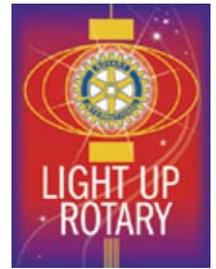




# Pagoda



Service Above Self

One Profits Most Who Serves Best

Issue No.205 - 18 Nov 2014

Published Weekly

## How to raise funds for charity – in China and internationally



### Shelley Bragg

Director of Marketing and Development at WISS

Today we will hear from Shelley Bragg about fundraising projects and in particular about her experience on how to effectively and successfully market and fundraise, in China and indeed Internationally. She will also discuss the project/s that she would like to share with RCS in a partnership. By experience –sharing, Shelley will hopefully not only contribute to our clubs effectiveness but also encourage members become involved.

### The Four-Way Test 四大考验

Of the things we think, say or do:

1. Is it the truth?  
是真的吗? Shì Zhēn de ma?
2. Is it Fair to all Concerned?  
是公平的吗? Shì Gōng Píng de ma?
3. Will it build Goodwill and better Friendships?  
是善意的并促进友谊吗? Shì Shàn Yì de - Bìng Cù Jìn Yǒu Yí ma?
4. Will it be Beneficial to all Concerned?  
是对大家有利吗? Shì Duì Dà Jiā Yǒu Lì ma?

Shelley Bragg has worked in the areas of marketing, events, fundraising and social development and has worked with various organizations over the past 14 years, in various countries. She is currently the Director of Marketing and Development at the Western International School of Shanghai (WISS). She is the founder of Still Chasing Rainbows an organization aimed at supporting nonprofits and cofounder of Good Travel a social enterprise that is using tourism to encourage environmental sustainability, community action and ethical business practices. Within her time in Shanghai, she has coordinated and run the annual tours to China for the Kliptown Youth Program (who had visited the RCS as well), a nonprofit in South Africa. They have traveled to China 5 times as part of a fundraising and awareness tour. She has also worked with local organizations such as JiuQian Holding Hands Centre and Pathways of Hope. Her years at WISS have also brought forward worthwhile initiatives. WISS has an extremely active and unique focus on Community Action and Service. They have partner organizations such as Couleurs de Chine, Stepping Stones, the Kliptown Youth Program and they have started, built and funded the development of a school and clinic in rural Cambodia.

Shelley has spoken at various events and offered training sessions on the topics of marketing, fundraising, compassion and in support of the various organizations she works with. She believes in the power of the individual to make a difference in the lives of many, and she recognizes that the key to creating change is through the education of our youth in a way that develops the whole child.

### UPCOMING PROGRAMME

Date	Speaker / Event	Topic/Meeting Style
25 November 2014	Election	Dinner in Jing An Hilton
2 December 2014	Fellowship	Dinner in Jing An Hilton

## Last Meeting Highlights :

11 Nov 2014

### Present at the Meeting

Visiting Rotarians: 3

Elyse Destout	RC Watsonville	USA
Alexander Ma	Rotaract Club of Shanghai	China
Celia Chen	Rotaract Club of Shanghai	China

**Members: 43, Rotaracts: 2, Interacts: 0, Guests: 3**

**Contributions raised: Rmb 5,620 ( 1,124 Rmb/table )**

The last club meeting was again presided by President Frank Yih. Ordinary business included collection and auctioning by the Sergeant in Arms Michel De Vriendt, ably supported by Sam Tung. Bottles of Apple Juice, donated by Richard Destout, were auctioned off – it must have been quite special juice indeed as the average bottle collected about 60 RMB. Klaus Rumler donated 1,000 RMB due to him moving to Singapore, which was matched with sad money due to Klaus' departure (1,000RMB) by Michel.

The highlight was naturally the club assembly, which was called to vote on the new bylaws and conflict of interest protocol, now that members had been given more information. 41 members were present, therefore a quorum was achieved. Roger Owens took up moderating the event. A lively Q&A and discussion preceded the voting. The new bylaws were approved, while the new conflict of interest protocol was denied. Also changes in the club mailing list were discussed and it was decided by vote to stick to the current rules.



## Club Information

Club No. 60725, District 0052

### Officers

**Frank Yih** - President  
**Sue Maguire** - President Elect/  
 Club Service and Admin  
**Patrick Tissier** - Vice President/  
 The Rotary Foundation  
**Motohiro Yamane** - Hon. Secretary/  
 Club Service and Admin (deputy)

**Anthony Aucutt** - Treasurer  
**Tom Kane** - Immediate Past President

### Basic Info of our Club

First chartered on 1 October 1919, re-chartered on 8 February 2006  
 Number of active members - 90  
 Average age - 45  
 Nationalities - 23  
 Male - 80% Female - 20%

### Contacts

The club meeting is a dinner meeting every Tuesday at Jing An Hilton Hotel 华山路250号 ( 18:30 cocktails, 19:00-20:30 dinner )

Contact the club administrator Edith Du at [RSVP@rotaryshanghai.org](mailto:RSVP@rotaryshanghai.org), +86 18801624833

The Rotary Pagoda



### Committees and Directors

**Club Administration Committee**  
 1st Tuesday of each month, 17:30  
 Chair: Sue Maguire [sue.maguire@gmail.com](mailto:sue.maguire@gmail.com)  
 Deputy Chair: Motohiro Yamane [yamane@tmish.com](mailto:yamane@tmish.com)

**Membership Committee**  
 3rd Tuesday of each month, 17:00  
 Chair: Dean Merritt [deanm@mdmclevel.com](mailto:deanm@mdmclevel.com)

**Public Relations Committee**  
 1st Tuesday of each month, 17:00  
 Chair: Daniela Ingrosso, [d.ingrosso@staufen.cn](mailto:d.ingrosso@staufen.cn)

**Community and International Service Committee**  
 1st Tuesday of each month, 17:00  
 Chair: Terry Chu [terrychu\\_prn@msn.com](mailto:terrychu_prn@msn.com)  
 Deputy Chair: Sylvain Parpaite [sparpaite@gmail.com](mailto:sparpaite@gmail.com)

**Youth service committee**  
 Last Tuesday of each month, 17:00  
 Chair: Nikola Urosevic [nikola.urosevic@gmail.com](mailto:nikola.urosevic@gmail.com)

**Rotary Leadership Award Committee**  
 Chair: Tara Strunk [Tara.Strunk@grace.com](mailto:Tara.Strunk@grace.com)

**The Rotary Foundation Committee**  
 Chair: Patrick Tissier [pt@tca-services.com](mailto:pt@tca-services.com)

For more information, please visit [www.rotaryshanghai.org](http://www.rotaryshanghai.org)

Provisional Club Pudong (Lujiazui) (Thursday)  
 19:00-20:30  
 Location: Radisson Blu Hotel(Pudong) in Thumb Plaza, Pudong, Shanghai.

位置: 浦东 大拇指广场 证大丽笙酒店

地址: 迎春路1199号 (靠近芳甸路)

If you would like to attend Rotary Pudong Meeting, please contact Mr. Brinton Scott  
 Email: [bscottsq@hotmail.com](mailto:bscottsq@hotmail.com)

Provisional Club Fresh Start (Friday)  
 7:30-8:30 am

Location: Element Fresh, Portman Hotel

位置: 新元素波特曼店

Address: No.1376 Nanjing(west)Road, Shanghai Center

地址: 南京西路1376号

If you would like to attend Fresh Start, please contact Mr. Gary Permenter  
 Email: [gary.permenter@gmail.com](mailto:gary.permenter@gmail.com)

## Project Updates

Below an overview over current projects of the RCS

No.	Project Name	Project location	Briefing	Project Leader & team
1	Kashin-Beck Disease (KBD) Phase 3	Tibet, China	To contribute To the improvement of the nutritional and sanitary status of the population living in endemic areas of KBD, and more specifically for the children. To implement at large-scale different curative measures based mainly on grain decontamination	Michel De Vriendt, Rotary Club in Belgium
2	Green Sustainable Plate (GG#1524180)	Sao Paulo, Brazil	The objective is to educate and train children and community to create vegetable gardens and provide nutritious food for their school meals.	TBA, Rotary Club Santo Amaro – Sao Paulo, Brazil
3	Taicang Handicap Workshop	Taicang, Jiangsu, China	Cooperate with Taicang Handicap Association for this workshop. Taicang Round Table and German Chamber will donate most of the fund.	Thilo Koeppel, Natalie Koeppel, Kerry Burton
4	Tooling for the workshop			
5	Clean water for Tibetans	Qinghai, China	Chetsa in Qinghai, water storag tank	Alejandro Rocha, Roger Owens, HQF
6	HiYan (Yolanda) Typhoon Relief, Philippines (GG#1526795)	Palompon, Philippines	Gift of 180 Fishing Boats in Central Philippines working closely with Makati Rotary in Manila	Frank Yih, CM Tsang, RC Makati, RC Miguem, RCB, RC Chengdu, HQF
7	Go Smile - Clefts	Guiyang, Guizhou, China	Sponsor medical teams to perform cleft operations in Guiyang, Guizhou Province	RC Richmond Sunset, Canada; Alliance for Smiles
8	Uganda Community Project	Kabira County, Uganda	Improvement to the life in the community and address the issues as outlined by the local Rotary Club of Muyenga	RC Richmond Sunset, Canada
9	GOL global grant	China	RCS signature project to sponsor congenital heart defect operation	Andrew Hill, RC Richmond Sunset, RC Lucern-Seetal, RC HK Island West, (RC Hsinchu Elegant, Taiwan?)

### Update on Handicapped Workshop

The handicapped workshop project in Taicang is gaining traction. On November 3rd the second group of disabled workers started their training & assessment. Feedback from the first group has been extremely positiv from various angles: high motivation of disabled workers, parents sending us thank-you notes, great satisfaction of customers with the labor quality provided. On November 10th, we received the official business license for the workshop. After a thorough tendering process, a construction company has been contracted with the renovation of the final workshop location. The renovation will be completed by end of December allowing an official opening of the handicapped workshop by end January 2015. To date, apart from numerous hardware donations cash donations of CNY1.5M could be collected. The German State investment bank DEG is currently in the verification process to fund the project with an additional EUR200K at minimum. Next milestone is the development of a paperless shop floor management system and the recruitment of additional customers.

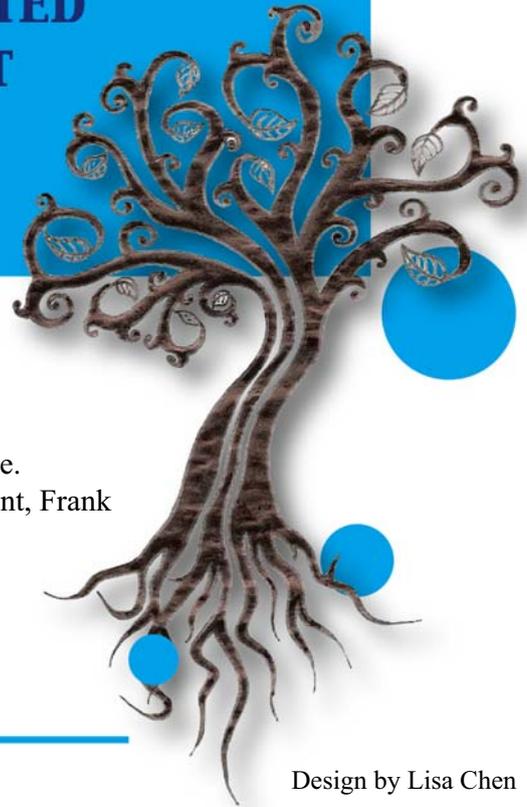


## YOU ARE CORDIALLY INVITED TO THE SCIS-HQ INTERACT INDUCTION CEREMONY

Date: Thursday 20th November 2014  
Venue: SCIS-HQ High School Library  
Time: 5pm

Light finger snacks, tea, coffee and juice will be available.  
Special Rotarian guests and the Shanghai Rotary President, Frank Yih, will be attending.

Kind regards,  
The SCIS Interactors



Design by Lisa Chen

### Updates from the Youth Committee:

**20th November 2014, Thursday - Induction ceremony at SCIS Puxi - If any Rotarians would like to participate, please RSVP to Nikola or directly to Justine Gore - [jgore@scischina.org](mailto:jgore@scischina.org).**

**23rd November 2014, Sunday - Youth Clubs Leadership Training - we are organizing the training seminar for the Board members of all of our youth Clubs. We would appreciate if more Rotarians would come and participate in break out sessions. Please RSVP before Friday to Nikola if you'd like to attend.**

**Rotary**  
Club of Shanghai


 The logo for Rotary International, featuring a yellow gear-like shape with a red center and the words 'ROTARY INTERNATIONAL' around it.