



Saving the Planet:

is it the Responsibility of ALL of Us?

The CO₂ Offset Trust[®] - a World Project for

All Rotary Clubs 

- is one way that **YOUR COMPANY** can help

The Problem

There is overwhelming evidence that our planet is being heated by human activity, principally by our CO₂ emissions into the atmosphere. These emissions trap heat, which will lead to extreme weather conditions and rising sea levels across the globe. Eventually we have to come to terms with the problem.

Achieving sustainable use of resources, particularly fossil fuels, is essential to preserve a liveable planet for future generations. We need to start taking action now before it's too late.

The Solution

As a volunteer organisation with **1.2 million members, in 32,000 clubs across 200 countries**, **Rotary International** is ideally placed to be at the forefront to drive the global change required. **Ten Rotary Clubs on four continents** have come together to encourage business people around the world to get involved. They have created **The CO₂ Offset Trust** to help solve the problem of rising CO₂ emissions.

Our aim for The CO₂ Offset Trust is to encourage Rotarians across the globe – and through them, their communities - to become involved in climate change issues. The Trustees are creating a forum that will encourage Rotary members:

1. To develop **knowledge** within their Rotary Club of what it means for their **community**
2. To devise projects to **minimise the impact of global warming** locally, regionally and internationally
3. To **devise humanitarian programs** that will help disadvantaged people whilst creating green solutions.

To make this happen and to drive a change in human behaviour, we are looking for YOUR help and support.

□



Invitation for Marketing Partners

This is a **one-off opportunity** to put **YOUR COMPANY** in front of 1.2 million people in **positions of responsibility around the world** and be seen as one of our **Global Partners**.

YOUR COMPANY is a well-renown international organisation, with a reputation for investing in community and environmental projects, as part of the growing corporate responsibility agenda.

In exchange for YOUR COMPANY INC supporting this venture, The CO₂ Offset Trust will provide:

1. A prominent Company name position in all our advertising that promotes climate change plans
2. Banner ad's on the website (please visit www.CO2OffsetTrust.org)
3. A quarterly report on the progress made

The Benefits of a Rotary Involvement for YOUR COMPANY INC :

1. Trust advertisements will appear in Rotary magazines – initially in the English-speaking world - of which there are 31 editions covering the globe and a circulation of 750,000. The ads will feature the **YOUR COMPANY** logo. See www.rotary.org/en/MediaAndNews/TheRotarian for magazine examples.
2. Trust promotions featuring sponsoring company logos will take place at the International Conventions in Birmingham, England in June 2009 and Montreal, Canada in June 2010, each attended by 18,000 delegates.
3. Involvement in a prestigious international climate change project, with an opportunity to influence its development
4. Trust promotions also take place at a growing number of District Conventions, held annually in all Rotary regions around the world.

These activities require significant organisation, resources and time investment from Rotary volunteers.

Therefore, your investment will be employed in three ways:

1. The provision of ads in magazines to promote projects aimed at reducing CO₂ emissions
2. The provision of editorial in relevant magazines where ads are displayed
3. The funding of publicity materials to drive the program within the Rotary International movement in order to achieve our mission at a faster pace.

In each case, the names of our sponsoring companies will feature prominently. Only companies with principles conducive to the project aims will be considered.

Investment Packages:

There are three packages available –

1. Platinum Global Partner - this costs US **\$30,000** for a three year deal
2. Diamond Global Partner – the cost is US **\$24,000** for a two year deal
3. Global Partner – the cost is US **\$16,000** for a one year deal



The Trust is looking for a minimum of 5 partners.

Why is Rotary Good to Work With?

Rotary is a highly ethical world-wide brand, using the humanitarian motto 'Service above Self'. It operates in 200 countries and regions and is open to all business people, regardless of race, sex, faith or political persuasion. Rotarians have taken on some large challenges over the 103 years since the movement began in Chicago in 1905, including a project started in 1985 to eliminate polio world-wide. The virus remains endemic in just four countries and the Gates Foundation is providing Rotary International with a US\$100 million matching grant to complete the task. Just imagine if we can achieve, with your support, the same level of success with The CO₂ Offset Trust in the coming years.

However, a journey of a thousand miles starts with a single step and while the projects supported so far are on a smaller scale, we have started. Current projects include the provision of solar cookers into Guatemala by Rotary Club of Fresno, CA. In England, planting 25,000 trees, to reforest the Nidderdale area of North Yorkshire, by Rotary Club of Harrogate. A project to plant one million mangrove trees in Indonesia has been proposed.

What is The CO₂ Offset Trust?

- The CO₂ Offset Trust - '**Rotarians for CO₂ Reduction**' - is an International Rotary Club-to-Club Project supported by ten Rotary Clubs on four continents.
- The Trust aims to involve all Rotary Clubs around the world in climate change projects.
- The Trust is a UK-based registered charity number 1122835
- Other countries are considering creating their versions of the trust to meet local tax regulations.
- Application for Section 501(c)3 status in the USA is pending.
- It is a not-for-profit scheme devised by Rotarians, to enable Rotary Clubs to positively impact our climate
- Founding member Rotary Clubs are from the UK (four) the USA (two) Australia (two) and one each from Canada and South Africa

Contact details

Below are contact details for you to send your investment to. Please ensure to make cheques payable to 'The CO₂ Offset Trust'. If you would like more information on the Trust before deciding to invest then please contact me,

I do hope we will be able to welcome **YOUR COMPANY** as a supporting partner of The CO₂ Offset Trust

Yours sincerely,

Peter Sephton, Chair, The CO₂ Offset Trust,

The CO₂ Offset Trust, c/o Atherton Godfrey Solicitors, 8 Hall Gate, Doncaster, DN1 3LU

South Yorkshire, England. Contacts in the USA, Canada, Australia and South Africa

e.mail address info@co2offsettrust.org

For more information, please visit: www.CO2OffsetTrust.org



Full Trust Terms & Conditions are at www.co2offsettrust.org/tandc.htm



© The CO₂ Offset Trust, UK registered charity number 1122835, is a non-profit organization and an international Rotary Club-to-Club project supported by ten Founding Member Rotary Clubs on four continents.