



Eugene Fong 方奕展  
District Governor 2013-14

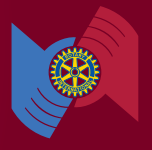
Rotary  
District 3450



3450地區  
香港 / 澳門 / 蒙古國 / 中華人民共和國廣東省  
District 3450  
HONG KONG / MACAU / MONGOLIA /  
THE PEOPLE'S REPUBLIC OF CHINA - Guangdong Province

# DISTRICT GOVERNOR'S MONTHLY NEWSLETTER

## 地區總監月報



JANUARY 2014  
二零一四年一月

## District Governor Message

Eugene Fong  
District Governor 2013-2014

# SERVICE above SELF

There has been a lot of hubbub lately about whether Rotary is a service-orientated club or a membership-orientated club. It's easy to see how easily we can get lost in the rhetoric, caught up in our projects, and lose sight of the long-term goal of all of our endeavors. While we've previously gone over many points regarding the purposes and spirit of Rotary, perhaps we've failed to accurately define the common end point of our efforts. Our motto is "Service above Self", but our ultimate goal isn't service. In fact, if service were our ultimate goal it may even be a bit of a selfish goal. Our service work should be a byproduct of our humanitarian focus. This focus should not drive us to create a world in which we do increasingly more service, but rather should compel us to focus our service on working toward creating a world where there are less and less service opportunities.

Really?  
Yes.

Paul Harris's vision for the future of Rotary was that, "Rotary will continue to be charitable, but it can do more than that; let it remove the cause of that which makes charity necessary."

We've all heard the parable about how if we give a man a fish he will eat for a day, but if we teach him to fish he will eat for a lifetime. In today's world of overfished oceans this parable may no longer be precisely accurate. Therefore, as Rotarians we intend to further expand the reach of this parable and work towards not merely teaching men to fish, but rather teaching men to breed fish. To solve global hunger, poverty, and inequality we can't simply look at immediate needs and give handouts such as food and money for eternity. That is service, but it's not "Service Above Self". When we serve in charity projects, we tend to feel good about ourselves and our inner voice tells us, "We are powerful. We are needed." But, short-sighted 'handout-style' service can often be more of a disservice than a service at all. It leaves people reliant on us, powerless, and in need. We need to look at long-term solutions that take economic, social, and environmental issues into consideration and have staying power. We're talking about sustainable development. We want to create a world that removes barriers, increases democratization, and puts the freedom and responsibility to survive and thrive in the hands of each individual.

Service is still a cornerstone of Rotary, it's just not our ultimate goal. Our ultimate goal is to remove the causes which make charity necessary, most notably inequality.

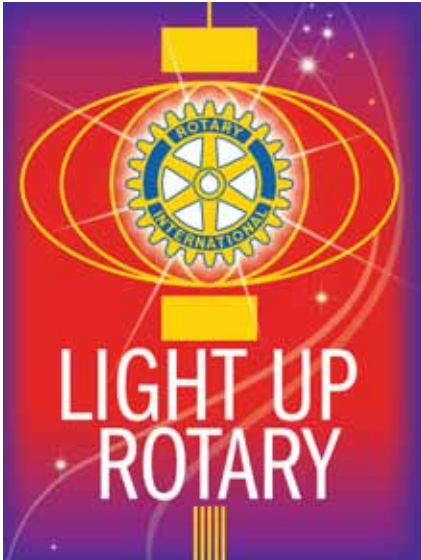
When a service project is most successful, the people we've helped no longer need us, and in turn have the power to help others. Then, we can move on to the next population in need with no strings attached. We don't have the need or feel the need to micromanage those that we've helped, and eventually there is no one left to help. This kind of Fire-and-Forget service is truly Service above Self.





# ‘Light Up Rotary光耀扶輪’ as the presidential theme for 2014-15

- Daniela Garcia, Rotary International



RI president-elect Gary C.K. Huang chooses ‘Light Up Rotary 光耀扶輪’ as the presidential theme for 2014-15.

RI President-elect Gary C.K. Huang chose Light Up Rotary as his theme for 2014-15. Huang was inspired by the teachings of Chinese philosopher Confucius who said: “It is better to light a single candle, than to sit and curse the darkness.”

“There are so many problems in the world, so many people who need help. Many people say, ‘There’s nothing I can do.’ So they sit there doing nothing. Meanwhile everything stays dark,” Huang told the 537 district governors and their spouses and partners who are attending the 2014 International Assembly in San Diego, California.

“The Rotary way is the Confucius way. The Rotary way is to light a candle. I light one, you light one, 1.2 million Rotarians light one. Together, we light up the world,” said Huang, who is a member of the Rotary Club of Taipei in Taiwan.

After announcing his theme at the opening session of the five-day training meeting, Huang urged club members to Light Up Rotary in the coming year by hosting a Rotary Day in their community and including local Rotaract and Interact members in their service projects.

“How you Light Up Rotary is up to you,” Huang said. “You know where you are strong, you know what your community needs, and you know how you can help.”



Huang also shared his membership development goals, including the need for more women and young adults and his goal to increase membership to a total of 1.3 million members. He asked Rotarians to invite their spouses, family members, and friends to join Rotary.

“We need to assume leadership for building strong clubs, and that starts with bringing in new members,” he said.

Addressing the status of the fight against polio, Huang noted that with the current momentum Rotary is on track to achieve full polio eradication by 2018.

“When we eradicate polio — and we will — we will have proved ourselves an organization capable of great things. And we’ll be even better equipped for the next challenge we choose to take on. We’ll have given the world a gift that will endure forever,” he said.

By continuing to fight against polio, setting an example in local communities, and growing membership, Huang hopes to see Rotary shine brighter than ever.

“Light Up Rotary is our theme, but it is more than our theme. It is how we live in Rotary, how we think in Rotary, how we feel, how we work,” Huang said. “It is how we make a difference — every day, in every club, every district, and every country where we serve.”

## Our leaders met the new Chief Executive, Mr Chua Hoi Wai, of the Hong Kong Council of Social Services (HKCSS)

On 30 October 2013, DG Eugene together with 9 Rotary leaders from the District Strategic Planning Committee and Poverty Alleviation Committee, and me met the new Chief Executive, Mr. CHUA Hoi Wai, of the Hong Kong Council of Social Service (HKCSS), their Business Director (Public Engagement and Partnership), Mr. Cliff Choi and Senior Manager, Caring Company Scheme, Ms. Wendy Luk at the Regal Hong Kong Hotel.

During the meeting we talked about how Rotary, can help those medium-size charitable organizations by providing advisory services to them through Rotarians in their respective professions. We also explored how Rotary Clubs may support social enterprises in Hong Kong by holding their regular meetings and events at the premises of these enterprises.

Our leaders have taken the opportunity to introduce some of our District projects to Mr. Chua and his team.

The HKCSS has been our very important strategic partner in the last two years in organizing the M.O.R.E. projects: our Youth-in-Transition in achieving upward mobility.

We all look forward to our third year of working closely together in helping our new generations.



From left to right:

(Front Row) PDG Peter Wong, IPDG Kenneth Wong, DG Eugene Fong, Mr. CHUA Hoi Wai, DGE Belinda Yeung and PDG Ada Cheng

(Back Row) Ms. Wendy Luk, Mr. Cliff Choi, PP Andy Wong, PP Brenda Lee, CP Patrick Poon, PP Henry Tong, PP Albert Poon and Ms. Rainy Ma



## 扶輪基金, 地區研習班的速記

各位社友, 可能我們都因為繁忙的工作, 交際, 家務或學習等等, 每天都忙得不可開交, 雖然如此, 我相信每一位社友都是會關心著扶輪的發展。有關我在2013年11月9日出席一天國際扶輪基金研習班之後, 本人收到扶輪3450地區首席秘書錢樹楷的指示, 他希望我可以草擬一份有關基金研習班中文內容的報告, 給各社友參考。所以, 本人才有幸在此專欄與大家分享。本人希望這些內容可以讓更多社友了解國際扶輪基金的申請, 因為1314年度扶輪基金開始實施新的批核基金運作。

### 扶輪基金運用3個不同的監管批核類別

- a) District Grant — 地區獎助金
- b) Global Grant — 國際獎助金
- c) Packaged Grant — 全球包裹式獎助金

### 扶輪基金 6 個重點人道服務範圍

- a) 和平及預防/解決衝突
- b) 預防及治療疾病
- c) 水及衛生
- d) 母嬰健康
- e) 基本教育及識字
- f) 經濟及社區發展

### 3450 地區須要符合的申請制度

- a) 簽署承諾備忘錄 (MOU) 表格, 必須要 3 位社長簽名 (即現屆社長, 上任及候任社長, 共3 屆)
- b) 注意申請時間有指定的限期
- c) 申請需符合本地法律
- d) 每年每位社友捐出100 美元
- e) 每年每社需要安排代表出席扶輪基金研習班

### 需要建立有效的監管計劃

- a) 委任基金運作管理人
- b) 開設獨立銀行運作管理戶口
- c) 完善開支審批流程數據
- d) 提供賬目供第三方核數
- e) 保留7年財務記錄
- f) 提交進度及完成報告

### 設立管理措施

- a) 厘定監管人責任
- b) 有效運用批核基金
- c) 委任基金運作管理人最少二位
- d) 規範支票簽署制度
- e) 推行基金開支申請制度
- f) 完善會計賬目記錄並保存7年

我們作為3450地區的扶輪社, 將會有可能參與其他有相交往來的地區扶輪社, 又或者是與自己結盟的姊妹社們, 並有可能獲他們的邀請合作做服務, 因此, 我們需要有上述的認識和準備。相信各位社友服務於社會各階層, 在不同的領域, 有著不同的崗位, 大家往往都能成功發揮積極作用, 造福社會, 服務人群, 這也就是國際扶輪社基金的目標。



香港城北扶輪社  
劉美珍社長 謹啟  
日期: 2014年1月8日

## Introduction of Matching Projects through RI website



Kevin Lei  
Community Service Chair  
President Elect  
Rotary Club of Macau

The new Rotary International website is one of the transformative changes in this Rotary Year. It is a great tool for Rotary leaders to explore new projects, to find international project partners, and get directly involved in the implementation of projects based on our interests.

One of the many new features of the new Rotary website is the much improved search function. Simply by clicking on “Take Action” → “Develop Project” → “Support a Project”; in less than a second you will see a category of different rotary projects going on around the world. With the new “Search Feature”, we can set up specific criteria for finding projects that fit our interests and resources.

Our club realizes the importance of infants and children healthcare, especially for those in underprivileged countries. Therefore, we refined our search by checking the “Maternal and child health” section. We also would like to serve at a neighboring country so we can better monitor progress. That is how we found the project “Supporting Newborn Screening Kit” at Caloocan City, Philippines; a great project which is closed to what we were looking for. We were able to build up direct dialogue with the host club through email for further information such as cost to support the project.

We hoped matching new projects through the new Rotary International Website could become a new option for our club to stay connect with rural areas and the other part of the world. The idea may sound a bit new, but it is truly a fantastic platform to promote projects of your club and to learn more about other great Rotary projects worldwide.

## 「關愛老師之肩頸健康講座」

澳門友誼扶輪



澳門友誼扶輪社月前於下環浸會學校舉辦了「關愛老師之肩頸健康講座」，講座氣氛輕鬆，校長、老師和社友們都踴躍參與，反應熱烈。當日邀請了友誼扶輪社服務計劃副主委劉志良醫生向老師們講解有關肩頸、腰膝不適的成因及保健知識，讓老師們對相關疾病有了正確的認識和學習到預防及維護的方法。劉醫生更即場為老師們作初步診斷、建議治療方案及教授保健操，有份參與的老師和社友的症狀馬上得到緩解，獲益良多。

友誼扶輪社社長何壽鑾表示，許多老師和社友長期受肩頸、腰膝問題困擾，是次講座令他們了解到職場環境和工作間適時做保健操以鬆弛肌肉的重要性，為老師們的健康帶來長期的幫助，非常成功。何壽鑾社長亦指是次活動只是一個開始，未來將陸續在其他學校舉辦類似的講座，希望帶起學校對老師健康的重視，讓更多老師受惠。下環浸會學校校長林英傑表示，今次講座和義診對他本人和老師都很有幫助，並會繼續和扶輪社合作，為老師、學生和家長們的身心健康舉辦更多講座和工作坊。



當日參與活動人仕有下環浸會學校林英傑校長及十多位老師，友誼扶輪社社長何壽鑾及社嫂黎燕，候任社長吳茵娜，服務計劃副主委劉志良，國際服務主委姚如藍，義務司庫葉皓茵，行政主委司徒子君，聯誼主委黎若嫦，監事周王安，助理秘書及一眾扶輪社熱心人仕。



According to the MAPGAZINE published by our District in 2007, 8 Rotary Landmarks have been erected within Hong Kong and Macau to promote Rotary Image in the past 82 years.

I was privileged to pay homage to two of them in Hong Kong with 97/98 Governor Jason Yeung who has initiated the idea of producing the said publication together with 05/06 Governor Peter Wan. Having listened to the stories behind, I realised PDG Jason Yeung and his Club, Rotary Club of Kowloon West had lent a hand in the construction of many of them.

Preserve Planet Earth (PPE) Sculpture at Shatin Central Park is a masterpiece of famous Hong Kong sculptor, Van Lau (文樓). It was built as a testimony of the Rotarians commitment to preserve our environment.

Preserve Planet Earth Ecology Program was implemented by 90/91 Rotary International President Paulo V.C. Costa, who said “We are the creator’s masterpiece. It is He who made us guardians of the earth. This planet is our heritage as well as our legacy. It is our mission to preserve it”.



Led by the District Preserve Planet Earth Committee and sponsored by 26 Rotary Clubs, it was officially unveiled on 12 May 1993 by renowned Cliff L Dochterman, 92/93 Rotary International President as well as author of the booklet “The ABCs of Rotary”, which has been translated into more languages than any other Rotary publication.

Rotary Courtesy Sculpture at Park Lane of Nathan Road in Tsim Sha Tsui was a collaboration of Rotary Club of Kowloon West and Radio Television Hong Kong (RTHK).

To support the public campaign to promote courtesy as local custom (禮貌運動) in the 80’s, Past Governor Jason Yeung who was Club’s Service Chair in 1988, carried out the collective decision of the board of RC Kowloon West to collaborate with Radio Television Hong Kong.



With the persistence of Past Governor Jason Yeung and the connections of Rotary, he has liaised with all kinds of government departments that one could name of: Lands Department, Highways Department, Urban Council, Fire Services, Hong Kong Police Force and Mass Transit Railway Corporation by then.

At first, it was suggested to erect the statue at the end of the road. However, Rotary Club of Kowloon West applied for the current location, opposite to the entrance of Kowloon Park. The official government rental was HKD\$1.00 annually.

Finally, the statute foundation was installed by Rotarian Kwok Man Tai and unveiled on 18 Aug 1989 by Sir Rogerio Hyndman Lobo, Head of Hong Kong Broadcasting Authority, Cheung Man-ye, Director of Broadcasting and Head of RTHK and 88/89 President Lee Yeung Chuen of Rotary Club of Kowloon West.

\* \* \*

“Perfection is not attainable, but if we chase perfection we can catch excellence.”

Said Vince Lombardi the famous American football coach. If Rotary tells people too many HOW in the past, our Landmarks of Excellence certainly tell us WHY.





# Club in Action

## Rotary and Rotaract Club of Macau Interview on Macau TDM TV Talk Show

On Jan 30, 2014 , RC Macau President KC Wong, Service Chair PE Kevin Lei and Rotaract Club Macau President Judite Lam gave interviews on Macau TDM Portuguese Channel's Weekly English Talk Show to promote ' How Engaging Rotary will Change Lives '. The 30-mins program aimed at reaching the growing English-speaking community in Macao with informative messages on Rotary membership, fellowship, the two clubs' local and international services projects , focus on Youth and the commitment of ' Service Above Self '.

To view the TV interview program, please click on the link below:-  
<http://portugues.tdm.com.mo/ppgm.php?pid=2&vid=992>



## My Rotary Moment

Michael Chiu  
IPP/RCHKS

### My path as a Rotarian



Rotary, sounds unfamiliar. But to many, it is a rich men's club for fellowship and wine.

When I was invited to attend a Rotary lunch meeting 4 years ago at the Hong Kong Golf Club, my friend, a senior Rotarian and church-mate, enquired about my wishes to be a Rotarian and join the English speaking Rotary Club of Hong Kong South.

"What can I do for the community?" I asked. 2 months later, I was inducted. Chances came when I was appointed as the Director of Community Service in 2009 and 2010.

To help the under-privileged, book coupons, sport shoes and school bags were provided to children of lower income families as an encouragement for their studies and without labeling.

Even serving the community, it was not without setback. Efforts to set up a self-financed autism centre for kids, and to provide training to their maids and teachers as well as counseling and treatment service was aborted for lack of resources. Thousands are still suffering nowadays. Like-minded are welcome to reinvent the wheel.

I took up the Presidency of the Rotary Club of Hong Kong South in 2012 and had promoted a "We Participate" concept in which not only Rotarians, their families and friends have participated in the Club's service projects like visit to the elderly home and street sleepers.

Reaching-out means a lot to Rotarians as we can see and feel the needs of the needy which we cannot imagine in our air-conditioned office. Have you ever talk to a street sleeper and think about a "Why" behind their stories ?

To run a Rotary Club is in fact a challenge as all are volunteers and holding senior positions in different business organisations. Motivation and engagement are critical success factors. A team comprises of non-like-minded members will bring you a sure success in your business.

Rotarian, no matter wealthy or not, serves the community above self.



# 地區總監一月文告



曾經有過辯論，扶輪究竟是服務主導還是社員主導的團體呢。顯而易見，我們很容易迷失於修辭學中，無視我們熱情洋溢的長期目標。當我們審視一直以來種種扶輪的目的和精神，或許，我們不能精確地為我們的努力下定義。我們的座右銘是：『服務至尚』，但我們的最終目標不只是服務。事實上，假如服務是我們的終極目標，那麼會有一點點自私。服務只是我們聚焦人道主義的副產品。這個焦點不只驅動我們為世界創造更多服務，而是強烈地要求我們為世界上甚少人關注的事情提供必要的服務。

真的嗎？  
是的。

保羅哈里斯對扶輪未來的願景乃是：『扶輪會繼續成為慈善團體，但可以做更多一點；移除那些需要慈善服務的因素。』

我們都聽說過，授人以魚，不如授人以漁的故事。今天海洋已被過份捕撈，使得上述典故已不太確切。因此，身為扶輪人，我們應拓展思維，不單只教人捕魚，讓要教人養殖。為解決地球上的飢餓、貧窮與不公，我們可以簡單地提供即時所需如食物與金錢。但這只是服務，不是服務至尚的原意。

當我們做著慈善活動時，可能感到恩慰而心內迴響：『我們真有能力，照顧所需』。但短視的救濟式服務很多時達不到真正的服務要求，它誘使人們的依賴性。我們需要探求長期的解決方法，考慮經濟、社會、環境等因素，使之更有影響力。我們需要可持續的發展。我們希望建設一個沒有設限、更民主、每個人都擁有自由和責任的世界。

服務仍是扶輪的基石，但不會是我們的終極目標。我們最終希望移除那些需要慈善服務和不公的因素。

一個成功的項目，是我們幫助過的人不再需要我們，而有能力去幫助別人。然後，我們可以繼續為其他更有需要的人群服務。

My fellow Rotarians,

My heart is bleeding as I write this message to inform you that this month our District has gone through the saddest moments of losing the President of Rotaract Club of Shouson Hill, Christoph Woehler, on 3<sup>rd</sup> January; and the President of Rotary Club of Kowloon Golden Mile, Edwin Poon, on 10<sup>th</sup> January. Christoph died at the young age of 20 due to pulmonary embolism while Edwin died of acute myocardial infarction, both completely unexpected.

And on 7<sup>th</sup> January, we have also lost Sir Run Run Shaw who served as the President of Rotary Club of Kowloon in RY1966-67, and was monumental to the Club in its early days.

Our thoughts are with the families of the deceased, members of Kowloon, Kowloon Golden Mile and Shouson Hill. We share your grief in this time of bereavement with deepest sympathy and condolence.

Yours ever in Rotary,  
Eugene Fong  
District Governor

## Top 5 Club Attendance

DEC 2013

Area	Club	Average Attendance Percentage
7	Peninsula South	98.81%
8	Kowloon East	85%
9	Nomt	85%
2	Victoria	80%
9	Ulaanbaatar	79%

## Forthcoming Events

FEB 2014

15

District Team Training Seminar II

19

Rotary Centenary Challenge Cup

22-23

District Conference & Rotary Day

Rotary International District 3450 provides support to humanitarian services of 72 Clubs (Hong Kong: 53; Macau: 6 and Mongolia: 13). More information may be found from the District Website: [www.rotary3450.org](http://www.rotary3450.org). This bulletin is not for sale. It is published by the District Management Committee under the supervision of the District Governor. If you have any enquiry, comment, proposal, suggestion or contribution, please contact our Managing Editor, PP C K Lau (Rotary Club of Hong Kong Northwest, Tel: (852) 94525351 / Email: [ckl@fong-on.com.hk](mailto:ckl@fong-on.com.hk)) at the first instance.

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