



Rotary volunteers work together to plant mangrove seedlings at Bonefish Pond National Park.

PEOPLE OF ACTION: WHO WE ARE

Club: Rotary Club of East Nassau

Location: New Providence, Bahamas

Project: The Mangrove Project — Climate Resiliency Initiative

Status: Ongoing

OUR COMMUNITY'S CHALLENGE

Climate challenges are drastically affecting the natural ecosystem of New Providence. Storm damage and coastline erosion are threatening the shores of our Island. As this happens, tide levels will rise, and low-lying countries, such as the Bahamas, will suffer.

HOW WE TOOK ACTION

In December 2017, our club, along with other local Rotary members, joined forces with Bahamas National Trust to plant mangrove seedlings to strengthen and preserve the mangrove system at Bonefish Pond National Park in New Providence. Mangroves play a crucial role in maintaining a healthy environment for sea life. They also protect the island from weather-related destruction and shoreline loss.

On 7 April 2018, over 200 Rotarians visiting on a cruise came to East Nassau to participate in Barry Rassin Community Service Day. We did eight service projects in one day. This gave us an additional 45 Rotarians to help clean up and plant seedlings. Rotaractors also helped with the hands-on work.

USING THE CAMPAIGN

We created print and social media ads that feature photographs taken while we volunteered at the park. We posted them on our club's social media pages — and had our members post them on their own social media pages — to promote the project and Rotary's presence on New Providence.

We are now working to secure placements for the print ads and exploring all options for outdoor advertising within our market.

Learn more about the Mangrove Project and the Rotary Club of East Nassau at rcen.org.

OUR PEOPLE OF ACTION CAMPAIGN: SOCIAL & PRINT ADS





PEOPLE OF ACTION: WHO WE ARE

Club: Rotary Club of Mercer Island

Location: Mercer Island, Washington, USA

Project: Tiny Houses Project

Status: Ongoing

OUR COMMUNITY'S CHALLENGE

More than 11,000 people experience homelessness in Seattle. Many live in tents, under bridges, or on the streets in miserable, unsanitary, and unsafe conditions.

HOW WE TOOK ACTION

Rotary members work together to build the roof of one of the tiny houses donated by the Rotary Club of Mercer Island.

Volunteers from our club, which is located 7 miles (about 11 km) east of Seattle, coordinated with the Low Income Housing Institute to build 10 tiny houses. Each wooden house is waterproof and has electricity, lighting, a heater, and a lock. Each cluster of tiny houses has kitchen and laundry facilities, restrooms and showers, and a counseling office. Residents live in a safe community that offers medical care, job training, employment, and friendship.

On 24 and 26 May 2018, volunteers from our club, District 5030, and other local groups constructed 30 tiny houses, helping many individuals and families begin to transition out of homelessness. These tiny houses and communities are a crucial, intermediate step toward housing when the alternative is to live on the streets, without shelter.

USING THE CAMPAIGN

We created print and social media ads using photos from our project site. We posted our “Together, We Transform” ad on our social media pages to promote the Tiny Houses Project and our club. We’re seeking placements for our print ads and plan to hand them out at meetings and events, too. For non-Rotarians, we hope the ads will create greater interest and awareness of Rotary in the Seattle area.

Learn more about the Tiny Houses Project and the Rotary Club of Mercer Island at mirotary.org.

OUR PEOPLE OF ACTION CAMPAIGN: PRINT ADS



TOGETHER, WE
CONNECT

Rotary unites problem solvers in Seattle and around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change, like building tiny houses for those who are homeless. Connecting to make things better – that's what people of action do.
Learn more at www.mirotary.org.

Rotary  PEOPLE OF ACTION



TOGETHER, WE
TRANSFORM

Right now, more than 11,000 people are experiencing homelessness in Seattle. To address this alarming issue, the Rotary Club of Mercer Island is helping build tiny houses with the Low Income Housing Institute. Giving others a new lease at life – that's what people of action do.
Learn more at www.mirotary.org.

Rotary  PEOPLE OF ACTION



TOGETHER, WE
TRANSFORM

Right now, more than 11,000 people are experiencing homelessness in Seattle. To address this alarming issue, the Rotary Club of Mercer Island is helping build tiny houses with the Low Income Housing Institute. Giving others a new lease at life – that's what people of action do.
Learn more at www.mirotary.org.

Rotary  PEOPLE OF ACTION



TOGETHER, WE
TRANSFORM

Right now, more than 11,000 people are experiencing homelessness in Seattle. To address this alarming issue, the Rotary Club of Mercer Island is helping build tiny houses with the Low Income Housing Institute. Giving others a new lease at life – that's what people of action do.
Learn more at www.mirotary.org.

Rotary  PEOPLE OF ACTION