



Pagoda



Service Above Self

They Profit Most Who Serve Best

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Published Weekly

This Week

Tuesday 3rd August 2010

Tonight's Speaker: James Jobbins



James Jobbins came to Shanghai in 2008. He is the Founding Director of Bamboo Money, a personal finance start-up based in Shanghai, and its online monthly money magazine, 'e.g.'. Both ventures place a strong emphasis on social responsibility.

The idea was to create commercial projects providing services and products in the personal financial capability sector, specifically for the mass market. The market was to be split into three: Cross-border; Domestic Chinese; Other Domestic. Products and services were also divided into three: Providing Support; Improving Access; Transparency. The different pieces were united by one priority: Responsibility.

April 2010 saw the launch of Bamboo Money, a fee-based personal financial advice company, the first of its kind in mainland China; and 'e.g.', an online money magazine, providing examples of investing, spending and giving, focusing on ethics, enrichment, enterprise and philanthropy. Bamboo Money has taken on its first post-launch clients over the summer and 'e.g.' has gained readers through marketing at events such as the Eco-Design Fair and the Community Center Shanghai Summer Bazaars.

Bamboo Money serves the marketplace by challenging existing providers to higher levels of transparency. It serves its owners by generating re-investable cash; and by establishing a track record for its management. The search is now on for a Chinese partner to help with services for the domestic Chinese market. A launch date of Summer 2011 has been set for the first Chinese language services.

Bamboo Money is also the sponsor of Bamboo Money For Everyone, its pro bono operation. The aim is to make money easier for those otherwise excluded from financial services and enterprise. For Everyone is funded from 5% of Bamboo Money's profits, and staffed by 5% of the working time of all of Bamboo Money's personnel, from owners to interns. For Everyone has so far initiated projects in lifelong learning for migrant children, entrepreneurship, the personal finance of environmentalism, and micro-finance.

For Everyone's biggest success so far is Picture This, a visual arts programme for migrant children. Phase One, delivered in partnership with, and in support of, the volunteering organisation Stepping Stones, involved an American photographer, Eleanor Moseman, and a Chinese artist, Clair Teng, who taught two sessions of photography to a group of 22 migrant teenagers. The students were each given a camera and roll of film, and the results were judged by a panel including Wang Gang Feng of The Gang of One Studio and Eva Ting, the Director of Two Cities Gallery. The winning photos formed a successful exhibition that will be reprised in September at the Zhangjiang High Tech Park. Picture This is an ongoing project. Those involved stay in contact with alumni, and continue to develop new opportunities for children to learn from professionals in the creative industries.

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 winning photo of Picture This Phase One. "That One Beam of Naked Sun" by Lin Xia, aged 15, from Fujian Province.

UPCOMING PROGRAMME

Date	Speaker	Event
10 August 2010	Bea Camp, US Consul General	
17 August 2010	Hennie Homan and Lily Gong, RCS Ambassadorial Scholarships	
24 August 2010	Helmut Schneider, RCS and Messer China	
31 August 2010	Winston Jin, ChunQing	

Last Meeting's Highlights

27th July 2010

Present at the meeting

Members signed in: 22

Alfred Varraso, Braintree, MA
 Frank Roels, Diksmuide-Westkust, Belgium
 Maria Jesus Barbero, Salamanca Plaza Mayor, Spain
 Geoff Le Grys, Brixham, England
 Aniel Ram, Janam, Netherland
 Merit Einwallner, Club Nestroy, Vienna, Austria
 Kiran Oza, Bhavnagar, India
 Claude Sarric, Alsace Franche Comte, France
 James Lechner, Fremont
 Jacob Dobbs, Rotaract
 Michele Capecchi, Firenze Nord, Italy
 Lynda Lee Mow Sim, Sainte Marie, France/Reunion

Guests signed in: 11 guests

Money raised

The meeting raised Rmb4,840 from Fines and Happy Money.

Announcements



The following announcements were made at the meeting 27 July, 2010.

• Membership Fee

Some members still have not paid their membership fees. This is a final reminder to settle the dues as soon as possible.

• Project Leader wanted

A volunteer is needed to lead a potential Matching Grant project with overseas partners. The project will provide 1000 wheelchairs for distribution in China. If successful this would be our fifth major distribution of wheelchairs in China.

• Pudong Lunch Meetings

There will be a Pudong lunch meeting this week, but starting from next week the meetings will stop until after 20 August.

• GOL

The first two GOL children in the rural west have arrived at the Lanzhou Hospital. They are being examined, and an operation will be scheduled later on.

One child from Jiangsu Province has arrived at the Suzhou Kowloon Hospital for examination.

• Shin Shin Literacy Project

On 28 July Terri Lau (newly appointed chairperson for ShiShin literacy project) together with Terry Chu, Frank Yih and Michael Zhang travelled to ChangSha (Hunan Province) to meet with ShinShin summer English and Computer Seminars.



This is a good example of how we can work with partner organizations to maximize the project benefits.

Photos

Photos from last week's meeting are available on our website: www.rotaryshanghai.org/index.php?id=2&lang=en

Other News

GSE down under

Matt Bryant was one of the members of the GSE group from Australia that visited our club last year October. He has made a photo album of that visit, which our members can see via this website:

http://www.momento.com.au/preview.asp?b=2905-8272-1152&p_id=0

Last week's Speaker: Eric Arndt

At the last meeting, Habitat for Humanity's (HFH) Eric Arndt offered an overview of HFH's mission across the globe and in China. He used HFH to frame a much larger subject;



"Adapting Global NGO Practices to the PRC Environment". The talk examined the ways in which HFH had refined its approaches to make operating in China a viable and worth-

while proposition. The need for local understanding and flexibility, the right support network in government and relevant institutions, and the 2009-2010 legislative changes for international NGOs were all covered. Eric also showed RCS some of HFH's trademark innovations; the group has developed precise and practical financial and architectural solutions in response to the needs of their China beneficiaries. The discussion was extremely pertinent for the RCS and their own goals in China.

Other speakers: Lena Zee

IPP Lena Zee also provided an update on SPAN, which is covered in detail on Page 3.

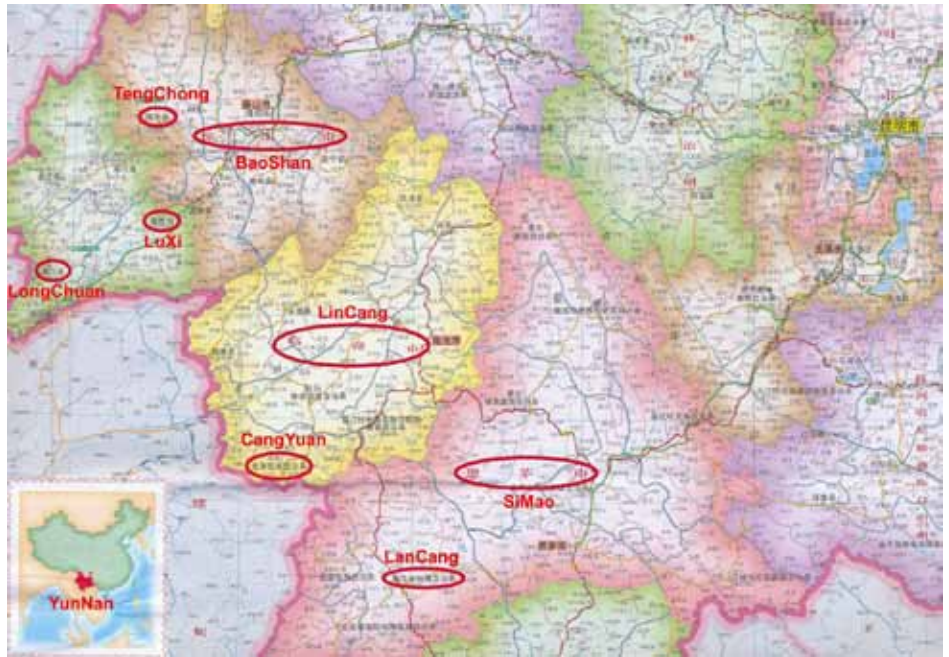
Charity Focus: SPAN

In South Western China's Yunnan province, rural poverty and illegal drugs have combined with devastating consequences. The Golden Triangle area faces widespread AIDS, and the crisis threatens to snowball as the virus spreads through communities, families and their unborn children.

Stop Pediatric Aids Now (SPAN) wants to help communities suffering from the AIDS threat. When their research mission in March 2007 visited Yunnan, they found more than 1,200 children orphaned by AIDS. Over 140 of those children were already HIV positive.

SPAN set out to address the problem by working to minimize transmission rates from mother to child across six key counties. Extensive research was followed by fundraising; USD 100, 000 was made available for their projects. Tests were then issued to identify HIV positive cases; HIV positive mothers were provided with further support through counseling and hospital visits, and advanced drugs were supplied to HIV positive pregnant women to cut transmission rates from 33% to a potential 0%. That allowed the 2008 scheme to aim for a drop to less than 2%. 30, 000 HIV tests have since been distributed to pregnant and newly wed women in Yunnan, followed where necessary with medication, and SPAN watched as the transmission rate plummeted to 1.4%, even lower than their target. The most recent results showed that 100% of the latest beneficiaries gave birth to HIV free children. The numbers and statistics are impressive, but the clearest picture of SPAN's achievement comes from translating the data into people and their experiences, and understanding that hundreds of individuals have benefited. Children who could have been born with a fatal disease can now live their lives. Parents and their families have healthy children.

The organisation is also working to increase awareness and understanding of AIDS on a larger scale. This will allow SPAN to lay the foundations for a permanent solution to Yunnan's tragedy. De-



living a complex message to scattered communities with little technology and limited opportunities for education is not an easy task, but SPAN has identified several ways to target affected groups. To some extent, they know their work speaks for itself, and they make the most of that significant opportunity by providing six cameras across the project's focus area. This simple measure makes recording and promoting their achievements much more effective, encouraging participation and

complex, and evolving all the time. "The most upsetting thing is to see how the virus finds new ways to spread; recently, changes in lifestyle have seen an increase in the number of female HIV positive cases within the communities." Lena and the SPAN team have no desire to understate SPAN's achievements, but they hope that everyone will understand the need for an lasting commitment to the project's goals.



The Rotary Pagoda 

trust in their work. In addition, the group has purchased 24 televisions and 40 DVDs for public education and healthcare training in remote rural areas. The ultimate goal is to improve the management of healthcare for pregnant women, HIV positive mothers and HIV exposed children.

SPAN first predicted that the scheme would take three years to implement, but IPP Lena Zee explained that as time goes on it has become clear that there is scope for a longer term project. The challenges they face are

RCS Projects

The Rotary's Current Matching Grant Projects

- Gift of Life
- Health Village Fairs
- Ningxia Water
- Shin Shin
- Stop Paediatric AIDS Now (SPAN)

RCS Local Projects

- Handicapped Physiotherapy
- Migrant Workers

RCS Education Projects

- Ambassadorial Scholarships
- Percy Chu Scholarships
- World Peace Fellowships

RCS Partners

- Shelterbox
- Huaqiao Foundation
- Shanghai Charity Foundation
- China Aids Initiative
- Shin Shin Foundation
- Wheelchair Foundation
- Handicap International

Member Profile

An introduction to one of Shanghai's Rotarians

Helmut Schneider

Helmut Schneider began life in a small Rhineland village – so small, that there were less than ten houses. He has come to this city, where there are rather more than ten houses, via Berlin, Islama-



bad, Jakarta, Frankfurt, Lisbon, Taipei and Beijing. Along the way he studied in Germany, married in Indonesia, saw his first daughter born in Taiwan and his second arrive in Germany. He's now lived in China for eight years and sees Shanghai as his last post before retirement, when he hopes to split his time between Shanghai, Frankfurt and Bali.

Helmut joined RCS in 2006, his first time as a Rotarian. As incoming GSE organizer and secretary, he has taken an active role within the group. He's also supported production of the Pagoda, providing print services for the magazine. His favour-

ite project with RCS has been ShelterBox, who worked hard on relief efforts following disasters in Sichuan, Anhui and Qinghai. He is particularly interested in developing projects which address critical needs in emergencies, though he also enjoys working with schools and libraries.

Outside the Rotary, Helmut is an avid reader and loves to review books. He also enjoys eating out in Shanghai's restaurants, and is willing to try almost anything, from Indian, Indonesian, Italian and Japanese through to Cantonese – though he's still not keen on chicken's feet and snake's blood.

Club Information

Meetings

The Rotary Club Shanghai meet weekly to have dinner together and to hear talks from their guest speakers. The meetings take place at the Hilton Hotel, No.250 Huashan Road (near Yan An Rd.), Shanghai, tel: (+86-21-6248 0000), Tuesday evening from 18:30 to 20:30.

If you are going to miss a meeting, don't forget that you could attend at any other Rotary Club in the world. Look online for more details at: www.rotary.org/support/clubs/index.html

You could also join a committee activity or make-up online at: www.rotaryclubone.org

Alternatively, you can come to Tiffin's, on Thursdays at 12:30 at the Pudong Shangri La's Yi Café.

Contacts

Club Administrator
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The Rotary Club of Shanghai

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www.rotaryshanghai.org

Rotary Club of Shanghai

First chartered on 1st Oct. 1919 as club #545.
Re-chartered on 8th Feb. 2006 as club #60725 (un-districted)

Past Presidents

The Rotary Club of Shanghai
chartered 8 Feb 2006
2009-10 Randal Eastman
2008-09 Tom Thong
2007-08 Roger Owens
2006-07 CC Wu
2005-06 Lee, Wah Hin, Charter President

The Rotary Club of Shanghai, (Provisional)

2004-05 Thomas Adaemmer
2003-04 Dragan Djordevic
2002-03 Brinton Scott
2001-02 Ivan Polacek

Expatriate Rotarians & Friends

1998-01 Randal Eastman

Honorary Members 09-10

Bill Chiang, Chengdu

Rotary Statistics

Rotary Clubs - 33,334
Members - 1,221,880
Rotaract Clubs - 7,577
Rotaracters - 174,271
Interact Clubs - 11,920
Interacters - 274,160

Want to know more about Rotary?

Visit: www.rotary.org/en/AboutUs/Pages/ridefault.aspx

Club Statistics

Ladies in our club - 15%
Nationalities in our club - 20

Service Statistics

Gift of Life Patients - 255
Wheelchairs distributed to date. - 4750

Birthdays This Month

9 August-Thomas Adaemmer
9 August-Chee-Chin Wu

Officers

Pradeep Kumar - President
clubpresident@rotaryshanghai.org
Marjorie Woo - Vice President
Tom Kane - Hon. Secretary
clubsecretary@rotaryshanghai.org
Lilian Tan - Treasurer
Helmut Schneider - President Elect
Henrik Homan - Sergeant at Arms
Randal Eastman - Immediate Past President

Directors

Cathy Hau - Director Public Relations
Nikola Urošević - Director New Generations Service
Achim Laueremann - Director Community Service
Mark Secchia - Director Club Administration
Ralf Barbian - Director Funding Resource

New Generation Clubs

Rotaract Club of Shanghai
Sarah Farina – Secretary
+86 13501638251, sara.e.farina@gmail.com

SCIS (Shanghai Community International School) Interact Club

Lisa Chase – President
+86 15821193664, lisachase92@yahoo.com

SAS (Shanghai American School) Interact Club

Chloe Choi – President
chloe_c@hotmail.com

Measures of Service

Membership growth – from around 65 on June 30, 2010 to around 88 on June 30, 2011
TRF contribution – Polio plus and annual fund donations above 20,000 USD
Number of members in Club Leadership roles – more than 25 (40%)
Every member gets involved in service activities.

The Four-Way Test 四大考验

Of the things we think, say or do:

1. Is it the truth?
是真的吗? Shi Zhen de ma?
2. Is it Fair to all Concerned?
是公平的吗? Shi Gong Ping de ma?
3. Will it build Goodwill and better Friendships?
是善意的 并促进友谊吗? Shi Shan Yi de - Bing Cu Jin You Yi ma?
4. Will it be Beneficial to all Concerned?
是对大家有利吗? Shi Dui Da Jia You Li ma?