

## **OURVOICE and Rotary International: Unlimited Teamwork!**

Because Rotary and its members are “dedicated to improve lives and create a better world . . .” we want to introduce ourselves to Rotarians. OURVOICE is a system and a suite of technologies which can effectively help Rotarians to achieve the Rotary mission—while at the same time, attract younger members and improve the clubs themselves.

OURVOICE Inc. is a media and technology company—but OURVOICE has a unique focus. We use media and technology to effectively address the root causes of entrenched social issues. Our system helps to educate, excite, prompt action, raise funds, and generate new ideas.

### **The FOOD Share Pilot Project: Ending hunger in America, one community at a time**

Food is a fundamental need. Until we have basic nutrition, other important problems cannot be addressed. OURVOICE’s initial focus is hunger. America has numerous food banks, food pantries, organizations and individuals working to end hunger in the United States. But currently, there is no comprehensive and effective way to define what the hungry need and then connect them with the resources they need. In our pilot project, we brought the OURVOICE suite of technologies to one of these front-line agencies to help them end food insecurity and hunger.

FOOD Share of Oxnard, California has been using OURVOICE technologies to do several things effectively: First, OURVOICE gives the hungry a voice. Since many of the hungry do not have access to technology, we created easy-to use OURVOICE Kiosks at food pantry locations. By adapting existing iPad-like technology, clients tell their stories, define their needs and connect effectively to needed resources.

OURVOICE also provides a powerful website and mobile app that makes solutions easily accessible to those in the broader community who view our media, use our technology and are then inspired and empowered to help. By applying technology to educate, bring people together and empower action, OURVOICE can do a great deal to help end hunger. After establishing an OURVOICE network for hunger, we plan to aim the OURVOICE suite of technologies at other social issues in much the same way. Visit our website to view our pilot project video at [www.ourvoice.me](http://www.ourvoice.me)

### **Unlimited Teamwork, Part 2: OURVOICE Focus on Rotary Clubs and Projects**

By funding the FOOD Share project, Rotary could significantly benefit—Rotary would not only help us to end hunger, but also would allow us to test just how effective OURVOICE technology might be for Rotary’s recruitment of new members.

A key problem is that Rotary membership is aging. Attracting younger new members has proved to be daunting. Younger people do not necessarily have the interest, time or finances to attend a weekly meal; still, many of them want to help make the world a better place. Casinos have a similar demographic problem: As their customer base ages, younger people are less likely to travel to a smoke-filled building to play traditional games such as poker or roulette. Younger players access games on the internet or in mobile apps on their phones instead. To be proactive, the casino industry is now investing heavily in these new technologies to attract the younger users.

For the same reason, there has been an upsurge in Rotary E-Clubs. The OURVOICE technology is the perfect partnership platform for Rotary E-Clubs—and traditional clubs, too. OURVOICE could help to attract younger members into interacting on projects *through* Rotary and ultimately *into* Rotary. When a former president of a Rotary E-Club saw the OURVOICE platform, he immediately alerted us to its potential for Rotarians. Beyond the basic e-functions of a club site, OURVOICE could provide live interaction and the ability to reach out live to both members and friends of members to educate, raise funds, inspire and empower participation.

Rotary is now in a prime position to use new technologies to both enhance its own membership and to improve the lives of many who are hungry. By supporting the completion of the FOOD Share pilot project using OURVOICE systems and technologies, we can “ground truth” our systems and make them even more effective. Using the concept of ending hunger in America with OURVOICE is also an excellent project with which to attract younger people, keep them in the program and benefit from their ideas and financial support while improving the lives of people in effective and innovative ways.

**Funding the FOOD Share pilot project and opening it up to local Rotary clubs would allow us to 1) determine the efficacy of OURVOICE for future ways to “improve lives around the world” and 2) possibly open the door to new Rotary projects, activities and membership. It’s teamwork in which we would ALL WIN!**

**Link:** OURVOICE website & video: [www.ourvoice.me](http://www.ourvoice.me)

Mark Manning  
Founder & CEO, OURVOICE Inc.  
[mark@ourvoice.me](mailto:mark@ourvoice.me)  
805.259.8906

Bonnie Atmore  
President & CEO, FOOD Share Inc.  
[batmore@foodshare.com](mailto:batmore@foodshare.com)  
805.814.2503