award



Mr. Chung To is one of THE ONE 2015 finalists. Since 2002, he has been working tirelessly on helping the orphaned children whose parents died from AIDS and those who have been diagnosed as HIV positive. He mainly works on sending the orphans back to school so that their future is not doomed by lack of opportunities and absence of parenting.



His mission is to help the children impacted by AIDS. In order to be fully dedicated to helping those children, he quit his job as a top investment banker in Wall Street and committed himself wholly to AIDS impacted children full time. Over the years, he has helped over 18,000 children.

Our team leading by PDG David Harilela (THE ONE Founder) and DGN HW Fung (THE ONE HK Chair) have already begun visiting the Hong Kong clubs for promotion of THE ONE HK 2016. We would like to express our gratitude to the accommodation of all the visited clubs. We would also like to express our profound appreciation towards our sponsors including Dr. Rafael Aharoni (from Rotary Club of Wan Chai) for their generous supports to THE ONE and THE ONE HK.

We welcome your support in any capacity.

If you are in touch with any unsung heroes that just as is selfless and dedicated like Mr. Chung To, please nominate them to us! THE ONE International & THE ONE HK 2016 is now accepting nominations till Jan 31, 2016. The winner and finalists will receive prize money to further their humanitarian causes. To learn more, please visit www.theonerotary3450.org

Meanwhile, you may also help by joining THE ONE Gala Dinner on Jun 7, 2016! It is one of the greatest charity events on Hong Kong's social calendar. Rotary International President Ravindran and our finalists will be there too. Please kindly RSVP at info@theonerotary3450.org to make reservation.





DGN HW Fung presenting Certificate of Recognition to our major sponsor Dr. Rafael Aharoni

Rotary Mock Interview Workshop
12th December, 2015

District Vocational Service Committee
Rotary Clubs in Area 6
District Interact Committee

ROTARY IN ACTION 扶輪起動







ROTARY ABC 扶輪入門

Rotaract

Rotaract brings together people aged 18-30 in universities and communities worldwide to organize service activities, develop leadership and professional skills, and have fun. Rotary clubs sponsor them, but Rotaract members manage and fund their clubs independently. Rotaract members work closely with their local Rotary club, and may join after their Rotaract membership ends.

Interact

Interact is a club for youth aged 12-18 who want to connect with others in their community or school. Interact club members have fun while carrying out service projects and learning about the world. Interact clubs organize at least two service projects a year: one that benefits their community and one that encourages international understanding. While Interact clubs receive guidance from individual Rotary clubs, they govern and support themselves.

九龍中扶輪社 – 關愛長者資訊嘉年華







Rotary Club of Happy Valley
Bread Run – Wan Chai to Yau Tong

Rotary Club of Happy Valley fully participated in this project, which was initiated and organized by Feeding Hong Kong. The aim of this project is to promote the idea of treasuring food, by gathering breads that almost expired but still in good conditions to low income families.



The whole project is simple and economic: members of RC Happy Valley signed up through Feeding Hong Kong. Then go to assigned shops (all of them are bakery shops) during their close time. Gather the breads with the help of the shopkeepers, and deliver the breads to Feeding Hong Kong's head office cum store in Yau Tong. At this point, the mission is accomplished.



If you wish to make further contributions, you may even help sorting out the breads that were gathered and place them into different boxes, so that they could be delivered to all the needed people right away.(Note: usually, the breads will be delivered to local schools, from where the children of low income families can take the breads as their breakfast or even lunches.)

WELCOME TO ROTARY!

WELCOME ON BOARD 新手上場

Rotary Club of Macau President and Board presented Portuguese Consul General his Honorary Membership on December 10, 2015





Rotary Club of Macau new Honorary Member – Portuguese Consul General of Macau and HK , Dr Vitor Sereno

Rotary Club of Hong Kong Harbour
Rotarian Clive LEE



MACAO FLASH 澳門速遞

Rotary Joy to the World X'mas Night







ON THE SPOTLIGHT
閃光燈下

1



2



1/ Dec 2 – DG Visit
Rotary Club of Central

2/ Dec 3 – DG Visit
RC of Peninsula Sunrise

3, 4 / Dec 4 – DG Visit
RC of The Peak
RC of City Northwest HK
RC of Mid Level
RC of HK Island West
RC of HK Northwest

3



4



ON THE SPOTLIGHT
閃光燈下



5/ Dec 9 – DG Visit,
RC of Kowloon Golden Mile

6/ Dec 17 – DG Visit
RC of Hong Kong Harbour







7/ Dec 2 - 醫生與慈善

8/ Dec 3 –
生涯規劃之商校合作計劃

9/ Dec 6 – Area 6 Gathering



ON THE SPOTLIGHT
閃光燈下





10/ Dec 6 –
Real Madrid Clinic Closing Ceremony

11- 12/ Dec 7 –
Area 2, 4, 6&8 Joint Meeting

13/ Dec 11 –
RC of Tolo Harbour Dinner





14/ Dec 6 –
Real Madrid Clinic Closing Ceremony

15/ Dec 13 – Art Jamming
RC of Mid Level





ON THE SPOTLIGHT
閃光燈下







16/Dec 13 - Rotary Peace & Harmony for our Society

17/Dec 13 – RC of Tai Po Christmas Party

18/Dec 20 –
Area 8 Gathering

19-20/Dec 21
@第 50 屆工展會/支持器官捐贈







21/ Area 7 Fellowship Dinner

LISTEN TO OUR YOUTH 青新天地

RAAS Rotary Adopt A School

扶輪新世代頌歌大匯演

Rotary Singing for the Next Generation

13th December, 2015

'Carol Singing Festival' is an annual event that was firstly initiated by the **Child Development Matching Fund (CDMF) Limited**. The ultimate goal of this event is to encourage children of low income families to get into a habit of saving money. These children can use the money they saved, plus the raised fund and the support from HKSAR Government, to enjoy further studies and chase after their dreams.













President Platteen Tsang, RC of Happy Valley

EVENT HIGHLIGHTS 社友備忘錄

Rotary Youth SMART Mentorship Scheme (Phase III)
5 Jan 2016

District Golf Tournament
8 Jan 2016

2nd District Vocational Service Seminar
19 Jan 2016

Portuguese Night (Macau)
30 Jan 2016

Rotary Centenary Challenge Cup
17 Feb 2016

Rotary Mediation Course
Feb 2016

The 2016 Rotary International Convention will be held 28 May – 1 June in South Korea

Rotary's biggest event is the annual RI Convention. The first international convention was held in 1910 only five years after Rotary began and has been held at locations around the world each year since. It's a celebration of the Rotary's accomplishments over the past year, with a focus on Rotary's future. Attendance can range from around 15,000 to more than 40,000.

Attending the annual convention is a perfect way to experience Rotary's internationality, exchange ideas with fellow members, and discover new avenues – and potential partners – for service.

KOREA 2016 28 MAY–01 JUNE SEOUL
ROTARY INTERNATIONAL CONVENTION