



Rotary Club of Brisbane High-Rise Inc.

R.I. No. 29520

2010-11

HOT AIR

District 9600
Serving the Heart of Brisbane
12 May 2011



D9600 - EXTRACT FROM RI REGIONAL NEWSLETTER, MAY 2011

TRF join in on TV campaign to raise awareness

You might have already started noticing the TV advertisements encouraging people to give a little thought to leaving something in their Will to their favourite charities. The program is called "Include a Charity" and its whole purpose is to increase people's awareness of the possibilities of bequests, and to increase the percentage of people leaving money to charities in their wills.

The call to action is through the website www.includeacharity.com and that will allow you to either scroll through the charities featured on the Home page, or search with key words such as education, health or even rotary.

The goals of the campaign are:

1. Double the numbers of Australians, aged 60+, who have left a gift in their Will to a charity from 7.5% to 14% by 2020.
2. Double the numbers of Australians, aged 55+ who are thinking of leaving a gift in their Will from 12% to 24% by 2020.
3. Achieve 25% of solicitors prompting question, have you considered 'including a charity' by 2015.
4. By 2015, have 1 in 3 aged 55+ aware of the campaign.
5. Undertake research to establish Include a Charity as an authority on bequest research, providing information to IAC members and use in driving public awareness campaigns.
6. Training sessions to assist coalition members to develop successful bequest strategies.

There are close to 100 charities involved in this program and our commitment is for a three year period. The value of the campaign over those three years will be close to \$1 million dollars and television, print, electronic media, outdoor and literature will all be involved. The cost is based on the revenue of the organization and, as such, our financial exposure is very low.

It's an exciting opportunity to capture part of a huge market that we are currently missing. As an example, an increase of 50% in the number of people leaving a gift in their Will to a charity would see an increase to the charitable sector of \$577 million a year, every year (in today's terms).

We need to be in a position to capture some of that growth to ensure the future of The Rotary Foundation is assured.

GUEST SPEAKERS

May 12	David Rynne, Economist, Queensland Resource Council
May 19	Kelly Calloway, Rotary Ambassadorial Scholar 2011
May 26	TBA
Jun 2	TBA

	12 May	19 May	26 May	2 Jun
CHAIRMAN	Bill L	Elizabeth L	Stephanie M	Lindsay M
SET UP	Elizabeth L	Stephanie M	Lindsay M	Kym M
	Stephanie M	Lindsay M	Kym M	Gary Mc
CLOSE	Lindsay M	Kym M	Gary Mc	John Mc
	Kym M	Gary Mc	John Mc	Rosemary M

ROTARY GRACE

***O Lord and giver of all good, we thank you for our daily food.
May Rotary friends and Rotary ways help us to serve you all our days.***

PAYPAL

MEMBERS can now prepay their meetings, subscriptions etc. via the Club's website:
<http://rotarybrisbanehighrise.com/members.htm>

INTERNATIONAL TOAST

This week's debate on the rights and wrongs of the USA's attempted capture of Osama bin Laden on Pakistan soil highlights the impact this one man has had on the world. Regardless of our own personal beliefs and the way we go about our day-to-day lives, Osama bin Laden instigated an era in history that has changed many people's lives around the globe.

With this in mind, the international toast is to RI **District 3270** which covers the Rotary Clubs in Pakistan, and Afghanistan.

ATTENDANCE – 5 MAY 2011

MEMBERS	31	VISITING ROTARIAN	0
GUESTS	6	ATTENDANCE	53%

APOLOGIES, GUESTS & MAKE-UPS

MEMBERS UNABLE TO ATTEND MEETINGS & BRINGING GUESTS PLEASE NOTIFY HIGH-RISE BY 9:00 a.m. WEDNESDAY: apologies@rotarybrisbanehighrise.com (NB: Please ensure you receive a confirmation your email has been received).

MEMBERS PLEASE EMAIL DETAILS OF MAKE-UPS TO: make-ups@rotarybrisbanehighrise.com

MEMBER INTEREST - DATE CLAIMERS – REMINDERS

BRISBANE MID-CITY - MAD HATTERS TEA PARTY – Fri. 20 MAY 2011

Post Office Square Lawn, 12pm - 2pm

The Rotary Club of Brisbane Mid City invites you to A Mad Hatters tea party as part of their fundraising for helping to find a solution to mental health in Australia.

RED SHIELD DAY – Sun. 29 MAY 2011

This year High-Rise will need a good roll-up for not only the counting house (3-4), but also to act as drivers and collectors in the inner city west area (as many as possible). More details will be provided closer to the day.

DISTRICT ASSEMBLY – Sun. 5 JUNE 2011

All incoming Board Members for the 2011-12 year (including those doing the position again) are to attend.

CHANGEOVER DINNER – Fri. 24 JUNE 2011

The Pavilion, Alan Border Field, 6:30 p.m.

1 Bogan St, Breakfast Creek

President Elect, Bill Phillips, and Noela invite Members, Guests and Friends for an evening of fun and frivolity to celebrate the High-Rise Changeover. Price \$65 per person, dress snappy. ***For more information please contact Rosemary M – please RSVP Rosemary.***