

# OUTA SPACE

## NEWSLETTER

### ROTARY E-CLUB OF SOUTH AFRICA D9270

[www.rotaryclubsouthafrica.org](http://www.rotaryclubsouthafrica.org)

PBO 930039682



Date: 1<sup>st</sup> May 2013  
No 21



## May and July are the 2 months in the Rotary calendar that do not have a particular focus.

In many Districts, including our own, May is the month when we usually have our Conference – please make a special effort to attend.

In this newsletter it is quite interesting to see projects being featured that took place on the extreme west and east coasts of South Africa where our members played a significant role.

The water project at Veldrif to provide irrigation from a borehole for vegetable gardens at the FDSA project was finally handed over. [See pages 5 & 6] Well done to John Fannin and the FDSA group for bringing this project to fruition.

In the east, our club sponsored the water slide at Camp Quality in White River. [See pages 7 & 8] Well done to Keith Kirton for his involvement with this very worthwhile project.

Pages 3 & 4 are all about the upcoming Rotary Family Health days and 7 of our club members

have volunteered their time during this huge Rotary initiative.

The upgrade of the **ITHEMBALETHU EDU CARE CRECHE** will be completed this week so there will most probably be some before and after photos in the next OUTA SPACE.

Every 3 years the Rotary Council on Legislation takes place in Chicago. Each District has 1 delegate at the COL and as I was the District Delegate in 2010, I have followed the 2013 COL that took place last week very closely. There is a brief summary on page 9 with some of the motions that were accepted as well as a few of those that were rejected. If you have any questions about the COL I would be happy to try and answer them.

Turning to the TOPIC of the Week – if you have not been there these last few weeks you have missed some really interesting TOPICS – it is not too late to still log onto the website and to read them – and if you are having a problem accessing the website, please let me know.

*Have Fun*

*Gerald Sieberhagen - Editor*

**Please remember that it is the responsibility of each Rotarian to introduce prospective Rotarians.**

**Rotarians should always be on the lookout for suitable projects that would be suitable for our E-Club to undertake.**

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## BIRTHDAYS AND ANNIVERSARIES

### BIRTHDAYS

#### MAY

10<sup>th</sup> Tammy Maddox  
15<sup>th</sup> Aadila Sabat  
17<sup>th</sup> Gillian Stark  
19<sup>th</sup> Lynn Stefano  
27<sup>th</sup> Gerald Sieberhagen

### ANNIVERSARIES

#### MAY

None!!!

## UPCOMING EVENTS AND DATES TO DIARISE:

### 2013

9<sup>th</sup> to 11<sup>th</sup> May – ROTARY FAMILY HEALTH DAYS

Date to be decided – ROTARY E-CLUB  
QUIZ/FUN EVENING

17<sup>th</sup>/18<sup>th</sup> May – DISTRICT 9270  
CONFERENCE – Sibaya Casino – HAVE  
YOU REGISTERED YET?

26<sup>th</sup> May – EAST COAST RADIO – BIG WALK

6<sup>th</sup> June – Talk by Jenna Reinbach at RC  
of Durban North Meeting – 5h30pm at  
Northwood/Crusaders Club, Ranleigh  
Crescent, Durban North – TOPIC – her  
recent trip to Global Peace Forum in  
Honolulu.

23<sup>rd</sup> to 26<sup>th</sup> June – Rotary Convention in  
Lisbon.

1<sup>st</sup> July – Merger of Districts 9320 & 9270 to  
form a new District 9370

### 2014

11<sup>th</sup> to 14<sup>th</sup> April – District 9370 Conference  
on MSC Opera

13<sup>th</sup> to 19<sup>th</sup> July

8<sup>th</sup> WORLD ROTARY CRICKET FESTIVAL in  
NOTTINGHAM UK.

Hopefully SA IFCR will have a full team  
attending this Festival – Great Fun always  
– Read more about this in the March  
Rotary Africa – You missed the article? Go  
and have another look.



## DISTRICT CONFERENCE 17<sup>TH</sup> & 18<sup>TH</sup> MAY 2013 See you there!!!!!!

#O#

The final touches are now definitely being  
done at the **ITHEMBALETHU EDU CARE  
CRECHE** in Lamontville and everything  
should be completed by end of week –  
pics in next OUTA SPACE.

#O#

**No one has advised that they do not wish  
to purchase a Conference Raffle ticket for  
R20, so, R20 will be added to your July  
Subscription Invoice. Thank you for  
supporting this worthy cause and I  
sincerely hope that someone in our Club  
wins a prize.**

A reminder to those who have been  
selling books of tickets to please ensure  
that you hand the ticket stubs and the  
R400 to Irene as soon as possible please.

#O#

How many of you will be taking part in  
the **EAST COAST RADIO Big Walk on  
Sunday 26<sup>th</sup> May?**

#O#

Remember to pass on your suggestions to  
Suzanne Edmunds for the FUN QUIZ  
evening.

#O#

### Emails to the Editor

Hi Gerald

Thank you for a fantastic "bumper edition" of OUTA  
SPACE No 19!!!

I seriously need an introduction to the lady on  
Page 10. Sounds like my kinda gal...but shush....

don't tell Linda!!! :-)

Kindest regards

Jeff

**NOT EVERYONE MISSES THE MONDAY TOPIC of the  
Week as much as Jeff does...**

Original Message From: Gerald Sieberhagen  
Sent: 04/01/13 05:48 PM

To: Jeff Watts Subject: TOPIC of the Week

Good Day E-club members

Because today is a public holiday there is no  
TOPIC of the Week. G

Ughhhhh.. no TOPIC OF THE WEEK!!? This is like  
Monty without Zuma; Dolce without Banana;  
God without Zille, sorry, Zilla; Frozen without  
The North!!!

Je suis desole!!! Jeff



**ROTARIANS** FOR  
**FAMILY HEALTH** AND  
**AIDS PREVENTION** INC  
*Mobilizing Rotarians and Partners Globally  
in the Fight Against HIV/AIDS and Other Diseases*

Dear Rotary South Africa,

When I think back to the January 2012 Johannesburg meeting I held with the Rotary leaders in South Africa, I simply had no idea how massive and significant your Rotary Family Health Days campaign would become! So much has happened in the past 15 months since RFHA began planning to do this event, in partnership with many, including all of you! As June Webber so aptly put it recently, the hard work now is going on 'in the trenches' where you Rotarians are going to execute on the plan we designed together with our partners. But make no mistake about it: this is a Rotary-led event, and you are doing what all Rotarians do best: service above self in your communities!

There are many brilliant things about RFHDays, but probably one of the most significant things is that it is a ground-swell movement in Rotary, with Clubs and Districts wanting to become engaged because it gives us a platform by which we can make a difference. It also is so high profile that it will certainly attract prospective members to Rotary – so keep your eyes open for people you'll want to invite to your own club to learn about Rotary. In addition, I know you are going after getting the Rotary International convention in the future, and this will certainly show the decision makers how well you can pull off large scale events.

Finally, this program model is about PARTNERSHIPS, and we are therefore leading the way in all of Rotary on the development of a new Rotary Disease Prevention Program! No single organization could pull off this event alone. But together, with each partner having a defined role and set of responsibilities, this model works. You, in South Africa, are raising the standard of performance because of what has been already been accomplished:

- In an unprecedented move, the Government Department of Health committed to paying for all the medical and technical costs of this program at all 160+ sites. The Minister of Health Dr Aaron Motsoaledi is launching the event himself in Zandspruit/Johannesburg on MAY 10<sup>th</sup>, 12 noon. (Please note this change of launch date, and see the Save The Date invitation sent out to guests for the launch.) The Rotary Club of Northcliff is co-ordinating this site.
- The DoH is also working in tandem with the Centers for Disease Control to build a data collection tool to be used at each site. Sue Paget will be in touch with Steering committee heads about this tool next week and information should flow down to clubs from this.
- The Centers for Disease Control (CDC) and USAID who fund the South Africa government for HIV/AIDS and TB programs will be providing us with the necessary resources through the Department of Health for any HIV and TB screens at all sites. The CDC has been an invaluable partner to RFHA, and also on defining a pilot impact study for this event. In addition, they are videoing the entire event in select parts of South Africa.
- Between the medical services of the DoH and the U.S. Government, the retail value of this health campaign exceeds \$20 Million USD in your country alone!

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- Coca-Cola South Africa and The Coca-Cola Africa Foundation (a RFHA partner for seven years) has provided South Africa all the funds for Rotary's mobilization costs. Their P.R. firm, Africa Practice, has been significant in helping us develop media releases, media plans and interview schedules. Supported by Coca Cola's funding, their advertising agency has produced a television advert to be flighted in the week leading up to the campaign.
- In addition, the South African Broadcasting Corporation is providing us, pro bono, with a comprehensive media campaign (with a retail price tag of \$20 Million USD)! This will include radio, TV coverage; and it will broadcast the event live to the rest of the African continent through Channel Africa. Primedia, YFM, the Independent Newspapers Group and other media resources are also committing significant resources to promote the event.
- Dr. Sarah Britten, a professional media strategist and social media guru, is designing a social media strategy in which all of us can engage so that we can have instant coverage on Facebook and Twitter during the event. Sue Paget and Shirley Downie will be sharing this plan with you this week.
- Rotary International's headquarters Broadcast Media and Public Relations Teams are going to attend and do several things: a 3 to 5 minute broadcast package for external news media (CNN, BBC, etc.); produce a documentary-size video of the live event showing its huge breadth and scope; footage of Rotary clubs working, stories about families attending the event and showing its impact, and interviews of many partners. The SABC has promised RFHA they will flight this documentary out to the continent of Africa. RI headquarters are also sending in a journalist to work with me on the event.
- Finally: BIG NEWS: Past RI President and Chairman of the Rotary Foundation, Wilf Wilkinson, is coming to Johannesburg for two days to be part of this significant program! He will be here the 9<sup>th</sup> and 10<sup>th</sup>.
- All of you Rotarians in South Africa honor me and the RFHA Board of Directors by working so hard on this health campaign and by making a dream become a reality! We are building a Rotary-led Disease Prevention Program model for others to follow! **THANKS TO ALL OF YOU!!!**
- Significant thanks must go to the four District Governors in South Africa – DG Richard Brooks (D9270), DG Martin Forsyth-Thompson (D9400), DG David Briggs (9320) and DG Mike Osche (D9350) for their vision and support of the RFHDays in South Africa from the outset.
- Acknowledgement and thanks too should go to the 4 District Steering Committee Heads – Dr Neil Christopher (D9270), DGE Anneas Balt (D9400), AG Thomas McGhee (D9320) and PDG June Webber (D9350) for their and their steering committee team's tireless efforts in driving this initiative at a Rotary Club level.

Most sincerely,

Yours in Rotary Service,

Marion Bunch,

Founder and CEO, Rotarians For Family Health & AIDS Prevention (RFHA)

April 21, 2013

## FDSA PROJECT in VELDDRIF

On 14 August 2012 John Fannin wrote:

I have known for some time about an NGO (# NPO 079 184 & PBO # 930 036 127) named FDSA Velddrif which provides a meal a day to under privileged and poverty stricken children, mainly from families of out of work fisherman, and the women who work seasonally in the local fishing factories. Of all the organizations that I have been contacted by since our E-Club was recognized in the Weslander, this is the one that has impressed me the most. It was started by a single local resident in Port Owen, who served meals originally from the back of a bakkie! Then, with the help of others and the formation of the NGO and an PBO, they moved to a house in the township. Various organizations, i.e. Nedbank and the Inner Wheel Club of Saldanha (still in existence and doing excellent community work), supplied them with stoves, cooking utensils, etc. Then, they received a large piece of land from the Berg River Municipality on which they have built a huge kitchen and storeroom with a donation of R200K from the Mykonos Casino.

They also receive donations of food daily from other sources such as Spar, Pick & Pay, the local fish factories, and local bakeries. From these donations they provide a hot meal every evening for between **300 and 400 children!!!** Since this organization started feeding the children one member of the local Noordhoek Community has dedicated his whole life to find food sources, and to do the cooking with the assistance of other volunteers, every day.

They have been told that there is a large underground fresh water stream directly under the land they lease at no cost, and wish to tap into that water to use both in the kitchen and on a vegetable garden they wish to establish. They are also going to ask Mykonos Casino for a further donation to build on to the present building to have a covered place where they can feed the children.

Attached please find a letter to me from FDSA Velddrif. Please ignore the request for funding for the building. They are aware that Rotary does not provide funds for such projects. I have requested that they provide me with some form of scientific proof that the fresh water will be found directly under their land. This will probably not be provided before I depart on Thursday.

I shall also attach a list of some costs. A Simplified District Grant perhaps would have been the way to go, but payment, if successful, would not be before July 2013. I am going to seek some small amounts in GBP from the Clubs I visit and Rotarians with whom I remain in contact in the U. K., but have given FDSA Velddrif **NO** guarantees of success.

## GARDEN ESTIMATES FOR FDSA

Well & pipe	R1 450	Pump	R4 400
Pop-up Sprinklers X 20	R2 300	PVC Pipe	R1 800
Timer	R 800	Valves	R1 200
Tank	R3 600	Dripper	R1 800
Pipe 5mm	R4 100	Tap filters	R 480
Garden Equipment	<u>R 310</u>	TOTAL	<u>R22 240</u>



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## FDSA VELDDRIF – AGM

*l to r* **Anwé Blaauw** [Ops Mgr]; **Bettie van der Merwe-Bonnet**; [Chairperson of FDSA]; **Sandra Crafford** [Deputy Mayor of Berg River Municipality & FDSA Treasurer]; **Michelle Tiedt** [Outgoing Secretary of FDSA] **Brenda Viljoen** [Incoming Secretary of FDSA] **Lelane Neethling [in front]** [Vice-Chairperson of FDSA] and **Rotarian John Fannin**



First 2 photos taken on 8<sup>th</sup> February show the barren area where the gardens would be started. Photo on the right taken on 17 April shows the beetroot plants starting to grow.



Top row – Water tank provided by Rotary; Then the ceremonial opening of the irrigation water works by Bettie van der Merwe-Bonnet and John Fannin and more beetroot plants. Second row shows a tomato plant on 17 April; and then on 20 April. On the right, Bettie admires the healthy beetroot plants on 20 April.

### Camp Quality 2013 – Rtn Keith Kirton

For those of you that have never heard of Camp Quality, it is a camp aimed specifically at kids who are battling cancer, undergoing chemotherapy, or who have just gone into remission. The camp is in its 26<sup>th</sup> year and is an initiative of the Rotary Club of White River and came about as follows:

This Rotary project started in 1986, when an Australian Rotary Exchange student, Kylie Flavell, introduced the idea to the Rotary Club of Nelspruit. Her parents, members of the Coffs Harbour Rotary Club, were involved with the project, which offered children afflicted with cancer the holiday of a lifetime. White River Rotarian Brian Hyson was inspired by the concept, and took up the challenge, and in October 1987 the first South African Camp Quality took place at Uplands Prep School. Each year their joyous banter and boisterous participation in every activity belie the fact that these children are all in various stages of cancer. The enabling environment provides them with the opportunity to try things they might never have attempted before, make new friends with kids who face the same challenges, inspire one another, grow in confidence, dream dreams and gain lasting positive memories to give them the strength and hope to continue with their treatment.

Whilst the kids are the primary target for the camp, most people do not realise that Camp Quality also gives their families and friends a break from the constant ups and downs associated with this disease. At the same time it is always amazing to see just how generous the local community is in contributing to the camp, and ensuring these kids never forget their trip. The idea is to bring around fifty kids down to the Lowveld where they are given the holiday of a lifetime. They are housed in the hostel of the prestigious Upland's College. The club approaches the local high schools to send us "Helpers". These are kids in grade 11 or 12, and their job is to interact with the kids and help run the camp. Some of them come in on a daily basis, whilst others actually stay in the hostel with the kids. It is always heart warming to see how the inter-personal relationships develop between the helpers and the campers, and some life-long bonds do get established.

We try to offer the campers a full and varied programme. This year amongst others they had the chance to partake in the following:

Horse riding and Harley Davidson rides; Treasure hunts; Duck races; Water slides (**Sponsored by our E-Club**); Ten pin bowling and arcade games; Lunches at Spur and Wimpy; Afternoon at our brand new water park; Pottery with Anton Bosch; Airplane and helicopter flips; Movies; Interactive talk about snakes and other creepy crawlies; Magic show; Swimming, swimming and more swimming; Interactive music lessons with the Casterbridge Music Development Agency

In amongst all this action, there are still kids that require special medical care, and in the past we have had to take some them for chemo sessions during the camp. We have a full time paramedic on site and one of the members of the White River Club is an Oncologist.

To end off the camp it has become tradition for the campers and helpers to do a farewell concert on the final evening, and they work feverishly at it all week in secret. All the sponsors are invited to attend the concert and a final dinner where the kids really do show their appreciation.

Sadly, all good things do come to an end, and they rather reluctantly, all get on the bus and head home. For the club it does not end there though. All extra food is always distributed to the old age homes in the area, bedding needs to be dry cleaned and stored for next year, and within weeks planning for the next camp begins.



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CAMP QUALITY 2013



Horse rides is always great therapy; FUN, FUN, FUN on Water slides – face painting, welcome food and cool refreshments



Finally time to go home with happy memories of a wonderful camp



### **Council on Legislation concludes, approves dues increase, unlimited e-clubs**

Representatives concluded the 2013 Council on Legislation Friday, where they approved a US\$1-a-year increase in per capita dues, **removed limits on e-clubs, [previously only 2 per District]** and changed the name of the Fifth Avenue of Service to Youth Service. **[Previously "New generations"]**

During the final day of deliberations Friday, the council rejected several resolutions that would have asked the RI Board of Directors to **grant official recognition** to programs that serve a range of different age groups, including EarlyAct, KidAct, and ElderAct. **[This means that we may still have EarlyAct clubs but there is not a special section in RI that deals with EarlyAct, like it does with Rotaract and Interact – I know cost is a big factor here]**

They approved resolutions asking the Board to consider allowing grandchildren of Rotarians to be eligible for Rotary Foundation programs, and to waive the rules for Rotary grants so that family member of Rotarians affected by a natural disaster would be eligible.

During the week, the delegates considered more than 170 pieces of legislation that addressed the policies that govern Rotary International and its member clubs. The council is held every three years.

The council approved a US\$1-a-year increase in per capita dues that clubs pay to Rotary International, starting in 2014-15.

The increase was proposed by the RI Board based on a **five-year financial forecast** presented to the Board last week and shared with delegates on Sunday. According to the forecast, if there were no dues increase, RI's deficit would grow to \$9 million in 2018 and reduce the General Surplus Fund below the level required in the RI Bylaws.

With the dues increase, the deficit will fall to \$5 million in 2018, according to the forecast, and the surplus fund will then stand at \$88 million, above the mandated level.

Supporters of the dues increase maintain that it will be sufficient to keep pace with inflation without necessitating cutbacks in service. Dues are the primary source of funding for Rotary's operations.

The Council action raises Rotary clubs' annual per capita dues paid to RI to \$54 in 2014-15, \$55 in 2015-16, and \$56 in 2016-17. Dues for 2013-14 are \$53, and they have increased \$1 a year for the past three years.

#### **In other action during the week, delegates:**

- Approved a measure creating the office of vice governor, who would fill in if the governor becomes unable to serve. The vice governor would be selected by the district's nominating committee from among the district's past governors.
- Increased the number of clubs that can take part in pilot projects to 1,000, up from the previous limit of 200. The RI Board uses pilot projects, which last for up to six years, to test new ideas, methods, and organizational frameworks for clubs. Pilot clubs that take part in these experiments are fully functioning Rotary clubs that are exempt from some requirements in the Standard Rotary Club Constitution.
- Approved a measure allowing Rotarians outside the United States and Canada to receive an electronic version of their official **Rotary regional magazine**, **[In our case, Rotary Africa and we have been planning for this]** if one is available. Rotarians within the United States and Canada were allowed the option of receiving a digital version of *The Rotarian* by the 2010 Council.
- Approved changing the name of Rotary's Fifth Avenue of Service, currently called New Generations, to Youth Service. The 2010 Council on Legislation approved this avenue of service for youth, which joined Rotary's Four Avenues of Service (Club, Vocational, Community, and International). The name New Generations was meant to reflect the need to build up the next generation of Rotarians, but proponents of the name change argued on Wednesday that the word "youth" is more universally understood, both inside and outside Rotary, and clarifies the fact that these programs encourage Rotarians to empower youth.
- Approved allowing a district to have an unlimited number of e-clubs, removing a previous restriction of two e-clubs per district. E-clubs meet electronically, conduct service projects, and sometimes also hold in-person meetings.
- Approved a measure, aimed at increasing membership, which provides for satellite clubs, whose members meet at a different time and location from their parent club but who are also considered members of the parent club.
- Approved a measure allowing participation in club projects to count toward club attendance requirements. The measure amends the Standard Rotary Club Constitution to provide that a member must attend or make up at least 50 percent of club regular meetings or engage in club projects for at least 12 hours in each half of the year, or a combination of both.
- Removed the travel reimbursement policy from the RI Bylaws. This will enable the RI Board of Directors to develop a policy that is flexible, able to address emergency travel situations, and able to take advantage of cost-saving opportunities.
- Defeated two measures that would have allowed clubs to meet less frequently. The delegates also rejected a measure that would have allowed a club to cancel six regular meetings a year instead of four, for holidays, the death of a club member, disasters, or other emergencies.
- **And rejected a motion to increase the minimum number of members that RI would charge a club for subs to 15 and then approved a motion that removed the current minimum charge by RI of 10 members. With so many clubs having less than 10 members in the small Country towns this is a great victory – the alternate would eventually be NO Rotary Clubs in those small towns.**

## Some useful ideas including “Top 5 tips for producing great videos for social media”

My background is in film production in Los Angeles. The one thing that Hollywood has learnt (rather painfully) since the arrival of YouTube is that you don't need a big budget or A-list cast to generate an audience of millions. That said, there are a few things you can do to make sure that your productions – even if they are done on a budget – catch on online.

**1. Videos need a story.** You'd be surprised how often basic messages get lost because people get swept up in production values and being 'arty'. Figure out what you are trying to communicate, create a basic 'shot list' of what you want to capture, write down your questions if you're doing an interview, and stick to it.

**2. No camera? No way!** You don't need fancy equipment these days to make a video look good. A basic HD camera from your smart phone could suffice *if you have a good story* (see point number one again!). If you can afford it, get a couple of lights and a good sound mic.

**3. Don't wait to share.** Most people think that you have to wait until your video is completed before you start sharing on social media channels. This couldn't be further from the truth. Share snippets, out-takes, 'behind the scenes' clips, etc. as you go – maybe even while you're filming. This is far more intimate and makes your followers feel that they are a part of the brand. Furthermore, it will also increase the chances of them watching the final video when it's uploaded.

**4. Break it down.** Recorded a five-minute interview? Great. Now break it up into five one-minute chunks, or wherever breaks occur naturally. Got an interesting scene, remark or split second shot? Whittle it out into a separate video. You now have additional content that can be used as teasers on e-shots, twitter links, etc., to pull people into the full-length video.

**5. Leverage YouTube.** Owned by Google, YouTube has immense SEO power, so be sure to use it. Sync your website videos to YouTube, and always include detailed and specific title descriptions with keywords. Remember that every video has real estate space to link back to your website, so brand your YouTube channel like it's an extension of your company.

### Design your events with social media in mind

Social media can promote your events and expose them to new audiences. The best Rotary events are fun, support a good cause, and pass the “share-worthy” test. Make it easy for participants to talk about you on social media — by posting your event on Facebook, providing free Wi-Fi, allowing people to check in at your venue, developing a hashtag, encouraging participants to post photos and tag your Rotary club, and making it fun.

### Improve the engagement process

To build and strengthen their membership, Rotary clubs must focus on engagement, not just recruitment. But engaging prospective and current club members is an ongoing process: People don't propose on the first date, so club members must stop asking young professionals to join Rotary the first time they meet. Joining Rotary is about building a relationship, the same as with other long-term experiences and commitments.

### Use your personal social media account to talk about Rotary

When Rotarians use their personal Facebook, LinkedIn, or Twitter account to talk about Rotary, they are making connections with their own online community. Do your friends and followers even know you are a member of Rotary? Tell them that you are, why Rotary matters to you, and how membership can benefit them.

*And now we are once again OUTA SPACE*