



Thanks
for Life

www.thanksforlife.org

Rotary International
in Great Britain and Ireland



NEWS UPDATE

Thanks for Life Launch – Trafalgar Square, 1st October 11am to 2:00pm

Focus on the Crocus will be catapulted into the public arena on Friday 1st October when The Deputy Mayor of London and RIBI President Jim Moulson open The Eden Project's Big Bulb Plant event in Trafalgar Square.

The International Flower Bulb Centre are giving away 2000 'bulb boxes' each containing up to 10 of Rotary's Ruby Giant crocus bulbs **FREE!**



Thanks for Life Coordinator Don Merritt (D1130), has been working with his team and Peretti Communications to bring together this event for Rotary. Although based in London, Don has been working to ensure that Rotary's efforts across Great Britain and Ireland will be showcased to full effect in Trafalgar Square – this looks set to be an event for Rotary to be proud of – so why not come along to the launch on **Friday 1st October** and share in this great display!

Britain and Ireland take up the challenge to set a new Guinness World Record

Good luck to all those clubs and districts that have decided to bring their communities together to try and set a new world record for simultaneous bulb planting!

17 groups across 14 RIBI districts will be bringing thousands of people together to have fun, plant bulbs and set a new record for Rotary International in Great Britain and Ireland.

If they're all successful in their endeavours, they will have planted over 59,000 bulbs from this one

activity alone! Imagine the sight when all those bulbs flower next springtime...



BLOOMING BEAUTIFUL!

These are the Clubs taking part in the world record challenge:

<i>Biggleswade Ivel</i>	1070	02-Oct
<i>Kesteven & Grantham</i>	1070	02-Oct
<i>Carshalton</i>	1140	02-Oct
<i>Devizes</i>	1200	02-Oct
<i>Darlaston</i>	1210	02-Oct
<i>Stoke-on-Trent</i>	1210	02-Oct
<i>Hitchin Tilehouse</i>	1260	02-Oct
<i>Amcotts</i>	1270	02-Oct
<i>Golborne Lightshaw</i>	1280	02-Oct
<i>District 1040</i>	1040	03-Oct
<i>Southampton Clausentum</i>	1110	09-Oct
<i>Helmsley and District</i>	1040	10-Oct
<i>Kingham</i>	1090	13-Oct
<i>Chichester Clubs (x3)</i>	1250	15-Oct
<i>Bristol Breakfast</i>	1100	16-Oct
<i>Minster on Sea</i>	1120	17-Oct
<i>Kinver</i>	1060	22-Oct

Are they near to you? Why not make contact and see if you can help them, to help Rotary, set a new world record and End Polio Now!

Planting Season Begins!

By now, 5.1 million Crocus bulbs will have been delivered to Rotary clubs across Rotary International in Great Britain and Ireland this month! **But where are we going to plant them? Here are just a few examples...**

Helmsley & District club has joined forces with the Arboretum Trust Kew at Castle Howard and intends to plant 10,000 crocus bulbs on 10th October in an attempt to set a new world record!



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Phil Blake from **Carshalton** club has a total of 51,000 bulbs on order and has 49,000 booked out with at least 12 groups thinking about it. His favourite batch booked out is with the Community Payback Group, a group of offenders who are going to plant 10,000 bulbs around two Police Stations and two Parks. Phil said "It's great fun this project, I've not enjoyed myself so much for ages".

Bexhill and Senlac Rotary club are really planning to make a splash in their town. They have decided to plant in block circles as a sign of the child's finger tip following immunisation. They wanted to create something of meaning when these flowers bloom in February.

The Rotary Club of **Folkestone** have ordered 30,000 bulbs! How are they being distributed?

- 20,000 bulbs being planted by Shepway District Council at the entrance to Folkestone from the M20.
- 3,000+ will be planted on the East Cliff by Castle Hill Primary School Parent's Association.
- 1,000 will be planted on the highest spot of Folkestone overlooking the town at Crete Road East
- 3,000+ will be planted along Castle Hill Avenue
- Others are being planted by Rotarians and friends in their gardens and outside

FANTASTIC efforts...

Three **Chichester Clubs** are planting 15,000 bulbs purchased through GeeTee plus 15,000 provided by Chichester District Council giving a total of 30,000 bulbs, along Newpark Road in Chichester in two 30' x 5' flower beds. Best of all, they have six schools taking part to do this planting with them.

Saddleworth Club have ordered 12,000 crocus bulbs to plant around their area; 9 local primary schools have been enlisted to plant 1,000 bulbs each along with a local Resident's Association.

District 1130 have plantings happening in a variety of locations from the Olympic Walkway by View Tube (starting point of the official Tours), through to Regents Park and the gardens of Rotary in London HQ at York Gate.

But Rotary can rest easy in the knowledge that Focus on the Crocus has caught the attention of the 'feline' community as well...

At Winfield House, Regents Park the American Ambassador's cat 'Tabatha' gave her seal of approval to freshly delivered Crocus Bulbs!



There are clubs that have ordered up to 60,000 bulbs which is absolutely amazing and from mass planting to individual giveaways, a real sense of community spirit is unfolding. Clubs are donating to local groups and residential care homes for bulbs to be planted in gardens, window boxes and anything else that contains soil. No matter how big or how small one thing's for sure, the people of the UK and Ireland are going purple!

Please keep sending in your stories for inclusion in next month's publication...



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NEWS UPDATE

Thanks for Life it just keeps growing...

There's still time to get those schools involved in your area. Be sure to highlight how Thanks for Life and Focus on the Crocus meet those three important OFSTED categories: **environment, community cohesion and the international dimension** - planting of crocuses and its link to polio overseas fits perfectly for Head Teachers and their school pupils...

Our dedicated website shows where all the activity is taking place... make sure your planting gets logged by contacting the District Thanks for Life Coordinator!



www.focusonthecrocus.org

Look out for your October edition of the *Rotary Today* magazine - **Thanks for Life** is featured inside!



...and always remember to protect your nuts and bulbs from those fluffy friends!

A Big *Rotary* Thank You to:



When we started down this great adventure none of us knew where it would end. A tentative 1m bulb enquiry was made. We conclude with 4.25 million bulbs ordered from GeeTee Bulbs, and over 5m in total across RIBI.

GeeTEE are a wholesaler and not geared up to multiple customer enquiries, modifications and changes in customer needs. The feedback from across RIBI suggests that GeeTee have responded with courtesy and helpful advice. What more could we have wanted...

Managing Director and Owner Frank Tueuw is an ex-Round Tabler and understands how service clubs, with its army of volunteers operates. It has been suggested that Frank might want to join Rotary – maybe one of the various Presidents near Spalding would like to invite Frank along! We're sure Frank could speak on any number of subjects with his recent Rotary experience – how about "Rotary pushing the threshold of expectancy", "Managing the impossible" ... the list is endless!

Seriously, our sincere thanks go to all at GeeTee for managing this phase of Thanks for Life so well. The team have worked weekends and evenings to process the many Club and District deliveries, many with differing date requirements. GeeTee know all about 'Service Above Self' and have totally excelled in meeting our needs.



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NEWS UPDATE

What's next for Rotary Day Thanks for Life?

There are so many ideas from so many Rotarians working together to support *Thanks for Life*. Clubs have already seized the moment and are engaged with their local communities in planned activities through to the end of February such as supermarket collections and taking over empty shops, showcasing Rotary and the End Polio Now campaign. They are all maximising opportunities for publicity, membership and fund-raising.

Last year there were hundreds of Rotary clubs doing 'their thing' to help **End Polio Now**. This year we're looking to share those great ideas and on **Saturday 16th October**, the District Thanks For Life Co-ordinators will be coming together to share your great ideas from across the 29 Districts of RIBI.

Please send Club plans to your District Tfl Rep and give Rotary in Great Britain and Ireland the best chance possible to make **Rotary's Thanks for Life 2011** an even bigger success.

Thanks for Life Resources

Hopefully your Club will have received the first of two leaflets that have been designed to support our campaign this year plus a set of six posters in A2/A3 size. Two pull-ups have also been delivered to each District and you can purchase additional stock from our printer by contacting:



[Richard Goring](mailto:Richard.Goring@colourtone.co.uk)

Telephone: 01823 256535

Press Releases and PR Tips

Access the full range of press releases that have been designed by the RIBI Marketing Department. They are available for download and personalisation to ensure they are relevant to your local activities.

<http://www.ribi.org/thanks-for-life/template-press-releases>

Use the link above to find PR Tips and images to spice up your articles!



Remember the Membership Dividend!

Many Rotarians seem to struggle with starting a conversation with a friend or stranger about Rotary. Once they get started, however, the words tend to flow more easily. To help you prepare for those all important first conversations follow this link <http://tinyurl.com/3ycqkwx> to download 'elevator speech' ideas from the RIBI Membership Team.

Preparation is the key; make sure you are able to deliver the Membership Dividend from each of your Thanks for Life events or activities...!



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District 1260 Crocus News / Update

Bulb delivery

We have received the District order for 200,000 bulbs and these should be delivered to all Clubs by your respective Assistant Governors shortly.

Commemorative plaques

There is no central arrangement to acquire plaques for your plantings. So you might care to take a look at the design, costs and supplier arrangements being used by President Chalmers Cursley and the Amersham Club as earlier e-mailed to T4L Club links.

Health and safety

Please do ensure that you have carried out a risk assessment for your planting sites, using the form provided, and lodge it with Trevor Blackfin. If you need advise, please contact Trevor on 01920 420356. Email tblacktin@ntlbusiness.com

Publicise your plantings, encourage membership and promote the polio campaign

Our website www.focusonthecrocus.org is looking good now. With street level planting locations, logs and pictures it really is becoming a public window on Rotary.

Do take a look at the map, zoom into a crocus in D1260 and see some examples already posted by Amersham, Chesham, Hemel, Hitchin Tilehouse and the Stevenage Clubs.

There are swathes of open space waiting for our other 37 planting Clubs to populate and turn D1260 purple. So contact me with your details, get plotting and put your Club on the map.

Guinness World Record Planting attempt

You will have gathered that Hitchin Tilehouse RC is going to attempt to break the current bulb planting record on Saturday 2nd October.

They are looking to amass 1,000 planting volunteers. They also need marshals and other helpers. So why not click on their crocus on the map, hit the Weblog for further details or contact Denise Amos crocus@tilehouserotary.org

Send in your planting pictures

Let's create a pictorial record of all planting events so that we can display them at Conference.

Additional leaflets

My round robin asking if Clubs wished to join together to place a low cost order for 15,000 additional leaflets drew a response from just 2 Clubs requiring less than 1,000 in total. We have therefore circulated details of prices and how to order smaller quantities direct from the printers, Colourtone – see also Thanks for Life Resources on page 4.

I have personally acquired supplies which may be purchased and collected from me in smaller quantities by Clubs at a considerable discount to Colourtone's quotes. All profits of course to End Polio Now.

Need any help?

Why not use the D1260 T4L mailing system to seek information or support from other Clubs. All you need to do if you a subscribed Club link officer is email thanks4life@rotary1260.org.uk

Alternatively feel free to contact me on 01438 880203 Email stephen@sgrc.org.uk

Best wishes, Stephen
Stevenage Grange RC
District T4L Coordinator
28 Tatlers Lane, Aston End, Stevenage SG2 7HL