

London Bridges

Bridging the World of Rotary

July, 2009

News from the Rotary e-Club of London Centenary

No. 6 Vol. 6

Rotary e-Club
of London Centenary

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of London Centenary - com-
ments and suggestions should
be sent to

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Start fresh... the effort will be huge

Another Rotary year has started. All that are directly involved are willing to do their very best. Everyone has plenty of ideas, everyone is enthusiastic, everyone feels part of this extraordinary helping machine that Rotary is.

But feeling good and having a lot of meetings will not be enough. The purpose of all this is to help those in need: with projects that benefit somebody, with medicines, with teaching to make bread, or just with some minutes of care and attention.

Rotarians just serve !

We can do it anywhere and in anyway.



www.erotarylondon.org





Let's see what happened there...



Be an "involved" Rotarian
It is worth it



Let's see what happened there...



Be an "involved" Rotarian



It is worth it





Let's see what happened there...



Be an "involved" Rotarian
It is worth it



Let's see what happened there...





Let's see what happened there...

-==> Please click on the images to access the videos in the Internet



Opening ceremony
of 2009
Convention

A fascinating
ceremony where
East meets West



Closing plenary

Be an "involved" Rotarian
It is worth it



"You see this thing called blood, there is nothing like it." (African proverb)

It may well be shrouded in the mists of history, the name of the club which organized the first blood drive within Rotary International. Since the 1990's, however, major blood drives have developed as a challenge between neighbouring clubs, especially in the US, Southern Africa and France. Still more clubs may be joining, individually or at district level or mini-district level, according to the Global Network for Blood donation, a Rotarian Action Group (GNBD). In some countries, Rotarians have founded local blood banks.



"We have now been present with a blood-donor exhibition booth at three Rotary International conventions, Salt Lake City, Los Angeles and Birmingham, UK, and with the enquiries and general curiosity, which we have encountered, there is no doubt in my mind that more and more Rotarians are becoming interested in blood drives in cooperation with a local hospital, a blood bank or an official blood service organization," says member of Rotary E-Club London Centenary *Haagen P. Cumlet*, President and co-founder of GNBD. In Los Angeles and Birmingham, GNBD also hosted symposia on non-remunerated blood donations.

In the wake of the Birmingham convention, the GNBD President "hopes to see blood drive efforts develop in the Yorkshire District 1040, the London District 1130, perhaps in Scotland, in Poland (which shares District 2230 with Ukraine and Belarus), and also in the Nigerian District 9110, in District 2450 in Egypt and the Chennai District 3220, India". In Birmingham, a high-ranking official of the National Blood Service, NBS, expressed the hope to the GNBD staff that Rotary clubs in this English Midland city (District 1060) would help recruiting new voluntary blood donors.



In 2006, an American university study indicated that Rotarian blood donor projects around the world bring in about one per cent of the world's annual blood supply. This Rotarian effort is equivalent to the amount of donor blood needed to improve or save the life of potentially more than two million patients. According to the survey, as much as 60 percent of all Rotary districts may have clubs involved in blood donation, providing about 817,000 units of blood (out of the 81 million units of the world supply).

Some other important statistics: Without blood transfusion, 4.5 million patients would die in the US each year; the National Blood Service of England and Wales has said that in 2004 blood donors saved or improved approximately one million lives.

PDG *Charles "Chuck" Kurtzman*, Assistant General Coordinator 2008-10 of the Health and Hunger Resource Group under Rotary International, says that "Through our local efforts at the club level, Rotary has become one of the world's largest forces in voluntary blood donation. Our efforts help save lives on the same scale as our polio eradication efforts."



Two Presidents. Niels Mikkelsen from the International Federation of Blood Donor Organizations met with the incoming RI President, John Kenny, at the Birmingham convention for a discussion of Rotary's involvement in voluntary blood donation world-wide.



Chuck Kurtzman is the co-founder of GNBD and was the first president of this Rotarian Action Group. In 1996, he started a club blood drive that developed into the Governor's Challenge Blood Drive in Texas District 5790. When the challenge spread first to the South African Johannesburg District 9300 and later to neighbouring Texas District 5810, the apostrophe in the word Governor's moved one character to the right and became The Governors' Challenge, now encompassing five

US Rotary districts and the South African Johannesburg district (which hopes to expand into other districts in that part of the continent). In 1998, French Rotarian and later DG *Jean-Claude Brocart* of the *Toulouse District 1700* started the blood drive *Mon Sang pour les Autres/My blood for others*, that has developed into a national Rotary event in France.

GNBD President *Haagen Cumlet* stresses that "a club blood drive – of course, in cooperation with an official blood service, blood bank or hospital – is about the least costly club project, measured in operation costs, one can organize, and just think of the effect; you actually help save human lives in your own local community."

"In a growing number of countries, volunteers' associations play a crucial role in developing the necessary donor base for a sufficient and stable blood supply. In the majority of countries, however, filling the blood banks day after day with safe blood is an enormous struggle," says President *Niels Mikkelsen* of the *International Federation of Blood Donor Organizations (FIODS)*.



Recruiting new blood donors is needed in every corner of the world, and it is here Rotary can help. The FIODS President points to surveys showing that "personal networks are essential" in recruiting new blood donors. Two out of three donors are recruited by direct personal contact from family members, friends, and colleagues or by volunteers.

"Among these volunteers, I am happy to see a rising number of Rotarians – and Global Network for Blood Donation, a Rotarian Action Group is a much needed new framework – not least in the English speaking countries of the world, where volunteer involvement in recruiting and retaining blood donors is still lacking," *Niels Mikkelsen* told the GNBD symposium on non-remunerated blood donation in Birmingham.

The FIODS President encourages Rotarians to help with the organization of local blood donor associations in countries where such associations do not exist – and in a joint effort with local hospitals.

"Medical doctors are experts in their field, but they often have little experience in marketing, public advocacy, media strategy, fund-raising, or law. So the expertise of volunteers from all walks of life can be most helpful to the blood services Rotarians are often well known in their local communities, and they can play an essential role as initiators and coordinators of the local networks, which can bring in the necessary large number of donors to the local blood centre", the President of the International Federation of Blood Donor Organizations argues.

FIODS is one of four major international health organizations in charge of the annual World Blood Donor Day (WBDD), June 14, an event, which is partnered by Global Network for Blood donation, a Rotarian Action Group.



On the issue of WBDD, according to *David Plater*, Senior Coordinator for Programs & Presidential Initiatives in Evanston, "Rotary International has supported these events through the [Health and Hunger Resource Group](#), which has promoted World Blood Donor Day as one of the key health and hunger events Rotary clubs and districts should celebrate."



"Given the Health and Hunger Resource Group's success in promoting this event, we would encourage GNBD to work with resource group members to build Rotarian support for World Blood Donor Day," the Evanston official emphasizes.

Whereas the Health and Hunger Resource Group is an official Rotary International organ, in the hands of the RI President, Global Network for Blood Donation is an autonomous organization - though bound to follow rules and regulations set forth by the RI Board of Directors for the Rotarian Action Groups.

Back in November 2004, according to *David Plater*, Rotary International's Board of Directors "did encourage organizations like FIODS to continue to work with Rotary clubs and districts to support blood donation and World Blood Donor Day in their local communities."

In a reference to the new RI President, *John Kenny*, the Evanston Senior Coordinator concludes in a mail to GNBD: "We appreciate GNBD's continued efforts to support Rotarian involvement in blood donation projects and wish you success in your efforts to promote World Blood Donor Day."

In early 2009, the International Federation of Blood Donor Organizations, FIODS, named a special liaison to Rotary with regard to blood donor projects in clubs and districts. The contact person is PDG *Olafur Helgi Kjartansson* from Rotary District 1360 in Iceland, who serves on the FIODS Board of Directors as the organization's Treasurer General.

THE PURPOSE OF GNBD IS

to develop an international network of Rotarians and Rotaractors, their clubs and districts, families and friends, around the world, who are involved in blood donor projects;
to inspire other clubs and districts to join this life-improving and life-saving endeavour; and
to be a forum where all parties involved may share their experiences.



Global Network for Blood Donation was founded in late 2006 and was recognized by the Rotary International Board of Directors in February 2007 as a Rotarian Action Group. The membership has after the Birmingham convention passed 900.

London District Governor 2009-10 Martin Gudde (to the right) in discussion with members of the E-club London Centenary, from left Francis Uwaechi, GNBD President Haagen P. Cumlet, and Club-president 2009-10 Andrea Marcia Correa Kenyon-Muir, at the GNBD exhibition booth at the



In addition to blood donor drives within clubs and districts, other Rotary blood projects work abroad. That applies to a major project such as The Safe Blood Africa Project (SBA), which is installing blood bank equipment in hospitals in Nigeria, and Safe Blood, Inc, working in Latin America; both are American based. In a number of developing countries, Rotarians are supporting or have even founded local blood banks.

In India, there are said to be at least 50 such Rotary-related blood banks, one of which now has expanded into the stem cell era and has become the country's the first public not-for-profit cord blood bank. In Western Australian the three Rotary districts there are working on a cord blood bank project. Especially in the US, Rotarians have been known for helping re-direct still operative blood bank equipments from local blood banks and hospitals to such facilities in the less fortunate part of the world.

In 2006, Rotary International was chosen by the AABB, a professional society for transfusion and cellular medicine, as the recipient of its Outstanding Organization Award for the role in the world's blood supply. (AABB was formerly known as the American Association of Blood Banks).

Footnote: For more information on GNBD Rotaract, please go to the website www.fiods.org and blood donor projects within Rotary and www.ourblooddrive.org. GNBD President Haator@ourblooddrive.org. See also the FIODS



If you want to join GNBD, please contact info@ourblooddrive.org There is no membership fee or other obligations. A GNBD newsletter is published three or four times a year.

(This article was especially prepared by GNBD for the Rotary E-club London Centenary's Newsletter, July 2009).



London Bridges—Bridging the World of Rotary

July, 2009

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Joao Penha-Lopes Settings Log out

 **Rotary E-Club London Centenary**
Global

Basic Info

Type:

Organisations - Clubs & Societies

Description:

The Rotary E-Club London Centenary, chartered on 23 February 2005 (Rotary's 100th anniversary), is one of 32,000 Rotary clubs worldwide comprising more than 1.2 million business, professional, and community leaders in 200 countries. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary Club are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto, "Service Above Self", Rotary's main objective is service—in the community, in the workplace, and throughout the world.

www.eRotaryLondon.org

Contact Details

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Website:

<http://www.londonrotary.org>

Office:

Location:

Global



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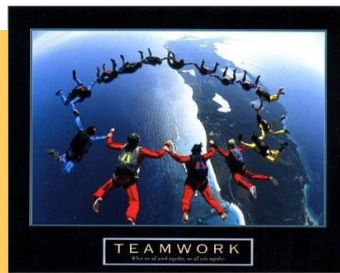
Group type

This is a closed group. Members must be invited or approved by an admin.

We are in
Facebook.
Follow us
there !

Our team for 2009 / 2010

President: Andrea
President Elect: Axel
Secretary: Stella
Treasurer: William



Club Directors 2009-2010

Joao - Club Administrator Chair and Sergeant at Arms.....
Anil - Club Membership Chair
Francis - Club Community/Vocational Service Chair
Lydia - Youth Opportunities
Federico - PR & Communications
(includes Internet Officer)

Club Directors 2009-2011

Cynthia - Club International Service Chair
Ellen - Club Foundation Chair
Enzo - Club Projects Committee Chair
(will work closely with Lydia, Francis, Cynthia, Ellen).



Make-Up
online
at our club.
It's fun !



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Software Tips....all legal and free

Let's use Skype at its latest version. Not only we can do great conference calls, but everyone can call landlines for a couple of Euros a month.
(click the logo)



Free Antivirus. Great even for kids computers. Very efficient.

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This is a software that complements the antivirus, in what concerns worms and trojan horses.
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SpyWareblaster

Prevents all sorts of spyware before it installs.
(click on the logo)





E-club London Centenary sponsors PHF

Rotary E-Club London Centenary was the sponsor, when *Niels Mikkelsen*, President of the International Federation of Blood Donor Organizations (FIODS), was awarded the distinction "Paul Harris Fellow" June 23, 2009. The ceremony took place at a symposium for non-remunerated blood donation, hosted by Global Network for Blood Donation, a Rotarian Action Group (GNBD), during the Rotary International convention in Birmingham.



Niels Mikkelsen (to the right) together with the presenter Axel Brodehl, President-elect of e-club London Centenary, at the PHF ceremony

Niels Mikkelsen, who is not a Rotarian, received the distinction for, in the words of the GNBD President and London E-Club member, *Haagen P. Cumlet*, "reaching out to Rotary" in his capacity as President of FIODS

E-club President-elect *axel Brodehl* presented the PHF to Niels Mikkelsen, who earlier in the day had met with Rotary International's new president, *John Kenny*, in Kenny's convention office. The FIODS president would like to see Rotary International lend its support to World Blood Donor Day, June 14.



Niels Mikkelsen (to the left), President of the International Federation of Blood Donor Organizations, in discussion with Rotary International's new President, John Kenny, about Rotary's role in promoting voluntary blood donation world-wide.

It is estimated that blood donor drives in Rotary clubs and districts around the world bring in more than one per cent of the world's annual blood supply of 80 million units, thus making Rotary an important player in this life-saving and life-improving endeavour. Potentially, the amount of donor blood, provided by blood drives in Rotary clubs and districts, is what is needed to improve or save the lives of more than two million people annually.





Ideas on the go from Rotarians

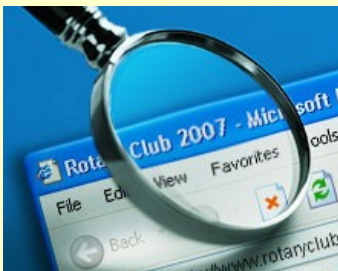
How about launching your own internet television station ?

Launching your own TV station is now easy and inexpensive.

You can launch a television station for couple of hundred of pounds thanks to the internet and video-streaming. I am amazed that so few people are doing it. You could argue that you are limited to the internet. Did I say limited to? The power of the internet is phenomenal with billions of potential viewers, just a click away, with a audience that is bigger than any satellite or terrestrial television station. What could you be doing? I suggest: find a niche market. I came across this US series Making It! Minority Success Stories is a weekly internet program which has been running since 1989, that showcases local minority entrepreneurs, some 525 of them to-date. It employs a presenter and a crew of two, and generates about \$500,000 in sponsorship. Not bad for a hobby!



Problem: Your club Web site is out-of-date



Use a dynamic website engine! That's the best advice I can offer as it will ease maintenance, divorce site design from content and allow multiple users to contribute articles and posts with little or no training. Platforms like WordPress (<http://wordpress.org>) is an excellent example of such a free and sophisticated system. <http://rotaryadliya.org> Bahrain

We have eschewed the cookie cutter for our own website design for several reasons, ability to promote specific pages easily in search results is among them. Using PayPal we have added the ability to take payments to our website. We have a Paul Harris bust that other clubs buy from us to give out as club awards, which we can sell directly from our site. We also sell tickets to fund raising events that are open to the public and now we are raffling off a piece of Southwestern art from our site. In our members section we post the minutes from each board meeting and keep the directory fresh as new members come into the club. It's a lot of work, but visitors to Sedona find our club through our website and we bring in a bit of money, so it's worth the time and effort.

I think a club or district website must interactive forums or discussion board in addition to standard rotary information. Gallery, Latest News section, space for rotaractors, club or district bylaws, upcoming events, office holder's contact forms all are a must.



Let's know each other better....

Work background

I have worked for 6 years as Head of the Support Department for the Military at the Brazilian Naval Commission in Europe a Purchasing Office of the Brazilian Navy, a Diplomatic Organisation linked to the Brazilian Embassy in London, 3 years in Italy working as EA to CEO at Holbe Dialogue Europe SpA – Manufacturers of the Flybook computer, 2 years back in London working as Business Development – Sales Manager UK & Ireland for MyGuide GmbH, manufacturers of the MyGuide SAT NAV and other GPS solutions and currently working as Business Development Consultant for various companies and products developing the Italian & Brazilian markets.



Andrea Marcia Correa Kenyon-Muir, President 2009-2010 of the Rotary e-Club London Centenary.

Why Rotary?



I have been part of the Rotary family since I was 14 years of age when introduced to Interact (Interact Clube de Santos Prof. Fuschini) via a school friend. I liked it so much that while the other kids would spend their spare time

going to the beach (under the Santos sunny weather) I would be

helping GAPA (support group for families with AIDS) or planting trees in the community or visiting elderly's Homes or Fundraising at the doors of supermarkets, on the streets, gatherings, etc. It was a full time commitment on top of studies, extra-curriculum activities, but I enjoyed every second of it.

I am Brazilian born, 35 years old, but lived most of my adult life (16 years) in London where I graduated in Business Administration at the University of Westminster and have specialised in Management through various other courses.



After the Interact, I joined the Rotaract (Rotaract Clube de Santos). Once in London I attended

meetings of the Rotaract Club of Westminster and that of St. Marylebone.

At 29, whilst working for the Brazilian Naval Commission in Europe, which is based in Putney, London, I started to attend the meetings of the Rotary Club of Putney, together with my, then, fiancé, Federico Iussig Zuliani, who was attending the meetings of the Rotary Club of Stepney & that of City and Shoreditch. Gladly, I was invited by PDG Colin Mathews to join the Rotary Club of Putney and took him on his invitation, becoming a Rotarian at the tender age of 29 in 2003. I am aware that there are much more younger Rotarians nowadays spread all over the world, but I am proud to say that at the time and up until now in the history of the Rotary Club of Putney (founded in 1925) I still am the youngest Rotarian ever to join the Club!



Let's know each other better....



I kept the belief I had acquired at a young age that Rotary, as a worldwide organisation, was the way to get to be an active part of not only a local or national community, but a worldwide one and my belief was the very truth. I was part of the Rotary organisation in Brazil (Interact & Rotaract), England (Rotaract & Rotary) and Italy (where I was a founder member of the Rotary Club Sacile Centenario RI District 2060).

I have made friends worldwide and have helped to build stronger communities worldwide. Where else and how else would one be able to do that? I have met so many people from so many different walks of life and nationalities that my memory couldn't count at once.

The aspect of being able to support and help people all over the world with my time, expertise and financial support through our Club's local projects as well as the various Rotary International Programs (Polio Plus, Humanitarian programs, Disaster Relief and so fourth) via contributions to The Rotary Foundation is so gratifying and it gives me such a feeling of fulfilment that is hard to beat by anything else I undertake.

As work has become overwhelming over the past years involving a lot of travelling, it has made it difficult for me to attend meetings at a terra firma Club, hence the choice of joining the E-Club, firstly, the Rotary E-Club of the SWUSA and now, proudly, a member of the E-Club of London Centenary. This is Rotary again taking into account the needs of people who otherwise wouldn't be able to carry on serving through Rotary because of busy schedules or handicaps – drastic lifestyle changes in one way or the other.



The Rotary E-Club



I believe that E-Clubs are here to stay. As the internet has come, in my opinion, to make our lives easier in so many ways, but ultimately as a better tool/way of communication all around, the E-Club has increased the possibilities for Rotarians in difficulties of meeting attendance requirements in their current traditional Clubs, non- Rotarians and people under 35 yrs of age to volunteer their time and talents to aid local and international communities serving through

Rotary.

The E-Club concept has been endorsed by quick-witted Rotary International board members to consider an alternative Rotary membership proposal. The E-Club is still a pilot project and its assessment will continue until the 2010 Council on Legislation.



Let's know each other better....

RI Year 2009-2010

As President 2009-2010, there are a few things I have envisioned, but fundraising being one which gives us the means for us to carry out our projects and services, and, therefore, worth mentioning for future reference.



The following inspirational ideas have been extracted from the RI website and have been successful ways of fundraising for Rotary clubs and districts:



Organize a purple pinkie project [integral part of DG Martin Gudde's (District 1130) wish-list]: Millions of children in polio-endemic countries know that a freshly marked purple pinkie means freedom from the disease. When members of your community make a small contribution to PolioPlus, have Rotarian volunteers mark their pinkies with the same dye used on National Immunization Days around the world. The purple pinkie will serve as a personal symbol of helping one child become free from polio forever.

Celebrate a big day: *Rather than exchanging gifts for a special occasion, request that friends and family contribute to the challenge.*

Hold a raffle: *Raffle off a car, a seven-night cruise, or four tickets to a local event, such as a basketball game or concert. Also consider holding weekly raffles with prizes from area restaurants or businesses.*

Skip a meal: *Skip the meal at your club meeting and donate the cost to The Rotary Foundation to help eradicate polio.*

Host a Rotary night: *Work with your local baseball league to host a Rotary night at a ball game. Both major and minor league teams have pitched in to help Rotary "strike out polio." Auction off a chance to throw out the first pitch, and set up a booth in the park with information on Rotary and the challenge grant.*

Organize a walkathon, bike-a-thon, or skate-a-thon: *Have Rotarians, Rotary Fellowships, athletic groups, and other community members solicit pledges for the distance they walk, pedal, or skate.*

Coordinate an online auction: *Ask Rotarians, friends, and family to search their homes for items they wish to give away, including clothing, jewellery, furniture, and housewares. Collect the goods, and list them for auction on eBay.*

Plan a special event: *Dinners, festivals, picnics, wine tastings, and sports competitions can all draw contributions from Rotarians and other community members.*



Let's know each other better....

Sell a product: *CDs, cookbooks, ties, teddy bears, and mugs are just a few of the items that have been sold to raise funds for PolioPlus.*

Hold a white elephant auction: *After the holidays, ask club members to donate gifts they do not want or need. Auction these items at a club or district meeting to raise money for polio eradication.*

Collect pennies for polio: *Ask Rotarians, friends, and families to place coin collection cans or boxes in local businesses, schools, and homes. Donate the proceeds to the polio eradication effort.*

Coordinate a movie night: *Work with local cinemas to organize a movie night in which all or part of the proceeds from admission benefit PolioPlus. Publicize the event in the newspaper, on the radio, and in all area Rotary clubs, and encourage everyone in the community to attend.*

Host a million dollar dinner: *Arrange a dinner with a district governor, Rotary senior leader, or local celebrity. Invite guests who can make a significant gift to Rotary's polio eradication effort.*

Plan a fireside chat: *Ask a club member to invite other Rotarians from the district to his or her home for an update on polio eradication and an opportunity to discuss major gifts. This event may also be hosted by a Rotary officer or Major Donor “.*

Further information can be found at the RI website - www.rotaryinternational.org

Let's not forget that we are all volunteers - and we have a mission: to serve our community and those in need throughout the world while promoting high ethical standards and of the things we think, say or do – (remembering the four way test), let's ponder:

- 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?*

I

wish all of us a great year of “Fun, Fun, Fun” (quote from DG 2009-2010 Martin Gudde D. 1130) in Rotary Service and Fellowship bearing in mind that the Future Of Rotary Is In Our Hands.

Andrea Marcia Correa Kenyon-Muir
President 2009-2010
Rotary E-Club London Centenary



Our Members



	Beetz, Michael	London, UK & USA
	Beguy-Knodt, Lydia	Belgium & Madagascar
	Brodehl, Axel	Bonn, Germany
	Challis, John	Strachur, Scotland
	Cumlet, Haagen P	Greve, Denmark
	Dhiri, Dr Anil	London, UK
	Engberg, Goran	Sweden
	Gaze, David	Cobham, UK
	Grund, Cynthia M	Greve, Denmark
	Kenyon-Muir, Andrea M. C.	London, UK
	Kurtzman, Ellen	Fort Worth, Texas, USA
	Martinelli, Enzo	London, UK
	Neville, Harold ^(HM)	London. UK
	Penha-Lopes, Joao	Lisbon, Portugal
	Schleuter, Wolfram	Czech Republic
	Rhind, William	London, UK
	Russel, Ernie ^(HM)	London, UK
	Russell, Stella	London. UK
	Uwaechi, Francis	London, UK
	Zuliani, Federico Iussig	Udine, Italy

(HM) - Honorary Member



Paul Harris Fellows:

Beguy-Knodt, Lydia PHF+2
 Cumlet, Haagen P PHF
 Dhiri, Anil (Dr) PHF
 Grund, Cynthia M PHF
 Kurtzman, Ellen (Foundation), AKS, PHF
 Neville, Harold PHF
 Russell, Stella , PHF



References for data used in this newsletter:

<http://www.ourblooddride.org/>

