

# Rotary

Thailand

โรตารีประเทศไทย

No. 221 November - December 2025



In Remembrance of the  
Boundless Benevolence of  
Her Majesty Queen Sirikit  
The Queen Mother



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### Let us give with gratitude

**T**his November, as we celebrate The Rotary Foundation, I invite you to consider not only what we give but why we give. The Foundation is more than a fund for projects. It is the beating heart of our promise that service, rooted in trust and friendship, can create lasting change.

Our Action Plan calls us to increase our impact, and the Foundation is how we make this vision real. Since 1988, Rotary and our partners have immunized nearly 3 billion children against polio. We have committed more than \$2.6 billion to this cause, and last year alone we directed \$146 million toward the final push for eradication. These numbers are significant, but the true impact is not in statistics — it is in the lives of children who will never again fear polio. It is in the hope restored to families and the peace built in communities once defined by disease.

But polio is only one story among many. Each year, Rotary Peace Centers train new generations of leaders who will transform conflict into dialogue and division into understanding. In 2023-24, nearly 100 new fellows began their studies, continuing a legacy of more than 1,800 peacebuilders from over 140 countries. When we invest in them, we are planting seeds of peace that will bear fruit for decades to come.

The Foundation also touches lives through district and global grants, supporting projects large and small. A clean water well for a rural community, scholarships for young professionals, medical care in the wake of disaster — these are not temporary gestures, but steps toward dignity, resilience, and opportunity. This is

how Rotary service becomes lasting impact. And when natural disasters strike, our Foundation allows Rotary to act quickly with disaster response grants.

Our Foundation is not about what we can do alone but what we can do together. Each contribution, no matter its size, joins with others to create a collective act of faith in humanity and in the future.

The last mile of any great journey is always the hardest. We see this in our final steps toward ending polio, in our work for peace, and in every project that seeks to lift people out of despair. Yet every time we give, we declare that our work will continue regardless of the challenge.

This November, let us give with gratitude, with joy, and with hope. Through our Foundation, we Unite for Good, and in doing so, we leave behind not only projects but a legacy of peace, trust, and Service Above Self.

Francesco Arezzo  
*President, Rotary International*

## RI PRESIDENT'S MESSAGE

December 2025



### To health and happiness

**T**his month's special issue of Rotary magazine is all about happiness, that most elemental of human yearnings. More than a feeling, though, this state of positive well-being, and the conditions necessary to create and sustain it, should be considered a universal right.

December also marks Rotary's Disease Prevention and Treatment Month, when we highlight our members' work to promote health and wellness, including mental wellness. Globally, nearly 1 in 7 people have a mental health disorder, according to a recent World Health Organization report. Yet only 9 percent of people with depression receive adequate treatment.

We are fortunate in Rotary to have a powerful way to support emotional well-being and happiness: friendship. The connections we build in Rotary can be a powerful force for change. I know this from personal experience.

When my fellow members first proposed that I become club president, I demurred. I had a stutter. I was terrified of speaking. But having club members who supported me and surrounded me with affection enabled me to face my fear, and I found a way to stand confidently before a crowd.

Today, I regularly address audiences — some numbering in the thousands — in a language that is not native to me. The Rotary members in my life helped me create lasting change within myself.

That fellowship gives us the courage and means to create lasting change in the world as well, and mental health services are in desperate need of improvement. The WHO reports that governments on average devote only 2 percent of their health budgets to mental health, and only 11 percent of that funding reaches community-based services. In some countries, only one trained mental health professional is available for every 100,000 people. The WHO has called for strategic and urgent action to close the gap.

Rotary can answer that call by championing mental health awareness in our clubs, working with local health systems, funding training for community health workers, and supporting initiatives that bring care to places where none exists. Even small investments in mental health yield enormous returns in productivity, public health, and happiness.

While we are creating lasting change in the world, we cannot forget to take care of each other. Past RI President Gordon McInally wisely reminds us that we must go beyond asking, "How are you?" We owe it to each other to instead ask, "How are you really?"

As we transition to a new year filled with new possibilities, let us Unite for Good — for healing, friendship, and access to happiness.

Francesco Arezzo  
*President, Rotary International*

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## Editorial



This special issue of the magazine is dedicated to humbly commemorating the boundless royal grace of Her Majesty Queen Sirikit the Queen Mother, who devoted herself to royal duties that have immensely benefited the nation and all Thai people.

In particular, we pay tribute to Her Majesty's gracious support and encouragement for Rotary activities, which she attended alongside His Majesty King Bhumibol Adulyadej the Great, the patron of Rotary in Thailand. These occasions are historical milestones for Rotary in Thailand, forever etched in the hearts and minds of Rotarians.

The royal aspirations and statements delivered by both Their Majesties on various occasions have served as guiding principles for our mission of public service. Their Majesties have always been role models for selfless service.

Although both of Their Majesties have now ascended to heaven, we, Rotarians, pledge to continue following in their footsteps of service and to keep their legacies forever engraved in our hearts.

I sincerely hope that this edition of the magazine will offer you insightful knowledge and inspire all of us to truly "Unite for Good" in the spirit of Rotary.

In Rotary Fellowship,  
Professor Dr. Saowalak Rattanavich  
Rotary International Director (2015–17)



We bow our heads in deepest reverence,  
To Queen Sirikit, the Honor of Siam.  
Our nation's mother, guardian of all Thais,  
Her gracious care remembered far and wide.

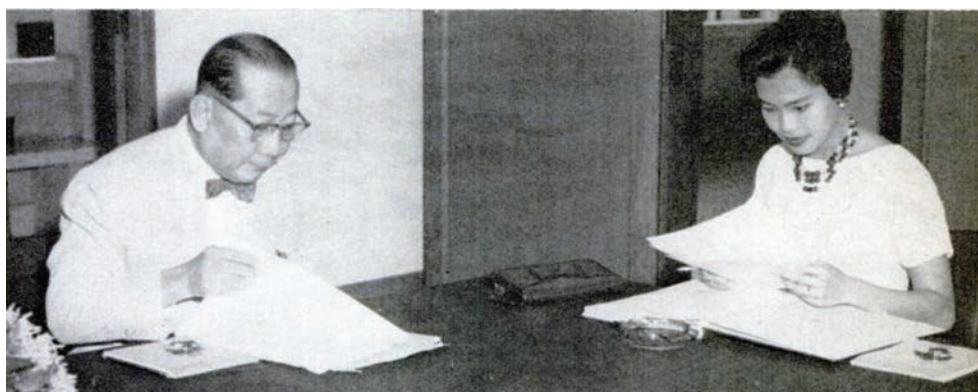
As Her Majesty ascends to radiant heavens,  
Her virtues shine across this earthly realm.  
Her far-sighted gaze, beyond all words can tell,  
Forever cherished in the hearts of humankind.

With utmost respect and loyalty,

uWe, Rotarians in Thailand,  
Humbly pay our tribute.

Past Rotary International Director  
Professor Dr. Saowalak Ratanavich  
Author





**Top left image:** Tens of thousands of loyal subjects gathered to witness the royal grace when Her Majesty visited Khon Kaen province nearly 60 years ago. This image is taken from the special article "My King – A Friend of Rotary" in The Rotarian magazine, May 1960, written by Phaya Srivisar, former Minister of Foreign Affairs of Thailand and Past Rotary International Director.

**Bottom left image:** His Majesty King Bhumibol Adulyadej the Great and Her Majesty Queen Sirikit presided over the 50th anniversary celebration of Rotary in Thailand on 15 December 1980 at Suan Amporn, Bangkok.

**Top right image:** Her Majesty Queen Sirikit presided over the Gala Dinner hosted by the Rotary Club of Bangkok on 27 February

1969 at the Siam Intercontinental Hotel, Bangkok. The event raised funds to support highland communities.

**Middle right image:** Her Majesty attended a jazz concert by Claude Bolling at the newly constructed Rotary Music Pavilion in Suan Luang Rama IX Park on 18 February 1995, commemorating the 60th anniversary of the Rotary Club of Bangkok and Rotary in Thailand. More than 3 million baht was raised and donated to the Princess Maha Chakri Sirindhorn Fund of the club.

**Bottom right image:** Her Majesty Queen Sirikit, as the President of the Thai Red Cross Society, was seated with Phaya Srivisar at a Thai Red Cross general meeting.

*Photos and information courtesy of the Rotary Club of Bangkok*



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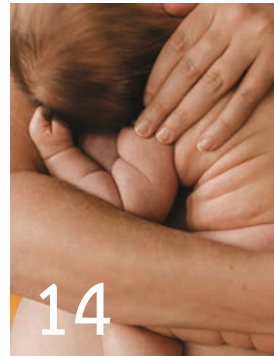
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As Bill Gates began to close  
down his foundation, he  
planned the biggest of his life.

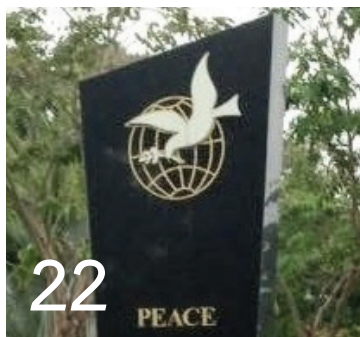
Through donations from  
breastfeeding mothers, "breast  
milk banks" become a lifeline  
for vulnerable newborns.



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The first 'Rotary  
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A mission filled with love  
and the dedication of  
delivering Phở right to your  
doorstep in Saigon.



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## ENDING POLIO A LEGACY IN MINIATURE

To honor the decades-long commitment to ending polio, Rotary invited artists to create tiny scenes of big moments in the global effort

### *DELIVERING HOPE*

Derrick Lin

Physically delivering the vaccine requires challenging travel to remote parts of the world. The artist created this scene using everyday objects and dramatic lighting.

### *END POLIO NOW TEDDY BEAR*

Salavat Fidai

The teddy bear in an End Polio Now shirt is a recognizable unofficial mascot for polio eradication, and it is a reminder that at the heart of our work are the world's children.

### *THE JOURNEY OF VACCINATION*

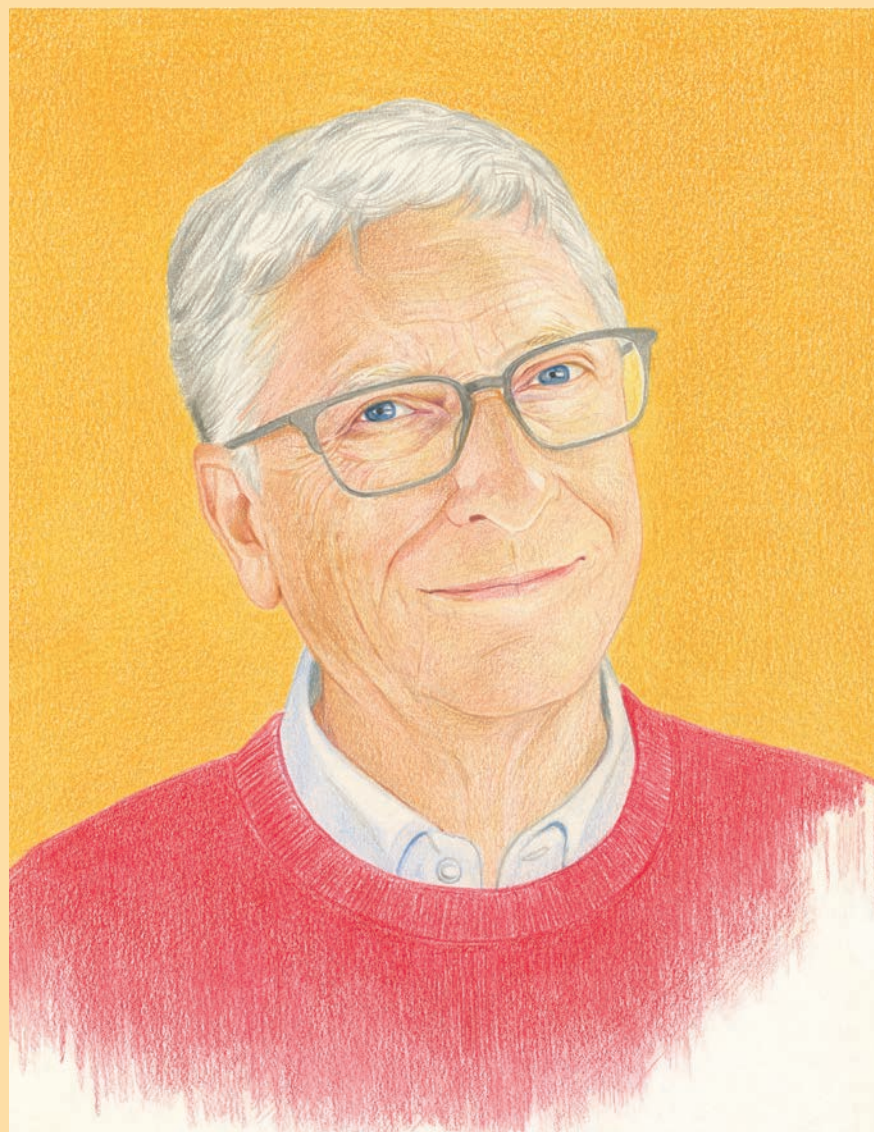
Raphael Truffi Bortholuzzi

This re-creation of a rural vaccination site in Brazil illustrates the work of Brazilian Rotary members and health workers during a national vaccination campaign.



# The optimist

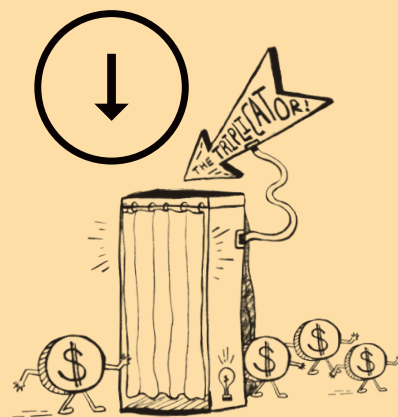
As he begins to wind down his foundation, Bill Gates makes his biggest plans yet



①

Illustration by Uli Knörzer

Interview by Diana Schoberg



**In May, Bill Gates gave himself a bold new challenge and a tough deadline:** to give

away virtually all his wealth in the next 20 years and close up his long-running philanthropic enterprise. The Gates Foundation, one of Rotary's partners in the Global Polio Eradication Initiative, has already given away more than \$100 billion in its first 25 years. But for the Foundation to wind down fully it first needs to ramp up — in order to spend more than twice that amount before it closes its doors on 31 December 2045.

Polio remains a priority. At the 2025 Rotary International Convention in Calgary, Alberta, Rotary and the Gates Foundation announced a joint commitment to direct up to \$450 million over the next three years to support polio eradication, a renewal of their long-standing partnership. Rotary will continue to raise \$50 million per year, with every dollar matched with two additional dollars from the Gates Foundation.

To learn more about his decision, how he views the foundation's legacy, and what lies ahead, the magazine posed some questions to Gates, who turns 70 this month. These are the responses he sent in their entirety.

### As the Gates Foundation celebrates its 25th anniversary, what are you most proud of?

Over the past 25 years, we've witnessed and contributed to more progress than we ever thought possible.

I'm proud of the partnerships that have contributed to saving lives — not only the Global Polio Eradication Initiative but also the Global Fund to Fight AIDS, Tuberculosis, and Malaria, and Gavi, the Vaccine Alliance. Thanks to these programs, the price of lifesaving health care innovations — vaccines, treatments, bed nets, and diagnostics — has dropped dramatically.

The impact is mind-blowing: Thus far, these collaborations have reached 1.1 billion children with lifesaving vaccines, helped cut global child mortality in half, and saved more than 80 million lives. Hundreds of millions of people have risen out of poverty and into better lives.

### As you wind down your foundation over the next 20 years, where do you think your money will make the biggest impact? What headwinds do you anticipate?

In spite of all of the progress I've just described, we are seeing the toughest headwinds in the history of our foundation. Countries are slashing tens of billions of dollars in global development funding, and the consequences will be deadly. In fact, this will be the first year in the new millennium when the number of kids dying around the world goes up instead of down — an unthinkable tragedy.

We need people who are committed to progress — like Rotarians — to stand against these deadly cuts and help us get back on a path to progress.

For our part, we will be accelerating our work over the next 20 years to solve urgent problems and save and improve more lives. We remain steadfastly focused on where we can have the most impact: 1) reducing child mortality, 2) eradicating or eliminating infectious diseases, and 3) lifting millions more people out of poverty and onto a path to prosperity.

We're placing our bet on human ingenuity — on the scientists, health workers, educators, and farmers whose tireless work has already delivered some of the most dramatic gains in human history. They haven't given up, and neither will we.

### How do you ensure sustainability?

Our goal at the Gates Foundation has always been to solve problems, not manage them in perpetuity. That means helping communities build capacity to take on the challenges they face. That will be our priority for the next 20 years, and we hope it will be the priority for the next generation of catalytic philanthropists who will take up the challenges of their time.

New innovations will continue to give these communities

better tools than ever before to invest in their own health and prosperity. So, despite the challenges we face, I'm optimistic. The past 25 years was one of the greatest periods of human progress in history, and I believe that we can make the next 20 years even more transformative.

### Wild poliovirus case counts rose in 2024. What makes you optimistic polio eradication is still possible?

I am as confident as ever that the global polio program will end polio for good.

What keeps me optimistic, despite some challenges, are the innovation, frontline workers, and global commitment driving this effort forward. The next-generation polio vaccine, nOPV2, is helping to stop outbreaks, protecting children in under-immunized communities from paralysis. More than 1.6 billion doses have been administered as of July 2025 — that is an incredible number of children protected from this devastating disease. And we now have enough supply of this new vaccine to protect children wherever it emerges.

In the countries where wild polio remains endemic, Afghanistan and Pakistan, the program is working closely with local authorities to tackle obstacles, improving cross-border coordination and strengthening community trust to reach all children with vaccines.

Despite the recent uptick in cases, we shouldn't lose sight of the broader progress, which really is remarkable: the Global Polio Eradication Initiative has eliminated

▼  
Help Rotary and its partners reach every child with the polio vaccine. Thanks to the Gates Foundation, your contribution will be tripled. Make your donation at [my.rotary.org/polioplus-fund](https://my.rotary.org/en/polioplus-fund).

# Ending Polio

photograph: courtesy of the gates foundation

► In June, Bill Gates dedicated an award he received from the Nigerian president to Chief Ayuba Gufwan. Paralyzed by polio at age 5, Gufwan serves as the executive secretary of Nigeria's National Commission for Persons with Disabilities and CEO of Wheelchairs for

wild poliovirus in almost every country in the world, reducing the number of polio cases by over 99 percent. With continued commitment and collaboration, including from Rotarians around the globe, I am confident we can finish the job.

## How is the polio program pivoting given the current political and economic volatility? Is there any change to how your foundation is doing its work toward ending polio?

The polio program has a long history of adapting to stop polio in some of the world's most complex settings — working closely with governments and communities to protect routine immunization progress and stay focused on eradication.

Take Pakistan as an example. Security forces sometimes provide support in conflict areas so that vaccinators can do their jobs safely. But in areas of the Khyber Pakhtunkhwa province where conflict has been on the rise, the presence of those security forces was actually keeping families from feeling safe enough to go get vaccinated. So local influencers stepped in to keep vaccinators safe without having to involve security forces at all. The approach has been working well, with a reported 80 percent of children being reached. It will be critical that the program independently monitor these areas so we can be confident in the results.

Today, amid competing health priorities and growing political and financial pressures, we know tough challenges lie



ahead. Some major donors are reducing support for global health, but new donors are also coming in with contributions, which is so critical at this time. And we are continuing to adapt as we do best, staying laser-focused on what works and using financial and human resources where they will have the greatest impact to end polio for good.

## What's the biggest lesson you've learned in your time working on polio eradication?

Progress depends on relentless collaboration. Success is only possible when polio workers, government officials, partners, and donors — including Rotary — all work together to reach children with life-saving vaccines, even in the world's hardest-to-access areas.

We observed the power of this kind of collaboration recently in Madagascar during an outbreak of variant poliovirus. The government came in with strong political leadership to halt the spread; community partners worked quickly to strengthen vaccination campaigns; and international partners like UNICEF

and the World Health Organization surged support to bolster those efforts. Everyone worked to protect children with vaccines in some of the most distant and isolated regions of the country, and they succeeded in stopping the outbreak.

Ending polio for good will require more collaboration like this whenever and wherever the disease continues to emerge. Rotary members' roles as global advocates and civic leaders are critical to ensure polio eradication remains a top global priority.

## The Gates Foundation has funded technical innovations in polio vaccines for two decades, including the development and rollout of nOPV2. What most excites you about what's in the research and development pipeline now?

Sustained investment in innovation is as critical as ever. As I mentioned, nOPV2 is already helping close outbreaks, and we continue to invest in more genetically stable vaccines to keep future generations safe from variant polioviruses. These advances are helping us stop transmission faster



and protect more children with greater precision.

We're also excited about the hexavalent vaccine, which combines protection for children into a single shot against six diseases: diphtheria, pertussis, tetanus, *Haemophilus influenzae* type B, and hepatitis B, along with polio. This simplifies immunization schedules and strengthens early protection for children, especially in regions that have limited health care resources. In fact, in July, Senegal and Mauritania became the first countries to introduce this vaccine with support from Gavi, the Vaccine Alliance.

These innovative vaccines are giving frontline health care workers better tools to reach every child and stop transmission of all forms of polio for good.

## Why did you choose to have the Gates Foundation partner with Rotary? What does Rotary bring to the table?

Rotary was the first organization to envision a world without polio, and members' leadership has been essential in driving this global effort for over four decades.

As a founding partner of

the GPEI, Rotary has helped vaccinate nearly 3 billion children across hundreds of countries since 1985. Rotary members have contributed numerous volunteer hours and significant funding, and their advocacy has helped secure billions more from governments to support eradication efforts. Their global network allows them to deliver vaccines and engage communities in the toughest settings, from India to the Philippines to Ukraine.

Because of Rotary's leadership, we are closer than ever to our shared goal of ensuring that families will never have to fear this disease again.

## Why are you extending the Gates Foundation's 2-to-1 funding match with Rotary?

Together, we hope to mobilize up to \$450 million in new funding over the next three years. These funds will be used to support vaccine delivery, outbreak response, community engagement, and implementation and maintenance of polio eradication programs in affected regions.

This extension comes at a

critical time. Over the past year, we have seen wild polio case numbers rise in the last endemic countries, Afghanistan and Pakistan. And the detection of polio in places that were previously polio-free is a stark reminder that polio anywhere is a threat to people everywhere. While transmission overall remains low, our hard-won progress is at risk. Reductions in global aid, vaccine misinformation, and rising conflict and political instability are all contributing to polio's continued spread.

Continuing our partnership with Rotary will allow us to address these challenges and reach children around the world with lifesaving vaccines.

It is critical that we finish the job on polio. Eradication is the only way to make sure that continuing challenges don't mean an ongoing risk for children today and for generations to come.

**In 2009, your father, Bill Gates Sr., suggested to Seattle Rotarians that they work on malaria eradication. Over the years, their work has grown into the Rotary Healthy Communities Challenge, which the Gates Foundation supports through a \$13 million donation and technical assistance and guidance. How does this project fit into your overall strategy for malaria eradication and preventing childhood deaths?**

Our long-standing partnership

◀ This September 2000 photo captures Gates giving the polio vaccine to a child in India, an illustration of his long-standing commitment to ending the disease.

photograph: getty images

with Rotarians has been critical to the progress we've seen against malaria in recent decades — and it's more important today than ever, in the face of shifting agendas and uncertain financing that are putting this progress at risk.

Over the past 25 years, 2.2 billion cases of malaria and 12.7 million deaths have been averted — thanks to innovation, generous aid, and political commitment. For the first time, eradication is within our view, and the pipeline of next-generation tools to bring that vision to reality has never been stronger.

Rotary's work is essential to building the networks of community health workers who will bring these tools to the people who need them. Through the Healthy Communities Challenge, Rotary is helping to train thousands of community health workers across the Democratic Republic of Congo, Mozambique, Nigeria, and Zambia who are treating malaria, pneumonia, and diarrhea in their own communities.

These community health workers know their communities in ways no one else could. They're the ones who will get us across the finish line in beating malaria in the toughest places — and in the process, they'll build the foundation for healthier, more resilient communities that can face multiple health challenges.



**How will AI impact development? Paint us a picture of what health care, agriculture, education, etc. might look like in 20 years.**

Artificial intelligence has the potential to help solve some of the world's toughest challenges. One of the key ways AI is helping to shape the future is by providing critical support to frontline workers — including community health workers, farmers, and teachers — who are using AI to reach people more efficiently and effectively.

In global health, AI-powered tools could significantly reduce pressure on overburdened health care systems by supporting frontline workers in diagnosing health problems and delivering better, more effective care. Imagine a nurse in a rural clinic using an AI tool to analyze a

patient's symptoms, flag high-risk cases, and provide accurate diagnoses and treatment suggestions. This kind of real-time clinical support could improve both accuracy and access, bridging long-standing gaps in care and bringing lifesaving capabilities to those who need them most.

And this is just the beginning. In agriculture, AI is delivering tailored advice to smallholder farmers to increase agricultural production. In classrooms, AI-powered tools are helping teachers personalize lessons for students and improve learning outcomes.

If the world continues to prioritize equity and access at the forefront, AI can be a powerful force multiplier for development — expanding opportunity, reducing inequality, and improving millions of lives.

**Rotary has been increasingly emphasizing measurable impact in its projects. As someone who has long been focused on data collection, can you give our members any advice?**

Quality, timely data is critical for everything from development of AI-backed tools to vaccine delivery to advocacy. Through advances in how researchers collect and analyze global health data, we now know much more about what kills children, where these deaths occur, and why some kids are more vulnerable than others. By putting those insights to work, we've been able to make incredible progress over the last 25 years, reducing child mortality

and saving lives. Over time, better data has revolutionized how we understand health challenges, target resources, and measure impact — and remains one of the most powerful tools we have to drive future progress.

Investing in data is a smart, cost-effective way to create impact. Continuing to improve data-gathering and to invest in the collection of quality data will give us a fuller picture of where our investments and programs will have the greatest impact and help us build solutions to some of the world's toughest health challenges. Measuring impact and starting with quality data to design programs will make Rotary initiatives even more effective.

**What message do you have for Rotary members?**

Most importantly, thank you for your unwavering support to eradicating polio. Rotary's leadership, advocacy, and sustained commitment have brought the world to the brink of eradication — something once thought to be impossible.

To Rotarians everywhere: Thank you for decades of dedication and partnership. Because of your efforts, we will one day live in a world where all children are safe from this disease. We look forward to leaving polio behind long before our foundation closes its doors in 2045.

# A crash course on club growth

Virginia Rotarians promote satellite clubs to find new members

By Arnold R. Grahle



ILLUSTRATION: GETTY IMAGES

**F**our-and-a-half years into a campaign to promote innovative club models, District 7600 in Virginia had formed exactly one new club.

“That’s a lot of effort to form one club,” recalls Rich Salon, Zone 33’s advocate for innovative member pathways and chair of the district’s new club development committee. “I told myself, we’ve got to do something different. We’re kind of banging our heads against the wall.”

In response, the district held a tournament-style competition between clubs that resulted in nine new satellite clubs and an annual membership gain in the district for the first time in more than a decade. The competition spurred the interest of club presidents but went further, with district leaders backing it up with a solid plan to get support from current and prospective members.

One of the first hurdles district leaders had to overcome was resistance to the term “satellite club.” “We’ve learned that if we go into clubs and say, ‘Hey, we want to start a satellite club,’ they usually would light torches, grab pitchforks, and chase us out of town,” says Tracy Lego, chair of the district’s membership committee. “They look at that as, ‘Oh, you’re just going to steal our members for that satellite club, and they’re going to become their own [independent] club. We need to add members not just create more clubs to have thinner clubs.’”

Instead, the district promotes the concept of companion clubs, which

are a type of satellite club that has no intention of ever spinning off as its own club. As with other satellite clubs, a companion club is part of the sponsor club, but it has its own meetings, projects, bylaws, and board that are managed in collaboration with the sponsor club.

The district then held several Discover Rotary events, which are special meetings designed to give a small group of prospective members a crash course on everything they’d need to know about Rotary.

“It’s a cut and dry meeting,” Lego explains. “They learn what Rotary is, what we are about as an organization, what the club is, what the dues are, and what the club does.”

Each event has been bringing in from 12 to 15 new members. Because these new members know exactly what to expect, they often hit the ground running and are willing to take on leadership roles.

“One of the myths is that those who are joining the satellite clubs are only joining to meet and do service, they’re not really there for leadership. I can tell you that is absolutely 100 percent false,” notes Lego, who himself has served in multiple roles, including club membership chair, club president, assistant governor, and now district governor-nominee.

Salon says another key is to immediately ask incoming members to shape the format of their club. This includes when, where, and how often the club is going to meet and what type of club it is going to be — causebased,

interest-based, service-based, corporate, or passport being popular options.

“Involve new members. Give them a voice,” Lego says. “If you empower them and make them feel their voice is heard and needed, they step up and they don’t leave.”

Salon and Lego offer the following additional tips on launching a membership drive.

- Promote innovation early and often. Salon took his message to many venues, including club presentations and district conferences.
- Approach club presidents with a video message. “All roads run through the club president,” says Salon. He used Vimeo to record videos under 2 minutes that he sent to club presidents instead of emails in order to stand above all the other emails presidents receive.
- Choose the right time of year to launch a drive. Salon feels January through March is the best time in his area to challenge clubs to form new satellites because other months of the Rotary year are busy with leadership changeover, fundraisers, or award presentations.
- Neutralize barriers to membership. Lego feels the four classic barriers that keep people from joining are time, money, a lack of awareness, and bad club culture. To counter these, he suggests that you keep meetings efficient; forgo meals or otherwise keep costs low; hold informational events like Discover Rotary (the district has a slide deck presentation available for download); and involve new members in establishing the tone and atmosphere of the club.



## A mother's gift

**Sustained by  
donations from  
nursing women,  
milk banks  
provide a lifeline  
to vulnerable  
newborns**

By Elly Fishman

PHOTOGRAPHY BY JEFF MARINI

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**T**he morning Typhoon Haiyan made landfall in 2013, the sky above Manila turned a bruised gray. At the Dr. Jose Fabella Memorial Hospital in the Philippines' capital city, phones started ringing. Dr. Estrella "Star" Jusi, then head of the hospital's milk bank — one of the first in the country — picked up one call after another about its stores of donated breast milk. The city of Tacloban had been devastated by one of the most powerful typhoons ever recorded. Power was out. Water was scarce. Newborns in the city's neonatal intensive care units, especially the smallest and sickest, were in critical need.

The Department of Health needed donated breast milk fast. Jusi mobilized. She called the country's other milk banks to pool reserves. Coolers were packed and labeled. With roads blocked and commercial flights grounded, she worked with military officials to secure space on an armed forces transport plane.

A neonatologist from Jusi's team volunteered to

accompany the frozen milk. Over multiple trips, the milk bank delivered 86 liters of pasteurized donated milk — liquid survival for babies with no other lifeline.

**MILK BANKS EXIST TO MEET A NEED** that often goes unspoken: What happens when a mother can't breastfeed her newborn? Maybe the baby came early, too small to latch. Maybe the mother is recovering from surgery, or her milk hasn't come in. Maybe it's the first chaotic week of life, and nothing is going to plan.

Formula can be a safe alternative for healthy, full-term newborns. But for fragile infants, milk donated by nursing women who produce extra to share with other moms is often the safest, most viable option available. Breast milk has been shown to lower the risk of life-threatening conditions, including necrotizing enterocolitis, an intestinal disease common in preterm babies. The World Health Organization and UNICEF recommend donated human milk as the preferred feeding option for an infant when a mother's own milk is unavailable, especially for low-birth weight and preterm babies.

Even before the typhoon hit, malnutrition was a critical concern in Tacloban and across the Philippines, especially among premature infants. According to WHO, more than 1 in 4 Philippine children under 5 are stunted, a condition caused by chronic undernutrition that can impair physical and cognitive development. Among low-birth weight and preterm infants, lack of access to breast milk further increases the risk of infections, developmental delays, and death.

“We want to ensure that the babies will be given or will have the best start in life, even if they are premature and sick,” Jusi says.

In the last decade, the Philippines has built one of the most robust human milk bank networks in Southeast Asia. What began as a single Rotary club’s experiment has grown into a model replicated in 39 hospitals across the archipelago, supported by more than 30 Rotary Foundation global grants.

The idea took root in 2013, when Renato Cantos, then president of the Rotary Club of Timog-Quezon City, was searching for a signature project. A fellow Rotarian’s wife suggested members visit Fabella Hospital. There, they met Jusi, who had been running a milk bank since 2008. “It was the first time that I heard about a human milk bank,” Cantos says.

That year, his club helped secure a global grant to purchase a new pasteurizer, allowing the milk bank to continue operating after its original machine began to fail. Since then, the club has helped establish milk banks in several additional hospitals and supported other area clubs as they’ve embarked on similar projects. Rotary clubs’ support, along with that of private donors and the Department of Health, has helped expand the number of facilities from five to 39. One 2019 master’s thesis by a student at De La Salle University in Manila even proposed a standardized Rotary global grant template for milk bank projects.

**THE CONCEPT OF MILK SHARING** is centuries old, rooted in the historical practice of wet nursing when women breastfed another person’s child. But formal breast milk banks only began to appear in the early 20th century. The world’s first was established in Vienna in 1909, followed shortly after by one in Boston. For decades, milk banking quietly served a niche role in neonatal care, until the AIDS crisis of the 1980s shuttered many programs over fears the virus could be transmitted through donors’ milk.

In the decades that followed, renewed research and new safety protocols revived the practice. Milk banks began to adopt standardized methods such as pasteurization that heats milk to a precise temperature for 30 minutes to eliminate pathogens while preserving nutrients. They also implemented rigorous donor screening processes to ensure safety, similar to when people donate blood. These protocols reassured clinicians and



public health officials, helping reestablish trust in donated milk as a viable and safe feeding option.

In Western Australia, the Rotary clubs of Belmont and Thornlie, along with Belmont Rotarian Stan Perron, were behind the establishment of the country’s first modern milk bank in 2006, decades after informal milk sharing within towns’ maternity wards had faded. Similar timelines have played out in countries around the world.

Today, Brazil is widely considered the global leader in milk banking. Two dozen Rotary Foundation global grants have supported some of the 200-plus centers across the country. The Brazilian model, built into the public health system, has inspired similar efforts across Latin America, including in Colombia and Mexico. South Africa has developed a network of milk banks, often tied to hospital-based neonatal units. Still, in most low- and middle-income countries, milk banks remain rare.

North America, too, has seen a rise in milk banking. In the United States and Canada, 11 million ounces of donated breast milk were distributed in 2024 — a 10 percent increase from the previous year, according to the Human Milk Banking

Association of North America, which sets guidelines for pasteurized donor milk.

The Mothers' Milk Bank of the Western Great Lakes is one of the more than 30 nonprofit milk banks accredited by the association. Co-founded by a former Rotary staff member and supported with donated funds from multiple Rotary clubs over the years, the Chicago-area milk bank serves more than 90 hospitals in Illinois and Wisconsin. The organization has seen explosive growth since it opened its first processing facility in 2015, going from three employees to 25 and moving last year into a new facility, one of only two in North America with a bottling conveyor belt.

Prescreened mothers drop off their milk for donation at "milk depots" throughout the region, where volunteers ship it frozen in insulated containers to the milk bank for processing and pasteurization. "Some of our moms make tons of milk," explains Susan Urbanski, the milk bank's program manager. "Nobody wants to see something so precious go to waste." Urbanski says that some moms needed donated breast milk when their own babies were first born, but after receiving lactation support, they went on to successfully breastfeed and want to give back. In that way, milk banks don't replace breastfeeding — they support it. Some moms discover their baby is intolerant to something in their diet. Their milk is still good, just not for their baby. And some moms donate after a loss through bereavement programs like one offered by the Chicago-area milk bank. "That's a really special part of nonprofit milk banking that sometimes gets overlooked," Urbanski says. "The goal is to honor the baby's legacy, to make meaning out of a devastating situation."

**IN CHRISTCHURCH, NEW ZEALAND,** the idea began with frustration. Yvonne Hiskemuller, a midwife and member of the Rotary Club of Garden City Christchurch, had worked with the milk bank at a hospital in town, but she quickly saw its limits. The service didn't extend beyond the neonatal intensive care unit, and there was no plan to support mothers once they left the hospital. "It was clear that was never going to happen," says Hiskemuller. So she turned to Rotary.

Liz Courtney, then a district governor, immediately saw the potential. As a mother of

five, including a set of triplets, Courtney knew firsthand the complexity of early feeding. Together, she and Hiskemuller gathered a small group of committed women — Rotarians, lactation experts, other volunteers — and spent the next four years fundraising, navigating bureaucracy, and slowly building a community-run alternative.

The result, launched in 2018, was a community breast milk bank hosted at a different Christchurch hospital, St. George's. The repository runs on a lean infrastructure: three freezers, a pasteurizer, and a small army of volunteers, many of them Rotarians, midwives, and nurses. But its reach has been immense.

On any given day, the milk bank is a flurry of motion. Donors drop off bags of frozen breast milk, each labeled, tracked, and stored meticulously. Screening is rigorous, involving questionnaires, blood tests, and freezer logs. Volunteers pasteurize an average of 8 liters per week, a process that takes six to eight hours and requires sterile gowns, temperature checks, and detailed logs.

The recipients are typically newborns in fragile health or born to people who are recovering from surgery or have delayed milk production. One baby, too frail yet for heart surgery, needed milk at home in a rural community about 150 miles north of the Christchurch milk bank. Her doctors believed that if she was fed formula, she wouldn't survive long enough to reach the operating table. The only option was to feed the baby donated breast milk.

A nurse sent word to the Rotary club-supported milk bank in Christchurch, and the team there said yes immediately, even though the request fell outside the typical service area. A refrigerated truck company, Big Chill, transported the frozen milk free of charge.

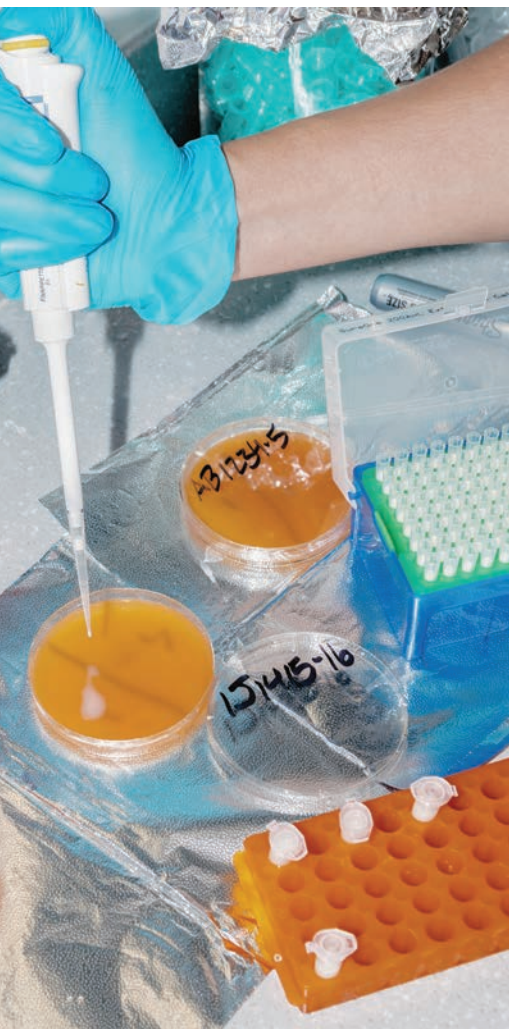
Courtney recalls other people who were diagnosed with cancer during their pregnancies, preparing for surgeries when their babies arrived and unable to breastfeed. The milk bank stepped in, providing milk for those critical first days.

Over time, the bank has become a hub not just for milk but for knowledge. With Rotary clubs' help, a longtime midwife who volunteers at the milk bank got trained as a certified lactation consultant and began offering breastfeeding classes for expectant mothers. The sessions, hosted at St. George's Hospital, are free and growing.

The milk bank now supports the entire Canterbury region that's home to Christchurch. As of June, it has provided safe donated breast milk to more than 2,700 babies. And perhaps more importantly, it has changed the



The Rotary Foundation has awarded nearly 100 global grants toward human milk bank projects.



way people in the community talk about feeding, need, and new motherhood. “Now that there’s an alternative to formula,” adds Hiskemuller, “there’s been quite a big groundswell of movement to recognize that donor breast milk is a far superior choice.”

**THE STORY OF HUMAN MILK BANKING,** at its core, is a story about people. About the mothers who donate milk they’ll never see consumed. About doctors and midwives who reroute their days to hand-deliver supply. About local volunteers who track every ounce, label every cooler, and field every emergency call.

Perhaps that’s why looking back on the past decade of work in the Philippines can be an emotional experience for Renato Cantos. What began with a grant application has helped transform not



**Left:** At the Mothers’ Milk Bank of the Western Great Lakes, a small sample of milk from each donor is tested for the presence of harmful bacteria. **Right:** Milk from multiple donors is pooled to ensure nutritional consistency and a robust antibody profile.

## What began with a grant application has helped transform not just hospitals but a culture.

just hospitals but a culture. One that treats mothers not merely as patients or providers but as partners. One that sees babies, even the tiniest and sickest, as worthy of care, of investment.

“This was the first project that I did, and continue to do, because of the love for it,” Cantos says, “realizing the impact that it provides to those who are in need.”



**From right:** Liz Courtney and Yvonne Hiskemuller speak with a nursing mother donating breast milk at a Rotary club-supported milk bank.

# The liaisons

## The Rotary Representative Network keeps us connected to the UN and beyond

Rotary and the United Nations have been partners since the beginning. Rotary consulted in the drafting of the organization's charter back in 1945, and shared values are written into the document, explains Cyril Noirtin, dean of the Rotary Representative Network, RI's volunteer liaisons to the UN. "Rotary and the UN have shared goals. We call them our areas of focus, and the UN calls them Sustainable Development Goals, but we're all trying to resolve humanity's most pressing challenges," he says.

Noirtin and about 20 other members of the Rotary Representative Network liaise with UN agencies and other international organizations. This year, the network includes three Rotaractors.

Appointed annually by Rotary's president, the representatives have a multifold purpose: They promote Rotary, monitor UN agencies' work and report back, and build connections between Rotary clubs and the technical experts within these agencies.

Noirtin is the representative to UNESCO, which is based in Paris. He attends meetings such as UNESCO's General Conference. "The past two editions, I was invited to take the floor for three minutes in front of all the country leaders, and I was able to speak about Rotary and what we do," he says. "We can have coffee, we can have lunch, and we connect people."

One outcome has been the development of shared programs. After Rotary Day at UNESCO in 2006, for example, Rotary and the IHE Delft Institute for Water Education (which operates under the auspices of UNESCO) developed a strategic partnership to provide educational fellowships for water experts. "What is interesting is that now the project has ended, but local clubs are continuing," Noirtin explains.

Get in touch with a representative to find out how you can collaborate with key international organizations: [rotary.org/rotary-representative-network](https://rotary.org/rotary-representative-network). "The network is one of the best-kept secrets of Rotary," Noirtin says.

### UNICEF

In 2022, Rotary and UNICEF debuted the Local Collaboration Framework, which provides guidance on working together. Projects resulting from the framework include a nine-country vaccination campaign in the South Pacific, a humanitarian aid program in Sri Lanka, and school violence prevention work in Nairobi, Kenya.



### UN Environment Programme

Following Rotary Day at the UN in 2018, UNEP and Rotary District 9212 established the Adopt a River for Sustainable Development pilot program, which evolved into Rotary and UNEP's official partnership: Community Action for Fresh Water.





## Commonwealth of Nations and European Union

The advocacy work of Rotary representatives has contributed to multimillion-dollar commitments in support of polio eradication from governmental organizations such as the European Union, the Commonwealth of Nations, and more.



Illustration by Madison Wisse

PHOTOGRAPHS: ANDREA DEKROUT,  
MARK LEHN, THIES IBOLD

- 1 NEW YORK**  
UNICEF  
UN headquarters
- 2 WASHINGTON, D.C.**  
Organization of American States  
World Bank
- 3 PARIS**  
UNESCO  
Organisation for Economic  
Co-operation and Development
- 4 LONDON**  
Commonwealth of Nations
- 5 BRUSSELS**  
European Union
- 6 GENEVA**  
UN office at Geneva  
World Health Organization
- 7 ROME**  
World Food Programme  
Food and Agriculture Organization  
International Fund for Agricultural  
Development
- 8 CAIRO**  
League of Arab States
- 9 ADDIS ABABA, ETHIOPIA**  
African Union  
UN Economic Commission for Africa
- 10 NAIROBI, KENYA**  
UNICEF in Kenya  
UN Environment Programme

Rotary will commemorate the UN's anniversary with an event on 11 December at the San Francisco War Memorial building — where the UN charter was signed 80 years ago. Register at [rotaryun80.org](https://rotaryun80.org).

# SERVICE ABOVE SELF

## THE OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD:** The application of the ideal of service in each Rotarian's personal, business and community life;

**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## THE FOUR-WAY TEST

Of the things we think, say or do:

- 1) Is it the **TRUTH**?
- 2) Is it **FAIR** to all concerned?
- 3) Will it build **GOODWILL & BETTER FRIENDSHIPS**?
- 4) Will it be **BENEFICIAL** to all concerned?

## ROTARIAN CODE OF CONDUCT

As a Rotarian, I will:

- 1) Act with integrity and high ethical standards in my personal and professional life.
- 2) Deal fairly with others and treat them and their occupations with respect.
- 3) Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world.
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians.
- 5) Help maintain a harassment-free environment in Rotary meetings, events, and activities; report any suspected harassment; and help ensure non-retaliation to those individuals that report harassment.



## Trustee's message

November 2025

## Undeniable impact

Many of you will remember the theme I chose as RI president in 2020-21: Rotary Opens Opportunities. I remain passionate about these opportunities and I know you do too.

As we celebrate Rotary Foundation Month, let's reflect on the many ways the Foundation makes the world better. Rotary is extraordinary, and the Foundation amplifies that impact.

I encourage all of you — in Rotary and Rotaract clubs — to discover this for yourselves. Go beyond the local level and engage with The Rotary Foundation globally. You can partner with clubs to boost literacy in Guatemala or fight malaria in Zambia. You can make a difference with clean water initiatives reaching millions or maternal health programs saving lives across continents.

It doesn't stop there. Through major impact projects like Programs of Scale, we're pursuing bold initiatives that push Rotary's potential to create lasting change further. Greater impact and greater visibility: this is our path forward.

Many of you have asked about the status of Rotary's biggest impact project in history — our long-term commitment to polio eradication. Recently, RI President Francesco Arezzo, International PolioPlus Committee Chair Michael McGovern, and I met with Prime Minister Shehbaz Sharif and the army leadership of Pakistan. Everyone is fully committed to eradicating polio once and for all. We were absolutely convinced by the work of Pakistan's emergency operations centers, where experts plan and coordinate vaccination.



While some governments scale back support for polio eradication, Rotary remains committed to its pledge to raise \$50 million again this year. This meeting reaffirmed our unwavering commitment to finishing this historic mission.

What excites me most is seeing how each of us can make a real difference through our Foundation. I urge everyone — especially newcomers to Rotary — to explore these opportunities. Find your passion among our areas of focus and discover projects to support, especially through global grants.

We members fund, sustain, and deliver these projects. That's why the Foundation consistently earns top ratings from Charity Navigator. If you don't want to lead a project, you can still be part of the Foundation through annual support.

Our fundraising goal for 2025-26 is an ambitious \$500 million. Your gift this month will create countless opportunities.

We have incredible opportunities before us, and the impact we achieve together through The Rotary Foundation is exponential. The proof is undeniable.

## December 2025

### To your health

As 2020-21 Rotary president, I shared our hopes for a new initiative: Programs of Scale. The seeds we planted then are now bearing remarkable fruit.

After the success of Rotary's first Programs of Scale grant recipient, Partners for a Malaria-Free Zambia, the Gates Foundation and World Vision approached us to do more and bigger projects. They know Rotary can make great things happen. From that partnership grew the Rotary Healthy Communities Challenge, now Rotary's most significant disease prevention initiative after polio eradication.

The Healthy Communities Challenge aims to combat pneumonia, malaria, and diarrheal diseases, the leading killers of children under 5 in many parts of Africa. Despite progress, these diseases still claim 1 million young lives annually.

This strategic partnership between The Rotary Foundation, the Gates Foundation, World Vision, and PATH, a global nonprofit dedicated to health equity, is now saving lives in the Democratic Republic of Congo, Mozambique, Nigeria, and Zambia.

Let us not forget that our partnerships are made up of people — volunteers, Rotary members, and professionals — striving to make a difference. One of them is Gisela Bettencourt Mirção, of the Rotary Club of Chimoio-Planalto, Mozambique, Healthy Communities Challenge national coordinator and assistant governor for District 9210, who reports:

*In Mozambique, preventable diseases remain leading causes of death of children. With support from our partners, District 9210, and*

*the Ministry of Health, the Healthy Communities Challenge mobilizes resources, technical expertise, and volunteers to strengthen community health systems in two provinces in the country's west.*

*Community health workers are trained to deliver lifesaving education, prevention tools, and early treatment to families in hard-to-reach areas. The program expands access to testing, diagnosis, and treatment, ensuring children receive timely care. Rotary coordinates advocacy, procures essential supplies, and ensures local ownership alongside government health structures. In its first year, the Healthy Communities Challenge reached thousands of households across four districts, supporting more than 4,400 community health workers to protect children.*

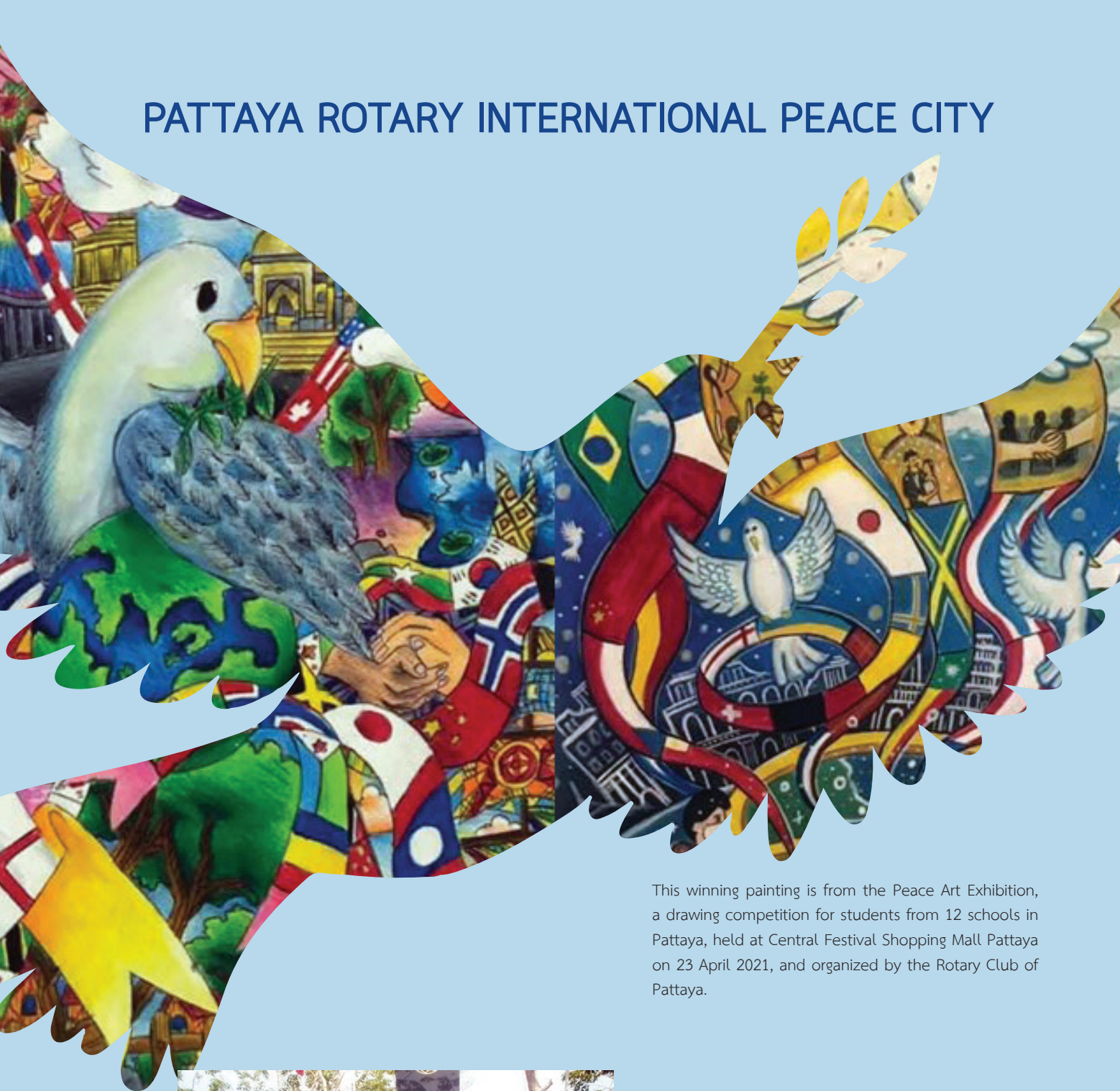
*I have been involved since the planning stages, but I hadn't grasped the true impact until seeing it firsthand.*

Through the Healthy Communities Challenge, Programs of Scale, and polio eradication, Rotary proves that partnerships, community engagement, and vision can transform global health and save lives.

Your support of The Rotary Foundation makes you part of this life-changing work.

HOLGER KNAACK  
Foundation trustee chair

# PATTAYA ROTARY INTERNATIONAL PEACE CITY



This winning painting is from the Peace Art Exhibition, a drawing competition for students from 12 schools in Pattaya, held at Central Festival Shopping Mall Pattaya on 23 April 2021, and organized by the Rotary Club of Pattaya.



On 23 February 2006 Pattaya was recognized by Rotary International and the public administration of Pattaya City as the first 'Rotary International Peace City' in Thailand.

Every year the Rotary Club of Pattaya in cooperation with local authorities organize activities to promote peace on the 4 levels (in the mind, in the family, in the community and in the world). The black granite peace monument was erected and located in the 'Pattaya Peace Park' on the Phratamnak mountain opposite the entrance to Royal Cliff Beach Resort and just behind the "Hollywood sign" of Pattaya.

Past President Geoffrey Little of the Rotary Club of North Sydney Sunrise in Australia had contacted his Rotary friend in Thailand, Past President Niels Colov in the Rotary Club of Pattaya, and suggested him the idea to have Pattaya recognized as a Peace City. PP Niels then approach the Mayor of Pattaya to have the "blessing" for the project, PP Niels as such took the lead as Chairman of the Pattaya Peace project.

In 1992 the first Rotary Peace City in the world was established in the country town of Wagga Wagga in the New South Wales state in Australia by the Rotary Club of Wagga Wagga, a program now known as Rotary Peace Communities. This program involves local clubs and citizens promoting a culture of peace through various initiatives and ceremonies, including an annual event on Rotary World Understanding and Peace Day to recognize community champions.

As Peace Chairman PP Niels Colov express it: When you watch international media most of the news is about conflicts, war and hostilities. Being national, political, religious and any other reasons. In other words the



*PP Niels Colov, as Peace Chairman*



*Peace Monument, Ivan Jack Drive,  
Wagga Wagga, NSW*

whole world is not peaceful. When I arrived in Pattaya now 47 years ago I found a city of 42 square kilometers where people from every province of Thailand and moreover from every country in the world lived together in mutual respect and harmony, so different from the rest of the world. That was the reason why I decided to make this place my new home. Pattaya is known for its entertainment venues, but I am a non-alcohol consumer, non-smoker and fully vegetarian, who find no pleasure visiting bars and that kind of business. So "Pattaya Peace City" is my reason to make this my home for the rest of my life.





## Key Aspects of the Rotary Peace City Initiative

**Origins:** The concept began with the Rotary Club of Wagga Wagga Koorringal in 1992.

**Purpose:** The program aims to advance a culture of peace at the local community level.

**Annual Events:** The Rotary Club of Wagga Wagga and other local clubs organize an annual ceremony on Rotary World Understanding and Peace Day to celebrate peace initiatives and community service. **Peace in Action:** The program fosters partnerships between Rotary clubs, civic authorities, and other organizations to focus on peace in communities.

**Tangible Symbols:** Initiatives may include the installation of peace poles with the inscription "May Peace Prevail On Earth" to communicate the possibility of peace.

**Recognition:** The program recognizes local citizens, schools, and organizations that contribute to peace through their actions.

On Monday 23 February 2026 the Rotary Club of Pattaya will celebrate the 20th Anniversary of the 'Pattaya Rotary International Peace City' with a ceremony at the "Peace Monument".

At the same time the 'Pattaya Peace Conference' will be announced to take place on Monday 14 December 2026 organized by the Rotary Club of Pattaya with PP Niels Colov as its Organizing Chairman, at the PEACH Convention Center at the Royal Cliff Beach Hotel Pattaya, Chonburi province.





## Rotary and the Word “Than”

Rotary Information

By PDG Chamnan Chanruang,  
District 3360

For this November–December issue of Rotary Thailand Magazine, I would like to share a light yet thought-provoking topic: the use of the word “Than”. Within Rotary circles, questions often arise about whether this term is appropriate. Some members feel uneasy using it, while others employ it so frequently that it borders on exaggeration, even sarcasm.

### Definitions and Usage

According to the Royal Institute Dictionary (2011), “Than” is defined as:

- Pronoun: Used to address someone respectfully, functioning as a second-person pronoun (e.g., Than is not here, Father Than is asleep), or as a third-person pronoun in general references (e.g., Do not steal from than).
- Noun: Placed before titles or positions to convey respect, e.g., Than Khun, Than Teacher, Than Abbot.

Later revisions clarified that “Than” serves as:

- A respectful second-person pronoun.
- An indefinite third-person pronoun.
- A prefix to titles or positions, e.g., Than Minister, Than Director-General, Than Abbot.

Special forms such as Than Chai and Than Ying refer specifically to royals of Mom Chao rank and are considered distinct words, not titles.

### Practical Application

In government and official circles, “Than” is traditionally used before certain ranks or positions to show respect, such as Than Minister, Than Director-General, or Than Abbot. It is rarely used before personal names, except in specific professions like the judiciary or politics.

In formal writing, “Than” is not prescribed as a title. Instead, it functions as:

- A second-person pronoun (Than, what would you like to drink?).
- A third-person pronoun (The professor Than is not here).
- A respectful prefix to positions (Than Privy Council President, Than Abbot).

Thus, expressions such as Than Minister or Than Judge are considered respectful prefixes to positions rather than formal pronouns. They are colloquial, used within certain circles, but not part of formal written language.

### Respect and Equality

Ultimately, the use of “Than” reflects respect. When we honor someone, we may call them Than. However, it is more appropriate to use it with positions rather than personal names—for example, Than District Governor or Than President. In everyday contexts, the neutral Khun is equally acceptable.

Personally, I am not attached to the word “than.” My career began with titles such as Than Assistant to the District Chief and Than Member of Parliament, and concluded with Than Professor. These were simply conventional forms of address, not marks of special reverence. I prefer being addressed as Khun, and I enjoy addressing others the same way, as I believe that regardless of position or wealth, all people are equal in their humanity.

### Conclusion

If you want to call someone Than, go ahead. But don’t be offended if they don’t call you Than in return. And don’t overuse it like some people who call everyone Phi (older brother/sister) without considering whether the other person accepts such familiarity. Some who are addicted to Than might even think to themselves: Since when did I become their brother/sister?

### Official Visit to the Rotary Club of Vientiane

This year marks the first time that Rotary District 3340 has welcomed a club from a neighboring country into its warm family. The Rotary Club of Vientiane is a strong and long-established club. After having to suspend its operations for many years due to unforeseen circumstances, District 3360 rechartered the club in 2006, with General Xiang Som as the charter president. The rechartering ceremony was graced by the presence of Past Rotary International President Bhichai Rattakul.

In the Rotary Year 2025–26, the Lao People's Democratic Republic (Lao PDR) transitioned to being under District 3340. This decision was made mainly due to the geographical proximity to District 3340, which allows for more convenient participation in Rotary activities. A farewell ceremony for the Rotary Club of Vientiane was held by District 3360 during its CLLS (Club Leadership and Learning Seminar) on 24–25 May 2025 at the Khum Khum International Convention Center, Chiang Mai. The welcoming and installation ceremony for the new club officers under District 3340 took place during its CLLS on 13–14 June 2025 at Chaolao Tosang Beach Hotel, Chanthaburi. Rtn Jinda Pholatcha was installed as club president, and PP Dr. Somsuk Sananikone was appointed Assistant Governor of Area 18.

DG Wiwat Srisompong made his official visit to the Rotary Club of Vientiane on 5 October 2025. He was accompanied by DGE Itthipol Kanchanapimon, DGN Pakpoom Jumparak, PDG Siri lamjamroonlap, Rotary Centre in Thailand officers, members from District 3340, and 37 club presidents from Cohort 121;



representing 20 clubs. The delegation also took the opportunity to travel and explore the city of Vang Vieng. Additionally, Rotarians from the Republic of Korea, District 3330, and District 3360 joined the visit. Following the club visit, the group enjoyed a dinner together, witnessed traditional Lao cultural performances, participated in a fellowship gathering with Baslop dancing, a Lao national costume contest, gift exchanges, and prizes. The event also featured the launch of a new club to be established under the name Rotary Club of Lane Xang.

The following day, the Rotary Club of Vientiane and the district delegation carried out service projects by donating water purifiers and educational supplies valued at THB 15,000. The Rotary Club of Amnat Charoen donated a water dispenser and snacks, while the Rotary Club of Maha Sarakham donated sports equipment. These gifts were given to students at a primary school and an elementary school in Vientiane, totaling around 140 students. They received a warm welcome from the local education department heads and teachers. The students were visibly excited and cheerful upon receiving the items, creating a memorable experience for both givers and recipients. Before returning, the group visited two key landmarks in Vientiane: That Luang Stupa and Patuxai Victory Monument.



## Viet Nam

**Rotary Club of Saigon**, along with the Rotary Club of Saigon International, Rotaract Club of OMLS (One Million Lives Saigon), Interact Club of Polaris clubs, a group of volunteers & students from Lac Hong University, and many other partnered organizations, completed another day full of love and service. A total of 645 portions of Phở were delivered directly to Residents 625 portions and to Volunteers 20 portions.

After 2 campaigns, the Rotary Phở program has successfully delivered 1,325 portions of heartfelt Phở—these are not just hot meals, but warmth and sharing spread throughout the community.

RC Saigon and the clubs will continue their journey of service—because every bowl of Phở is a beautiful story of humanity, rooted in the belief that "Service Above Self – Phục vụ trên hết."

*Credit: AG Kieu Vuong, Rotary Club of Saigon, D3350 and ARPIC PP Supan Wiboonma*

*Report by AG Trong Sangswangwatana, D3350*



# How to Create Powerful “People of Action” Media



By PDG La-or Jinda  
Chair, District Public Image and  
Awareness Committee  
District 3330

## Transforming the Rotary Image to Resonate as “People of Action”

### A Powerful Image: The Heart of Rotary

As leaders in Rotary, we understand well that a positive public image is essential for the world to recognize and appreciate the value of our actions. The incredible work we do must be effectively communicated—especially in today’s world where social media has become the primary channel for communication.

### Why Social Media?

The reason to prioritize social media lies in its vast global reach—billions of people use these platforms. If we learn to harness these tools correctly, we can connect with our target audiences more effectively than ever.

### Strategic Planning for Targeted Communication

All forms of work require planning, and so does public relations on social media. The key components include:

#### 1. Set Measurable Goals (SMART Goals)

- o A strong goal should be trackable and clearly measurable. For example, “Increase engagement (likes, shares, comments) by 10% compared to the previous month.”

#### 2. Choose the Right Platform for the Right Audience

- o Consider who you want to reach. If you aim to recruit new members from Generation Y (ages 30 – 40), platforms like Facebook and YouTube are key, with TikTok as a supplement.
- o For Generation X (ages 45 – 60), LINE and Facebook are the most popular. Selecting the platforms that your target audience actively uses will make your communication most effective.

#### 3. Consistency in Communication

- o Communication should be regular and continuous—whether weekly or monthly—to create lasting impressions in the public’s mind.



### People of Action - The Core of Rotary Storytelling

The image we aim to project is that of “People of Action”—those who genuinely take action, not merely attend meetings, but actively drive sustainable change in their communities.

The heart of this communication approach is storytelling that highlights results and transformation. We must demonstrate how our actions impact the community—not just describe what we did and where.

#### Examples of Powerful Messaging:

- o Traditional: The club awarded 50,000 baht in scholarships.
- o People of Action: “We took action to open educational opportunities for children to build a better future.”

### Digging Deep into the Key Elements of Powerful People of Action Media

#### Essential Components of Effective People of Action Communication

To communicate Rotary activities with power and clarity, media content should include the following elements:



- **Authentic Images:** Use real photos that show members and community members actively participating. Avoid stock images. Visuals should reflect genuine, hands-on involvement.
- **Concise and Powerful Captions:** Use short, compelling statements that express outcomes and inspire, such as: “We took action so that children with special needs can become self-reliant.” or “We took action to improve the lives of the elderly and disabled.”
- **Visible Results:** Clearly show how lives or communities have changed because of Rotary’s efforts.
- **Proper Branding and Clear Space:** Use official logos from the Brand Center. Place them prominently, ensuring they are not lost in the background, and leave appropriate clear space to maintain brand recognition.
- **Use of Hashtags:** Include hashtags like #PeopleofAction to categorize posts and help the public easily find Rotary activities online.

#### Common Pitfalls to Avoid

- **Abbreviations and Jargon:** Avoid internal acronyms such as “CP” or “PP” which outsiders may not understand. These can make posts less engaging or confusing.

#### Conclusion

Creating Powerful “People of Action” media is not about fancy graphics or large budgets—it’s about telling the story of what we’ve done in a way that highlights value and inspires others. By communicating consistently, focusing on real action, tangible results, and reaching the right audience, Rotary can truly transform its public image and be recognized as genuine “People of Action”.

**Reference:** Video “#ep12/121 How to Create Impactful People of Action Media” from the rotary3330 YouTube channel <http://www.youtube.com/watch?v=UTsiuokPLME> (Duration: 50 minutes)

**World Polio Day** is observed annually on 24 October, designated to raise global awareness of the importance of polio vaccination for children to protect them from this disease. Rotary International is a key partner in the Global Polio Eradication Initiative, working in collaboration with the World Health Organization (WHO), UNICEF, the U.S. Centers for Disease Control and Prevention (CDC), national governments, and other partners. No organization has ever shown such long term commitment to a global health campaign of this scale as Rotary has through the PolioPlus Program, which is regarded as one of the greatest humanitarian service efforts in the world. Every Rotarian can take pride in this remarkable achievement.



The Rotary Club of Ban Pong, led by P Chaisit Samngamya, together with club members, organized a fundraising and awareness walk to raise funds for the purchase of a gallbladder surgical camera valued at 3 million baht for Ban Pong Hospital, Ratchaburi province. This modern medical equipment will enhance surgical safety and allow procedures to be performed without the need for traditional abdominal incisions.



The Rotary Club of Hat Yai, in cooperation with the Thakham Subdistrict Health Promoting Hospital and community network partners, organized the activity titled “Complete Vaccination, Safe and Polio-Free.” The campaign aimed to encourage the public—especially mothers and children—to receive complete vaccinations for safety and long-lasting immunity. As the saying goes, “Giving a vaccine is giving the opportunity for a healthy life,” which forms the foundation of strong families and a stable society. This activity clearly reflects the powerful collaboration among all sectors—government agencies, the public, and Rotarians—working together to drive this mission forward and to promote good health and sustainability for mothers and children in the community.



The Rotary Club of Nakornpathom joined the nation in mourning the passing of Her Majesty the Queen Mother. Rotarians and Rotary Anns made DIY black ribbons which represent our mourning for Her Majesty Queen Sirikit. Members, families and people in the community have them pin on shirts. They made black ribbons at the Ruby Room, Whale Hotel, Nakhon Pathom province.

The Rotary Club of Trang, Rotary Club of Chor Sritrang, and Rotary Club of Tubtiang in collaboration with Rotary Club of Utsunomiya 90 District 2007 Japan, completed Global Grant #2575124 for medical equipment valued at USD 36,100 (THB 1,190,030) and handed over a colonoscope to Trang Hospital. This contribution will support patient treatment and help improve the quality of life in the community.



The Rotary Club of Pra Pathom Chedi organized a blood donation project to sustain human life at the College of Business Administration Development Technology Sa Kratiang, Nakhon Pathom province on 29 October 2025, in collaboration with the Nakhon Pathom Women's Association, the Provincial Social Work Council, the Thai Red Cross Society, and the National Blood Service Region 4, Nakhon Pathom province



The Rotary Club of Pattani led by P Kamol Phongsai and its members, participated in the BBL (Brain-Based Learning) service project, under the "Creative Painting for Learning Media by Rotary" project. The objective is to create a renewed environment that supports the development of educational media aligned with Rotary's mission in basic literacy. The project also aims to enhance Rotary's public image, helping more people recognize and understand Rotary's work. It is a sustainable initiative, providing practical learning materials tailored to the needs of the beneficiaries. The project fosters relationships and promotes peace through Rotary's goodwill—Unite for Good at Pirayanukroh 4 Border Patrol Police School, Mayo district, Pattani province.

## Membership Growth and Development: The heart of Sustainability of Rotary Clubs



**DG Wiwat Srisomphong**  
Membership Chair,  
District 3340

One of the forces that has kept Rotary steady for 121 years is “membership” because members are not just a number, but the heart and driving force behind the mission of service to humanity.

Increasing members is an important mission that gives a club the power to do community service activities and create Rotary continuity. Having a clear approach will help the club work systematically. The guidelines are as follows:

### 1. Club preparation

- Appointment of the club membership committee
- Set a clear goal, such as “add 2 new members within this year”
- Look back and see whether the club’s atmosphere is warm, friendly and open

### 2. Identify new members who meet the qualifications

- Look for people who volunteer in the community
- Invite those participated in Rotary projects and have expressed interest
- Leverage Rotaract, Interact and Rotary family network
- Consider the diversity of gender, age, and vocation in order to broaden’s the club perspective

### 3. Tactical invitation

- Apply storytelling instead of academic lecture
- Give examples of successful projects in the community
- Invite prospects as guests to club meetings or service projects
- Emphasize that “Rotary is an opportunity to create value for others”



### 4. Membership process

- Nominate prospects to the membership committee
- Asses basic qualities and motivation
- Nominate candidates at a club board meeting
- Notify proposing members, if there are no objections, proceed with admission
- Hold formal induction ceremony so new members feel valued

### 5. Care and development of new members

- Organize orientation to introduce Rotary, mission and club projects
- Assign “mentors” to provide guidance and encourage in participating to the club activities
- Give them opportunity to share ideas and take on small tasks from the start
- Build engagement through friendship, not just meetings

### 6. Retention membership

- Listen to members regularly
- Foster pride in the club’s achievement
- Organize a variety of activities, including services, social activities and self-development
- Recognize and honor those who actively contributed

### 7. Evaluate and improvement

- Follow up quarterly focusing on membership growth. Evaluate quality, not just quantity
- Evaluate whether new members are engaged or not
- Adjust the invitation strategies to align with the context of club and community

In conclusion, increasing membership is not only a matter of a single “membership committee” but a mission of all members. If we work together to invite, nurture and retain those who have the spirit of volunteerism and public service, Rotary clubs will grow steadily and be ready to drive the power of “Unite for Good” for the society and the world.

## Rotary Youth Leadership Awards (RYLA) Camp 2025

The 34th Rotary Youth Leadership Awards (RYLA) 2025 training camp was held at Sisaket Rajabhat University from 15-18 October 2025. The event was led by PP Sattya Warapruerk (Rotary Club of Sisaket), who served as the RYLA Camp in chief. Together with club members, they started planning the RYLA Camp a year ago with support by District Governor, District Governor Elect and Past District Governor, various business companies. Sisaket Rajabhat University has provided the venue for training in Nakhon Lamduan Place and arranged trainers from the university to train with the youth exchange students who have just returned from abroad (ROTEX). Additionally, Charter President Lalinda Siripornmanut (Rotary Club of Utapao International) played the role of the interpreter for the youth exchange inbound students who participated in the RYLA camp as well.

Throughout the 4-day and 3 night RYLA camp, every youth leaders demonstrated remarkable creativity, confidence and true spirit of volunteerism. These qualities represent the essence of future leadership – something Rotary is truly proud of.





The Rotary Club of Srisaket in collaboration with Sisaket Polytechnic College established the "Khok Nong Na" project to support sustainable agriculture by purchasing 10 smokeless charcoal kilns to be delivered to the Surin Agricultural Center. In this operation, PP Boonchu Pangbuttrdee and PP Siwatpong Warapruerk, Club secretary along with Rotarians participated in the inspection before handing over.



The Rotary Clubs of Plutaluang, Utapao International and Sattahip joined in setting up a food booth and public donated money to support the renovation and development of Sattahip police station for better public service on 3 September 2025.



The Rotary Club of Muang Loie led by P. Apichai Tiyanukulmonngkol together with the Mental Health Crisis Assessment and Treatment Team (MCATT), Muang Loie District Public Health Office, visited 10 bedridden patients and disable people, encouraged them while talking with them and provided them survival bags at Ban Kang Pla, Chaiyapruerk Subdistrict, Muang District, Loei Province on October 3, 2025.



The Rotary Club of Pattaya provided eyeglasses to 21 students at Pattaya City school, worth 40,000 Baht, with the contributions made by PP Neils Colov and club members. During the event some members who had played the music with Ad Carabao also played the guitar and sang.



The Rotary Club of Krasang Burirum led by P Manop Sammaworakit and club members held the opening ceremony of “Giving glasses to open bright for the elderly” project in the local community. 100 elderly people attended this activity, which is valuable. It has been appreciated and supportive to Rotary Public Image.



The Rotary E-Club of Distict 3340 led by PP.Amorn Premkamon in collaboration with the Faculty of Humanities and Social Sciences, Rambhai Barni Rajabhat University has organized the project on “Empowerment Initiative Youth under the “Empowering Girls” project. The youth were trained in public speaking through performing arts techniques to enhance their communication skills, build confidence, and empower them to inspire other young people outside the district, in Chanthaburi province. A pilot project was launched by selecting 15 university students who demonstrated strong communication skills and a volunteer spirit to participate in the training. Inner Power Company; managed by Kru Ngor (Rosukon Kongket) kindly supported the program by providing instructors to teach and share various techniques with the students. The training took place at Rambhai Barni Rajabhat University. (4 October 2025).

# Duties of the District Governor



By AG Trong Sangswangwatana  
Co-Editors of 3350

One of the most important responsibilities of the District Governor is to visit every Rotary Club in the district at least once during the Rotary year. The purpose of these visits is to provide inspiration, share information and guidance from Rotary International, and offer support to the clubs. A governor's visit is also an opportunity for club presidents to present their goals, achievements, and plans for success.

**Duties of the Club President, Club Board, and Members** (Prior to the Governor's Official Visit)

1. Hold a Club Assembly Arrange a Club Assembly in preparation for the Governor's visit, inviting the Assistant Governor to attend the meeting as well.
2. Record Club Officers and Set Goals Update and record all 11 club officer positions and enter the club's goals in Rotary Club Central on My Rotary to ensure the information is current.
3. Submit the Club Plan Send the Club Plan to the District Governor, District Secretary, and Assistant Governor at least two weeks before the scheduled visit. The plan should include a brief club history, club goals (such as increasing membership or contributing to The Rotary Foundation), and details of ongoing or planned projects — for example, Global Grant projects or other service activities.
4. Prepare Meeting Arrangements and Reports Prepare the meeting venue, reports, and summaries of the club's achievements for presentation. Encourage all members, spouses, and invited guests to attend and participate in welcoming the District Governor.



## District Governor's Visit Schedule

For this Rotary year, District Governor Tawatchai Chatvittayanon has set the following schedule:

1. Meeting with the Club President – 15 minutes. A private discussion between the District Governor and the Club President.
2. Meeting with the President, President-Elect, and Assistant Governor – 45 minutes To review club goals, progress, and plans for continuity and leadership development.
3. Club Assembly – Approximately 1 hour  
The District Governor will preside over the meeting. Club committee chairs will present reports and achievements from their respective areas.
4. Regular Club Meeting – Approximately 2 hours

This session may include lunch or dinner, depending on the club's schedule.

The Club President will preside, and the District Governor will deliver an address of about 30 minutes. The program may also include induction of new members or presentation of contributions to The Rotary Foundation (if applicable).

## Remarks:

1. The schedule may be adjusted as appropriate, especially in cases where the District Governor visits more than one club on the same day.
2. The District Governor emphasizes that the visit should take place during the club's regular meeting, and it is not necessary to arrange a special event or a formal ceremony.



# Strengthening Friendship: Korean Rotarians Visit District 3350 for a Global Grant Project



**DGE Srifa Siriudomseth**  
District 3350

On September 19, 2025, Rotarians from District 3700, Korea visited District 3350, Thailand, a sister district since 2023. This visit marked an important milestone in continuing their partnership and advancing a Global Grant project. District 3700 generously supported the project with both DDF and cash contributions totaling approximately USD 150,000, providing crucial funding to help and develop underprivileged communities in Thailand.

The welcome reception was held at Ramada Plaza by Wyndham Bangkok Menam Riverside, with District Governor Tawatchai Chatvittayanon assigning District Governor Nominee Srifa Siriudomseth as the event chair. A total of 307 participants attended, including 104 Korean Rotarians, 175 members from District 3350, 11 members from District 3340, and 17 members from District 3360.

## Objectives of the Welcome Reception:

- To warmly welcome the delegation from District 3700, Korea
- To sign sister-district and club partnership agreements



- To provide a platform for cultural exchange, sharing ideas, and inspiring sustainable projects
- To strengthen friendship and collaboration between Thai and Korean Rotarians

During the event, a total of 21 agreements were signed, covering sister-district and club partnerships as well as Inbound and Outbound Global Grant projects. The Korean delegation also visited various projects, including food distribution, hospitals, and schools, allowing for experience sharing and relationship-building.

This visit not only inspires service to communities but also lays the foundation for the successful and sustainable implementation of Global Grant projects, highlighting the value of cooperation, trust, and friendship between Rotarians of both countries.



The Rotary Club of Pranarai Lopburi and the Rotary Club of Lumpinee organized a food donation activity for the patients, patient's relatives and hospital staff at Lopburi Cancer Hospital, Lopburi province.



**Rotary Youth Leadership Awards (RYLA 2025) – District 3350** This year's theme: "Developing Mindsets, Enhancing Life Skills, Building Social Awareness" The camp was held at Baan Phu Waan, Sampran district, Nakhon Pathom province, during 11–13 October 2025. A total of 253 youth participants from 105 schools, with 80 Rotary clubs sponsoring the attending students.



**Rotary Public Image Communication Workshop – Session 3.** Organized by the District 3350 Public Image Committee under the topic: "Photography Techniques for Rotary PR" Held at Wat Thongbon School, Phra Ram 3 Road, on Saturday, 25 October 2025.



### World Polio Day Activity – 24 October

An important mission of Rotary is to provide continuous support over time. This year, Rotary Club of Ratchathewi held an activity called "Learning and Practicing Vegetable Fermentation", which aims to equip the community with skills that can be further developed into careers and increase income. Meanwhile, Rotary Club of Nongkhaem, together with members and RCC, organized an activity called "Spreading Love and Encouragement to Disabled Persons", donating consumer goods and writing materials to support the development of members of the Disabled Association of Nong Khaem.



DG.Tawatchai Chatvittayanon donated 200 shirts and meals, Rotary Club of Samphanthawong donate meals, and Rotary Club of Pranakhon distributed 10,000 KN95 masks to setting up a Royal Kitchen as a charitable tribute to Her Majesty Queen Sirikit, The Queen Mother on Friday, 31 October 2025.

## "One Drop of Vaccine, One Life That Can Change the World" - The Power of End Polio Now



**DG Dr. Jarruwat Techawut**  
District 3360

Polio or poliomyelitis is a severe and acute infectious disease caused by the poliovirus. It spreads from person to person and attacks the central nervous system and motor neurons, causing muscle atrophy, flaccid paralysis, inability to move limbs, and difficulty breathing. Polio is a devastating disease that can permanently disable children within just a few hours. It primarily affects children under 5 years old, and there is currently no cure, just prevention through vaccination is the only effective measure. In response, Rotary initiated the End Polio Now program to eradicate the disease worldwide. Today, only a few countries still report new cases.

In 2025, Rotary District 3360 continued its ongoing campaign through activities that raise awareness and foster collaboration among Rotary members, government agencies, and local communities. One notable initiative was the "Walk & Run to End Polio" event, led by DG Dr. Jarruwat and Rotary Ann Assoc Prof Dr. Churee Techawut, who brought their personal passion for running to benefit society through the End Polio Now Run project. This event successfully united members from all Rotary clubs in District 3360 along with local running groups, attracting enthusiastic participation across every province. It truly exemplified a collective effort for a good cause with "Unite for Good". The event not only raised awareness about polio prevention but also served as a platform to bring together like minded individuals and offer opportunities for participants to donate in support of vaccines. Every step taken by participants symbolized a shared commitment to doing good for children worldwide. DG Jarruwat believes that fun and accessible activities like running can effectively connect people of all ages to collaborate on the mission to eradicate polio. In some provinces, the enthusiasm continued with group walks, runs, and dance activities, driven by the enjoyment, health benefits, and new friendships these activities created. Most importantly, such initiatives helped communities become more familiar with Rotary. It truly reflects the goal of "Rotary



### เชิญชวนมิตรโรแทเรียน เข้าร่วมกิจกรรม END POLIO

**1. ร่วมกิจกรรม WALK&RUN TO END POLIO**  
ร่วมกับผู้ว่าการภาคในโอกาสเยี่ยมสโมสรอย่างเป็นทางการ

พร้อมรับเสื้อฟรี  
สำหรับสมาชิกโรทาเรียน  
และสมาชิกผู้ห่วงใย ที่มาร่วมกิจกรรม

**2. บริจาคเข้ากองทุน PolioPlus Fund**

**3. ชื้อสติกเกอร์ไลน์ ภาค 3360 โรตารีสากล**

ขอขอบคุณ  
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สิ่งดี

ราคาเพียง  
105 ฿

สามารถเข้าร่วมกิจกรรมใดกิจกรรมหนึ่ง  
หรือหลายกิจกรรมตามความสมัครใจ

ผอ.ดร.จรรูวัตร เตชะวุฒิ  
ผู้ว่าการภาค 3360

อน.จินดา จรรยาเกียรดี  
ประธานคณะกรรมการนโยบาย



Public Image" that we want to aspire from within the organization out to the wider community.

Rotary District 3360 uses this project as an example of blending personal enjoyment with social impact, demonstrating that a small inspiration from exercising for fun can evolve into a district level initiative affecting the lives of millions of children. "Every step we run... is a step toward a polio



free world." This is the pledge that DG Dr.Jarawat and the members of District 3360 use as motivation to keep the project moving forward tirelessly. The significance of the End Polio campaign lies in protecting the future of every child, ensuring a healthy life and contributing to a world free of infectious diseases. Once polio is eradicated, it will become only the second disease in history after smallpox that humanity has successfully defeated.

Furthermore, donations to End Polio Now carry profound significance, for every one U.S. dollar contributed, Rotary receives a 2-to-1 match from Bill & Melinda Gates Foundation. This means that even small donations can become a tremendous force in providing vaccines and supporting medical teams in remote areas. The End Polio Now initiative is therefore not just a public health campaign; it symbolizes the global collaboration and volunteer spirit of Rotarians, committed to delivering a polio free world to every child in the future.

This year, District 3360 has set a goal to raise \$10,000 for the PolioPlus Fund, with PP Jinda Charnyasak from the Chiangmai Thin-Thai-Ngam Rotary Club serving as the Chair of the PolioPlus Committee. Given the activities carried out, reaching this donation goal is well within reach, contributing to the mission to "End Polio Now: Rotary's Mission that the World Must Know."

Compiled by PP Thanijporn Khomson  
Co-editor, District 3360

Let's unite Rotarians of District 3360, because every step you take is another step toward a polio free world





Rotary District 3360 delivered the “Vehicle of Life and Hope”, a blood transport and mobile donation unit, to the Blood Bank of Maharaj Nakhon Chiang Mai Hospital. This vehicle was made possible through a Global Grant project, led by the Chiangmai Thin-Thai-Ngam Rotary Club along with eight other clubs in District 3360 and the Chungli Chung Shing Rotary Club from District 3501, Taiwan.

The Blood Bank serves as the second mobile blood donation unit in Chiang Mai province, operating across both Chiang Mai and Lamphun provinces, covering an average distance of 20–50 kilometers. Therefore, it is essential to provide modern vehicles and equipment. The blood transport vehicle and mobile donation equipment donated by the Rotary clubs perfectly meet these operational needs. In addition to transporting equipment, the vehicle incorporates innovations such as the RTMD (Remote Temperature Monitoring Device) system, which allows real-time monitoring of blood storage temperatures and sends alerts if abnormalities occur. It also provides GPS tracking of the storage units. These innovations enhance the efficiency of maintaining blood at optimal temperatures, ensuring high-quality blood for patients.



The Chaiprakan Rotary Club, led by P Lamjuan Kitchawattana, together with members of the Chiangmai Phuping Rotary Club and the Kaew-Arun Foundation, organized a rehabilitation program for psychiatric and substance abuse patients at the Psychiatric and Addiction Department of Chai Prakan Hospital, Chai Prakan district, Chiang Mai province. The program aims to help patients with mental health issues or those recovering from substance abuse regain the ability to live normally in society. It also promotes positive relationships among patients, their families, and the community, enhancing the patients' self-confidence and social reintegration.



The Med Sai Rotaract Club, District 3360, in collaboration with the Faculty of Medical Science, Naresuan University, organized a “Back to Bright” countdown activity to clean, refresh, and brighten the campus. The project included repainting crosswalks, curbs, and activity areas to enhance the campus environment in celebration of the 24th anniversary of the Faculty of Medical Science. This activity also received support from the Wangchan Rotary Club and the Buddhachinaraj Rotary Club, who provided guidance and actively participated in the event.



The Chiang Rai Rotary Club, the Nakorn Thoeng Rotary Club, and the Pa Tung subdistrict Administrative Organization jointly organized an environmental conservation and restoration project titled “Forest Ordination – Tree Ordination Ceremony” at Huai Tham Suea Reservoir, Moo 8, Pa Tung subdistrict, Mae Chan district, Chiang Rai province. The project aims to raise public awareness of the value of forests and prevent deforestation by using religious principles as a moral anchor. The “tree ordination ceremony” symbolizes that the tree has been “ordained” or made sacred, and therefore should not be cut down. The initiative also promotes the creation of sustainable green spaces.



Rotary Youth Leadership Awards (RYLA) is one of Rotary’s key programs aimed at developing leadership potential among young people. For the year 2025–26, the program led by PP Naiyana Khomson (RYLA Event Chair) and the Doiprabaht Rotary Club was held at the Thai Elephant Conservation Center in Lampang under the innovative concept of RYLA L.I.F.T. Camp. The camp emphasizes introducing youth to Artificial Intelligence (AI) and guiding them in applying it to everyday life under the theme: Leadership Innovation Future and Technology. The program aims to nurture young individuals into creative, proactive, and service-minded future leaders in true Rotary spirit. Across an intensive 3 days 2 nights leadership camp, participants engaged in activities that strengthened leadership skills, teamwork, and creative communication. They were also exposed to new perspectives on technology and artificial intelligence through experiential learning and workshops led by expert speakers from Chiang Mai University. The camp concluded with a delightful visit to enjoy elephant shows and feeding activities, offering a memorable and enriching end to their learning journey.



EVERY  
ROTARIAN  
EVERY  
YEAR

## ROTARY FOUNDATION MONTH



November is Rotary Foundation Month, a time to celebrate and support the life-changing work of our Foundation. Since The Rotary Foundation began, it has awarded more than US\$6.5 billion to help members transform communities locally and globally. We are deeply grateful to Rotary members like you who make Doing Good in the World possible.

**GIVE TODAY:** [rotary.org/donate](https://rotary.org/donate)  
**LEARN MORE:** [rotary.org/foundation](https://rotary.org/foundation)

Taipei Host  
Organization  
Committee

# WELCOMES YOU



Sacred temples, cloud-busting skyscrapers, mountain getaways,  
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