

July 1, 2020

Governors, Governors Elect, and Governors Nominee,

Welcome to our second year of Zone 33/34's initiative to Feed 10 Million! As the world's premier Volunteer Service Organization, we will once again focus on supporting and caring for our neighbors by feeding at least 10 Million Meals during the upcoming Rotary year. [View our Kickoff Video HERE.](#)

Zone 33 and 34 Public Image Coordinator Teams will manage this campaign, working with a District Feed10Million Champion appointed by the District Governor. We are pleased to announce that last year's Zone Champions PDG Johnny Robertson in Zone 33 and PDG Bobbi Bird in Zone 34 will join their respective PI Teams in this effort, bringing continuity and their personal expertise to this year's effort.

With over 1740 clubs across the Zones we have the capability to help curb hunger in our communities. Our talent is SERVICE, our passion is DOING GOOD, our power is in our ability to combine our energy to attain a COMMON GOAL.

Our focus will be on our service to our communities, and to focus on that, we have streamlined our reporting process. We will track our service hours, our financial contributions, and the number of meals provided by using the 4 Way test as our guide and we will report our successes through Rotary Club Central (RCC) and through your District's Feed10Million Champion. [View our Rotary Club Central step by step guide HERE.](#)

Suggestions for Feed10Million Service projects include, but are not limited to:

- Serve meals at a food kitchen
- Serve meals at a club/Area/District event
- Pack or deliver food at a food bank
- Pack or deliver food for a backpack program
- Pack or deliver food in concert with another organization
- Participate in a Rise Against Hunger, Meals of Hope, or other similar packing event
- Provide funds, where appropriate, to collaborate with another organization
- Collaborate with local or regional food banks. [Click here for more information rizoness33-34.org/foodbank](http://rizoness33-34.org/foodbank)

In all situations, in addition to your service hours and financial contributions, track your progress measured in MEALS, based on your club's local community standards - understanding

that the weight of a meal, the cost of a meal, the value of a meal will be different in each community. Use our 4 Way test to convert your club's service into an appropriate number of meals.

Responsibilities and ways to report your progress:

-Zone 33 and 34 Public Image Coordinator Teams will manage this campaign in the respective Zones.

-Each District will appoint a Feed10Million Champion who will:

- Provide a system for clubs to report the number of meals served on a monthly basis directly to the Feed10Million Champion.
- Support the clubs through help with accurate reporting of service hours and financial contributions in RCC.
- Work with the District Public Image Chair to provide support for club's Public Image announcements, Community Service efforts, and identifying other local opportunities.
- Provide a monthly report to the Zone Public Image team.
- Work with the Zone Public Image team to publicize our success, manage and track club's RCC input, and maintain accurate accounting of each club's meal progress through the year.
- Train clubs in reporting their progress.
- Provide leadership and support as needed.

Each Club will continue to do what we do so well: provide Service Above Self to our neighbors.

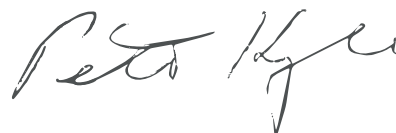
- Provide a monthly report of number of meals served to the Feed10Million Champion.
- Report service hour and financial progress through RCC.
- Motivate other community members and organizations to join in this initiative.
- Share your Feed10Million photos and videos on Facebook, Instagram, and other social media outlets using the hashtag #Feed10Million.
- Share your success on Rotary Showcase.
- Use our Feed10Million Campaign to *Open Opportunities* and bring attention to Rotary.

We appreciate your dedicated service to your Rotarians. Together we will Feed10Million. Together we will continue to make a difference.

In Service to Others,



Stephanie Urchick
Rotary International Director 2019-2021



Peter Kyle
Rotary International Director 2020-2022