

Rotary

Thailand

โรตารีประเทศไทย

No. 222 January - February 2026



Hat Yai Overflows
with a River of Kindness



Attention Please!

Due to the recent news of the EDM Tomorrowland Thailand music festival, which is expected to draw tens of thousands of participants on the same dates as the 2026 Pattaya Rotary Institute at the Royal Cliff Beach Hotel in Pattaya City, Chonburi Province, so hotel room rates across Pattaya have immediately doubled and become increasingly difficult to secure. Additionally, this will create significant traffic congestion and travel challenges during that period.

The Organizing Committee therefore announces
the rescheduling of the event to:

18-22 November 2026

Note: For those who have already registered and booked rooms at the Royal Cliff Beach Hotel Pattaya, all entitlements and reservation dates will be automatically adjusted to align with the new schedule. Regarding flight change expenses, we will compensate to the best of our ability.

For those who wish to register and reserve rooms,
please visit our website at www.2026pattayarotaryinstitute.org.



More than job training

In a garage outside Salinas, California, young people who are learning to restore classic cars are doing more than developing a skill — they are reclaiming their futures. This training program provides mentorship and, for some, a path away from gang involvement toward meaningful employment. Graduates leave with certifications, practical experience, and hope.

This is what Rotary's Vocational Service Month celebrates each January — the power of bringing together people with unique skills to do good in the world. It reminds us that integrity isn't just about our actions matching our words. Integrity is in everything we do.

The California automotive program has been such a success because it was built on integrity. Members of the Rotary Club of Carmel-by-the-Sea didn't assume they knew what the community needed. They listened. They learned there was a shortage of skilled mechanics as well as a large number of young people lacking job training. They recognized that technical skills alone wouldn't be enough, so they partnered with Rancho Cielo, a nonprofit offering counseling and support services alongside vocational training.

That is The Four-Way Test in action. Those four simple questions help us not judge others but guide us toward genuine, effective service.

Consider our commitment to ending polio. For nearly 40 years, we have promised the world's children we will eliminate this disease. Despite obstacles, we persist, and today we are closer to defeating the virus. Keeping this promise is the very definition of integrity.

The same integrity must drive our vocational service. With 1.2 billion young people in emerging economies reaching working age in the next decade and only 420 million jobs projected, we face a critical gap. Communities long excluded from economic opportunities need our support.

But support doesn't mean imposing our will. It means listening to local needs, building partnerships, and designing projects that communities can sustain themselves.

You have knowledge that can transform lives. Whatever your profession, your expertise combined with Rotary's values creates lasting change. The question isn't whether you have something to offer, it's how you'll use your skills to serve.

This January, I encourage you to ask how your club can address vocational needs in your community. What skills do your members have that could change someone's life? How can your networks open doors for young people? What partnerships can create sustainable jobs?

Let integrity guide you. Let The Four-Way Test light your path. And let the young people in California and the multitudes worldwide who need job skills remind you why vocational service matters.

Let us celebrate putting our professional skills to work for humanity with integrity at the heart of everything we do.

Francesco Arezzo
President, Rotary International



Let action define us

At last month's International Assembly, President-elect Olayinka "Yinka" Hakeem Babalola called on members of the Rotary world to live out our presidential message for the 2026-27 Rotary year: Create Lasting Impact.

This February, as we observe Peacebuilding and Conflict Prevention Month, we have an opportunity to channel Yinka's call to action into real change.

Peace is not simply the absence of war. A life free from conflict but marked by hunger, instability, or the inability to care for one's family is not true peace. Peace requires liberty, opportunity, and respect for human dignity. Yet fear often blocks that path — fear of change, of cultural loss, of people we don't understand.

Fear isn't defeated through avoidance or aggression. Knowledge is the first step toward peace. Rotary embraces this idea. Our Rotary Peace Centers and their peace fellows, along with other peace education initiatives, demonstrate how knowledge builds trust and helps communities find solutions to conflict.

In Colombia, decades of conflict have left deep wounds. The 2025 Rotary Foundation Programs of Scale awardee, Pathways to Peace and Prosperity, partners with the United Nations World Food Programme to expand opportunity, improve conflict resolution, and connect people with social services. Its goal is to break cycles of violence, poverty, and food insecurity so peace can take root.

In Maharashtra, India, People of Action honoree Swati Herkal built peace through prosperity. Her project confronted farmers' declining soil health, rising debt, and illness caused by chemical fertilizers. She and her Rotary partners launched a regenerative

agriculture program that revitalized the land, lowered costs, and restored stability. More than 1,100 farmers now participate and over 50 villages have adopted the model.

Rotary also advances peace by restoring dignity. In Chad, Rotary Peace Fellow Domino Frank discovered that more than 1,500 women who fought in a rebellion had been erased from reintegration programs. His advocacy led to Chad's first Rotary Foundation global grant and the creation of Corridors of Peace. More than 100 women — triple the goal — completed literacy and vocational training and formed a cooperative to support their families.

From Colombia to India to Chad, the lesson is clear: Peace is not a dream. It is the result of sustained action with a focus on true, lasting impact. To replicate these successes, Rotary clubs can take three steps: Learn from peace fellows and other peace experts in our organization, apply a peacebuilding lens to community assessments, and prioritize impact over ceremony.

In a world filled with fear, Rotary cannot be satisfied with half-measures and empty words. If we are truly people of action, then action must define us. Together, we can Create Lasting Impact — across the globe, in our communities, and in ourselves.

Francesco Arezzo
President, Rotary International

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Editorial



Rotarianism

Since the founding of the first Rotary club in 1905, “communication” has been one of the essential elements that connects members to one another. Rotary magazines emerged with a vital role in sharing news, ideas, and the ideals of Rotary, while also strengthening the bond between Rotarians and the Rotary organization for more than a century—now published in over 26 languages across regions worldwide.

I recently revisited the very first Rotary magazine published in 1911 under the name “The National Rotarian”. On the cover of that inaugural issue appeared an important article by Paul P. Harris, the founder of our organization, titled “Rational Rotarianism.” It was here that he introduced the concept of reasonable and thoughtful Rotarianism.

The term Rotarianism does not refer to organizational structure or institutional regulations. Rather, it encompasses the ideas, values, and practices of being a Rotarian—the way members think, work, live together, and engage with the world around them. From this article, I learned that the term “Rotarian” has existed since the earliest days of Rotary. The magazine later changed its name to “The Rotarian”, and only in recent years became simply “Rotary”.

In “Rational Rotarianism”, Paul Harris did not propose lofty or abstract ideals. Instead, he urged Rotarians to stand firmly on the foundation of “rational” and “common sense”. He emphasized that if Rotary were to become more than a temporary organization, Rotarians must learn patience, acceptance of differences, and an understanding of one another’s humanity. He warned of the dangers of extremism—whether moral or ideological—and pointed out that friendship, collaboration, and even business among members can be conducted with integrity when grounded in honesty and mutual respect.

The essence of Rational Rotarianism is therefore not a set of commands or rules, but an invitation for Rotarians to “think rationally”, to understand the world as it is, and to find balance between ideals and real life—between service to society and the everyday life of ordinary human beings. Paul Harris believed that Rotary would endure because of the quality of its members, not merely because of its organizational structure.

More than a century later, today’s world is filled with differing values, ideological conflicts, and geopolitical tensions across many regions. What Paul Harris wrote in that first issue of the Rotary magazine still resonates deeply and remains profoundly relevant. Rotarians must continue to rely on reason, patience, and respect for differences in order to serve as a positive force in society.

Perhaps the thoughtful Rotarianism that Paul Harris entrusted to us in 1911 is not merely a lesson from the past, but a guiding principle that every Rotarian can revisit and apply—no matter the era in which we live.

Anurak Napawan

Editor in Chief

“If this Rotary of ours is destined to be more than a mere passing thing, it will be because you and I have learned the importance of bearing with each other’s infirmities, the value of toleration.”

— Paul P. Harris, Rational Rotarianism, The National Rotarian, January 1911

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Tel: 0 2661 6720

Mobile: 08 5822 4442

Email: jitraporns.rotarythailand@gmail.com

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**DISPATCHES FROM OUR
SISTER MAGAZINES:**
Rotary Great Britain and Ireland

Illustration by Serge Seidlitz



Rotary Children's Fun Day lives up to its name

In June, more than 25,000 children and hundreds of Rotary volunteers took part in this year's Rotary Children's Fun Day, a program of Rotary in Great Britain and Ireland. The annual events have been running for more than three decades and provide a positive and valuable experience for some of the region's most vulnerable and disadvantaged children.

The event, enjoyed by more than 1 million children since its inception, is supported by Kids in Mind, a children's charity that offers mental health and

well-being support for children who have experienced family violence.

This year, the activities ranged from visits to aquariums, zoos, theaters, theme parks, and multi-sensory activity centers to activities brought to the children in their schools, such as animal experiences, archery sessions, films, and theater performances.

For many children in Great Britain and Ireland, experiences like these would not be possible without Rotary Children's Fun Day for a range of reasons, including affordability, transportation or accessibility issues, or other challenges.

Steve Rose, national project lead for the Rotary Children's Fun Day and member of the Rotary GB&I Board explains, "One of Rotary's leading commitments is to provide support and opportunity to young people from all backgrounds. The Rotary Children's Fun Day focuses particularly on those who might

not ordinarily get that support and opportunity but, arguably, need it the most.

"It is much more than a day of entertainment and fun; it is about opening doors for children who face challenges many of us cannot imagine and showing them that their futures are full of hope and potential," Rose says.

The Rotary Club of Skipton Craven is one of many clubs that plan their annual events in partnership with schools for students with a wide range of educational needs and disabilities. Clubs take great care to ensure visits are tailored to the needs of the students and that activities are based on sensory as well as experiential opportunities.

"This annual activity is a valued part of the school's learning year and something that is treasured by the school and, above all, the young people who participate," a Skipton Craven club member says.

To find out more about Rotary Children's Fun Day, visit rotarygbi.org/projects/young-people/childrens-funday



Across the region, Rotary clubs have received incredibly positive feedback from parents, caregivers, and teaching staff. Some of them have referred to it as a lifeline, with one teacher saying, “This special day for the children could not have happened without Rotary.”

For some participating schools, the annual event is firmly fixed in their calendars as a valuable part of the educational year.

“It’s the first time I’ve ever seen my boy integrate in play with other children,” one of the parents says. “Kids just loved the freedom to play in a big area, and it was lovely to spend a day out of school and meet other adults looking after kids with similar needs.”

This year the Rotary clubs of Teignmouth and Dawlish Water joined to support a school for students with communication and interaction difficulties, autism spectrum disorder, and other individual learning needs. They arranged an exciting trip to Paignton Zoo for 80 students.

“Without Rotary support this trip would not be possible, and we are very grateful for the continued generosity of both Rotary clubs,” says the school’s deputy head teacher, Bryan Webster.

This effort is a positive experience for the Rotary clubs involved as well. “This national Rotary Children’s Fun Day program has enabled us to do something wonderful for the children and has brought our two Rotary clubs much closer together,” explains organizer Peter Taylor, a member of the Teignmouth club.

A collaboration of Rotary clubs from across the southeast organized a classic Children’s Fun Day, which included a mini fun fair, birds of prey exhibit, face painting, golf games, bouncy castles, air slides, and more. All activities were designed specifically for the children.

Following the event, Hazel Soffe, executive deputy head teacher for two participating schools, thanked the Rotarians. “With many thanks to you, our schools were able to access a magical afternoon in a safe, familiar

environment, with skilled, sympathetic staff, along with their families. Your amazing fundraising and generosity enabled the children to access this free of charge. We were blessed with amazing weather, which was so wonderful.”

The positive feedback came pouring in after the events had taken place, with Rotary members expressing how rewarding being involved in Rotary Children’s Fun Day had been as well as sharing what teachers, parents, and carers had expressed to them. It is evident to see how being involved in this worthwhile annual project with Kids in Mind demonstrates the true value of Rotary’s Service Above Self.

— LORNA SINFIELD

“The comment of the day was one young lad, as he was getting back onto the bus, said it had been the best day of his life. That makes it all worthwhile.” — Rotary Club of Glenrothes

A Record Year of Generosity: Rotary Members Make History

In 2024-25, Rotary members around the world came together to make history — raising more than US\$569 million to support life-changing service projects. This remarkable achievement reflects the power of collective action and the deep commitment of our global community.

2025 by 2025 Endowment Goal Achieved

Through the successful completion of our 2025 by 2025 Endowment campaign, we set out to raise US\$2.025 billion and surpassed that goal with an incredible **US\$2.050 billion**. This achievement secures Rotary's ability to keep Doing Good in the World for generations to come.

Your Gifts Making an Impact

Thanks to the generosity of supporters around the world, The Rotary Foundation awarded over

1,424	468	74
GLOBAL GRANTS	DISTRICT GRANTS	DISASTER RESPONSE GRANTS

Better Together

- Renewed our agreement with the **Gates Foundation**, recommitting to the fight to end polio
- Awarded the **Programs of Scale grant** to an initiative that works to build peace in Colombia
- Partnered with Symbiosis International University to create a **Rotary Peace Center in India**



“Your gifts, commitments, and dedication matter not just today, not just this year, but for future generations of Rotary members to come. This is why the goal of reaching 2025 by 2025 was set, not just as a number, but to deliver on the promise of Rotary for our communities.”

— Mark Daniel Maloney
2024-25 Rotary Foundation Trustee Chair,
at the Rotary International Convention



When you give to The Rotary Foundation, you're supporting the work of Rotary members who are working with communities around the world to find sustainable solutions to their needs. Rotarians and Rotaractors are taking action to make a difference, but we need your help.

Take
Action:
**GIVE
NOW**

A gift today can accomplish great things from delivering polio vaccines that protect children for a lifetime to providing medical equipment that gives newborns a healthy start.

**Your gift today can make a difference.
Visit my.rotary.org/givethegift
to donate and learn more.**

rotary.org/donate

**GIVE THE GIFT
OF ROTARY**

Your gift does not purchase a specific item but will support projects like those shown here.

\$15
POLIO VACCINES



\$50
WATER FILTER



\$100
MIDWIFE TRAINING



\$150
HAND WASHING STATION



\$200
REPLACING LIVESTOCK



\$320
PEACE LEADERSHIP TRAINING



People of action around the globe

By Brad Webber

United States

For more than two decades, young anglers across Nevada have gotten hooked on fishing during a statewide free fishing day. In the city of Sparks, the event tips the scales: On a Saturday last June, more than 2,000 people lined the banks of a marina for the event sponsored by the Rotary Club of Sparks. Rotarians, joined by community volunteers, provided free use of 1,200 poles and offered fishing tips, hot dogs, ice cream, and beverages. The club has sponsored its city's Kids Free Fishing Day since 2002. One of the event's founders, club member Don Welsh, organized an extra day for anglers with disabilities, including his daughter, Rebecca, who had trouble navigating the burgeoning crowds at the main event. Club member Ed Lawson, now the mayor in Sparks, prodded the state Legislature to grant an extra day of license-free fishing for those outings, dubbed Fishing with Rebecca.



Rotary
Club of Sparks

19%

Share of
Americans
who went
fishing in 2024

Mexico

A Mexico City Metro train station pays homage to St. Martha with signs depicting the patron saint of cooks with a water pitcher. Yet for many families in Santa Martha Acatitla, a namesake settlement on the capital's outskirts, potable water is in short supply, a problem exacerbated by an aging water system and prolonged drought. In October, members of the Rotary Club of Ciudad de México distributed water filters to 110 families in the community. Funded at a cost of \$50 each by the Rotary Club of Lenexa in Kansas and a private benefactor, the filter distribution was coordinated by Woodland Public Charity, based near the U.S. club. Mexican Rotarians laud the partnership, which blossomed during relief work from the 2017 earthquake that devastated their country's center. "By providing clean water to families in need, we are not only improving health but also building lasting relationships between our clubs and the communities we serve," says Oscar Rivera Rodríguez, a past president of the Mexico City club and governor-elect of District 4170. "This project reflects the heart of Rotary: partnership, sustainability, and service with tangible impact."

74 million

People in Mexico who lack household access to safe water



Rotary
Club of Ciudad de México

Photographs: Courtesy of Rotary Clubs



China

The Rotary Club of Beijing is focusing attention on a condition at birth called hypospadias, in which the opening for urination is lower in boys. In rural China, the need for specialized medical training, financial hardship, and social stigma pose challenges to identifying and treating the condition, which can cause serious health problems if left unaddressed. The club has funded more than 160 corrective surgeries since 2016 at a cost of about \$1,400 each using proceeds from its annual ball,

a Rotary Foundation global grant, and other sources. In April the club sent a vocational training team of two Rotarians and two urology surgeons from the Children’s Hospital of Hebei Province to the Children’s Hospital of Philadelphia in the U.S. for three weeks of specialized instruction. Another 50 surgeries are expected in the near term, says club member Gilbert Van Kerckhove.

1 in 1,000

Boys born with hypospadias in China



Philippines

An auto repair program that trains electric vehicle technicians at a Philippine university is getting a boost from the Rotary Club of Iloilo. With the support of a \$32,000 Rotary Foundation global grant, the club provided equipment that is benefiting more than 300 students and faculty members, says Herman Lagon, a club member and college spokesperson. The university also plans to offer community-based training for youths and adults, with a goal of reaching 120 trainees annually through 2028, he says. The club partnered with the Rotary Club of Namweon Central in Korea. “The grant is of great help for the studies of the poor but deserving students, as well as a genuine service to the community,” Lagon says.



20,000+

Philippine EV sales in 2025

Australia

Melbourne Rotarians made use of a long-standing partnership with Somali expatriates in the community to improve health care in the African country. With no in-country club to work with, the participation of the Somali diaspora in Melbourne was integral to the project’s success. Abdiwahid Hassan, a member of the Rotary Club of Flemington Kensington, collaborated with fellow Rotarians, Somalia’s Health Ministry, and a university in Somalia to fulfill a list of the most-needed items, some of which were donated by hospitals. Funds from the club and District 9800 helped cover the \$18,000 cost of shipping. Nearly \$100,000 worth of medical equipment arrived in Jariban in central Somalia in March, expected to help 40,000 people.



8,101

Somali-born residents of Australia in 2021

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

January 2026

Lasting transformation

When we think of global projects at Rotary, we often think of the cooperation between two clubs or districts that goes into Rotary Foundation global grants. These efforts form the backbone of our international grant activities. Yet we have also seen how larger projects can have even greater impact by attracting significant partners and long-term funding. These initiatives are measurable and visible, attracting yet more partners and new Rotary members who see the work in action.

Together for Healthy Families in Nigeria, one of the Foundation's Programs of Scale, embodies this vision. I asked Dolapo Lufadeju, a Rotarian from Nigeria and co-founder of the Rotary Action Group for Reproductive, Maternal, and Child Health, to share why this model has been so successful:

Together for Healthy Families in Nigeria, which began in 2022, aims to reduce maternal and neonatal deaths by 25 percent. We focus on training doctors, midwives, nurses, and community health extension workers in emergency obstetrics, neonatal care, respectful maternity practices, and long-acting reversible contraceptives.

The most vital aspect is community engagement. We conduct dialogues with traditional, religious, and youth leaders. We are organizing joint medical outreach and home visitations. State ministries of health are increasingly adopting these approaches as part of their primary health care interventions, using the template and methodologies Rotary developed.



Our electronic data-tracking system allows better monitoring of maternal and child deaths. Notably, our community-based system now tracks maternal deaths during home deliveries, something previously unmeasured.

Most significantly, maternal deaths dropped by 20 percent and neonatal deaths decreased by 28 percent in supported facilities, while postnatal clinic attendance increased by 10 percent.

I am also a member of the action group and have followed this project for over 20 years, long before it was awarded a Programs of Scale grant. In November I

observed the dedicated work there of the teams with midwives and health workers.

This evolution shows what's possible when Rotary dedication meets strategic partnerships. The program's success prompted Nigerian philanthropist Sir Emeka Offor to contribute \$5 million, allowing the initiative to expand. Other countries are interested in this model.

Every contribution you make to The Rotary Foundation strengthens its power as a global force for change that channels your generosity into lasting transformation.

February 2026

Building peace at scale

February is Peacebuilding and Conflict Prevention Month, a perfect time to reflect on The Rotary Foundation's mission to advance world understanding, goodwill, and peace. Whether improving health, supporting education, or alleviating poverty, peace is at the heart of everything Rotary does.

Rotary Peace Centers bring our ideals into the world by training the next generation of peacebuilders. Since 2002, more than 1,800 Rotary Peace Fellows have become catalysts for peace in over 140 countries.

I am often asked whether our peace fellows continue working for peace after their studies. The answer is a resounding yes. Many serve in United Nations agencies, governments, nongovernmental organizations, and groups they've founded themselves.

Recently, I met with the recipients of our latest Programs of Scale award, Pathways to Peace and Prosperity in Colombia. This \$3 million partnership with the World Food Programme is establishing four peace hubs that will train 1,000 people in conflict resolution and support 700 entrepreneurs in communities touched by conflict.

During the meeting, I thought I recognized one participant as Brigitta von Messling, a German peace fellow I worked closely with in Berlin 13 years ago. But so much time had passed I wasn't sure. When I asked Gladys Maldonado, a leader of the Colombia initiative, she confirmed it was Brigitta:

Brigitta is based in my city, Cúcuta, and is an active member of my Rotary club. She does wonderful work with the United Nations as an observer of the 2016 peace agreement Colombia signed with rebels. She even travels to remote locations in the Catatumbo region, an area of northern Colombia that has experienced violence by armed groups.

She has my utmost admiration. I had the good fortune of meeting her three years ago. She's incredibly intelligent, with a gift for recognizing the strengths of others.

Brigitta is invaluable to my country, my city, and my Rotary club. She connected me with the World Food Programme so we could build the Programs of Scale project, which has filled my city and country with hope.

What Gladys said about Brigitta echoes so many stories we hear about Rotary Peace Fellows worldwide: They are invaluable. They remind us that peace is built one person at a time.

Your support of The Rotary Foundation opens countless opportunities for transformation.

HOLGER KNAACK
Foundation trustee chair

Inspiration Without End



PP Somchai Kamolpanthip
Chair, Arch Klumph Society
Subcommittee
Rotary District 3330



This issue of Rotary Thailand Magazine introduces a new column featuring individuals whose inspiration drives collective action for good—whether by igniting motivation within themselves or by serving as a beacon for others. In this edition, we are honored to present Past President Somchai Kamolpanthip of the Rotary Club of Photharam, Ratchaburi province. He currently serves as Chair of the Arch Klumph Society Sub-committee, District 3330, playing a vital role in recognizing and encouraging major donors who support The Rotary Foundation within the district.

PP Somchai is a distinguished benefactor of The Rotary Foundation at the Arch Klumph Society level. The Society is named in honor of Arch Klumph, the sixth President of Rotary International, who first proposed the establishment of The Rotary Foundation. Membership in the Arch Klumph Society recognizes individuals or couples whose cumulative contributions reach or exceed USD 250,000 in support of the Foundation.

In addition, PP Somchai and his spouse, Rotary Ann Khwanjai Kamolpanthip, have established the “Somchai–Khwanjai Kamolpanthip Rotary Sharing Fund for Communities.” This initiative provides financial support of 20,000 baht per club to Rotary clubs in District 3330 wishing to implement projects that promote health and enhance community quality of life. The annual budget allocated for this initiative is THB 600,000.

A Journey in Rotary and Philanthropy

PP Somchai joined the Rotary Club of Photharam in 2004 and was entrusted with the role of club president in 2005, during his very first year. At that time, he was unfamiliar with Rotary’s protocols and traditions. However, through the encouragement and fellowship of fellow Rotarians, he gradually absorbed the spirit and mission of Rotary. Meaningful friendships formed—some from a single meeting yet lasting in impression—deepened his sense of belonging. Though initially apprehensive about formal meetings and ceremonial attire, he soon grew comfortable within the Rotary community. When we have, we must share, he reflects, citing an



old adage: “The more we give, the more we receive.” For him, generosity is not merely an act—it is a source of profound happiness. He began contributing to The Rotary Foundation at the Major Gift level of USD 10,000 annually. In Rotary Year 2016–17, during the governorship of PDG Juthatip Thamsiripong in District 3330, he committed to increasing his annual contribution to USD 50,000. After five consecutive years, his cumulative giving qualified him for recognition as a member of the Arch Klumph Society.

Beyond Rotary, PP Somchai is widely recognized for his enduring philanthropic spirit, guided by his personal belief that “When we have, we must share.” His generosity extends not only to organizations, but also directly to the community. Memorable examples include the one-million-baht merit offering during his son’s ordination ceremony in Photharam, as well as the heartfelt distribution of red envelopes during Chinese New Year, when he graciously presented THB 100 to each visitor who came to receive blessings at his home. Each act reflects inclusiveness, compassion, and a genuine commitment to uplifting others. His support for The Rotary Foundation stems from his conviction and firsthand observation that Rotary transforms every contribution into tangible, impactful service projects. These initiatives address essential needs in healthcare, education, and community



economic development—pillars that strengthen society at its core. Moreover, Rotary inspires collective generosity. Through collaboration among clubs, districts, and the Rotary Foundation worldwide, Rotarians of all nationalities unite in service. This global network ensures that every contribution is returned to society in meaningful, measurable, and sustainable ways. For Past President Somchai, giving to Rotary is not merely an act of charity—it is an investment in humanity, where generosity is transformed into lasting benefit for communities around the world.

Established in 2025, the **Somchai-Khwanjai Kamolpanthip Rotary Sharing Fund** prioritizes small Rotary clubs with 25 members or fewer. Each qualifying club may receive 20,000 baht to independently manage projects aimed at health promotion and quality-of-life improvement. Progress is shared through digital reporting channels, fostering transparency and connection. Though modest in amount, each grant carries powerful impact when guided by sincere commitment. The fund has also extended support to flood-affected communities in Northern Thailand. “For those who have the means,” he says, “share. The joy is immediate. Merit does not need to wait for another lifetime.”

Early Life and Entrepreneurial Path

Born in Prachuap Khiri Khan province, PP Somchai lost both parents at the age of five and was raised by his aunt in Kamphaeng Saen district, Nakhon Pathom province. He learned tailoring and eventually opened a dressmaking shop in Photharam district, Ratchaburi province. There, he met a skilled seamstress—Khun Khwanjai (Past President of Rotary Club of Photharam, year 2017-18), who would later become his wife and life partner.

From humble beginnings, his entrepreneurial vision expanded into a diversified portfolio including hotels, resorts, water parks, petrol stations, gold shops, pawnshops, and leasing businesses,



now spanning more than 100 branches across central and southern Thailand. The spark began when he purchased one of the earliest mobile phones for 44,000 baht—half paid upfront and half financed. Upon completing payments, he realized he had paid 11,000 baht in interest—50% of the financed amount. That experience revealed an opportunity: he established a leasing company, which grew steadily into a multifaceted business enterprise. Today, his four children help manage operations through systematic, structured administration. Despite success, he teaches his family humility above all: “Even if we possess wealth and business success, we must remain respectful and humble. Lower ourselves, and life will rise.” He shares not only wealth but knowledge—offering guidance to aspiring entrepreneurs, even competitors, believing that shared wisdom strengthens all.

Commitment to Health and Well-being

At age 65, PP Somchai prioritizes daily walking—approximately one hour each day. Over nearly two years, he has witnessed marked improvements in blood pressure and blood sugar levels. He shares the story of a fellow walker in his seventies who overcame stage-three cancer through consistent exercise combined with medical care. Walking, he emphasizes, is a simple yet powerful practice—especially for older adults. “Health,” he believes, “is another form of wealth we must care for.”

This interview unfolded as a warm and sincere exchange, despite being our first conversation. His positivity and generosity resonate deeply, offering inspiration not only in business and philanthropy but in daily living. Through PP Somchai and PP Khwanjai, we witness the true meaning of Uniting for Good.

*Article by PP Jantane Thianwijit
Rotary Club of Lanna Chiang Mai*

Hat Yai Overwhelmed... by Solidarity of Kindness



By CP Apaladee Lekhakul
Co-Editor, District 3330



When Rotarians themselves become disaster victims, the stream of goodwill flows even more powerful than the floodwaters. District 3330 highlighted that, “If Rotarians are still struggling and unable to regain stability, it is difficult for them to fully extend help to others.” For this reason, supporting Rotarians whose homes and means of subsistence were damaged by the flood became an urgent priority. Ensuring they regained both encouragement and resources would empower them to continue serving their local communities. Across Thailand, Rotary networks mobilized funds and assistance with remarkable unity and determination.

In late November 2025, a monsoon trough brought continuous and exceptionally high rainfall across the southern provinces of Songkhla, Nakhon Si Thammarat, Phatthalung, Satun, Yala, Pattani, and Narathiwat. In some areas, floodwaters surged up to four meters. Major roads were cut off, and homes were severely damaged. In Hat Yai district, Songkhla province, authorities mandated a full evacuation of all homes.

This was not an ordinary seasonal flood. It was an unprecedented “rain bomb” — intense, relentless, and prolonged rainfall that battered Hat Yai for six consecutive days. Total accumulated rainfall exceeded 1,044 millimeters, surpassing previous major floods in 2000 and 2010. Several factors contributed to the severity of the disaster:

- 1.The La Niña phenomenon, which cooled sea surface temperatures in the central and eastern tropical Pacific, brought above-average moisture to southern Thailand.
- 2.A stationary monsoon trough lingered over the lower southern region
- 3.Global warming, which enhances the atmosphere’s capacity to hold moisture, resulted in exceptionally heavy rainfall and rapid water accumulation, particularly from upstream areas.

4.Insufficient drainage systems were unable to cope with the volume of rain.

5.An “Atmospheric River,” a massive moisture corridor stretching over a thousand kilometers, directly impacted Hat Yai. Kho Hong mountain acting as a barrier, intensified rainfall over the city.

6.Additional runoff from surrounding canals, including Khlong U-Tapao and Phuminat Damri Canal (Klong Ror 1), which swiftly flowed into the Hat Yai municipal area.

The extent of the flooding affected vast low-lying communities. Existing mitigation efforts were simply insufficient to respond to the rapidly changing and extreme climate circumstances.

No one anticipated the speed or volume of water. Many residents were unable to relocate their possessions in a timely manner. Floodwaters reached to three to four meters in Hat Yai’s inner and outer regions. Single-story houses were completely submerged, forcing residents to evacuate to higher ground or designated shelters.

Following the crisis, I had the opportunity to interview the DG Takrit Budrungsroge, whose mother resides in the heart of Hat Yai and was also impacted. He revealed:

“My mother was trapped in her home for five to six days. During the first few days, there was still some dry food and drinking water available. She is 85 years old, living with two grandchildren, my younger brother and sister-in-law, and a dog. The water level rose to 2.4 meters. Fortunately, the house has two storeys. The ground floor was almost submerged and the water level rose up to the second floor. Everyone had to live with extreme caution, fearing the water would rise even higher. In addition to worry and anxiety, there was hope that the water would soon recede.

I experienced the same anxiety but could not personally get in touch with them. Fortunately, communication was still feasible. I was quite relieved to hear that a rescue team had arrived and safely evacuated everyone. I felt immense relief and deep gratitude for every effort and every act of coordination.”



Many other Rotarians suffered significant losses. The Rotary Club of Songkhla’s club president, Suthisa Kuesuk, whose residence is in Khlong Hae, Hat Yai, experienced severe flooding reaching the second floor. She recounted:



“It began with tension and uncertainty. The van could not enter. Railway lines were cut off. Every hour required new decisions. Roads were blocked, and we had to constantly adjust plans and remain calm. We had to go through a number of flooded areas on 24 November 2025. Strong currents caused the automobile to stall, and water climbed to the front grille. When I arrived home, water was knee-deep and rising rapidly. I swiftly turned off the electricity and salvaged what I could before deciding to leave. Fortunately, PP Charuwon Hautavanija waded through the water to bring me to her home. Life safety had to come first, even if I was concerned about my residence.

When I returned on 27 November most electrical appliances were damaged. Both flowing water and power were absent. All we could do was to face the facts and bided our time till the water subsided. On 28 November we received meal boxes and relief supplies. I felt exhausted and discouraged, but I could not allow myself to be weak — many others were going through considerably worse.”

Another testimonial was given by PP Sasithorn Sittisak, from the Rotary Club of Khohong. She and her aging parents reside close to Klong Ror 1:

“When the water encircled us completely, it rose to 3.5 meters inside the house. The mezzanine level was chest-high, just one meter below the roof. My mother has heart disease. In addition to having high blood pressure and cholesterol, my father had a toe amputated because of his diabetes. Did I shed a tear? There was no time to weep. I couldn't stop wondering how we would manage to survive if the water level rose.

The water was two meters high inside the house and about three meters high outside. To stay afloat, my parents sat on floating cushions. I sat on the edge of a concrete wall, holding onto a pillar. It was the most exhausting and heartbreaking moment. Everything was lost to the water. But we were grateful to still be alive.”



Solidarity of Kindness from All Four Districts

In early December, as water levels began to recede, District 3330, led by DG Takrit Budrungroge, traveled to Hat Yai. He was welcomed at the airport by P Chawisa Intharuang (Rotary Club of Nakorn Hatyai) and his partner, PP Sunthorn Intharuang (Rotary Club of Khuanlang-Hatyai). Through contributions from four to five Rotary clubs, PP Somchai Kamolpantip (Rotary Club of Photharam) joined with Rotarians from Ratchaburi Province to provide meals, drinking water, and necessities. Equipment including speedboats, jet skis, and 10-wheeled trucks were deployed to deliver all supplies to shelters such as Hatyairatprachasarn School, which housed 3,000–5,000 evacuees.

In addition to District 3330, the Rotary Centre in Thailand and clubs from Districts 3340, 3350, and 3360, along with several organizations and members of the public, contributed over two million baht through the Disaster Relief Fund. The "Save Hat Yai" squad was teamed up by PDG Theeranun Wonglaw, PDG Sakon Uengsroithong, PP Ratchada Thepnavana, PP Charuwon Hautavanija, and all club presidents in Songkhla and Satun provinces to provide emergency post-flood support. One thousand relief bags containing ready-to-eat food, drinking water, medicine, and necessities were distributed to affected residents and Rotary families. The remaining funds will be managed toward community rehabilitation initiatives, clean water and hygiene systems, school restoration, public facility maintenance, and help for the aged and vulnerable.

Residents of Hat Yai were put to the test by this massive flood in terms of their fortitude, terror, and sense of loss. During



a crisis, one could feel isolated. This lesson was taught to me during the Hat Yai flood in 2000. Though less severe, my own three-story house was flooded up to the second floor. We were trapped for five days without food, water, electricity, or communication. Neighbors shared what little they had. When the waters receded, the first relief bag we received was a royal



donation from His Majesty King Bhumibol Adulyadej (Rama IX). That experience taught me deeply: possessions and material belongings lost by the flood are never as important as the safety in life. One year later, we relocated to the higher land and said farewell to “the flood”. I sincerely hope I never have to deal with it again.

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Are you ready to serve through your vocation?



Rotary 

Summary of the Rotary Learning and Leadership Development Seminar - Thailand

(Rotary Learning and Leadership Development - RLLD Proceedings)

15-16 November 2025

Rotary Centre in Thailand

Organized by the Academic Affairs Committee



Purpose and Concept of the Seminar

This seminar was organized as a shared learning platform for Rotary leaders from all four districts in Thailand. Its primary objective was to deepen understanding of leadership roles, enhance member capacity development, and prepare Rotary to respond effectively to a rapidly changing world and society.

The seminar was grounded in the key principle that:

“Rotary learning is a collaborative process, not a top-down directive.”

Effective leaders must be able to meaningfully connect the organization’s values, identity, and goals with its members.

Current Context and Challenges Facing Rotary

Participants analyzed the current situation of Rotary, which faces several challenges, including declining membership trends in many countries, technological and lifestyle changes, evolving expectations of younger generations, and public perception of Rotary’s role.

A key consensus emerged: Rotary must adapt in structure, mindset, and operational approach—while remaining true to its core values:

- Service
- Fellowship
- Diversity
- Integrity
- Leadership

Leadership and Learning in a Service Organization

Discussions emphasized that leadership in Rotary differs from command-and-control organizations. Rotary leaders must rely on participatory leadership, open communication, and the ability to inspire rather than to exercise authority.

Learning in Rotary extends beyond technical training. It includes experiential learning, knowledge sharing, and embracing member diversity.

Effective leaders must connect organizational goals with members’ personal motivations, enabling members to see value in their involvement and to view Rotary as a space for both personal and societal growth.

Membership: The Heart of Sustainability

Membership was clearly identified as central to Rotary’s



sustainability. Retaining and growing membership is not merely about numbers; it is about creating **value, meaningful experiences, and a sense of purpose** in Rotary membership.

The seminar concluded that successful clubs:

- Provide meaningful roles for members, beyond ceremonial participation
- Foster welcoming, inclusive, and respectful environments
- Adapt activities to align with members’ lifestyles and interests
- Connect service work with members’ pride and identity

Membership is directly linked to leadership and brand. Members are **“Rotary Brand Ambassadors”** who reflect the organization’s image to society. When members feel engaged, informed, and valued, positive word-of-mouth naturally attracts new members.

Rotary Brand: Identity, Credibility, and Consistency

The seminar placed strong emphasis on Rotary’s brand. Brand is not merely a logo, color scheme, or graphic style; it represents **the trust, expectations, and emotions** that society and members associate with Rotary.

Leaders at all levels play a critical role in safeguarding and strengthening the brand through their actions, communication, and decisions. Adhering to Brand Guidelines is part of organizational governance (Brand Governance), ensuring clarity, consistency, and global standards in communication. This enhances credibility and reduces public confusion.

A strong brand also supports membership growth, as a clear and trustworthy image helps younger generations and external audiences understand Rotary’s role and value.

Strategic Framework and Management Direction

The seminar used **Rotary’s Action Plan** as the framework for discussion, focusing on:

1. Increasing the impact and sustainability of service
2. Expanding outreach and engagement beyond Rotary

3. Enhancing member engagement and building vibrant clubs

4. Strengthening adaptability, flexibility, and readiness for change

The effective use of Rotary resources—including digital tools, learning systems, and professional networks—was highlighted as essential for improving management efficiency, communication, branding, and membership development.

Conclusion

The Rotary Learning and Leadership Development Seminar clearly demonstrated that Rotary stands at a critical turning point. The future success and sustainability of Rotary depend on leaders at all levels.

By systematically integrating service, membership development, and effective brand management, Rotary will continue to embody **“Service Above Self”** as a meaningful, powerful, and widely respected organization in society for years to come.

Note: The full proceedings are available at: <https://www.rotarythailand.org/>



Rotary Learning and Leadership Development - RLLD

Rotary Centre in Thailand – Academic Affairs Committee

The Rotary Centre in Thailand, through its newly established Academic Affairs Committee, organized the Rotary Learning and Leadership Development (RLLD) seminar at the Rotary Centre on 15–16 November 2025. Rotary Thailand Magazine (RTM) interviewed Past District Governor Chamnam Chanruang, Chair of the Academic Affairs Committee, to learn more about the mission and objectives of this initiative.

RTM: What was the background and origin of this seminar?

Last year, Rotary Leadership Institute (RLI) training was organized in Thailand. RLI is an international network-based institute operating across various districts worldwide. Although it is not a direct program of Rotary International (RI), it is supported by RI because it focuses on developing leadership potential among members who may become club and district leaders.

Subsequently, Past District Governor Apisak Jompong of District 3360 proposed at the Joint Council of Past District Governors of Thailand—held in Chiang Mai on 22 March 2025—that the four districts in Thailand should consider whether to participate in RLI or organize similar leadership training locally. The meeting agreed in principle and requested the Board of the Rotary Centre in Thailand to further consider the matter, including the establishment of an Academic Affairs Committee.

At the Board meeting on 12 June, it was resolved that participation in RLI involves costs and language barriers. Therefore, it would be more appropriate to organize a domestic “Training the Trainer” program, similar to past initiatives, focusing on experience-sharing, identifying strengths and weaknesses, and harmonizing terminology and understanding. Previously, we conducted joint training for facilitators to train president-elects (Multidistrict-PETS). Currently, the four districts organize their own events separately, so it was deemed appropriate to resume joint facilitator training.

The meeting appointed me as Chair of the Academic Affairs Committee and established a subcommittee consisting of two representatives from each of the four districts, totaling nine members. Together, we designed this seminar as an interactive exchange forum—not merely discussing problems, which could become discouraging—but identifying practical solutions and highlighting the strengths of each district.

RLI offers several levels of curriculum—Basic, Intermediate, Advanced, and Facilitator training. The target participants for this seminar included district governors, future governors, prospective facilitators, and interested members—approximately 15 participants per district. The original plan was to divide participants into two rooms, but due to air-conditioning issues at the Centre, the seminar was held in a single room, reducing the total number to 50 participants.

RTM: What topics were covered, and what format was used?

The seminar was designed as a round-table discussion, though the room was arranged in a U-shape format. It began with an opening ceremony, followed by discussions on the future of Rotary, Rotary updates, and the topic of Regionalization—the restructuring of Rotary International at the regional level, currently being piloted in Zone 8 and the GB&I Zone.

Other topics included Rotary protocol and Rotary resources to ensure consistent understanding, such as seating arrangements and formal introductions when hosting guests. While we aim for simplicity, professional standards must still be maintained, as with any reputable organization. All subcommittee members served as moderators.

The curriculum included: Rotary meetings and programs, Team building Engaging Members Attracting new members, Building a stronger club, club communication, Leading change, Effective leadership strategies, The Rotary Foundation, Public image and branding

A particularly popular topic was branding and public image. The final session focused on becoming an effective learning facilitator. In this segment, Past District Governor Sompop Thirasan, who previously served as a facilitator at the International Assembly, shared his expertise and demonstrated effective facilitation techniques. Before closing, participants engaged in review and reflection sessions, discussing feedback and insights.

Following the seminar, a 30–40 page Proceedings document summarizing the content was prepared and published on the Rotary Centre’s website. The intention was to ensure practical application rather than allowing the seminar to fade without follow-up. The two-day seminar had a modest registration fee of 1,000 THB, as there were no evening programs or dinners—only a reception and light refreshments.

RTM: What was the feedback after the seminar?

According to anonymous online evaluations, 100% of respondents recommended organizing the seminar again. Participants found it highly beneficial and applicable to district-level learning initiatives. Many expressed renewed inspiration and optimism about Rotary’s future (laughs). It was also evident that Thailand has many capable and knowledgeable Rotary facilitators.

Some participants discovered new interests or gained knowledge in areas previously unfamiliar to them. There were valuable comparisons of district practices—for example, “President Meets Governor” sessions or Intercity Meetings, which some districts do not organize. Participants considered adopting successful practices from other districts.

Attendees included past, current, and incoming district governors, as well as district leaders with deep Rotary expertise. At the conclusion, participants expressed appreciation and gratitude toward one another, creating a heartwarming atmosphere.

This seminar also experimented with new formats: no master of ceremonies was used, certificates were emailed rather than formally presented, and RLLD pins were distributed among participants themselves. These adjustments reduced ceremonial time and created a relaxed and enjoyable environment.

RTM: Will there be a next seminar?

The next seminar will likely be divided into two smaller breakout rooms of 25–30 participants each to allow fuller discussion. The proposed timeframe is October to November, before the Rotary Institute.

There has also been a suggestion to organize seminars regionally across the four districts to reduce travel costs. The Rotary Centre Board and future Academic Affairs Committees will consider these options.



Good Feature Gains Eagerness to Rotary

By PP Supan Wiboonma
 Assistant Rotary Public Image
 Coordinator (ARPIC) Zones 10B & 10C,
 Rotary Year 2025-26

When disaster strikes, Rotarians never stay ignorant. The large-scale support mobilized across districts, across the country, across our zones, and even from around the world is clear proof of our ideal of “Service Above Self.”

Yet, as we prepare to post photos from our smartphones to share our service stories, one important question always arises: How can we showcase our work effectively without losing the dignity of those we serve?

Every photo we share is a “promise” to society — a promise that we are people of action with integrity, responsibility, and respect for the communities we serve. Our communication must therefore be as sincere, and relevant as possible.

A Simple Self-Check Before You Post

Our goal is to tell the story of “people help people”, not merely to record that “we have given something.” Before posting, ask yourself simply: “Does this image make the recipients feel uplifted — or does it only make the givers look good?”

Let’s transform communication into a tool that builds trust and reflects true partnership.

Three features for images that “touch people’s heart”

1. Highlight Partnership, Not Pity - In times of crisis, human dignity matters most. Our photos should offer encouragement — not hitting the spot people’s vulnerable condition.

* What works: - Images showing Rotarians and community members working side by side — carrying supplies together, cleaning together, or moments of relief and hope. These reinforce our role as partners in recovery.

* Precaution: - Avoid photos where recipients appear distressed, fearful, or ashamed.

Think twice whether they are suitable to post or not. We are here to share hope, not hardship.

2. Emphasize the Strength of the Rotary Family - When we do big work across clubs, districts, and so on. The public confidence grows when people see us as one united force.



WHY ETHICAL IMAGERY IS OUR MOST POWERFUL TOOL



PITY & PHOTO-OP?

PARTNERSHIP & DIGNITY! ✓

* Keep Rotary’s brand as principle: In large-scale relief efforts, highlight Rotary’s brand to show collective strength. Clubs may display their logos, but not in a way that overshadows the district-wide effort.

* Credit the whole team: When summarizing major projects, acknowledge all contributors (e.g., “Photos courtesy of Districts 3330,3340,3350, 3360 and others”). This reinforces that such impact is possible because we work together.

3. Affirm Respect in Every Step - Trust begins with respect. Even in urgent situations, respect must guide our actions.

* Create a respectful atmosphere: Be especially careful when photographing recipients. Avoid capturing people in distressing or vulnerable conditions. For close-up shots, verbal consent is a meaningful gesture of respect.

* Demonstrate accountability: Photos must accurately reflect what we report.

If we say we delivered certain supplies, the images should clearly show the handover — ensuring transparency and reinforcing public trust.

Fellow Rotarians, you hold the key to gain eagerness to recognize Rotary

When we share our service with dignity, unity, and respect, we strengthen public trust and live out our promise of “Service Above Self.” Together, we create the power for good — and the Magic of Rotary.



From Genting 2025 to Pattaya 2026 Rotary Institute



By PDG Dr. Sanguan Kunaporn,
District 3330

Toward the end of 2025 Rotary leaders from all four districts in Thailand traveled to Genting Highlands, Malaysia, from 25-30 November 2025 with three key objectives in mind.

Firstly, it was a required training event for Governors-Elect and Governors-Nominee, accompanied by their spouses, who attended the Governors-Elect Learning Seminar (GELS) and Governors-Nominee Learning Seminar (GNLS). Additional leadership development programs were also offered, including sessions for Rotary Foundation leaders and facilitators.

Secondly, the Institute served as an open forum for Rotarians from Zones 1B, 9 and 10, bringing together more than 1,000 participants from 32+4 districts across 17 countries in East Asia. Distinguished speakers and Rotary International leaders—including the RI President, RI Directors, and experts from various committees—shared updates, provided insights, delivered inspiring keynote addresses, and engaged in dialogue with participants. The program also featured fellowship activities, entertainment, and cultural showcases presented by Rotarians from different countries during the Cultural Night.

Thirdly, the Thailand team promoted the upcoming Rotary Institute to be hosted in Pattaya, Thailand, on 18-22 November 2026 or around the end of the year. A specially prepared promotional video was presented, along with an advanced registration booth and a photo backdrop highlighting the Pattaya event. These activities received enthusiastic attention and positive feedback from participants.

Finally, highlight was the ceremonial handover of the Rotary Institute flag from the Malaysian hosts, officially confirming that Thailand—represented by Districts 3330, 3340, 3350 and 3360—is fully prepared to host the next Institute in Pattaya.



From 18-22 November 2026, at the PEACH Convention Center, Royal Cliff Beach Hotel Pattaya, Rotarians from across Thailand will have the opportunity to welcome Rotary leaders and friends from various zones. The program will include learning sessions for Governors-Elect, Governors-Nominee, District Learning Facilitators. With the acronyms in Rotary as GELS, GNLS, PRFS, DFLS and AKS & Major Donor Luncheon, participants will also meet international sister clubs from Taiwan, the Philippines, Malaysia, Singapore, and beyond, while receiving updates on Rotary's global priorities and hearing keynote addresses from prominent Rotary International leaders.

A special luncheon will be arranged for RI President Olayinka Hakeem Babalola of Nigeria to meet closely with District Governors and Rotary Club Presidents for 2026-27, known as Class 122 "Create Lasting Impact." In addition, Past RI President Jennifer E. Jones, serving as TRF Trustee Chair, will also attend. A dedicated session



will be organized for Past District Governors and Past Club Presidents of 2022-23, Class 118 “Imagine Rotary,” to meet the first female RI President—an exceptional and rare opportunity.

The 2026 Pattaya Rotary Institute will be convened by RI Director Jennifer Scott, with Past District Governor Jason Lim serving as Institute Chair, supported by Rotary leaders from all four Thai districts.

Please mark your calendars for 18-22 November. Join us in Pattaya to meet Rotary International leaders, reconnect with friends and sister clubs, showcase your club and district achievements, prepare Global Grant initiatives, present cultural performances, and enjoy Pattaya’s attractions—from Nong Nooch Tropical Garden to the Sanctuary of Truth, golf courses, and more. The Thailand organizing committee is fully committed to delivering an exceptional and memorable Institute experience.

Coincidentally, the 2026 Pattaya Rotary Institute will take place during the same period as the Electric Dance Music (EDM) festival “Consciencia,” organized by Tomorrowland Thailand from 18-22 November, which is expected to draw 50,000 attendees. Fortunately, the organizing committee has already secured the venue and hotel rooms at special rates for Rotarians from Thailand and abroad. Early registration and room reservations are available for a limited time. The special registration fee for Rotarians from all four Thai districts, valid until 31 March, is 9,600 THB, or 16,000 THB for Rotarians attending with their spouses. Rooms at the Royal Cliff Beach Hotel are available at 4,900 THB per night. After June, availability may become limited due to the large EDM festival taking place during the same period.



Healing Hearts, Transforming Futures

How Rotary Changed 100 Young Lives

In the bustling hospitals of Vietnam, a quiet miracle has been unfolding, one tiny heartbeat at a time. Over the past two years, the Rotary Club of Saigon International (RCSI) has been at the forefront of a life-saving mission, transforming the future of 100 children through two strategic Global Grant projects for pediatric congenital heart surgeries.

The surgeries under the Global Grants for Pediatric Congenital Heart Surgeries, stand as a testament to Rotary’s enduring mission: advancing health, restoring hope, and uplifting communities through compassionate service.

The journey began with Global Grant GG2349276, an initiative that funded surgeries for 30 children with congenital heart disease. Each case represented a life interrupted—children who could not run, play, or breathe freely, and parents who navigated fear and uncertainty every second of the day. The grant offered these families a lifeline, providing diagnostics, surgery, recovery support, and family counseling to ensure holistic healing.

Building on the success of the first grant, Global Grant GG2457858 expanded the reach of RCSI’s mission and delivered 70 additional life-saving surgeries. In partnership with the VinaCapital Foundation, local hospitals and healthcare professionals, the group created a system for identifying eligible patients, managing cases transparently, and ensuring comprehensive follow-up care.

Rotarians, social workers, doctors and health advocates spent countless hours volunteer raising funds, reviewing medical cases, coordinating logistics, comforting parents, and visiting hospitals. Their involvement was hands-on and heartfelt.

The impact of these global grants is a profound as every act of donation to The Rotary Foundation.

“The club only needs to generate 1,400 USD per child and the rest of the cost will be matched by the VinaCapital Foundation and the social insurance of the government. Few projects offer such immediate and profound change” shared Hoa Nguyen, public image chairperson and 2026 president-elect.



Rotarians from Vietnam and South Korea listen attentively during the welcoming ceremonies organized by local volunteers from the VinaCapital Foundation and health workers at a heart hospital in Ho Chi Minh City.



Volunteers from the Rotary Club Saigon International, the VinaCapital Foundation, and 12 Rotarians from Districts 3740 and 3510 (South Korea) came together in Ho Chi Minh City for a moment of unity ahead of the first pediatric congenital heart surgery supported by The Rotary Foundation Global Grant GG2349276 on 13 July 2023.

Children who once faced fragile, limited lives are now thriving, able to run, play, and dream of a future filled with possibility. They attend school more consistently, play with confidence, and dream bigger dreams. The emotional and financial shackles that burdened their families have been broken, replaced by hope and stability.

Reflecting on the journey, John Bayarong, 2024-25 president of RCSI shared: **“When you look into the eyes of a mother as her child is wheeled into surgery, you see a universe of fear. And then, hours later, when the surgeon announces a success, that fear dissolves into a joy so pure it fills the entire room. Knowing I contributed to the transformation of fear to hope for 100 families—that is the true privilege of my Rotary service.”**

The projects also strengthened trust and collaboration between Rotary and Vietnam’s healthcare sector. Local hospitals enhanced their capacity, communities became more aware of congenital heart conditions, and Rotary’s public image grew through visible, high-impact service.

Today, the beat of 100 healthy hearts across Vietnam echoes the essence of Rotary service. Through these global grants, the Rotary Club of Saigon International has not only saved lives—but also has shaped futures, strengthened

communities, and demonstrated how compassion becomes action when Rotarians Unite for Good.

These children now carry forward not just repaired hearts, but a renewed chance at life. Each surgery was more than a procedure—it was a hope restored.



A father and his child, recovering from pediatric congenital heart surgery, receive a gift from PE Hoa Nguyen at a heart hospital in Ho Chi Minh City.



Dr. Robert Ashley (first from right), Rotary International’s 2019 Service Above Self awardee and a supporter of the Rotary Club Saigon International, presents a gift to the mother of a recovering Vietnamese child who recently underwent pediatric congenital heart surgery. Standing beside her is a volunteer from Rotary partner VinaCapital Foundation.



Volunteers from the Rotary Club Saigon International, the VinaCapital Foundation, and 22 visiting Rotarians from Districts 3740, 3662, and 3680 (South Korea) came together in Ho Chi Minh City for a moment of unity ahead of the first pediatric congenital heart surgery funded through The Rotary Foundation Global Grant GG2457858 on 21 February 2024.



The Rotary Club of Royal Hua Hin and 12 fellow Rotary clubs participated in the handover ceremony of a community service project: the advanced technological anesthesia machine at Hua Hin Hospital, valued at THB 2,550,000. The funds for this medical equipment came from the proceeds of the 15th annual Charity Golf Tournament, with additional contributions from the Rotary Clubs of Nakhon Pathom, Patong Beach, Phra Pathom Chedi, Thavaravadi, Hua Hin and Bangkok South (D3350), Pattaya (D3340), the Thieler family, and the Claus Cramer Foundation. This support aims to enhance the increasing capacity of the Neurointerventional Radiology Unit, Cardiac Catheterization Unit, and Thrombectomy Unit for stroke treatment. P Brian Anderson of the Rotary Club of Royal Hua Hin and Mr. Nopporn Wuttikul, Mayor of Hua Hin, presided over the ceremony at Hua Hin Hospital, Prachuap Khiri Khan province, on 28 November 2025.



Eleven Rotary Clubs in Phuket province recently participated in donating supplies to Provincial Road Safety Directing Center. They also attended the opening ceremony of the center, which aims to prevent and reduce road and maritime accidents during the 2026 New Year festival. As this day often marks the beginning of safe driving campaigns, it is an important time to promote safe driving practices and reduce road accidents during the "7 Dangerous Days."

We extend our gratitude to all partners and networks for their support in creating a safe tourism experience in Phuket during the festival. The event took place on 26 December 2025, at the Phuket provincial Hall in Talat Nuea subdistrict, Muang district, Phuket province.



The Rotary Club of Kanchanaburi, in collaboration with its sister club, the Rotary Club of Euijeongbu from South Korea, launched the second annual "Sharing Smiles, Caring for Dental Health" project. Over 50 volunteer dentists and

medical personnel from across the country provided essential dental services, including scaling, fillings, extractions, wisdom tooth removal, and fluoride treatments, to 1,000 individuals, including children and underprivileged community members. This event took place at Visuttharangsi School in Tha Muang district, Kanchanaburi province, on 27-28 November 2025.



The Rotary Club of Pa-Laelai shared kindness and created opportunities for children and youth by organizing the project "Sharing Nam Jai, Nam Sai for Dek Thai" (Sharing Compassion, Clean Water for Thai Children). The club donated a four-tap drinking water dispenser equipped with a five-stage water filtration system, along with a 1,000-liter water storage tank, to ensure that students have adequate access to clean drinking water.

In addition, ten scholarships were awarded to students who demonstrate strong academic performance and good conduct but lack financial resources, in order to encourage and support their education. The project also included a vocational training activity on crafting pull-bow flowers, aimed at enhancing students' occupational skills, creativity, and opportunities to apply their knowledge to generate future income.

The opening ceremony was presided over by DG Takrit Budrungle. The event was attended by P Thiprada Jumba-ngern of the Rotary Club of Palelai and club members at Wang Phlab Tai School, Si Prachan district, Suphanburi province.



Ten Rotary clubs in Nakhon Si Thammarat province jointly organized the donation of essential supplies, including food, drinking water, rice, snacks, and clothing, to assist flood victims in Hat Yai district, Songkhla province.



The Rotary Club of Thamuang organized a project titled “Fulfill Dreams, Improve Hearing, and Unite for Good,” which was presided over by DG Takrit Budrungle during his official visit to the club. On 7 January 2026, they donated 100 hearing aids, 110 walking canes, and 10 wheelchairs, totaling 151,610 baht, to senior citizen groups at Khao Din Witthayakarn School in Tha Lo subdistrict, Tha Muang district, Kancharaburi province.



The Rotary Club of Phuket South shared happiness with children through games, scholarships, prizes, gifts, school supplies, and lunch on Children's Day 2026. As children are the future of the nation, the "Love Thailand, Care for the World" campaign began with the children at Ban Nai Thon School in Phuket, led by P Patcharaporn Utoksen and club members on 9 January 2026.



The Rotary Club of Samut Sakhon, in collaboration with the Samut Sakhon Provincial Federation of Thai Industries and Samut Sakhon Community College, organized National Children's Day celebrations for 2026. Activities included games, snacks, and crispy frozen ice-cream for children, reflecting on the positive energy of every smile. The event, held at the Samut Sakhon Provincial Public Health Office on 10 January 2026, was filled with laugh and joy, led by President Supaporn Poupan and club members.



The Rotary Club of Pechra-Suphan organized its 14th annual community service project, donating 88 pairs of eyeglasses to monks and elderly people at Wat Chainawas, Tha Phileang subdistrict, Meang district, Suphanburi province. The event was led by P Tawich Linual and DG Takrit Budrungle, along with fellow Rotarians, on 11 January 2026.

Rotary Club of Utapao International - Charter Celebration

The Rotary Club of Utapao International Takes Flight: Charter Celebration Marks Commitment to Community Service. The Rotary Club of Utapao International (RCUI) officially celebrated its founding and installed its charter officers at a memorable ceremony held on Saturday, 22 November 2025, at the Swan Lake Hotel, adjacent to U-Tapao Airport.

The club, which received official Charter from Rotary International on 14 July 2025, is poised to become a significant force for good in the burgeoning Eastern Economic Corridor (EEC) region. The club begins its journey with 16 dedicated charter members.

Rooted in the Runway

The club's name and identity are deeply intertwined with the history and future of U-Tapao International Airport. The membership is composed of individuals who share a profound connection to the airport—some having spent their youth in the area during Vietnam



War era, which spurred the airport's original construction, while others have worked near, or operated within, the airport's expanding facilities, and all are regular

patrons. This unique background fuels the club's mission: to support sustainable community development, aligning perfectly with the national objective under the EEC (Eastern Economic Corridor) to propel U-Tapao into a "3rd Major Commercial International Airport" and a prime gateway to Asia. The club's vision is to be an integral partner in fostering the prosperity and livelihood of the local community.

Installation Ceremony Highlights

The evening's festivities were expertly organized by Event Chair, PDG Asst.Prof.Dr. Jareesri Kunsiripunyo. The ceremony was officially opened by Deputy Director of U-Tapao International Airport, RAdm. Ariya Chernchuthong who highlighted the synergy between the club's commitment to service and the airport's vision for regional growth.

The official Charter was presented by P Thanaporn Lertweerasirikul, Rotary Club of Sattahip and P Waleeporn Inanong, Rotary Club of Plutaluang, which are the sponsoring clubs. Both gently carried the charter, walked along the red carpet and sent it to DG Wiwat Srisomphong D3340. Then on the stage, Charter President Lalinda



Siripornmanut together with chartered members received the symbolic transfer from DG Wiwat Srisomphong.

The installation ceremony was the presence of DG Wiwat Srisomphong, PDG Thongchai Lortrakanon, PDG Siri Eiamchamroonlarp and PDG Pratheep Singh Malhotra officially decorated the emblems for the charter president and her board of directors.



"Our club is ready to take off. The spirit of Utapao International Club is one of connection, growth, and pioneering a new future," said CP Lalinda Siripornmanut. "We are now ready to hit the runway and accelerate our commitment to 'Service Above Self,' ensuring that our local communities are the first to land the benefits of the region's prosperity."

A Tradition of Mentorship and Gratitude

The event also featured a heartfelt ceremony to honor the club's sponsors and mentors. CP Lalinda paid special tribute to the Rotary Club of Plutaluang. She personally thanked CP Sumon Jaikid, who had initially enlightened her to become an exchange student in the Rotary Youth Exchange Program of District 3340 while she was 17, a journey that has now culminated in her leading a new Rotary club.

CP Lalinda also extended her sincere gratitude to Rotary Club of Sattahip, represented by Capt. Sanit Boonpuan, for its pioneering role as the first Rotary Club to serve the Sattahip area.

Uniting the Power of Rotary Family in the Region

The celebration was a grand gathering of the Rotary family, with esteemed representatives attending from both Rotary District 3340 and District 3350, demonstrating strong regional support for the newest club. The evening also welcomed youth from the Rotary Youth Exchange Program and the East Asia Youth Exchange Network, signaling a focus on nurturing future generations of leaders.

Rotary Club of Utapao International is now fully commissioned and prepared to ascend to its service mission, fueled by the dedication of its members "Service above Self".



The Rotary family of Chanthaburi, comprising the Rotary Club of Chanthaburi, the Rotary Club of Chanthaboon, and the Rotary E-Club of District 3340, distributed food and donated supplies at a temporary shelter for displaced persons in Chanthaburi Province due to the Thai-Cambodian border situation. The distribution took place at Wang Pla Resort, Chanthaburi, with THB 50,000 donation from the Mee Nam Jai Hai Kwam Rak Foundation (Kindness and Love Foundation), on 8 December 2025.



The Rotary family of Udon Thani, which includes the Rotary Club of Udonthani, the Rotary Club of Makkang, the Rotary Club of Silpakom-Udon Thani, the Rotary Club of Banchiang, and the Rotary Club of Udondusadee, participated in the opening ceremony of the Road Accident Prevention and Reduction Operations Center for the New Year Festival 2026 in Udon Thani province. They donated helmets to support the "Safe Roads, Safe Lives" project. DGN Pakpoom Joompharak, along with the presidents of the five Rotary clubs in Udon Thani Province, attended the event held at the plaza in front of the Thongyai Auditorium at Udon Thani Provincial Hall.



The Rotary Club of Magkang, in collaboration with the Thailand Disaster Relief Unit and Rice Against Hunger Organization, donated "Disaster Rice," a nutritious blend of rice and lentils enriched with essential vitamins and minerals, to help combat malnutrition among vulnerable populations, including children and the elderly. This rice was distributed to over 200 elderly residents in the Soe Phloe Subdistrict. Following this, the club visited the Udon Thani Elderly Home and the Udon Thani Girls' Home to handover additional "Disaster Rice" as part of their prominent New Year's activities to support both institutions.





The Rotary Club of Surin supported the provision of dried food, beverages, and ready-to-eat meals to soldiers along the border to boost morale on the front lines. This support was made available by THB 30,000 donation from the "Kindness and Love Foundation".



The Rotary Club of Trad organized a practical training workshop on first aid, cardiopulmonary resuscitation (CPR), and the use of Automated External Defibrillators (AEDs) for 171 teachers and students at Wat Sai Thong School. The training, led by P Linjong Wongchalernsuk and members, was held on 5 November 2025.



The Rotary Club of Silpakom-Udon Thani organized an activity to donate wheelchairs and "bags of sharing love and happiness" consisting of food, fruit, and dishwashing liquid to patients and elderly people in need, mostly at Ban Kud Diao community, Village No.10, Chiang Phin subdistrict, Muang district, Udon Thani province. This community has received little assistance from the government or private sector, and this was the first time they received help from the Rotary Club of Silpakom-Udon Thani. The villagers and community leaders were happy and grateful. As donors, we were also proud. This act of community service led by President Yuwachit Sripattiwong and members on 8 January 2026.

Rotary Family Games



By AG Trong Sangswangwatana
Co-Editors of 3350

It all started when AG Nathee Angsuwannameth gathered 9 friends from the Rotary District 3350 to play football by focusing on exercise for health in 2018. They began to play seriously and develop their skills effectively. They even started to run friendly football matches in various provinces and incorporating Rotary community service. When they presented to PDG Nakarin Ratanakitsunthorn, he recognized the benefits of building friendships within and across districts. He then coordinated with three other District Governors and started promote the event until the Fellowship Games was held on Sunday, 24 February 2019. This was the first Rotary Games.

In the following year, the term of PDG Thanongsak Pongsri, the name was changed to “Rotary Family Games,” and only held in Rotary District 3350. Football remained the main sport of the event, with additional sports introduced, such as basketball, chairball, ping pong, checkers, chess. In



the year of PDG Somsri Mekthon the COVID-19 occurred. After that situation improved, the event was resumed, in the year of PDG Dr.Wiroon Boonnuch (Emeritus Clinical Prof.Dr.), and has been organized continuously every year.

During the term of District Governor Tawatchai Chatvittayanon, Rotary Year 2025–26, the event was held on

Saturday, 13 December 2025, at the sports complex of Dhurakij Pundit University by AG Nathee who served as the event chair from the beginning until now. As in previous years, a wide variety of sports were included, with additional events such as swimming, lawn bowls, woodball. However, the traditional highlight of the event are the cheerleading parades of each color and the awards presentation during the evening closing celebration.

This year's target was 400 participants, but more than 500 have registered, including athletes, cheerleaders, Rotarians and families who made this year's competition lively and full of friendship.

(Thanks to provided by AG Nathee and AG Kittanate for the information)



Light the World Project: Giving Machine



AG DRC Thanita Pakjamsai
External Communications Subcommittee Chair
Public Image and Communications Committee,
District 3350

ROTARY as a Partner in a Tangible Innovation of Giving, for the First Time in Thailand and Southeast Asia

Light the World: Giving Machine is a global initiative launched by The Church of Jesus Christ of Latter-day Saints to promote “tangible giving” through automated donation kiosks. The project enables donors to select essential items that directly address real-life needs and deliver meaningful assistance to those in need. Notably, **100% of all donations are passed directly to participating nonprofit organizations**, with no deductions for operating costs.

The Giving Machine project was first introduced in 2017 and has since expanded steadily across countries worldwide. In 2025, the initiative is being implemented in 21 countries, 126 cities, and across six continents, with nine new countries joining this year: Argentina, Austria, Brazil, Chile, El Salvador, Italy, Japan, Spain, and Thailand. This marks the first official launch of the Giving Machine in Thailand and Southeast Asia, reflecting the growing global recognition and impact of this innovative model of giving.

In Thailand, the Giving Machine is located at Nextopia Zone, 5th Floor, Siam Paragon, and is open for public donations from 29 November to 29 December 2025. The project is supported by four nonprofit partner organizations, namely:



- Rotary International, District 3350
- Thammikan Foundation for the Blind in Thailand (CFBT)
- Sikkha Asia Foundation
- iCare Thailand Foundation

Rotary is honored to be selected as one of the principal partner organizations and presents five Item Cards available for donation through the Giving Machine:

1. Feminine Hygiene Kit
2. Children’s Helmet
3. Water Filter Maintenance
4. Contribute to a Wheelchair
5. Contribute to a Food Cart

The Giving Machine project is therefore not only a symbol of giving during the festive season, but also a platform that highlights Rotary’s role as a global partner driving tangible change. Through collaboration with nonprofit partner organizations and the active participation of Rotarians and Rotaractors as volunteers, the project helps convey Rotary’s core values of service and volunteerism to the wider community. This initiative aligns with the Rotary International Presidential Message, “Unite for Good,” which emphasizes bringing together people of all generations and working across organizations to create meaningful, tangible, and sustainable change for society.





The Rotary Club of Dhonburi Classic members and their families participated in the Go Together Program to exchange knowledge and disseminate innovative technologies and environmentally friendly management processes at the SCG Research and Innovation Center in Saraburi province. This activity fostered friendship and served as a guideline for future club activities on 31 October 2025.



The Rotary Club of Chakkrathat, Rotary Club of Taksin-Dhonburi, Rotary Club of Samphanthawong, and Rotary Club of Bangkok (District 3350), together with Rotary Club of Samut Songkram (District 3330) and other organizations, organized a mobile eye health screening under the "Eyes of Hope" project. Eye examinations were provided for monks, elderly people, and the general public, totaling more than 300 individuals, using modern equipment at the meeting hall of Dipangkornwittayapat (Wat Pradu), Amphawa district, Samut Songkhrum province.



The Rotary Club of Bangkok Harmony and Rotary clubs in District 3350 passed on the "Light of Opportunity" by donating 200 white canes to the Thailand Association of the Blind. The club is committed to establishing this as its signature project comparable to refueling a boat to keep its engine running, to continually bring light and hope to people with visual impairments each year on 12 December 2025.



Safe Roads, Save Lives campaign event marking "World Day of Remembrance for Road Traffic Victims" was held at the United Nations office on Sunday, 16 November 2025.



The 2nd meeting of District Governor Meets Club and District Leaders held Saturday–Sunday, 22–23 November 2025, at the auditorium of Prachanukhroh School, Nakhon Sawan province.



When Rotary Speaks Through Images: Telling Rotary’s Story to the World Through Public Image Awards



PP Thanijporn Khomson
Public Image Chair,
District 3360

In an era where the world is rapidly driven by digital media, images have become the most powerful universal language of communication. A single photograph can convey stories, emotions, and values more profoundly than a thousand words. For Rotary, which stands firmly on the ideals of selfless service above self, images are not merely tools for reporting activities. They are powerful voices — voices that tell the stories of club initiatives, both across Thailand and around the world.

- It recognizes excellence through innovation in communication and public engagement.
- Every club project has the potential to inspire others and create meaningful impact in the community.

A powerful Rotary photograph is one that people can feel instantly. It may be the smile of a child receiving educational opportunities, the warm and grateful eyes of an elderly person receiving compassionate care, or the collective energy of Rotary members from diverse professions working side by side. Such images do not require lengthy explanations. They communicate clearly and authentically that Rotary is an organization of people who give and committed to making a meaningful difference through service.

Five Rotary Public Image Award Categories – Rotary Zone 10B Inviting Every Club to Participate

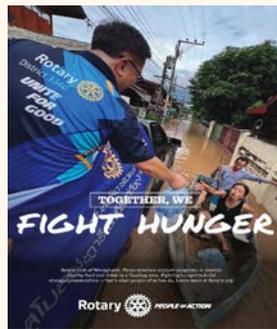
- People of Action Photography One image, a thousand stories. A single powerful photograph can touch hearts, inspire change, and create meaningful connections. The image should clearly reflect Rotary members in action and demonstrate authentic impact in the community.
- Rotary Storytelling Video One video, a million emotions. A compelling 1–3 minute video that showcases a club’s service project through clear visuals and genuine voices. The goal is to move viewers from awareness to action by telling a story that is real, inspiring, and impactful.
- Outdoor Media One sign, unlimited visibility. Transform public spaces into Rotary billboards that boldly communicate: Rotary is here. Whether through signage, banners, or creative public displays, this category highlights visibility and presence in the community.
- AI-Powered Online Media (Video or Song Creation) One post amplified by the power of AI. Leverage artificial intelligence to enhance creativity, expand reach, and increase engagement. AI can strengthen Rotary’s voice and help communicate our mission in innovative and dynamic ways.



The Rotary Public Image Awards of Rotary Zone 10B this year are centered on the theme of “Transform, Connect, Empower, and Inspire.” The initiative reflects a strong commitment to strengthening Rotary’s public image and elevating the power and clarity of visual communication, while emphasizing creativity and innovation. Through this platform, Rotary Zone 10B seeks to showcase meaningful visual narratives that amplify Rotary’s identity and demonstrate how service, when put into action, creates lasting change. Award-winning images are not judged solely on artistic beauty. They must truly tell a story — a story that reflects the authentic spirit of People of Action.

Why Does This Award Matter?

- A strong and clear public image leads to growth and reflects the true power of Rotary.



- Public Image Campaign A comprehensive campaign that may focus on Rotary’s seven areas of focus, the End Polio Now initiative, Rotary monthly themes, or internationally recognized observances endorsed by the United Nations (UN), such as International Peace Day or International Women’s Day.

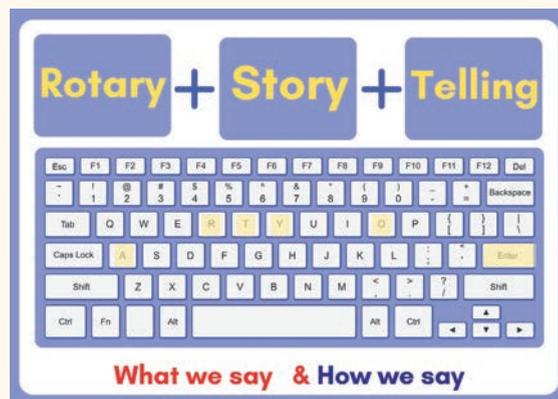


The Rotary Public Image Awards are not merely a competition. They are a powerful affirmation that every activity, every project, and every act of service by Rotary members carries value, meaning, and a story worth sharing with the community. When Rotary communicates powerfully through images, the community is able to see Rotary for who we truly are.

People of Action Photography Techniques: Creating Images that Meet the Public Image Awards Criteria

Photography for the Rotary Public Image Awards (Zone 10B) is not focused solely on aesthetic beauty. It places strong emphasis on effectively communicating Rotary’s core values. A successful People of Action photograph must connect meaningfully with the judging criteria across several dimensions:

1. Alignment with Rotary’s Mission and Values. The image should clearly reflect Rotary members actively engaged in real service. It should not be symbolic, staged, or artificially arranged. Capturing authentic moments during actual activities reinforces Rotary’s identity as true People of Action.
2. Strong Visual and Emotional Impact. Thoughtful composition, perspective, and lighting are essential. The image should clearly show both the giver and the recipient, creating a compelling emotional connection.
3. Storytelling Power. A powerful image should answer key questions on its own: Who is doing what? Where? And for whom? When viewers can instantly understand what Rotary is doing, the photograph fulfills the storytelling criterion effectively.
4. Authenticity and Natural Expression. The image should reflect genuine moments rather than overly staged scenes. Real facial expressions and natural gestures communicate sincerity and build credibility, reinforcing the authenticity of Rotary’s service.



5. Appropriate Technical Quality. The image should be sharp, well-lit, and free from excessive editing that diminishes authenticity. Strong technical quality enhances the effectiveness of the message and ensures that the substance of the image is clearly conveyed.
6. Reflects Diversity and Inclusion. Photographs that show collaboration among people of different ages, genders, and community backgrounds reinforce Rotary’s commitment to equity and inclusion. Demonstrating diversity in action strengthens the visual representation of Rotary’s core values and community impact.
7. Clear and Proper Use of the Rotary Logo. The Rotary emblem visible in the image should be clear and aligned with official brand guidelines. Proper brand representation enhances credibility and consistency. Additional guidance on logo usage can be found at the Rotary’s- Brand Center.

A People of Action photograph that meets the criteria of the Rotary Public Image Awards is one that seamlessly blends authentic action with powerful communication. When an image successfully conveys Rotary’s values, mission, and measurable impact, it becomes more than just a beautiful photograph. It becomes a meaningful representation of Rotary’s story that is ready to inspire communities on a broader scale.

“One Photo – One Action – One Story.” Every club has meaningful moments of service worth capturing and sharing with the world.





The Rotary Club of Wiangkosai and the Wiangkosai-Phrae Nakorn Rotary Satellite Club, in collaboration with Power of Mind Institute No.12, Ban Mueang Mo, organized the “Meditation for Mind Development Project” at Wat Mueang Daeng Municipal School, Phrae Province. The project aimed to promote proper meditation practice among students, helping them develop better concentration, emotional discipline, and inner potential appropriate to their age. A total of 561 students from Grades 1–5 participated in the activity, which was held from 17-19 December 2025.



The Rotary Club of Chiang Rai organized an inspirational art workshop titled “The Love of the Queen Mother for the Nation”, conveying messages through the power of art and learning. This workshop was held at the activity courtyard of Pimann Inn Hotel, Mueang District, Chiang Rai Province, and was led by artist Suwit Jaipom in collaboration with the Kru Sin Paendin Chiang Rai Artist Group, who served as guest speakers sharing their experiences and creating a meaningful learning space through art. The workshop provided a platform for children to express “love, gratitude, and inspiration” from their hearts to the nation through artistic creation. A total of 80 students from schools under Chiang Rai Primary Educational Service Area Office 1 participated, accompanied by teachers from four schools: Huai Phlu Wittaya School, Ban Doi Hang School, Ban Huai Sai Khao School, and Anuban Hongli School. This meaningful activity became a beautiful and memorable experience for all participants and was held in tribute and remembrance of Her Majesty Queen Sirikit, the Queen Mother on 25 December 2025.



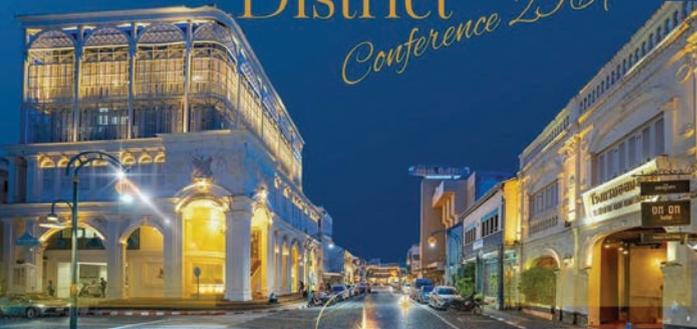


The Rotary Club of Chiang Mai International supports youth empowerment through the establishment of an EarlyAct Club at Unity Concord International School (UCIS), the first international EarlyAct Club in Chiang Mai. These young students are beginning their journey of compassion, leadership development, and community service under the motto: “EarlyAct in Service – Unite for Good.” In addition, the club has also chartered an Interact Club at Americana Chinese International School (ACIS). The newly inducted Interactors of ACIS are stepping forward with strong determination and a sincere commitment to leadership and service, supported closely by their teachers and the Rotary Club. Their motto proudly declares: “Interact in Service – Unite for Good.” The Rotary Club firmly believes that EarlyAct, Interact, and Rotaract together form a meaningful pathway for youth development nurturing young people to grow into compassionate leaders who inspire hope and create positive change in society.



The Rotary Club of Chiang Mai Nawarat, in collaboration with the Rotary Club of Changpuak Chiang Mai, the Rotary Club of Chiang Mai North, the Rotary Club of Sarapee, and the Rotary Club of Nakorn Hariphunchai, united in the spirit of service under the initiative “Empowering Opportunities for Mae Tuen.” Together, the clubs donated 100 intraocular lenses valued at 350,000 baht and provided 50 pairs of reading glasses. They also hosted a luncheon for medical personnel and participants. In addition, the Rotary Club of Chiangmai Doi Suthep supported the mission by providing 150 sets of coffee. The project took place at Mae Tuen Hospital, Omkoi district, Chiang Mai province, under the “Intraocular Lens Replacement Project.” The initiative aimed to restore vision and improve the quality of life for elderly patients suffering from cataracts, particularly those living in remote areas, giving them the precious opportunity to see clearly once again. The surgical mission was carried out by a team of eight volunteer doctors from Princess Mother’s Medical Volunteer Foundation (PMMVF), in collaboration with the Eye Service Foundation and dedicated medical personnel. The project was led by P Thannicha Asawamongkolphong and Service Project Chair Chalida Ekchaipattanakul, together with club members, and was conducted from 19-21 December 2025.

ขอเชิญร่วมงาน
ประชุมใหญ่ภาค 3330
District Conference 2569



Eternity Night

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Registration

OFFER	Early Bird 2,850 บาท	ราคาปกติ 3,000 บาท	ผู้ติดตาม/คู่สมรส 1,300 บาท
	หมดเขต 13 เม.ย. 69	หมดเขต 9 มิ.ย. 69	

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ชื่อบัญชี : นส.พัชราพร , นส.คณางค์ หรือ นางปณิสรากรณ์

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การติดต่อ
Contact

นย. คณางค์ 081-1480728
รท. ปณิสรากรณ์ 081-4562363
อน. ธนาทิพย์ 081-8926315

สแกนลงทะเบียนร่วมงาน
Registration



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DC Phuket District 3330



DISTRICT 3340
CONFERENCE
2025-2026

การประชุมใหญ่ ภาค 3340

13-14 MARCH 2026

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District 3350 RI, Year 2025-2026

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รับจากภาคคำ "โรตารี คือหัวใจ สันติสุข ความรักดี"



ลงทะเบียนล่วงหน้า
ภายในวันที่ 31 มีนาคม 2569 ค่าลงทะเบียน: 2,500 บาท

วันที่ 1 เมษายน - 20 พฤษภาคม 2569
ลงทะเบียนปกติ ค่าลงทะเบียน: 2,500 บาท

เปิดลงทะเบียนวันที่ 21 พฤษภาคม 2569
ไม่รับลงทะเบียนล่วงหน้า



ของที่ระลึก & ลุ้นรับรางวัล

• รับของที่ระลึกเป็นกระเป๋า 1 ใบ/ท่าน

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 - รถจักรยานยนต์ ฮอนด้า เวฟ
 - โทรทัศน์
 - ตู้เย็น
 - และของรางวัลอื่น ๆ อีกมากมาย

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