



ROTARY INTERNATIONAL

2009-10 Literacy Resource Group Leadership Manual

Contents

Introduction	1
Plan of Action	2
Terms of Reference	
Relationship to the RI Strategic Plan	
Defining Literacy for Purposes of Project Identification	
2009-10 Goals	
Special Emphases	
The Basic List of Literacy Resources	
ProjectLINK and Partnering with Other Resource Groups	
Rotary and the International Reading Association	
Roles & Responsibilities	7
Overview	
General Coordinators	
Assistant General Coordinator	
Area Coordinators	
Zone Coordinators	
District Resource Group Coordinators	
Communications Plan	9
Basic principles to guide communications	
Guidelines for general, area, and zone coordinators	
Reports	
Participating in Training	11
Literacy Recognition Programs	12
District Literacy Awards	
Zone Literacy Awards	
Area Literacy Awards	
Innovation in Literacy Award	
Preparation & Presentation	
General Coordinator's Special Recognitions	
Community Literacy Leader Recognition	
Vocational Literacy Leader Recognition	
Four Avenues of Literacy Service Club Recognition	
Vocational Service Literacy Service Club Recognition	
Process Improvement Plan	14
RI Conventions	15
Diversity	16
2009-10 Key Dates	17
Secretariat Support	19
Resource Group Directory	20
Resource Group History	29
Additional Resources	32

Guide to Literacy Service Projects and Awards for Clubs
Literacy Award Brochure
Sample Literacy Award Certificates
Rotary & Literacy Fact Sheet
ProjectLINK Fact Sheet

Introduction

The *Literacy Resource Group Leadership Manual* is a reference guide for the 2009-10 Literacy Resource Group. It includes basic information to help resource group leaders understand their responsibilities and do their jobs both efficiently and effectively. Resource group members should read this section and become familiar with:

- The purpose of the Literacy Resource Group
- How the work of the group relates to the RI Strategic Plan
- How the resource group defines literacy for purpose of project identification
- 2009-10 goals for clubs and districts
- Literacy Resource Group special emphases for club literacy projects
- The basic list of literacy resources
- Rotary's partnership with the International Reading Association
- ProjectLINK and partnering with other resource groups
- The roles and responsibilities of all resource group members
- The communication plan
- Literacy Resource Group Recognition Programs
- The general coordinator's additional special recognitions
- How the resource group plans to participate in the training process for district governors-elect, district governors nominee, and presidents-elect
- The process improvement plan
- 2009-10 key dates
- The budget and secretarial support

The manual also provides a directory of resource group members a brief history of the resource group, and some additional resources to assist resource group members. Additional information about the Literacy Resource Group is available on the RI Web site, www.rotary.org/literacy.



Plan of Action

Terms of Reference

This resource group will provide information and support for Rotary clubs and districts to encourage participation in programs and projects that promote universal literacy and educational opportunities for all. Through its efforts, the group shall support the RI Strategic Plan goal to increase Rotary's capacity to provide service to others. (2009-10 *Official Directory*)

Relationship to the RI Strategic Plan

The Rotary International strategic plan lists seven priorities, which can help guide the literacy activities of Rotary clubs.

One of the most important priorities calls on Rotary clubs to identify and address opportunities for service projects. The resource group can support this goal by identifying what local clubs are doing to address literacy and sharing this information with the rest of the world's Rotary clubs.

Another major priority of the RI Strategic Plan focuses on increasing a club's capacity to serve by recruiting new members. The resource group can support this priority by helping clubs recruit members in educational or literacy classifications.

The strategic plan's emphasis on the Four Avenues of Service provides a good framework for Rotary clubs to plan literacy projects. Ideally, a Rotary club would undertake literacy projects in each of the Four Avenues of Service. Planning projects within that framework will give clubs a broader vision of service opportunities and encourage similar approaches to other aspects of the club's life. To encourage Rotary clubs to support literacy projects in each of the Four Avenues of Service, the resource group has classified the suggestions for the district and zone literacy awards in terms of the Four Avenues of Service and will offer a special Four Avenues of Literacy Service recognition for those clubs that complete projects in all four areas of service.

Helping improve Rotary's public image is another opportunity for the Literacy Resource Group to help support the RI Strategic Plan. Two of the resource group's emphases for clubs are the promotion of International Literacy Day on 8 September and Literacy Month in March. Both events provide publicity opportunities for clubs. One way clubs can generate good publicity during International Literacy Day and Literacy Month is to present literacy awards for people who contribute to the success of literacy programs in their community. The resource group helps facilitate these awards by providing a free downloadable award certificate on the RI Web site, www.rotary.org/literacy.

Moreover, the Literacy Resource Group can help support the RI Strategic Plan by emphasizing Rotary's unique commitment to Vocational Service in literacy projects. Helping young people develop a Rotary-like vocational service character is a literacy task and the resource group will encourage clubs to consider projects to develop character literacy among youth and adults. The resource group will promote character literacy with a special *Vocational Service Literacy Recognition* and by encouraging clubs to recognize community role models for their Vocational Service.

Defining Literacy

The Literacy Resource Group was created to address the injustice and human suffering caused by basic illiteracy. Almost 1 billion adults and children around the world are unable to read or write.



The causes of illiteracy and the literacy challenges people and communities face are complex; however, Rotary clubs are addressing these challenges through literacy project.

The amazing variety of literacy projects Rotary clubs undertake reflect their awareness of broader issues. Over the past few years the Literacy Resource Group has created a higher level awareness of global literacy issues. Today, one of our continuing challenges is to identify and classify literacy projects which go beyond basic reading, writing, and numeracy.

To help orient our work, the Literacy Resource Group will use the following definitions of literacy to search for successful club literacy projects in 2009-10. Literacy can be defined in terms of:

A. The skills and knowledge mastered by the learner

1. **Basic Literacy Skills** – reading, writing, and numeracy
2. **Character Literacy Knowledge and Skills**
3. **Functional Literacy Skills** – Specialized knowledge for working, living and being a contributing member of the community, e.g. financial literacy, health literacy, citizenship literacy, parenting literacy, self esteem and self actualization literacy, and vocational literacy.

B. The general outcomes for adults. Literacy creates:

1. Productive workers
2. Good citizens
3. Good parents
4. Servant leaders
5. Self actualized adults in tune with the Object of Rotary

C. The literacy challenges faced by different age groups

1. Newborns and infants
2. Pre-school students
3. Primary school students
4. Middle school students
5. Secondary School students
6. Post-Secondary School Students and teenagers
7. Adults

D. The personal and community problems that might be addressed by literacy projects

1. Children and adults left behind because they can't read and write at a functional level.
2. Communities that are dysfunctional due to a low standard of ethics
3. Individuals or target groups suffering from narrowly defined illiteracies which prevent them from earning a good living, being a good parent, being a good citizen, or being a good leader
4. Communities lacking adequate school funding or teacher support.

2009-10 Goals

The 2009-10 Literacy Resource Group aims to raise awareness of literacy issues by encouraging every Rotary club to:

- Celebrate International Literacy Day on 8 September
- Celebrate Literacy Month in March



- Conduct a dictionary project or other book project
- Earn a District Literacy Award
- Conduct a vocational service literacy project
- Share information about club literacy projects with the district literacy chair and district governor
- Promote the connection of literacy to Rotary’s service emphases of water, health, and hunger

Additionally, every district is strongly encouraged to:

- Conduct a district literacy workshop or area literacy workshop
- Incorporate a literacy component into all district training functions and the district conference

Special Project Emphases

The resource group believes local clubs are best situated to identify and address literacy needs in their communities. As projects are most effective when they are developed locally, the resource group created a modest set of goals to help guide clubs. Additionally, resource group decided not to require specific types of literacy projects for the District Literacy Award. Nevertheless, the resource group has identified a number of promising projects which it encourages clubs to consider.

The resource group will continue to promote projects emphasized by past RI presidents, including Past RI President Wilf Wilkinson’s emphasis on Computer Assisted Literacy Solutions (CALs) and Past RI President D.K. Lee’s emphasis on reducing child mortality.

Additionally, the resource group encourages clubs to consider projects in cooperation with Rotary’s literacy partners – the International Reading Association, www.reading.org, and the Imagination Library, www.imaginationlibrary.org.

A third set of special emphases consists of proven literacy projects that could be adopted elsewhere. These projects include:

1. Dictionary projects with Four Way Test stickers affixed to the dictionaries
2. Other local and international book donation projects
3. Computer Assisted Literacy Solution (CALs) projects
4. Concentrated Language Encounter (CLE) projects
5. Imagination Library projects
6. Cooperative projects with the International Reading Association
7. School partnerships
8. Four Way Test projects
9. SOUNDS projects
10. School, teacher, and student recognition projects
11. Character literacy projects, such as, *BrainWise* and *Who is Nobody?*
12. Projects to reduce child mortality

Descriptions and contact information for the above projects are provided on the resource group web site, www.rotary.org/literacy, and in the publications *Every School a Star* and *Rotary Reads*.

Also, the resource group encourages clubs to consider literacy projects which support the RI Strategic Plan. Actions to consider include recruiting new members in literacy classifications, using The Four Avenues of Service as a framework for club literacy projects, adding a public



image component to literacy projects, and undertaking Vocational Service literacy projects. The general coordinator has the responsibility for promoting this group of special emphases.

Finally, clubs are invited to consider conducting literacy activities related to Rotary's monthly themes. Examples of literacy projects clubs might consider include:

August	Recruit new members to fill literacy related classifications
September	Promote and celebrate reading literacy projects
October	Promote and celebrate vocational literacy projects
November	Promote and celebrate Foundation projects focusing on literacy
December	Promote and celebrate projects dealing with any aspect of family literacy
January	Promote awareness of Rotary's work in the area of literacy both in the club and in the community
February	Promote Rotary's efforts to support world peace and understanding through literacy
March	Promote Literacy Month
April	Hold a club program that focuses on magazine articles dealing with literacy
Note:	Celebrating monthly themes gets clubs to think about new literacy projects and approaches. Clubs are encouraged to be creative and come up with additional ideas for celebrating literacy throughout the year.

The Basic List of Literacy Resources

The resource group provides the following resources to support clubs and districts:

1. A two-page, downloadable guide to literacy goals, projects and awards.
2. Two web sites
 - a. Official RI Web site – www.rotary.org/literacy
 - b. Unofficial Web site – www.rizones29-30.net
3. The world-wide literacy newsletter
4. *Every School a Star*
5. ProjectLINK – www.rotary.org/projectlink
6. The Rotary Club of Belleville's literacy guide *Rotary Reads*
7. A literacy booth and breakout sessions at the RI Convention
8. Downloadable award certificate forms for the district and zone literacy awards
9. A list of consultants whom clubs and districts can call for help with specific types of literacy projects, e.g. CLE, CALS, Imagination Library, Four Way Test projects, *BrainWise*, and SOUNS

The resource group also provides the following resources for area and zone coordinators:

1. The *Literacy Resource Group Leadership Manual*
2. The Literacy Resource Group secure web site, <https://map.rotary.org/SecureSites/LiteracyResourceGroupForum>

Project Link and Partnering with Other Resource Groups



The resource group will help promote ProjectLINK, www.rotary.org/projectlink, by raising Rotarian awareness in our communications to clubs and districts and issuing monthly international literacy project e-bulletins which will highlight the usefulness of ProjectLINK

ProjectLINK will be a significant resource for identifying literacy projects that address health, hunger, and water issues.

Rotary and the International Reading Association

The resource group will attempt to strengthen the board approved cooperative relationship with the International Reading Association by encouraging clubs to collaborate with local reading associations, councils, or equivalent on literacy projects of mutual interest. Additionally, the resource group will:

- Produce an online supplement to *Every School a Star*
- Involve the International Reading Association or its local equivalent in club promotions of International Literacy Day and Literacy Month
- Encourage Rotary clubs to recruit International Reading Association members or their local equivalents
- Review and use the recommendations presented by the RI staff on 29 April 2009 as appropriate.



Roles & Responsibilities

Overview

All members of the resource group have four general obligations:

- Become Aware** Of literacy project opportunities, activities, and resources.
- Create Awareness** Among Rotary clubs in each area and zone.
- Encourage Action** By Rotary clubs and districts in each area and zone.
- Facilitate Action** By Rotary clubs and districts in each area and zone.

General Coordinator

The general coordinator manages the resource group network with the help of RI staff. The general coordinator communicates with area coordinators and advisors on a weekly basis to the extent possible, reports to the RI president at least once a month, and prepares a mid-year and end-of-year report for the resource group. Additionally, the general coordinator is responsible for:

- Preparing the annual plan of action.
- Managing the plan's overall implementation
- Encouraging his club and district to become Rotary literacy project role models
- Conducting a literacy project census of his home district
- Assuring commonality and continuity of communications throughout the network

Assistant General Coordinator

The assistant general coordinator assists the general coordinator and is responsible for:

- Organizing the Literacy Resource Group booth at the annual RI Convention in Montreal in partnership with the Area Coordinator for North America and RI staff.
- Assisting the general coordinator as a full partner
- Preparing a comprehensive report on literacy project activity in India

Area Coordinators

There are six area coordinators responsible for 51 different zone coordinators around the world. Area coordinators serve as the primary link between the literacy resource group general and assistant general coordinator and zone coordinators. Area coordinators will prepare an area plan of action by 15 June 2009 and submit a comprehensive mid-year report on literacy activity in their area and a final report by the end of June 2010. They regularly:

- Receive literacy information from members of the network and forward that information to the zones
- Remind the zones of important upcoming literacy deadlines, such as International Literacy Day (8 September), Literacy Month (March), literacy award application deadlines (15 April).
- Encourage districts, through the zones, to include information about the Literacy Resource Group in PETS, district assemblies and district conferences
- Solicit literacy information from zones and forward to other resource group members



- Communicate with zone coordinators to identify district literacy contacts and periodically verify the success or failure of the districts in getting literacy information out to clubs.

Area coordinator may also:

- Publish an area literacy newsletter
- Set-up a booth at one or more zone institutes
- Serve as a source of information and encouragement for the resource group on special emphasis literacy projects
- Promote a special emphasis of the coordinator's choosing within the area

Special Situations:

- Where a coordinator for one area has been working with clubs or districts in another area, the area coordinator who has historical ties with clubs or districts in a different area has the authority to continue those relationships.

Zone Coordinator

One of the primary responsibilities of the zone coordinators is to establish effective two-way communications with districts in their zone and the area coordinators. Zone coordinators:

- Send monthly status reports to their area coordinators.
- Prepare a zone plan of action by 1 June 2009.
- Share information from the Literacy Resource Group with districts and clubs in their zone.
- Obtain information about literacy projects from the districts and clubs in their zone.
- Encourage clubs and districts to seek on or more literacy awards.
- Work to make their club and district a role model for literacy.
- Conduct a census of literacy projects in their district.

District Literacy Resource Group Coordinators

District coordinators coordinate a district's literacy efforts and work directly with a district's leadership, Rotary clubs, and club sponsored organizations, such as Interact, Rotaract, and Rotary Community Corps, to encourage Rotarians to participate in activities that promote literacy.

District coordinators will do their best to make Rotarians in the district aware of literacy project opportunities. In addition, where successful literacy projects already exist, the district coordinator will report on that project to the zone coordinator.

Unfortunately not all districts have a functioning district coordinator. Consequently, the zone coordinators are encouraged to maintain communications with all district governors. If a district governor asks to be taken out of the communication network that request will be honored.

It is permissible for a zone coordinator to copy club presidents on communications to the districts if they have received prior approval from each of the district governors in their zone. In fact, one zone in Brazil has done that successfully for the past two years. However, if a district governor requests that such communication not take place then the zone coordinator should honor that request.



Communications Plan

Basic Principles to Guide Communications

The Literacy Resource Group follows these basic principles of communication:

The purposes of communications

- To create awareness on the part of the recipient
- To encourage action by the recipient
- To facilitate action by the recipient
- To maintain the attention of both sender and receiver on their work for the resource group
- To monitor the degree to which the system is functioning

The frequency of communications

- Communications should be frequent enough to achieve the objectives
- Frequency can and should vary with the situations of the individual members of the resource group and the recipients

The timing of communications

- The critical times in terms of encouraging action by clubs and districts are
 - Before clubs make their service project plans for 2009-10
 - Sufficiently in advance of International Literacy Day
 - Sufficiently in advance of PETS
 - Sufficiently in advance of Literacy Month
 - Sufficiently in advance of the deadline for the literacy awards
- The major general report of the areas to the general coordinator should be submitted by the third week of December 2009

Guidelines for Zone, Area, and General Coordinators

To the extent possible, each zone coordinator will:

- Communicate with the area coordinator at least once a month
- Communicate with the districts at least once a month
- Forward messages from the area and general coordinator to the districts

To the extent possible, each area coordinator will

- Communicate with the general coordinator at least once every two weeks. A copy of the weekly communication with the zones is sufficient.
- Communicate with his or her zones at least once a month
- Share communications from the zones with the general coordinator



- Submit a comprehensive report on literacy activities in the area to the general coordinator no later than the third week in January.
- Submit a short final report to the general coordinator no later than the second week in July 2010.

To the extent possible, the general coordinator will:

- Communicate with the area and zone coordinators at least once every two weeks
- Submit a monthly report to the RI president
- Summarize the mid-year area reports and share the summary with the areas and RI staff no later than the second week in February
- Prepare a final report for the RI president and submit it no later than the third week in July

The assistant general coordinator will:

- Communicate to other members of the resource group as appropriate

Reports

Members of the resource group should provide the following reports.

- Comprehensive report by 15 December so that a standardized club program can be made available for Rotary Awareness Month in January and subsequent PETS and district assembly. This also allows for a second effort to encourage clubs to do literacy projects in the current year.
- A final report of one to three pages in length. Additional appendices are allowed but only if they add value.
- Members should share zone and district e-mails with the general coordinator.
- Club applications for the district and zone literacy awards as these can become reports of club activities



Participating in Training

Members of the resource group should seek to help train Rotarians by:

- Participating in district governor nominee, district governor, and presidents-elect trainings, district assemblies, and zone institutes
- Helping to train district and club leaders for the following years by:
 - Sending direct mailings to district governors nominee, district governors elect, district trainers, and presidents-elect
 - Requesting sessions on literacy at each of the following training activities: GETS, zone institutes, International Assembly, PETS, district assemblies, and district conferences.



Literacy Recognition Programs

The resource group will offer the following awards and recognition.

District Literacy Award

Club must complete five literacy projects by 15 April. Projects that are the same but in different locations, e.g. books, dictionaries to schools, count as only one project..

Application Procedures

Clubs apply to their district governor who verifies that the award criteria have been met and prepares the award using the award template on Rotary.org. Once verified, the district governor or literacy chair sends copies of the award applications to their zone coordinator.

Zone Literacy Award

Club must complete ten literacy projects including those required for the District Literacy Award and:

1. One project from the list of suggested activities
2. Promote either International Literacy Day (8 September) or Literacy Month (March)
(*Note:* Promotion of both International Literacy Day and Literacy Month counts as two of the ten required projects for the zone award)
3. Complete a book project (e.g. a dictionary project)

Application Procedures

Clubs apply to district governor who verifies that the criteria have been met, shares the information with the zone coordinator for his or her approval, and then prepares the award certificate using the template on Rotary.org.

Area Literacy Award

This award is given to an individual, club, or other entity for outstanding literacy service. Districts present nominations to the zone coordinator who makes a recommendation to the area coordinator. A zone coordinator may also make a recommendation without first receiving a nomination from the district. Area coordinators make the final decision and may also make this award without requiring a prior nomination from the district or zone.

Application Procedures

District governor submits nominations to the zone coordinator who submits a recommendation to the area coordinator. The area coordinator makes the final decision and either prepares the award certificate himself or authorizes the district governor to prepare the certificate using the template on Rotary.org.

Innovation in Literacy Award

The award recognizes innovative literacy projects and is awarded by the general coordinator upon recommendation of a district, zone, or area coordinator.

Application Procedures

The zone or area coordinator recommends the nominees to the general coordinator who makes the final decision.



Award Preparation and Presentation

The preparation of literacy resource group awards certificates should be easy, inexpensive, and timely. Districts often have only a few weeks between the time an award application is received and the district conference where the award is to be presented. It is therefore helpful if the district governor can quickly prepare the award certificate. Downloadable certificates on Rotary.org have improved access to award certificates for district governors and resource group members.

General Coordinator's Special Recognitions

To recognize unique contributions to literacy, the general coordinator provides some special recognition to individuals and clubs. Zone and area coordinators may submit requests for these awards to the general coordinator. These special recognitions include:

Local Literacy Leader Recognition

This award can be used by clubs for International Literacy Day and Literacy Month promotions. The award template will be available to clubs on the resource group's web site, www.rotary.org/literacy.

Vocational Service Role Model Recognition

Clubs can use this award for Vocational Service Month promotions. The award template will be available to clubs on the resource group's web site, www.rotary.org/literacy.

Four Avenues of Literacy Service Recognition

This award recognizes clubs that complete at least one literacy project in each of the Four Avenues of Service following guidelines issued by the general coordinator.

Vocational Service Character Literacy Recognition

This award recognizes three vocational service character literacy projects following guidelines issued by the general coordinator.

The guidelines and application procedures for all of the above awards will be posted on the resource group's web site.



Process Improvement Plan

As the resource group is still relatively young, there are a variety of opportunities to improve its operations. All members of the group are encouraged to identify and suggest improvements. Send your suggestions to the general coordinator or your area coordinator.



RI Conventions

2009 RI Convention

At the 2009 RI Convention the resource group will:

1. Sponsor a suite of booths related to literacy in the House of Friendship
2. Sponsor three workshops on literacy at the convention
3. Make its booth space available on a limited basis for special literacy projects which do not have a booth of their own. In a few cases this will include making it possible for the project leaders to hold a brief “mini-seminar” in the resource group booth space

2010 RI Convention

At the 2010 RI Convention the resource group will:

1. Sponsor a suite of booths related to literacy and the reduction of child mortality theme
2. Offer one or more workshops



Diversity

All areas are expected to work the elements of the plan described above insofar as each element relates to the needs and capabilities of the specific area. However, if an element of the plan does not fit a given area that area is not expected to follow that part of the plan. In addition, if the plan fails to cover one or more special needs of an area then that area coordinator is encouraged to add missing elements to the area's plan.



2009-10 Key Dates

June

Letter sent to district governors-elect from the president-elect with resource group goals and which requests those who have not done so to appoint district resource group coordinators.

Letter sent to district resource group coordinators from president-elect informing them of their assigned zone coordinator, the goals of the resource group, and their responsibilities in this position.

21-24 June RI Convention, Birmingham, England

Zone coordinators contact the convener of their zone institute to offer assistance on any plenary sessions, discussion sessions, and request booth space on the subject of literacy.

July

1 July Beginning of Rotary Year

11 July World Population Day (UN)

August Membership & Extension Month

Resource group focuses on encouraging Rotary clubs to recruit new members to fill literacy related classifications.

12 August International Youth Day (UN)

September New Generations Month

Resource group focuses on encouraging Rotary clubs to promote and celebrate reading literacy projects.

8 September International Literacy Day

October Vocational Service Month

Resource group focuses on vocational literacy projects.

16 October World Food Day (UN)

17 October World Day to Overcome Extreme Poverty (UN)

24 October World Polio Day

November The Rotary Foundation Month

Resource Group focuses on promoting and celebrating Foundation projects related to literacy.

20 November Universal Children's Day (UN)

25 November International Day for the Elimination of Violence Against Women (UN)



December Family Month

Resource group encourages Rotary clubs to promote and celebrate family literacy projects.

1 December Deadline for area and zone coordinator reports

1 December World AIDS Day

3 December International Day of Disabled Persons

30 December Zone coordinators submit expense report to RI

January Rotary Awareness Month

Resource group promotes awareness of Rotary's literacy efforts.

17-24 January International Assembly, San Diego, California, USA

February World Understanding Month

Resource group promotes Rotary's efforts to promote world understanding and peace through literacy.

23 February World Understanding and Peace Day

23 February Anniversary of Rotary's founding

March Literacy Month

Resource group promotes literacy month.

2 March Dr. Seuss' Day (US Only)

6 March World Book Day

22 March World Day for Water

31 March Matching Grant Application Deadline

April Magazine Month

Resource group encourages Rotary clubs to plan programs that focus on literacy articles in The Rotarian or other regional Rotary magazines.

7 April World Health Day (UN)

15 April Deadline for club and district Literacy Resource Group awards applications

May

June Rotary Fellowship Month

15 June Zone Coordinators submit final expense report to RI

20-23 June RI Convention, Montreal, Quebec, Canada



Secretariat Support

If you have any questions regarding the material presented in this information paper or about your assignment as a member of the Literacy Resource Group, please contact the RI Programs Division staff assigned to this resource group at World Headquarters:

David Plater

Senior Coordinator, Programs & Presidential Initiatives Section

Tel: 847-424-5343

E-mail: David.Plater@rotary.org

Jesse Allerton

Supervisor, Programs & Presidential Initiatives Section

Tel: 847-866-4494

E-mail: Jesse.Allerton@rotary.org

Address: **Rotary International (PD210)**
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 U.S.A.

Fax: 847-866-6116

E-mail: programs@rotary.org





2009-10 Literacy Resource Group Member Contact Information

General Coordinator

Richard E. Hattwick

Rotary Club of Macomb, District 6460, USA

E-mail: richardhattwick@bellsouth.net | **Primary Language:** English

Assistant General Coordinator

Marcelina A. Aurelio

Rotary Club of Sampaguita-Grace Park, District 3800, Philippines

E-mail: lina.aurelio@gmail.com | **Primary Language:** English

Africa and Parts of Europe

Area Coordinator – Africa and Parts of Europe

(Zone 20A & B)

Douglas P. Kent

Rotary Club of Hibiscus Coast-(Margate and Uvongo), District 9270, South Africa

E-mail: dkent@venturenet.co.za | **Primary Language:** English

Zone 20A Coordinator

(Sub-Saharan Africa – 9100, 9110, 9125, 9140, 9150, 9200, 9210, 9220, 9250, 9270, 9300, 9320, & 9350)

Christiaan (Chris) J. L. Pretorius

Rotary Club of Pretoria-Silverton, District 9250, South Africa

E-mail: chrisenlim@absamail.co.za | **Primary Language:** English

Zone 20B Coordinator

(Northern Africa, Armenia, Azerbaijan, Bulgaria, Rep. of Georgia, Gibraltar, Greece, Kazakhstan, Kosova, Rep. of, Kyrgyzstan, Macedonia, Middle East, Serbia & Montenegro, Tajikistan, Turkey – 2420, 2430, 2440, 2450, 2470, 2481, 2482, & 9010)

Vassilios Christaras

Rotary Club of Thessaloniki-West, District 2481, Greece

E-mail: christar@geo.auth.gr | **Primary Language:** English

Zone 20C Coordinator

(French speaking parts of Districts 9010, 9100, 9150, & 9220)

François De Grivel

E-mail: fdgrivel@intnet.mu | **Primary Language:** French

Zone 20D Coordinator

(Portuguese speaking regions of parts of Districts 9150, 9210, & 9250)

Henrique Manuel Correia Pinto

E-mail: medicult@gmail.com | **Primary Language:** Portuguese





2009-10 Literacy Resource Group Member Contact Information

Asia

Area Coordinator – Asia

(Zones 1-6 & 9-10)

Saowalak Rattavich

Rotary Club of Bangrak, District 3350, Thailand

E-mail: s_rattavich@hotmail.com | **Primary Language:** English

Zone 1 Coordinator

(Northern Japan – 2500, 2510, 2520, 2530, 2540, 2550, 2560, 2570, 2770, 2790, 2800, 2820, 2830, & 2840)

Fusaki Tsukahara

Rotary Club of Sapporo East, District 2510, Japan

E-mail: tfusaki@poplar.ocn.ne.jp | **Primary Language:** Japanese

Zone 2 Coordinator

(North Central Japan and Micronesia – 2580, 2590, 2600, 2610, 2620, 2630, 2750, 2760, & 2780)

Takeshi Matsumiya

Rotary Club of Chigasaki-Shonan, District 2780, Japan

E-mail: matsumiya419127@jcom.home.ne.jp | **Primary Language:** Japanese

Zone 3 Coordinator

(Southern Japan – 2640, 2650, 2660, 2670, 2680, 2690, 2700, 2710, 2720, 2730, & 2740)

Yoshimasa Ishii

Rotary Club of Amagasaki West, District 2680, Japan

E-mail: 141ishii@bca.bai.ne.jp | **Primary Language:** Japanese

Zone 4A Coordinator

(Northwestern India – 3010, 3050, 3070, 3080, 3090, & 3100)

Ashok Gupta

Rotary Club of Jaipur Round Town, District 3050, India

E-mail: ashokgupta7@yahoo.com | **Primary Language:** English

Zone 4B Coordinator

(Western India – 3030, 3040, 3060, 3131, 3132, & 3140)

Gulam A. Vahanvaty

Rotary Club of Mumbai Downtown, District 3140, India

E-mail: gulamv@vsnl.com | **Primary Language:** English

Zone 5A Coordinator

(Southern India and Sri Lanka – 2980, 3000, 3201, 3202, 3211, 3212, & 3220)

Nihal Bogahalande

Rotary Club of Colombo West, District 3220, Sri Lanka

E-mail: larc@sltnet.lk | **Primary Language:** English





2009-10 Literacy Resource Group Member Contact Information

Zone 5B Coordinator

(Southern India – 3020, 3150, 3160, 3170, 3180, 3190, & 3230)

B. R. Viswanath Setty

Rotary Club of Bangalore Midtown, District 3190, India

E-mail: brvsetty@hotmail.com | **Primary Language:** English

Zone 6A Coordinator

(North Eastern India and Nepal – 3110, 3120, 3240, 3250, 3260, 3291, & 3292)

Safina Rahman

Rotary Club of Dhaka Midtown, District 3280, Bangladesh

E-mail: safina_rahman@yahoo.com | **Primary Language:** English

Zone 6B Coordinator

(Afghanistan, Bangladesh, Brunei, Cambodia, Laos, Malaysia, Pakistan, Singapore, and Thailand – 3270, 3280, 3300, 3310, 3330, 3340, 3350, & 3360)

Deepak N. Raizaday

Rotary Club of Kanpur Central, District 3110, India

E-mail: dnraizaday@yahoo.com | **Primary Language:** English

Zone 9 Coordinator

(Korea – 3600, 3620, 3630, 3640, 3650, 3670, 3680, 3690, 3700, 3730, 3740, & 3750)

Sang-Ha Choi

Rotary Club of Pohang, District 3630, Korea

E-mail: choisangha@hanmail.net | **Primary Language:** Korean

Zone 10A Coordinator

(Korea – 3590, 3610, 3660, 3710, & 3720)

Kwang-Sa Shin

Rotary Club of Yangsan, District 3720, Korea

E-mail: unheeya1@hotmail.com | **Primary Language:** Korean

Zone 10B Coordinator

(China, Macau, Mongolia, and Taiwan – 3450, 3460, 3470, 3480, 3490, 3500, 3510, & 3520)

Jason S. C. Hsu

Rotary Club of Taoyuan, District 3500, Taiwan

E-mail: h1000910@ms25.hinet.net | **Primary Language:** English

Europe

Area Coordinator – Europe

(Zones 11-19)

Pierre-Louis Doucet

Rotary Club of Paris, District 1660, France

E-mail: pl.doucet@orange.fr | **Primary Language:** French





2009-10 Literacy Resource Group Member Contact Information

Zone 11 Coordinator

(Andorra, France, and Monaco – 1510, 1520, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780, & 1790)

André Marty

Rotary Club of Albi Lapérouse, District 1700, France

E-mail: andre.marty@wanadoo.fr | **Primary Language:** French

Zone 11 Coordinator

(Andorra, France, and Monaco – 1510, 1520, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780, & 1790)

Henri Pelourdeau

Rotary Club of Hagondange, District 1790, France

E-mail: henri.pelourdeau@orange.fr | **Primary Language:** French

Zone 12 Coordinator

(Albania, Italy, Malta, and San Marino – 2030, 2040, 2050, 2070, 2080, 2090, 2100, 2110, & 2120)

Alessandro Marotta

Rotary Club of Napoli Ovest, District 2100, Italy

E-mail: marosan@libero.it | **Primary Language:** Italian

Zone 13A Coordinator

(Netherlands – 1550, 1560, 1570, 1580, 1590, 1600, & 1610)

Jacobus Iseger

Rotary Club of Scherpenzeel-Woudenberg, District 1570, Netherlands, The

E-mail: koosiseger@hetnet.nl | **Primary Language:** English

Zone 13B Coordinator

(Portugal and Spain – 1960, 1970, 2201, 2202, & 2203)

Henrique O. Gomez de Almeida

Rotary Club of Cascais-Estoril, District 1960, Portugal

E-mail: halmeida@mail.telepac.pt | **Primary Language:** Portuguese

Zone 13C Coordinator

(Switzerland – 1980 & 1990)

Peter W. Ottiger

Rotary Club of Luzern-Heidegg, District 1980, Switzerland

E-mail: peter@ottiger.ch | **Primary Language:** German

Zone 14 Coordinator

(Germany – 1800, 1810, 1820, 1850, 1860, 1870, 1880, 1890, 1900, 1940, & 1950)

Hans-Ulrich Stelter

Rotary Club of Koblenz-Ehrenbreitstein, District 1810, Germany

E-mail: stelter.rotary@online.de | **Primary Language:** German





2009-10 Literacy Resource Group Member Contact Information

Zone 15A Coordinator

(Northern and Eastern Sweden – 2320, 2330, 2340, 2350, 2370, 2380, 2400, & 2410 (Sweden only))

Per-Arne Medin

Rotary Club of Örebro, District 2340, Sweden

E-mail: pa.medin@telia.com | **Primary Language:** Swedish

Zone 15B Coordinator

(Åland Islands, Estonia, Finland, Latvia, and Western Russia – 1380, 1390, 1400, 1410, 1420, 1430, 2220, & 2410 (Latvia only))

Māris R. Slokenbergs

Rotary Club of Riga Hansa, District 2410, Latvia

E-mail: slok@apollo.lv | **Primary Language:** English

Zone 16A Coordinator

(Denmark, Greenland, Iceland, and Lithuania – 1360, 1440, 1450, 1460, 1470, & 1480)

Bent Holm

Rotary Club of Vejle Nord, District 1460, Denmark

E-mail: mb@pedersholm.dk | **Primary Language:** English

Zone 16B Coordinator

(Belarus, Poland, Southwestern Sweden, and Ukraine – 2230, 2300 (Sweden only), 2360, & 2390)

Andrzej Ludek

Rotary Club of Warszawa City, District 2230, Poland

E-mail: andrzej.ludek@almare.com.pl | **Primary Language:** English

Zone 16C Coordinator

(Norway – 2250, 2260, 2270, 2280, 2290, 2300 (Norway only), & 2310)

Oddmund Wallevik

Rotary Club of Kongsgaard, District 2290, Norway

E-mail: oddmund.wallevik@uia.no | **Primary Language:** English

Zone 17 Coordinator

(Northern and Northwestern England, Ireland, Isle of Man, Scotland, and Wales – 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1150, 1160, 1180, 1190, 1210, 1220, 1230, 1270, & 1280)

Ian Wallace Geddes

Rotary Club of Tranent, District 1020, Scotland

E-mail: iwgeddes@yahoo.co.uk | **Primary Language:** English

Zone 18A Coordinator

(Channel Islands, Southern England, Wales, and West Country – 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1170, 1200, 1240, 1250, 1260, & 1290)

Meirion L. Morris

Rotary Club of Hoddesdon, District 1260, England

E-mail: meirion@beara.net | **Primary Language:** English





2009-10 Literacy Resource Group Member Contact Information

Zone 18B Coordinator

(Belgium and Luxembourg – 1620, 1630, & 2170)

Paul Coppens

Rotary Club of Enghien, District 1620, Belgium

E-mail: paul.coppens@skynet.be | **Primary Language:** French

Zone 19 Coordinator

(Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Germany, Hungary, Israel, Italy, Liechtenstein, Republic of Moldova, Romania, Slovakia, Slovenia, and Switzerland – 1830, 1840, 1910, 1911, 1920, 1930, 2000, 2060, 2240, 2241, & 2490)

Günter F. Ertler

Rotary Club of Feldbach, District 1910, Austria

E-mail: guenter@ertler.at | **Primary Language:** German

Latin America

Area Coordinator – Latin America

(Zones 21A & 22-23)

Rosa María Acevedo de Vázquez

Rotary Club of Celaya Nat-Tha-Hi, District 4160, Mexico

E-mail: acevedob@prodigy.net.mx | **Primary Language:** Spanish

Zone 21A Coordinator

(Central America, Colombia, Dominican Republic, Mexico, and Venezuela – 4060, 4100, 4110, 4130, 4150, 4160, 4170, 4180, 4190, 4200, 4240, 4250, 4270, 4280, 4290, 4370, & 4380)

Jaime Ospina-Velasco

Rotary Club of Bogotá, District 4290, Colombia

E-mail: jospinave@hotmail.com | **Primary Language:** Spanish

Zone 22A Coordinator

(Central Brazil – 4310, 4420, 4430, 4440, 4480, 4510, 4540, 4590, 4600, 4610, 4620, & 4770)

Paulo Eduardo de B. Fonseca

Rotary Club of São Paulo-Liberdade, District 4430, Brazil

E-mail: pfonseca@reitoria.unesp.br | **Primary Language:** Portuguese

Zone 22B Coordinator

(Bolivia, Northern Brazil, and Peru – 4300, 4390, 4400, 4410, 4450, 4460, 4490, 4500, 4520, 4530, 4550, 4560, 4570, 4580, 4720, 4750, & 4760)

Francisco Fernando Schlabit

Rotary Club of Brasília-5 de Dezembro, District 4530, Brazil

E-mail: chicosch@terra.com.br | **Primary Language:** Portuguese

Zone 23A Coordinator

(Southern Brazil – 4470, 4630, 4640, 4650, 4651, 4660, 4670, 4680, 4700, 4710, 4730, 4740, & 4780)

Mauro O. Ticianelli

Rotary Club of Londrina-Cinquentenario, District 4710, Brazil

E-mail: mauro.ticianelli@unopar.br | **Primary Language:** Portuguese

Zone 23B Coordinator





2009-10 Literacy Resource Group Member Contact Information

(Antarctica, Argentina, Chile, Ecuador, Paraguay, and Uruguay – 4320, 4340, 4350, 4360, 4690, 4815, 4825, 4835, 4845, 4855, 4865, 4890, 4915, 4920, 4930, 4940, 4970, & 4980)

Maria C. Cisneros de Marsiglia

Rotary Club of Jean Thompson-Los Hornos, District 4915, Argentina

E-mail: masemilio@hotmail.com | **Primary Language:** Spanish

North America

Area Coordinator – North America

(Zones 21B & 24-34)

Roger J. Hayward

Rotary Club of Alliston, District 7070, Canada

E-mail: rhayward@sympatico.ca | **Primary Language:** English

Zone 21B Coordinator

(USA (Texas) – 5790, 5810, 5840, 5870, 5890, 5910, & 5930)

Edward J. Mullen

Rotary Club of Killeen Heights, District 5870, USA

E-mail: ed.mullen@taptrain.com | **Primary Language:** English

Zone 24 Coordinator

(Canada, Eastern Russia, and USA (Alaska, Maine, Michigan, New York, and Washington) – 5010, 5040, 5050, 5060, 5360, 5370, 5550, 6330, 7010, 7040, 7070, 7080, 7090, 7790, 7810, & 7820)

Patrick W. Voegelin

Rotary Club of Sarnia-Bluewaterland, District 6330, Canada

E-mail: pkvoegelin@xcello.on.ca | **Primary Language:** English

Zone 25 Coordinator

(Canada and USA (California, Idaho, Nevada, Oregon, and Washington) – 5020, 5030, 5080, 5100, 5110, 5130, 5150, 5160, 5180, & 5190)

Lloyd C. Gray

Rotary Club of Spokane, District 5080, USA

E-mail: lloydgray@msn.com | **Primary Language:** English

Zone 26 Coordinator

(USA (Arizona, California, and Hawaii) – 5000, 5170, 5220, 5230, 5240, 5260, 5280, 5300, 5320, 5330, 5340, 5490, 5500, & 5510)

Helene A. Kalfuss

Rotary Club of Palm Springs, District 5330, USA

E-mail: drhkalfuss@dc.rr.com | **Primary Language:** English





2009-10 Literacy Resource Group Member Contact Information

Zone 27 Coordinator

(USA (Colorado, Iowa, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, and Wyoming) – 5390, 5400, 5420, 5440, 5450, 5470, 5520, 5610, 5630, 5670, 5690, 5710, 5730, 5750, & 5770)

Patricia J. Fiske

Rotary Club of Denver Mile High, District 5450, USA

E-mail: patricia@fiskes.us | **Primary Language:** English

Zone 28 Coordinator

(Canada and USA (Illinois, Iowa, Michigan, Minnesota, Nebraska, North Dakota, and Wisconsin) – 5580, 5650, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, & 6450)

David A. Vose

Rotary Club of Duluth, District 5580, USA

E-mail: dvose@d.umn.edu | **Primary Language:** English

Zone 29 Coordinator

(Canada and USA (Maryland, Michigan, New York, Ohio, Pennsylvania, and West Virginia) – 6290, 6310, 6360, 6380, 6400, 6600, 6630, 6650, 7120, 7150, 7170, 7190, 7280, 7300, 7330, 7350, & 7370)

John A. Young

Rotary Club of Conneaut, District 6630, USA

E-mail: jack1villa@aol.com | **Primary Language:** English

Zone 30 Coordinator

(USA (Alabama, Indiana, Kentucky, Mississippi, Ohio, and Tennessee) – 6540, 6560, 6580, 6670, 6690, 6710, 6740, 6760, 6780, 6800, 6860, & 6880)

Shawn Corrigan Asmuth

Rotary Club of Auburn, District 6880, USA

E-mail: dgshawn05@charter.net | **Primary Language:** English

Zone 31 Coordinator

(USA (Arkansas, Illinois, Kansas, Louisiana, Mississippi, Missouri, Oklahoma, and Texas) 5830, 6040, 6060, 6080, 6110, 6150, 6170, 6190, 6200, 6460, 6490, 6510, 6820, & 6840)

Donald D. Wasson

E-mail: dsws@webzone.net | **Primary Language:** English

Zone 32 Coordinator

(Bermuda, Canada, and USA (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont) – 7210, 7230, 7250, 7260, 7390, 7410, 7430, 7450, 7470, 7490, 7500, 7510, 7640, 7780, 7850, 7870, 7890, 7910, 7930, 7950, & 7980)

John M. Leask

Rotary Club of Fairfield, District 7980, USA

E-mail: Mac@LeaskBV.Com | **Primary Language:** English

Zone 33 Coordinator

(USA (District of Columbia, Delaware, Maryland, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia) – 7530, 7550, 7570, 7600, 7610, 7620, 7630, 7670, 7680, 7690, 7710, 7720, 7730, 7750, & 7770)





2009-10 Literacy Resource Group Member Contact Information

Michael G. Hood

Rotary Club of Lillington, District 7710, USA

E-mail: mghood@embarqmail.com | **Primary Language:** English

Zone 34 Coordinator

*(All of the Caribbean, Guyana, Puerto Rico, Suriname, and USA (Florida and Georgia))
6890, 6900, 6910, 6920, 6930, 6940, 6950, 6960, 6970, 6980, 6990, 7000, 7020, &
7030)*

Betsy V. Owen

E-mail: betsyowen@aol.com | **Primary Language:** English

South Pacific

Area Coordinator – South Pacific

(Zones 7-8)

Ian Yarker

Rotary Club of Ashmore, District 9640, Australia

E-mail: yarkerhi@onthenet.com.au | **Primary Language:** English

Zone 7A Coordinator

*(Indonesia and Philippines – 3400, 3770, 3780, 3790, 3800, 3810, 3820, 3830, 3850, 3860, &
3870)*

Jaime A. Cura

Rotary Club of Rizal West, District 3830, Philippines

E-mail: jim_cura@yahoo.com | **Primary Language:** English

Zone 7B Coordinator

(French Polynesia and New Zealand – 9910, 9920, 9930, 9940, 9970, & 9980)

William John Henderson

Rotary Club of Dunedin, District 9980, New Zealand

E-mail: wjohn.henderson@xtra.co.nz | **Primary Language:** English

Zone 8 Coordinator

*(Australia, Papua New Guinea, Solomon Islands, and Timor Leste – 9450, 9460, 9470, 9500,
9520, 9550, 9570, 9600, 9630, 9640, 9650, 9670, 9680, 9690, 9700, 9710, 9750, 9780, 9790,
9800, 9810, 9820, & 9830)*

Danny Low

Rotary Club of Mosman, District 9680, Australia

E-mail: dannylow@bigpond.net.au | **Primary Language:** English



Resource Group History

In 1985 the RI Board of Directors declared basic literacy to be a pre-condition for the development of peace. A network of zone coordinators was established to promote literacy projects, and the number of such projects began to increase.

In July of 2000 the worldwide network to promote literacy became one of many “task forces” appointed by Past RI President Frank Devlyn. The number of club literacy projects continued to increase.

In July of 2005, Past RI President Carl-Wilhelm Stenhammar reduced the number of task forces to three and renamed them “resource groups.” The purpose of this change was to sharpen Rotary’s focus and improve the effectiveness of its service projects. Literacy was one of these primary focus areas and the Literacy Resource Group was created to support Rotarian literacy efforts. The original purpose of the Literacy Resource Group was to encourage clubs to pay more attention to literacy as an area for service projects. That was to be done by making the clubs aware of the needs; by finding examples of successful literacy projects; by sharing those examples with the rest of the Rotary world; and by providing various support services for the clubs.

At the time the Literacy Resource Group was established many Rotary clubs supported a variety of specific literacy projects, such as the Dictionary Project. In addition to literacy projects supported by individual clubs, the Concentrated Language Encounter (CLE) had an unofficial status as a special emphasis of the Literacy Task Force.

During the first three years of its existence, the Literacy Resource Group experienced a number of significant changes.

1. The group began to set goals designed to encourage greater participation of clubs in literacy activities. These included a small number of simple goals for all clubs: celebrate International Literacy Day; conduct a Literacy Month project (in March); and undertake one other literacy project.
2. The North American area began publishing a monthly newsletter in 2005-2006.
3. In 2005-06, Literacy Month was moved from July to March giving clubs more time to plan an activity for Literacy Month. As most club officers change every 1 July, few clubs were able to do a Literacy Month celebration in July. Area Coordinator David Fowler (U.K.) spearheaded that effort with the help of General Coordinator Eileen Gentilcore.
4. A literacy awards program was initiated. This program encouraged clubs to go beyond the basic goals. Clubs that completed five literacy projects would earn the District Literacy Award and those completing ten literacy projects would earn the Zone Literacy Award. In 2006-07 a district in Hawaii had 100 percent of its clubs earn the District Literacy Award. In 2007-08 that district and District 6900 in Georgia both had 100 percent of their clubs earn that award.
5. The RI Board renewed Rotary’s cooperative relationship with the International Reading Association. In September 2007, Rotary International and the International Reading Association published a joint literacy toolkit to encourage Rotary club and Reading Association collaboration called *Every School a Star*. Additionally, members of the



International Reading Association established IRARI, a Special Interest Group to promote joint Rotary club and Reading Association service projects.

6. The resource group identified a small number of key literacy projects, which clubs were encouraged to support. By 2008, The Dictionary Project, one of the resource group's key projects, appeared to have reached a tipping point beyond which a majority of clubs in the world would eventually sponsor the project.
7. The resource group Web page, which contained a number of helpful downloads, was placed in the RI president's section of Rotary.org.
8. In June 2007 the Literacy Resource Group sponsored a popular booth at the RI Convention in addition to offering two workshop sessions.
9. In 2007-08, for the first time in its history, the resource group adopted a special emphasis on a project suggested by the RI president. That literacy project was the Computer Assisted Literacy Solution (CALs).
10. At the annual planning meeting of the Literacy Resource Group on 15 May 2008 the resource group decided to:
 - a. Make a commitment to reducing child mortality as a new focus area
 - b. Initiate an international literacy newsletter

In summary, since its establishment the Literacy Resource Group has continuously broadened its scope of work and attempted to improve its methods of operation. Those changes have been based on feedback from the areas, zones, districts, and clubs. Current state of the art practices are reflected in this document and in the references which the document cites. We hope many of these state of the art practices will have advanced by the time the 2009-10 Literacy Resource Group completes its work. That is up to us.

Resource Group Timeline

1998-99	RI President James Lacy creates the Literacy and Numeracy Task Force to promote literacy as one of Rotary's annual emphases
1999-00	RI President Carlo Ravizza selects Literacy and Numeracy as Rotary's only annual service emphasis
November 1999	RI Board of Directors includes Literacy and Numeracy in Rotary's <i>Menu of Service Opportunities</i>
2000-01	RI President Frank Devlyn includes literacy as one of Rotary's annual service emphases
2001-02	RI President Richard King includes literacy under his Community Service emphasis
October 2002	Rotary International and the International Reading Association agree to work together to support literacy
2003-04	RI President Jonathan Majiyagbe creates the Literacy and Education Task Force to support Rotary's annual service emphases
2004-05	RI President Glen Estess continues literacy emphasis with the Literacy Task Force



July 2005	RI Board of Directors changes Literacy Month to March from July
2005-06	RI President Carl-Wilhelm Stenhammar renames the Literacy Task Force to the Literacy Resource Group
November 2005	Rotary International and the International Reading Association renew their commitment to support literacy
2006-07	RI President Bill Boyd continues the Literacy Resource Group
8 September 2008	Rotary International and the International Reading Association launch the <i>Every School a Star</i> literacy tool kit.
2007-08	Literacy Resource Group continues with RI President Wilf Wilkinson
2008-09	RI President D. K. Lee continues the Literacy Resource Group and asks Rotarians to use literacy projects to help reduce child mortality
2009-10	RI President John Kenny continues the Literacy Resource Group



Additional Resources

Contents

Guide to Literacy Service Projects and Awards for Clubs

Literacy Awards Brochure

Sample Literacy Award Certificates

Rotary and Literacy Fact Sheet

ProjectLINK Fact Sheet





2009-10 Literacy Resource Group Guide to Literacy Service Projects and Awards for Clubs

Suggested Literacy Goals for All Clubs

- Conduct an International Literacy Day project during the week of 8 September
- Conduct a Literacy Month project during Rotary Literacy Month in March
- Conduct a dictionary project or other book project
- Share information about your club's literacy projects with your district literacy chair and/or district governor
- Earn a district literacy award
- Conduct a Vocational Service literacy project

Literacy Project Ideas

Club Service

- Recruit a new club member with a literacy classification
- Promote International Literacy Day and/or Literacy Month
- Invite a literacy speaker to a club meeting
- Devote a club meeting to creating awareness of literacy project opportunities
- Conduct Rotary theme of the month projects creating awareness of the literacy aspects of theme of the month, e.g. in December, Family Literacy
- Send club members to a district literacy seminar or conference and devote a subsequent club meeting to their report from the seminar.

Vocational Service

- Conduct a Four Way Test project or make the test part of other projects such as book gifts or of other character literacy projects
- Conduct a character literacy project such as *Who Is Nobody?*, *Laws of Life*, *BrainWise*, or gift of books, such as, *Elmer and Andy's Apple Dumpling Adventure*
- Recognize a community leader who is a vocational service role model; use the occasion to create public awareness of Rotary's vocational service values
- Sponsor, perhaps in partnership with an Interact club, a high school workshop which teaches vocational literacy as exemplified in The Four Way Test, the second part of the Object of Rotary, and Rotary's two mottos.

International Service

- Participate in an international book donation project, a mini-library project, or book, supplies, or equipment project.
- Participate in a literacy and education-focused international project that is connected to health, hunger, and water concerns.
- Find an international partner and support their proposed project. Visit ProjectLINK, www.rotary.org/projectlink, to find a partner.

Community Service

- Support a Concentrated Language Encounter (CLE) or similar program (such as Yo Puedo)
- Support a Computer Assisted Literacy Solution (CALs) or similar program.
- Do an Imagination Library, www.imaginationlibrary.com, project or other reading readiness program such as SOUNDS, Books for Babies, and Sandparents.
- Partner with the International Reading Association, www.reading.org, or its equivalent in your community, on a literacy project. Use the *Every School a Star* tool kit.
- Join or support a local project to raise funds for a school or other literacy organization.
- Engage in a school partnership such as providing reading mentors, financial support, gifts in kind, scholarships or other needs identified by the school.



2009-10 Literacy Resource Group Guide to Literacy Service Projects and Awards for Clubs

Literacy Resource Group Awards

District Literacy Award

Requirements	Club must complete five literacy projects, including a Literacy Month project in March 2010 and a book project like dictionary project. Projects that are the same but in different locations (eg. books, dictionaries to schools) count as only one project.
Application	Award applications must be submitted to the district literacy chair by 15 April 2010 .
Additional Information	Additional information, including application forms, is available at www.rotary.org/literacy

Zone Literacy Award

Requirements	Club must complete ten literacy projects, including the five required for the District Literacy Award, and one project from the list of literacy project ideas. (See above)
Application	Award applications must be submitted to the Zone Literacy Coordinator by 15 April 2010 .

Area Literacy Award

Requirements	Clubs and individuals are eligible for a literacy area award for outstanding leadership at the District or Zone level. The literacy Area Coordinators will issue these awards.
Application	Award applications must be submitted to the Area Literacy Coordinators by 15 April 2010 .

Other Literacy Awards

The general coordinator offers three additional club awards: The Innovative Literacy Project Award; The Vocational Service Literacy Award; and The Four Avenues of Literacy Service Award. Award applications must be submitted to the area coordinator or general coordinator by **15 April 2010**.

Additional Information & Support for Clubs

The Literacy Resource Group provides support for Rotary club and district efforts to promote literacy. The following resources are available to help your club conduct successful literacy projects in your community:

District Literacy Chair	Each district appoints a literacy chair who can assist your club in developing projects.
Workshops & Conferences	All district governors have been asked to hold a district literacy workshop or conference. You should send a club representative to learn more about literacy project opportunities and support services in your area.
Zone Coordinators	If your district can't answer your questions or provide the help you need, contact your literacy resource group zone coordinator. Contact information for your zone coordinator can be found on Rotary.org. If your zone coordinator can't help, contact your literacy resource group area coordinator.
Rotary.org	Visit the Literacy Resource Group Web page at www.rotary.org/literacy .

Once on the RI Literacy Resource Group Web pages, be sure to review the *Every School A Star* literacy toolkit. There you will find numerous examples of possible literacy projects.

Also, look for links to other Web sites which have useful information about possible literacy service projects.

The Future of Rotary is in Your Hands

2009-10 Rotary International President John Kenny believes in the autonomy of each club and the importance of their individual humanitarian service work. If the important issue of reducing illiteracy worldwide is to succeed, it will be because individual Rotary clubs believe President John Kenny when he tells them that *The Future of Rotary is in Your Hands*.

2009-10 Literacy Resource Group

The resource group provides information and support to Rotary clubs and districts to encourage participation in programs and projects that promote universal literacy and educational opportunities for all. The resource group encourages clubs to undertake projects in each of Rotary's Four Avenues of Service and plan projects supportive of the RI Strategic Plan. The Literacy Resource Group promotes the connection of literacy projects to those involving health, hunger and water through those particular resource groups.

Suggested Goals for Clubs

- Celebrate International Literacy Day on 8 September
- Celebrate Literacy Month in March
- Conduct a dictionary project or other book project
- Share information about its literacy activities with the District Literacy Chair or the District Governor
- Earn a district literacy award
- Conduct a Vocational Service literacy project

Suggested Goals for Districts and Zones

- Conduct a district literacy workshop or area literacy workshop
- Incorporate a literacy component into all district training functions, the district conference, and the Zone Institute
- Encourage all clubs to earn the district literacy award

Criteria for Awards

District Award

Club must complete five literacy projects. Projects that are the same but in different locations (e.g. books, dictionaries to schools) count as only one project.

Zone Award

Club must complete ten literacy projects, including the five required for the District Literacy Award, and

1. one project from the list of suggested activities on the other side of this brochure
2. either celebrate International Literacy Day (Sept. 8th) or celebrate Literacy Month in March
3. complete a book project (e.g. a dictionary project)

Area Award

Clubs and individuals are eligible for a literacy area award for outstanding leadership at the District or Zone level. The literacy Area Coordinators will issue these awards.

Other Awards

The General Coordinator of the RILRG offers three additional club awards: The Innovative Literacy Project Award; the Vocational Service Literacy Award; and The Four Avenues of Literacy Service Award. Award applications must be submitted to the Area Coordinator or General Coordinator by **15 April, 2010**.



Rotary International 2009-10 Literacy Resource Group

Literacy Awards

John Kenny
President, Rotary International
Richard Hattwick
General Coordinator
Marcelina Aurelio
Assistant General Coordinator

Area Coordinators

Douglas Kent	Africa
Saowalak Rattanavich	Asia, Japan, Korea & Taiwan
Pierre-Louis Doucet	Europe
Rosa Maria Acevedo de Vazquez	Latin America
Roger Hayward	North America
Ian Yarker	South Pacific & Southern Asia

RI Support Staff, Evanston

David Plater
Jesse Allerton

Suggested Activities for Literacy Awards

Club Service

- Recruit a new club member with a literacy classification
- Promote International Literacy Day and/or Literacy Month.
- Invite a literacy speaker to a club meeting
- Devote a club meeting to creating awareness of literacy project opportunities
- Conduct Rotary theme of the month projects creating awareness of the literacy aspects of theme of the month, e.g. in December, Family Literacy
- Send club members to a district literacy seminar or conference and devote a subsequent club meeting to their report from the seminar.

Vocational Service

- Conduct a 4-Way Test project or make the test part of other projects such as book gifts or of other character literacy projects
- Conduct a character literacy project such as Who Is Nobody, Laws of Life; BrainWise or gift of books such as *Elmer and Andy's Apple Dumpling Adventure*.
- Recognize a community leader who is a vocational service role model; use the occasion to create public awareness of Rotary's vocational service values.
- Sponsor (perhaps in partnership with an Interact club) a high school workshop which teaches vocational literacy as exemplified in Rotary's Four-Way Test, the second part of the Object of Rotary, and our two mottos.

International Service

- Participate in an international book shipping project, a mini-library project, or school or family book or supplies or equipment project.
- Participate in a literacy and education-focused international project that is connected to health, hunger, and water concerns.
- Find an international partner and support their proposed project.(Project Link can help you find a partner – Go to www.rotary.org).

Community Service

- Support a Concentrated Language Encounter or similar program (such as Yo Puedo)
- Support a Computer –Assisted Literacy Solution (CALS) or similar program.
- Do an Imagination Library project or other reading readiness program such as SOUNDS, Books for Babies, and Sandparents (to cite a few examples). Note that some programs are complementary (e.g. Imagination Library and SOUNDS).
- Partner with the International Reading Association (or its equivalent in your community) on a literacy project. Use the *Every School a Star* tool kit.
- Join or support a local project to raise funds for a school or other literacy organization.
- Engage in a school partnership such as providing reading mentors, financial support, gifts-in-kind, scholarships or other needs identified by the school.

For further information

Learn more about the Literacy Resource Group online at www.rotary.org Also, award certificates can be downloaded from the RI website.

Literacy Certification Form

I, _____, *President of the Rotary Club of* _____, *District* _____, *Country* _____, *certify that our club has completed the literacy activities listed below to qualify (see criteria on the back page of this brochure) for a Literacy Award:*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

President's Signature: _____

Date: _____

*Please send this form to your District Literacy Chair for District awards and your Zone Coordinator for Zone awards
by 15 April 2010.*



Rotary International



2009-10 LITERACY AWARD

is presented to

for your efforts to promote literacy during the 2009-2010 Rotary Year. Your significant support of literacy has helped strengthen individual dignity and self-worth of people, thereby strengthening the foundations of international goodwill, understanding, and peace.

Presented this <ENTER DAY> day of <ENTER MONTH>, 2010

Richard Hattwick
General Coordinator, 2009-10
Literacy Resource Group

<INSERT NAME>
Governor, District <INSERT
DISTRICT NUMBER>



Rotary International



2009-10 AREA LITERACY AWARD

is presented to

for your efforts to promote literacy during the 2009-2010 Rotary Year. Your significant support of literacy has helped strengthen individual dignity and self-worth of people, thereby strengthening the foundations of international goodwill, understanding, and peace.

Presented this <ENTER DAY> day of <ENTER MONTH>, 2010

<INSERT NAME>

*Area Coordinator, 2009-10
Literacy Resource Group*

<INSERT NAME>

*Governor, District <INSERT
DISTRICT NUMBER>*



Rotary International



2009-10 ZONE LITERACY AWARD

is presented to

for your efforts to promote literacy during the 2009-2010 Rotary Year. Your significant support of literacy has helped strengthen individual dignity and self-worth of people, thereby strengthening the foundations of international goodwill, understanding, and peace.

Presented this <ENTER DAY> day of <ENTER MONTH>, 2010

<INSERT NAME>

*Zone Coordinator, 2009-10
Literacy Resource Group*

<INSERT NAME>

*Governor, District <INSERT
DISTRICT NUMBER>*



Rotary International



2009-10 DISTRICT LITERACY AWARD

is presented to

for your efforts to promote literacy during the 2009-2010 Rotary Year. Your significant support of literacy has helped strengthen individual dignity and self-worth of people, thereby strengthening the foundations of international goodwill, understanding, and peace.

Presented this <ENTER DAY> day of <ENTER MONTH>, 2010

<INSERT NAME>

*District Coordinator, 2009-10
Literacy Resource Group*

<INSERT NAME>

*Governor, District <INSERT
DISTRICT NUMBER>*



ROTARY

Rotary International | One Rotary Center | 1560 Sherman Avenue | Evanston, IL 60201 USA
Media Contact: +1 847.866.3237 | pr@www.rotary.org | www.rotary.org

ROTARY AND LITERACY

In 1985, Rotary declared basic literacy to be a pre-condition to the development of peace. Through this organizational emphasis, more than half the world's 32,000 Rotary clubs address the full range of literacy and mathematical challenges for primary, vocational, and adult learners as well as teacher training. Many Rotary members promote what is called "lighthouse" literacy projects – those that can be replicated easily, thereby increasing the scope of their impact.

Lighthouse literacy projects have been created for formal schooling, older children who are not in school, functionally illiterate adults (particularly women), special groups, and teacher's training. The purpose of these projects is to inspire, guide and support national authorities toward alleviating mass illiteracy in developing countries. In Thailand, for example, the "lighthouse" literacy effort has been so successful that the government adopted it as a national program. Similar literacy initiatives have been sponsored by Rotary clubs in Australia, Bangladesh, and South Africa.

Early Childhood Literacy and Primary Education

Early literacy training is critical to the success of a child's later education. Rotarians work with children, parents, and educators to encourage and build reading skills at an early age.

- In 2006, a pilot project of the Rotary Club of São Luiz resulted in the training of 150 teachers who went on to instruct 1,200 illiterate children on the island of So Luis, Brazil. As a result of its success the club is now expanding this program, in an effort to eradicate illiteracy from the island. After training the initial 40 teachers, the club has plans to train 120 more teachers in the Concentrated Language Encounter (CLE) method.
- Hunger and disease make learning difficult and often lead to low school attendance rates. The Rotary Club of Kalookan North is helping to ensure more students in the Philippines attend school by supplying them with de-worming medicine, nutritious meals, and school supplies. The club is also dedicated to supporting students from the San Jose Elementary School with a supplemental feeding program that will allow students to focus on their studies rather than their stomachs.
- Piñon Elementary School is one of the largest elementary schools in Santa Fe, New Mexico. Recognizing the unique learning challenges faced by students at such a large school, the Rotary Club of Santa Fe asked school administrators how they could help support literacy in the school. Administrators suggested that the club help support an existing literacy program called Accelerated Reading. The club worked with a locally owned book store, Collected Works, to obtain books for each grade level based on reading lists provided by Accelerated Reading. Members of the club volunteer as reading assistants in classrooms at the school and at the end of the year the top ten students from each class are rewarded with a trip to the Collected Works bookstore where they each select a book and donate it to the school library.
- In an effort to address illiteracy among children, the Rotary Club of Winnetka-Northfield began a project that involved providing books and setting up classrooms in schools. The project evolved into a global literacy project with three principal goals: providing, supporting, and securing classrooms and teachers, school libraries by providing books and e-learning by providing computers. Using computers and technology-based learning has allowed the project to reach more children and has facilitated partnerships with NGOs who have a similar focus.



ROTARY

Rotary International | One Rotary Center | 1560 Sherman Avenue | Evanston, IL 60201 USA
Media Contact: +1 847.866.3237 | pr@www.rotary.org | www.rotary.org

- To help reduce the number of school drop-outs in the Philippines, the Rotary Club of Suburban East Rizal supports a reading program for students in grades 1-3 who have learning difficulties and challenges in reading. Small classes of 20 students are conducted every week by trained professionals.
- The Rotary Club of Dhaka, Bangladesh, and the Rotary Club of Footscray, Australia, helped introduce the Concentrated Language Encounter methodology to Dhaka's primary schools. The Bangladesh government is supporting the effort underwritten by a 3-H grant.
- The Rotary Club of Honolulu-Sunrise, Hawaii, USA, developed a "Read to Me" media campaign, encouraging parents to read aloud to their children. The project has been replicated in six other U.S. states and in Canada, and Mexico.
- Working with Human Rights Now, the Rotary Club of Lahore Midtown in Punjab, Pakistan established the Kasure Village School, paying teachers salaries and providing materials for students who would otherwise have no access to education.
- Canadian and Indian Rotarians established the Bombay Pavement College to give street children both literacy training and entrepreneurial skills. Students receive loans for such small business ventures as shoe shining, car washing, and bicycle repair.

Adult Literacy Programs

Many adults in both the developed and developing world lack the skills they need to hold a job or perform basic tasks required by everyday life. The hardships caused by illiteracy, from the difficulty in finding employment to the constant pressure to cover it up, often lead to a host of other problems. Rotary clubs work with adult learners to improve basic literacy skills and reeducate them to meet new job demands.

- Poverty prevents many people in Itagui, Columbia from finishing school and gaining the literacy skills needed to find gainful employment. The Rotary Club of Itagui is helping these individuals by providing adult literacy courses and classes to supplement primary and secondary school education.
- The city of Durban, South Africa has a staggering unemployment rate. To help the Rotary Club of Durban North is supporting an adult education program called *Men on the Road*, which provides vocational and literacy training. The program matches trainees with employers through a special database. This free service hopes to help more than 5,000 people gain employment.
- The Rotary Club of Johannesburg, South Africa, in cooperation with The Rotary Foundation, a Rotary district in Alabama, USA and the National Literacy Cooperation established adult learning centers to teach literacy.
- Eight Rotary clubs in El Salvador are working with the national ministry of education and a five year program to establish a network of literacy centers which utilize local high schools students as tutors, supervised by state-selected teachers.
- The San Antonio, Texas, USA adult literacy program enlists Rotarians, spouses and others to tutor adults 18 and older on basic reading skills and practical applications such as reading newspapers and filling out job applications.
- The Rotary Club of Mataram Yogyakarta, Indonesia set up literacy classes in a rural community's health center.

Literacy and Women

Because girls do not have access to education in many parts of the world, the illiteracy rate among women exceeds that of men. Studies of illiteracy rates in low-income countries have shown a 20 percent difference



ROTARY

Rotary International | One Rotary Center | 1560 Sherman Avenue | Evanston, IL 60201 USA
Media Contact: +1 847.866.3237 | pr@www.rotary.org | www.rotary.org

between the genders. Providing women with literacy skills can have far-reaching positive effects. A mother who can read will teach her children to read, helping to break the cycle of poverty.

- Over the last three years, the Rotary Club of Mandaluyong has achieved success implementing the Concentrated Language Encounter (CLE) program for students at 16 regional elementary schools. Today the program is expanding to include the mothers of the participating students through membership in Rotary Community Corps (RCCs). With their membership, the women are enrolled in the CLE program. Most of these women are unemployed and illiterate. The CLE for adults will teach them health, nutrition, family planning, and literacy to improve their livelihood and family situation. The local club aims to set up 50 RCCs with 20 women in each over the next two years. Overall, 1,000 women will benefit. Local Rotarians and professionals provide the training, and the local government provides the space for classes.
- To improve the literacy skills for 200 women living in rural India the Rotary Club of Panvel Industrial Town supports an education programs in eight rural villages, stressing literacy and life skills training. The curriculum focuses on practical skills such as reading, writing, and financial management and life skills such as personal hygiene, family planning, and child care. The local club coordinates the program, placing trained teachers in each village.
- The Rotary Club of Caloocan Silangan in the Philippines has initiated a project to improve the condition of 21 female street children living in a local community center. The project, "A Look at Children at Risk: Focus on Street Children," pairs Rotarians with students to provide guidance, school supplies, and clothes. The center provides skills training programs, education, health care, and family counseling.
- The Rotary Club of Mbarara, Uganda, is working with the Kasana Women in Development (KAWODE) to create an educational program for at-risk girls. The project aims to prevent adolescent girls from dropping out of school by providing a women's hostel where traditional education and vocational skills are taught.
- The Rotary Club of Islamabad, Pakistan has established two female literacy centers. The literacy classes also train women on subjects such as family health care, hygiene, and income-generating activities.
- Nigerian Rotarians are addressing low literacy rates for women in their country. In Osogbo, a Rotary program provides two hours of daily literacy training to market women. In Ibadan, Rotarians coordinate the literacy training component of the vocational training conducted by the National Directorate of Employment.

ROTARY

AN ORGANIZATION OF BUSINESS AND PROFESSIONAL LEADERS • UNITED WORLDWIDE •

1.2 MILLION MEMBERS • MORE THAN 200 COUNTRIES AND GEOGRAPHICAL AREAS • PROVIDING HUMANITARIAN SERVICE • BUILDING GOODWILL AND PEACE IN THE WORLD

ProjectLINK

Fact Sheet



What is ProjectLINK?

ProjectLINK is an on-line, searchable database which lists Rotary club and district community service projects in need of funding, volunteers, donated goods, and/or partners for a Rotary Foundation Matching Grant, and completed projects that can be used as examples of best practices. Rotarians can search for projects by country, project type, requirements, project status (completed or in need of assistance) or key word. ProjectLINK is available via the RI Web site and is updated monthly.

How can my club register a project on ProjectLINK?

A Rotary club with a community service project that needs assistance may register it with the ProjectLINK by filling out a *ProjectLINK Submission Form for Projects Seeking Support* and sending it to RI World Headquarters or the international office in the club's area.

- Clubs may have up to five projects registered on ProjectLINK at any one time.
- A project is registered on ProjectLINK for two years.
- The sponsoring club may replace the project with another before the two years have passed or withdraw it for any other reason, such as project completion.
- Clubs may list requests for project funding, a Matching Grant partner, volunteers, and donated goods.

A Rotary club with a successfully completed or ongoing community service project that is no longer seeking assistance may register it with the ProjectLINK by filling out a *Model Project Submission Form* and sending it to RI World Headquarters or the international office in the club's area. There is no limit to the number of successfully completed or ongoing projects a club may register in ProjectLINK.

How does a club support a project listed on ProjectLINK?

Clubs looking for community service projects to support may select those that interest them from ProjectLINK. Then, they can write directly to the project contacts for more information.

When sending a contribution make checks payable to Rotary International and specify the WCS project number (W0####) on the check. Please print or type clearly.

- For US\$ contributions, send the WCS Remittance Form and your donation to Rotary International, 14255 Collections Center Drive, Chicago, IL 60693.
- Donors of Canadian dollars should send the WCS Remittance Form with checks to Rotary International Box B9330, P.O. Box 9100, Postal Station F, Toronto, Ontario M4Y 3A5.
- Donors from outside the U.S. and Canada are encouraged to make their contributions through the appropriate international office or fiscal agent.

Visit ProjectLINK – www.rotary.org/ProjectLINK

RI Resources

- ProjectLINK Submission Form – Projects Seeking Support
www.rotary.org/RIdocuments/en_doc/projectlink_form_en.doc
- World Community Service Remittance Form
www.rotary.org/RIdocuments/en_pdf/wcs_remittance.pdf
- Model Project Submission Form
www.rotary.org/RIdocuments/en_pdf/comm_proj_form.pdf

Questions about ProjectLINK?

RI Programs Division

Rotary International
1560 Sherman Avenue
Evanston, Illinois 60201-3698 USA

Tel. (847) 866-3000

Fax: (847) 866-6116

E-mail: programs@rotary.org
www.rotary.org