

LA FUERZA



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This cover shows a young survivor waiting in the aftermath of the North Cebu quake, a quiet reminder of the families holding on and hoping for help to reach them soon.

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Community & Club

Community Economic Development Month



October 2025 Issue

Francesco Arezzo Rotary International President

October is recognized as a "Community Economic Development Month," a time to reflect on the remarkable achievements that enable communities worldwide to thrive and build an economically secure future. We resonate deeply with the message being expressed by President Francesco Arezzo. Real leadership, challenging every sector of a community to be enterprising and productive, goes way beyond charity. It is at its core about empowering people with what they need to drive their own journey to transformation. This month is a wake-up call to break free from the model of temporary support and invest in the building blocks that are key to long-term success, such as leadership, training on new skills, and setting up your own enterprises.

Provocatively, in his thoughtful piece, President Arezzo refutes our traditional notions of "leadership," declaring that it is not "always about being visible." Instead, he explains that real leadership is a discipline of deep listening, shared alignment, and the elevation of others' voices. Indeed, it is essential to not only be relevant but also, critically, to be successful in any type of economic development.

Rotarians are heartily recommended to investigate their local community very carefully and pinpoint areas where new talent might go unnoticed and yet could be mentored into a circle of sincere caring. This will require the creation of dynamic and mutually supportive relationships with local businesses, existing vocational institutions, and community saving groups. And by doing so, we guarantee that our programs are not just locally anchored but also culturally adapted and thereby able to ignite the support of those whom we try to assist.

The month of Community Economic Development provides an important time each year for us to pause and consider our roles as leaders, as partners in this work we need to get on with. I hope we can commit together to bring forth deep intention and genuine leadings, our compassion and humanity, and the whole of ourselves in uplifting local leadership. When we approach these collaborations and empowerment, we can develop economies that work for all of us and result in community development projects that are sustainable and make a difference.





Josephus Gonzales Club President

DISTRICT'S VISION

Community Building and Economic Development: a combination for success

Rotary clubs shine a special spotlight on Community Economic Development every October. It is a reminder that our work is not only about results, but about building communities where everyone has a real chance to thrive. Strong local economies create strong families, strong neighborhoods, and a strong future.

At the core of this effort is our commitment to support small businesses, the lifeblood of our communities. Through simple actions like choosing to shop local, we help create jobs, keep money circulating in the neighborhood, and strengthen the relationships that hold our towns together.

This month encourages us to widen our reach, invest in local entrepreneurs, tutor aspiring business owners, share our professional skills, and partner with organizations that lift people up. Even small acts can create a ripple effect that leads to more opportunities and financial stability for many families.

Community Economic Development also connects with our other areas of focus, such as Basic Education and Literacy, Disease Prevention and Treatment, and Clean Water and Sanitation. A healthy, educated workforce fuels local progress. When people are empowered with skills, knowledge, and good health, they can participate fully in economic growth.

CED is a shared mission among Rotarians, local leaders, and community partners. It begins with listening to the needs and dreams of our fellow Filipinos and responding with practical solutions that bring both immediate relief and long term transformation.

This October, let's reflect on how each of us contributes to our community's economic well being. Whether through volunteering, mentoring, or choosing a local shop over a big brand, every action matters. Together, we can help build a future where our communities do not just survive, but truly thrive — passing on to the next generation a legacy of growth, opportunity, and hope.

Where every tear tells the story of survival. This photo reflects the unseen weight carried by earthquake survivors, and the strength they find while waiting for help to arrive. ROTARY FOCUS Photo not ours, sourced from public social media posts for awareness.



ERADICATING POLIO: OUR FINAL PUSH

September 13, 2025

For more than 35 years, Rotary has been at the forefront of eradicating polio. As a founding partner of the Global Polio Eradication Initiative, we have helped drive wild poliovirus cases down by over 99.9 percent since our first vaccination campaign in the Philippines more than 40 years ago.

This progress reflects Rotary's unwavering commitment. We have raised more than 2.1 billion dollars, contributed millions of volunteer hours, and helped protect nearly 3 million children in 122 countries. Our advocacy has also inspired governments and global institutions to invest over 10 billion dollars toward this fight.

But the mission is not finished. Polio can reemerge quickly and with devastating consequences. If we stop now, up to 200,000 children could be paralyzed every year within a decade. That is a future we cannot allow.

We must stay focused and keep pushing forward. Every vaccine given, every dollar invested, and every volunteer hour brings us closer to a world where polio exists only in history books. Together, let us make sure future generations grow up safe, healthy, and free from this preventable disease.















POLIO DAY 24 OCTOBER

WORLD





LOOKING BEYOND THE HERE AND NOW: ROTARY'S DISASTER RESILIENCE IN ACTION



A Charge in Times of Trouble

The Philippines, home to the majestic wonders of nature and deep strength, but it is also a place that nature has tested again and again. From ferocious typhoons racing over the Visayas, to the abrupt and devastating jolt of a 6.9 earthquake that happened recently.

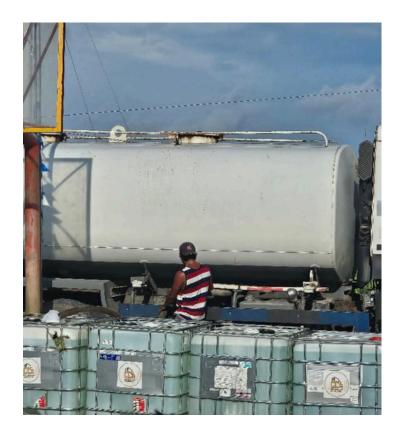
The recent tremor that occurred with its epicenter in Bogo, Cebu weaves a stark reminder of this hapless state. Headlines that zero in on the tremor and its immediate destruction, the Rotarians of District 3860 quickly shift focus to a deeper, longer mission, Disaster Response And Community Resilience that endures.

The time has come for us to strive to shift our focus towards lending real, sustained support to the families and communities that have been so negatively impacted. And now, the call of Rotary District 3860 is to all members, clubs and their partners to galvanize the most massive and coordinated relief operation.

In order to make sure donations are received effectively and with full transparency, the District is building a central Donation Drop-Off Center in Cebu City. Even during the first days after a disaster, when food and water are urgently needed, many more supplies are required to help families through the critical weeks that follow an event. The establishment of a central pickup point is essential to maintain the Rotary level of accountability. All incoming donations will be logged, sorted and aligned with the needs reported by our Rotarians on the ground in the affected areas".

LA FUERZA

















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LA FUERZA









DMI DROP OFF







Lady Hanna Shen Rodinas - Vice President Company Profile: Formel Club President at Rotary Club and Board of Director/Corporate Secretary at Welstand Development Corporation

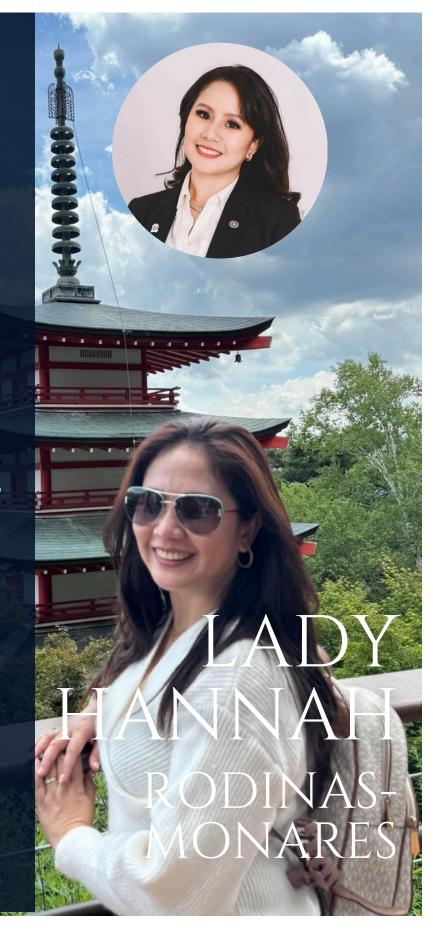
Lady Hanna Shen Rodinas is the Vice
President of the Rotary Club of Cebu Fort San
Pedro and a Board Director at Wellstand
Development Corporation. A nurse by
profession and a devoted Rotarian, she has
served in various leadership roles with a
passion for service and community
development. Originally from Bayugan,
Agusan del Sur, and now based in Cebu City,
Lady Hanna continues to inspire others
through her dedication, compassion, and
commitment to Rotary's mission of serving
humanity.

What change do you hope to bring to the community through Rotary? I've always been moved by the struggles of street children, and through Rotary, I hope to be part of a change that gives them hope and opportunity. I want to help create safe spaces, provide education, and show them that they are seen, loved, and capable of building a brighter future.

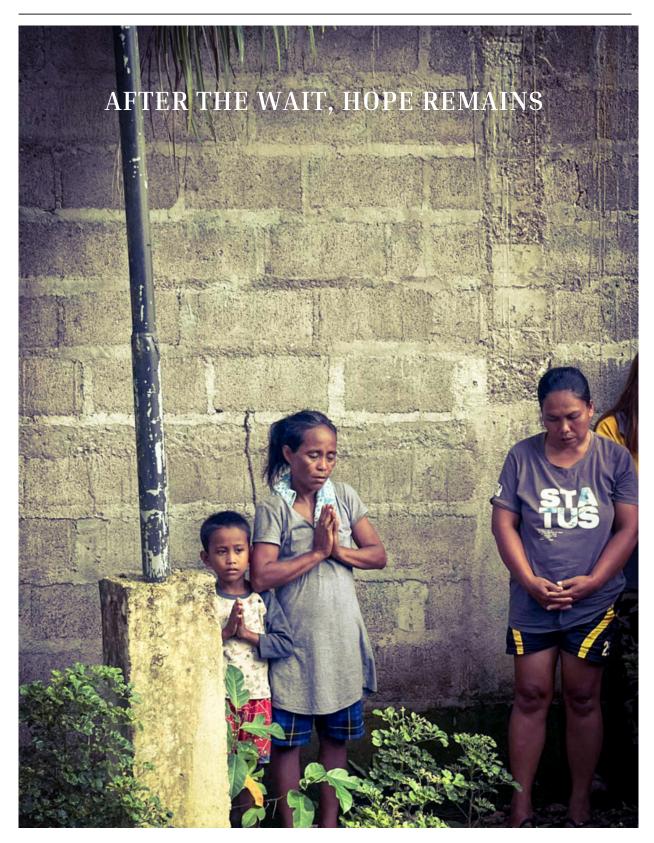
What's the best advice you've ever received? Do unto others as you would have them do unto you.

What's a quirky habit or fun fact about you? I love to eat pasta I like to sing

What's your favorite comfort movie, book, or show? Movie - Fifty First Dates Book - The Secret







A mother prays quietly in the aftermath of the quake, carrying both grief and courage in the same moment. Her faith mirrors the strength of many families still waiting for help, still holding on to hope, and still believing they can rise again.