District 2360 Conference 2022

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RI President´s Representative.

I congratulate you on an excellent conference which I have enjoyed here today. It has been altogether a new experience for me. That is what Rotary is to me new experiences, meeting new people, making new friends, and enjoying all of it.

Imagen Rotary, what does that mean to us. Think about it.

How does Jennifer Jones explain it. In her message to the district conferences, she says, and I quote “

“We all feel the impact that Rotary service and Rotary values have on us … now it’s our opportunity to share that feeling with others. This is a year to Imagine Rotary by envisioning a world that deserves our best, where we get up each day knowing we can make a difference. We don’t imagine yesterday, we imagine tomorrow “. End of quote.

In our commitment and effort to making a difference and expand our reach we must strengthened our obligation to diversity, equity, and inclusion. The president has urged us Rotarians to put greater focus on diversity, equity, and inclusion in which we celebrate each person’s contributions and create an inclusive culture where every person knows they are valued.

**In Rotary we value diversity and celebrate the contributions of people of all backgrounds, across age, race, colour, disability, religion, faith, socioeconomic status, culture, marital status, sex, sexual orientation, and gender identity as well as differences in ideas, thoughts, values, and beliefs.**

Engaging people from all cultures, experiences, and identities, and making them feel welcome and a part of the Rotary experience, will allow us to increase our membership, which is vital to the organization to thrive and prosper.

Making diversity, equity, and inclusion a priority is every Rotarians responsibility and is essential to realizing our vision of a world where people unite and take action to create lasting change.

**Jennifer Jones urges Rotary clubs globally** to support RI efforts of becoming a more diverse, equitable, and inclusive organization by taking action to create an open and welcoming environment within the clubs. Also by reaching out to engage people from all cultures, experiences, and identities, and making them feel welcome and a part of the Rotary experience.

Rotary is an organisation, our organisation, with a rich history and a unique story to tell.

However, research reveals that, while many people recognize the Rotary name and logo, most have little understanding of who we are or what we do. We have a lot to talk about, telling our story to the public in a compelling and consistent way.

Membership is an issue we have to consider constantly and it a key part of Rotary’s Action Plan. As our membership increases, so does our ability to tackle the most persistent problems in our communities, while building professional and leadership skills through meaningful connections.

Increasing our membership is vital, but so is giving our members a reason to stay. In a typical year, we welcome around 150,000 new members into our Rotary clubs. Unfortunately, we lose a similar number each year, with approximately 10% of new Rotary club members leaving within the same year they joined.

What can we do to make our new members stay and feel welcome in our clubs. Comfort and care continuously rank as the primary reasons members are satisfied with their Rotary experience.

Making members feel included and welcomed is the most powerful tool we have for keeping members. Club leaders are encouraged to listen to their members — both new and experienced — to understand why they joined Rotary and what they want and expect from their membership.

It is in fact the responsibility of all club members to welcome new members and make them feel important and of value to the club. Regular conversations can help make sure their expectations are being met and identify what else can be done to enhance their membership experience.

Dear Rotarians the Rotary Foundation is our fuel - the fuel for our programs of scale whether being global or district grants and most recently disaster response grants

What makes grants possible is the financial support of individual Rotary members. We are encouraged to invite each and every member of our clubs to make a personal contribution this year to talk to our members about the remarkable work and contributions of the Rotary Foundation in many parts of the world and in our communities. A personal contribution means that more resources are available for your clubs to take action on the projects that mean most to you and are beneficial to our important work.

As you may know Rotary districts can now apply for disaster response grants to provide relief to people affected by the war in Ukraine. These grants can be used for things such as water, food, shelter, medicine, and clothing. The Rotary district in Ukraine and the districts that border Ukraine can apply for grants of up to $100,000 each from the Disaster Response Fund. Other districts can apply for grants of up to $25,000 to support local relief efforts or to partner with a club or district in Ukraine or a neighbouring country to send relief supplies there. Multiple districts may combine their grants to fund larger projects. Districts can apply for these grant until 31. of December this year.

Dear Rotarians. All our work is equally import it is important because it benefits people it benefits families and the communities they live in. We are urged to continue our work to do more and increase our impact.