



# 100<sup>th</sup> Anniversary of Rotary Club in Brazil

## Rotary Club Food Bank Project

Rotary Club Barra da Tijuca, District 4571, Rio de Janeiro, Brazil

Rotary Club of Reading Meeting – 6 September 2022

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Goodwill Ambassadors, Rotary Club Barra da Tijuca



# Presentation Outline

- British Heritage
- Rotary Club in South America
- Rotary Club in Brazil and Rio de Janeiro
- Rotary Club Barra da Tijuca
- Rotary Club Food Bank Project
- Rotary Club Brazil 100<sup>th</sup> Anniversary



# British Heritage



- Herbert Percival Coates (12/04/1866) from Towneley, Lancashire
- Accomplished railway executive lived in Wakefield, Yorkshire, UK
- Married Ms. Jeanne Banks, an Argentinian, in 5 October 1889.
- Emigrated to Uruguay 1892-95 and became a successful entrepreneur with various commercial representations from USA manufacturers of sewing machines, typewriters, cash registers, home appliances, etc.
- Business trip to Cincinnati, USA in 1916 attended a Rotary Convention
- Mr. Coates was enthusiastic about South America and Rotary Club
- Founded the Montevideo Rotary Club, Uruguay in 1918
- Assisted the foundation of Buenos Aires Rotary Club, Argentina in 1920
- Entrusted by Paul Harris as Special Representative to expand Rotary Club in South America, and to found the first Portuguese speaking Rotary Club
- **Mr. Coates was instrumental in founding the Rio de Janeiro Rotary Club in 15/12/1922 and Rotary International recognized it in 28/02/1923.**
- Don Heriberto was the “Father of Rotary Club in South America”

# British Heritage



Herbert Coates, far left, of Montevideo RC, Uruguay at 1926 Rotary International Convention, Denver, Colorado, USA

# British Heritage



1<sup>st</sup> Rio de Janeiro Rotary Club Conference – December 1927

# British Heritage



Paul and Jean Harris in the Paul Harris Room – Rotary Club Rio de Janeiro in 1936.

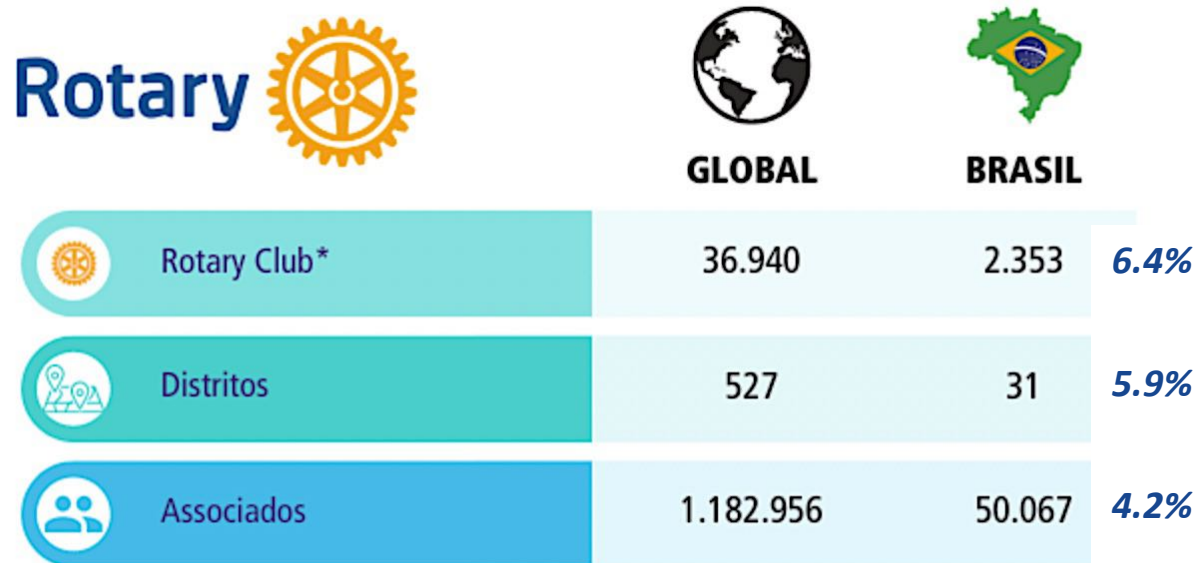
# Rotary Club in South America



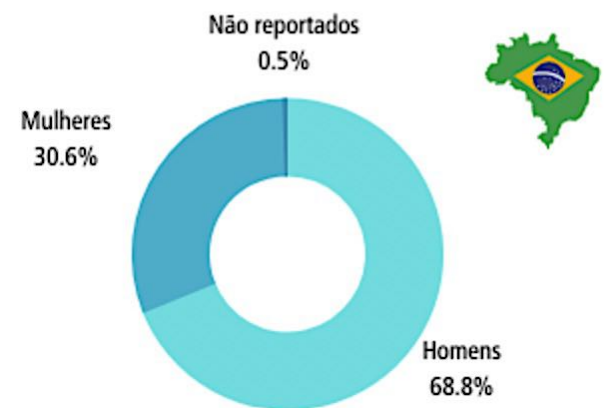
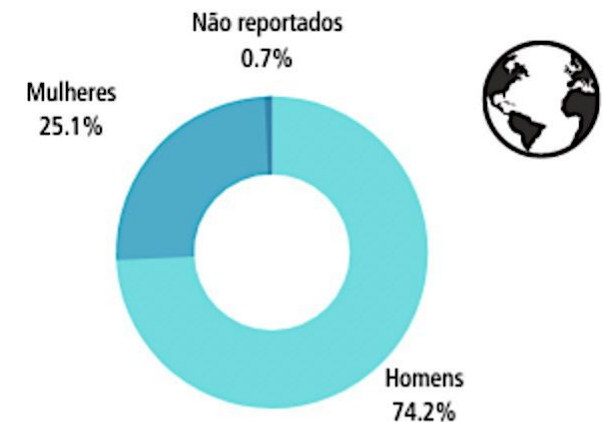


# Rotary Club in Brazil & Rio de Janeiro

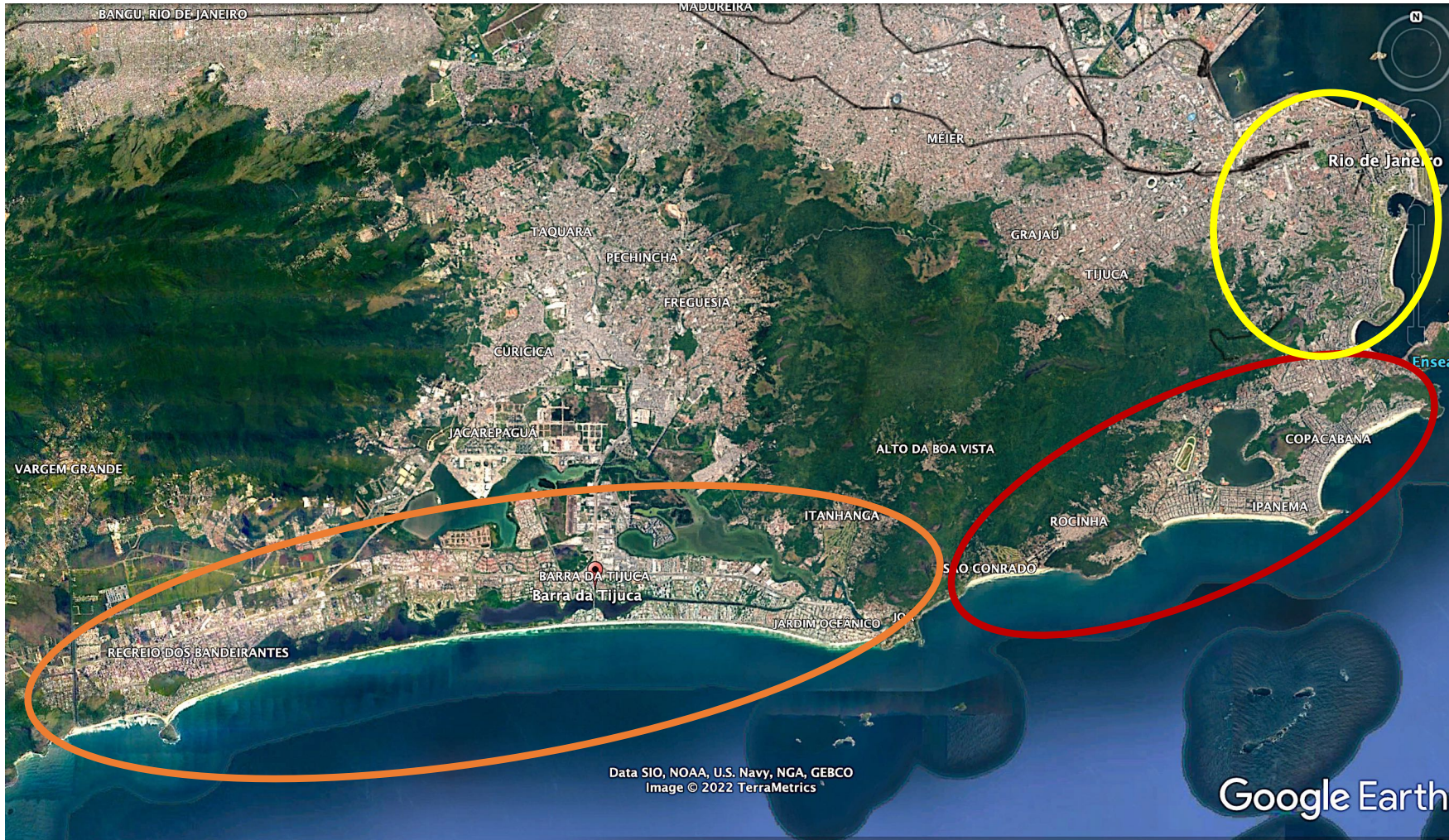
Dados publicados pela equipe de Especialistas Regionais em Quadro Associativo, no dia 10 de Agosto de 2022



- Rotary Club Barra da Tijuca has 48 members
- District 4571 has 102 Rotary Clubs covering 580 square miles
- 18 million people, GDP/Capita of £13,354 and an HDI of 0.796
- *The Reading Borough area has 16 square miles, 165,000 people, GDP/Capita of £34,516 and HDI 0.976*



# Rotary Club Barra da Tijuca



# Rotary Club Barra da Tijuca



- McDonald Happy Day Fundraiser
- Wheel Chair Bank
- Spectacles Bank
- Mobile Dentist Clinic

# Rotary Club Food Bank Project



- Created on 21/03/98 as a non-profit charity organization
- Founded with the support of 16 Rotary Clubs from District 4571
- Objective to alleviate hunger in care homes and day care centers in low income communities not assisted by other institutions
- Collected donations (food goods and funds) from individuals, supermarkets, businesses and raised funds from Rotary Clubs
- *Cooperation with Justice Courts - “basic food baskets” and donations from CONAB (Companhia Nacional de Abastecimento)*
- *Over 1,600,000 kilos of food goods have been distributed*
- *21 institutions received donations from the RC Food Bank*
- Over the last 8 years the RC Food Bank project lost important contributors, logistic support, and ability to serve as before
- The pandemic adversely affected RC membership and contributions, fundraising, and RC Food Bank operations
- New RC Food Bank Directorate and Counsellors are invested in rebuilding the project, innovate and increase project resilience

# 100<sup>th</sup> Anniversary of Rotary Club in Brazil

## 25<sup>th</sup> Anniversary of Rotary Club Food Bank Project



- 100<sup>th</sup> Anniversary of Rotary Club in Brazil - 15/12/2022
- Celebrations planned for February 2023
- Mrs. Jennifer Jones, President of Rotary International confirmed participation in the celebrations
- District 4571 is planning a wide range of activities
- RC Barra da Tijuca aims to achieve significant progress in rebooting the RC Food Bank by its 25<sup>th</sup> Anniversary
- ***Would Rotary Club of Reading like to support this project, and assist us in honoring Mr. Coates' legacy of enthusiasm for Rotary Clubs and "Service Above Self" ?***
- We would be truly honored and grateful for your support and participation in our Rotary Club 100<sup>th</sup> Anniversary



Thank You !  
Any questions ?

Ana Steuer & Claudio Steuer  
Goodwill Ambassadors  
Rotary Club Barra da Tijuca

