

OUR FOUNDATION



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ACCOUNTABILITY



PRRFC EDDIE BLENDER

Poor record keeping, accountability and lack of stewardship very often plague humanitarian projects. Basic record keeping in developing countries is often non-existent.

How do we know that our contributions are utilized properly? Are we sure the reports sent to us are accurate?

“It’s not good enough for the auditors to hear from the mission that we did A, B and C but we can’t prove it to you or there’s no documentation to prove that we did it,” said Joe Farinella, a top watchdog for the U.S. Agency for International Development. He said many recipients failed to keep records that would provide “reasonable assurance that what they said was done was in fact carried out.”

It is important that we, that TRF teaches “host” countries, which are recipients of humanitarian grants how to manage money and meet reporting requirements.

Do you have any suggestions? Please write to:
EBlender@aol.com



SAVING CHILDREN'S LIVES:

MEASLES SHOTS
POLIO VACCINE
MOSQUITO NETS
VITAMIN A
DE-WORMING PILLS

CAN VARIOUS ORGANIZATIONS WORK TOGETHER IN A COMBINED CAMPAIGN?

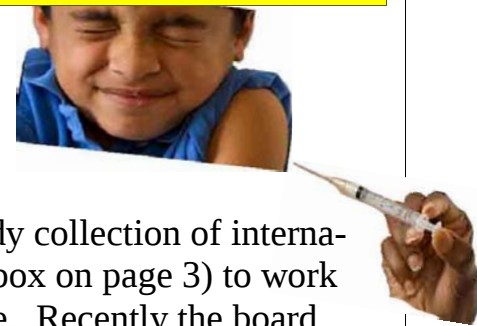
The idea is to provide inexpensive lifesaving preventative immunization doses to different diseases at the same time. It is far from simple to pull off for getting an unwieldy collection of international organizations and charities (see box on page 3) to work together effectively is a major challenge. Recently the board of the Global Fund to Fight AIDS, Tuberculosis and Malaria rejected a \$46 million proposal to expand a combined preventive approach to six additional African countries.

MAKING SOME SENSE OUT OF THE REJECTION

There were too many organizations and a notable lack of coordination. Everyone had their hands out for similar funding. "Everybody is slack-jawed, aghast" at the rejection, said Mark Grabowsky, a public health doctor with the Centers for Disease Control and Prevention, who joined the Global Fund this year as a malaria program officer and who has long championed the marriage of measles and malaria in joint campaigns.

Dr. Mark Grabowsky, first coined the phrase "The Rotary Model" about 8 years ago while working with the measles initiative. Mark jokes: "Let's be clear, (we said) this is a great idea. We then stole it (Rotary Model) for use in the Measles Initiative."

How did it happen? Looking at the PolioPlus campaigns for clues he asked, "What could the Measles Initiative provide



Continued next page

that would bring mothers in? What about mosquito nets?” So Mark drafted a White Paper dated 20 August 2002 and Rotarian Drake Zimmerman of Rotarians Against Malaria (RAM) recognized its strengths. RAM quickly organized a container of nets – about 16,000 and notably the first container of nets (and PolioPlus) came via a Rotary Foundation (TRF) matching grant.



The Measles Campaign (for the first time) included mosquito nets and by imitating the ROTARY MODEL achieved these impressive results:

- December 2002 Lawra District, Ghana: Achieved the highest coverage rates at the lowest cost of distribution ever recorded. Every house with a child under age 5 and total accountability at every stage of the distribution.
- June 2003 Zambia: The low cost, high coverage ~90% distribution was achieved again.
- December 2004: Togo, higher results.
- Niger 2005-6 (Excellent results)
- Kenya, Rwanda, Sierra Leone, Angola, Uganda and Ghana with another 6+ countries lined up for 2007 and yet more for 2008.

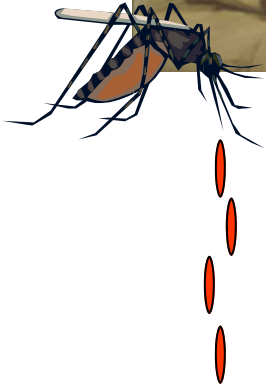
At this point the Measles (Plus) Initiative is the largest single distributor of mosquito nets. AND they distribute the nets – using the ROTARY MODEL.

The Strategy:

The Measles Initiative is going to the children anyway, why not also take a net (the plus) and go for full coverage of mosquito nets of all vulnerable popula-



- **World Health Organization**
- **United Nations Children's Fund**
 - **Rotary's PolioPlus**
- **Center for Disease Control**
 - **The Red Cross**
- **Global Fund to Fight AIDS, Tuberculosis and Malaria**
- **Rotarians Against Malaria (RAM)**
- **Nothing but Nets (a partnership of Ted Turner's United Nations Foundation, the National Basketball Association's NBA Cares and Others)**
- **Malaria No More (an alliance of the American Red Cross, UNICEF and others)**



There are many leaders, charitable groups and donors at the international level. Piecing them together in unified campaigns requires the logistical skills and diplomatic finesse of a skilled battlefield commander



A small child is vaccinated against measles in Bangladesh for less than \$1

tion, which was calculated to be 100 million nets, plus a 25 million per year replacement supply. Please note:

- The cost for each Insecticide Treated Net (ITN) is \$5 to \$6.
- Vitamin A (2 cents per dose) boosts children's immune systems and reduces deaths.
- Medicines to rid children of intestinal worms

(also 2 cents) greatly improve their health and school attendance.

- Giving every child polio vaccine (15 cents a dose) has prevented some five million cases of paralysis worldwide since 1988.
- Inoculating children with measles vaccine (16 cents) has saved more than a million lives since 1999.

The problem was that six countries all submitted its own malaria application to the Global Fund, which controls most international malaria spending — and no one made sure the many requests did not overlap or conflict with one another.

“There were too many cooks,” said Dr. Arata Kochi, who leads the global malaria program for W.H.O., whose experts helped draft the six-country proposal. Though the proposal failed, Dr. Kochi called the combined campaigns “a winning strategy,” and Dr. Richard Feachem, head of the Global Fund, described them as “spectacularly successful.”

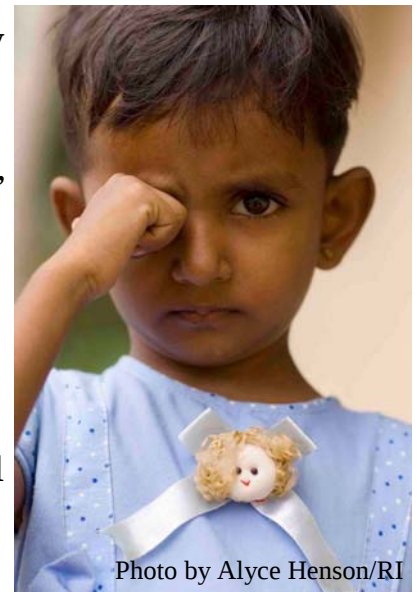


Photo by Alyce Henson/RI

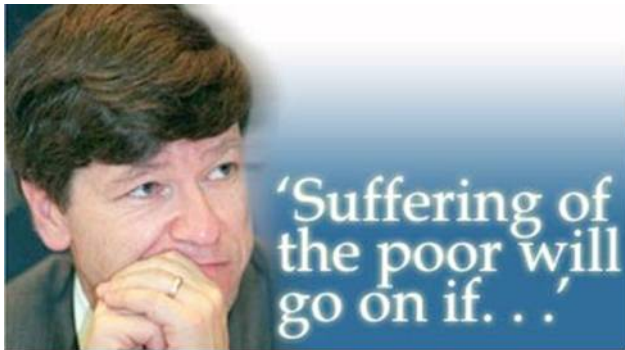
THE ROTARY MODEL:

MARKET THE CAMPAIGN
(Get the word out with intense Public Relations)

MOBILIZATION & MASS IMMUNIZATION
(Get them there)

ADD ONS
(Measles, Insecticide Treated Nets, the PLUS!)

SURVEILLANCE
(Record keeping and follow up)



EXCERPTS FROM JEFFREY SACHS ROTARY CONVENTION ADDRESS IN COPENHAGEN

“How can we afford to believe that life will be valued if two million children will die this year of malaria, a disease that is 100% treatable with a one dollar (US\$1.00) dose of medicine. How can we believe that life will be of value anywhere on the planet if those two million people will not be protected from malaria even though with bed nets that can protect them from that disease cost us five dollars (will) last 5 years and sleep two children and therefore requires an expense of 50 cents for each child per year for a disease that will claim 2 million lives this year?

How can we be safe if every child in a malaria zone is not under the protection of a bed net?”



Photo by Alyce Henson/RI

MALARIA FUELS HIV IN AFRICA



“Health and hunger concerns encompass much of the work that Rotary clubs do at the local level. These projects are at the very core of Rotary service and brought us to the great work of PolioPlus. We must continue to work for polio eradication until it is achieved, and pursue the many and varied health and hunger projects that Rotary is known for worldwide.”

RI President Bill Boyd

**Contact your
Health and
Hunger Resource
Group Zone
Coordinator or
Rotarians Against
Malaria (RAM)
for further
Information**

These dual killers AIDS and Malaria, have created a vicious and deadly cycle. Malaria is fueling the spread of the AIDS virus and in turn people with HIV become more vulnerable to Malaria.

An Associated Press report recently stated: “... the interaction could be blamed for thousands of HIV infections and almost a million bouts of Malaria over two decades in one part of Kenya alone.”

Malaria sickens up to a half billion people annually and kills more than one million, mostly young children and mostly in Africa, which also bears the biggest HIV burden. Sub-Saharan Africa is home to 24.7 million HIV infected people. Almost two million died in 2006.



- **A child is expected to die every 15 seconds from Malaria**
- **That equates to 4 children dead every minute**
- **Which means 240 children die every hour from Malaria**
- **Would it upset you if 24 airplanes (one every hour) full of children**

crashed every single day killing all aboard?

That is exactly what occurs every day as millions of children die from this treatable and preventable disease.

THROUGH ROTARY CAN WE REDUCE POVERTY, SUFFERING AND SICKNESS?

Rotary has made a unique contribution to society through PolioPlus by establishing the Rotary Model and relentlessly pursuing its dream of stopping the transmission of Polio throughout the world.

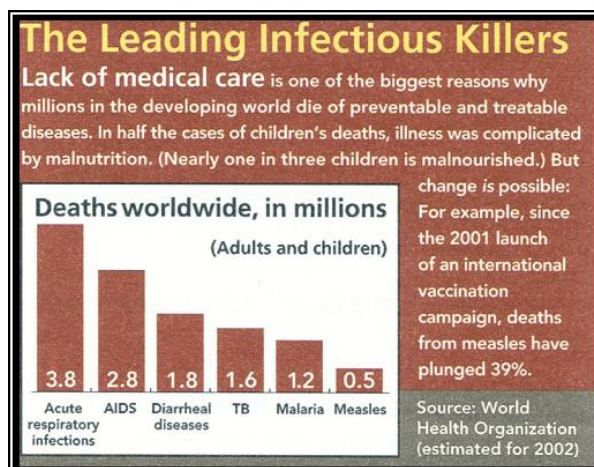
SETTING A CLEAR VISION

We need The Rotary Foundation (TRF) to set a clear vision (Future Visions Committee) and begin to seriously address AIDS, malnutrition, poverty, malaria, literacy and water. The recent ROTARY CENTERS MAJOR GIFTS INITIATIVE is an important step in that direction. Our CENTERS graduates are advocates for peace and understanding and many are now working for agencies dedicated to fighting poverty.

Is now the proper time for TRF to seriously plan ahead? Will we reach our goals for the Annual Programs Fund this year? Can the time table for our permanent fund to reach One Billion Dollars be stepped up?

IF TRF sets a concise and clear vision, we might be in a position to go after serious contributions from major donors for those specific causes (shown in the side chart) in addition to completely endowing our Rotary Peace centers by 2015.

Will we (Rotary) succeed in our dreams for the future and succeed in our dreams for our second Century of service?

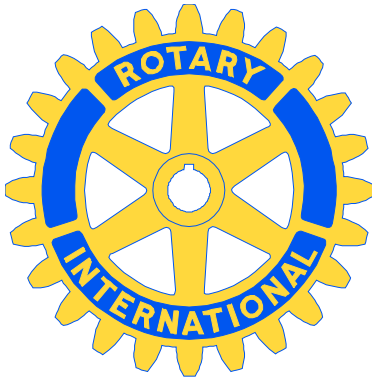


In half the cases of children's deaths, illness was complicated by malnutrition. Nearly one in three children worldwide is malnourished.



Photo by Alyce Henson/RI

ROTARY FOUNDATION TWO FOR ONE MATCHES?



**TRF MATCHES
DDF 100%
AND CASH
CONTRIBUTIONS
50%**

Rotarian Joe Mulkerrin wrote: My question concerns an article in the January 2007 OUR FOUNDATION - WHAT A BARGAIN on page 11. See the TWO-FOR-ONE star burst.

My understanding of "The Rotary Foundation provides a 1:1 match for District Designated Funds (DDF) contributions and a 0.5:1 match for new cash contributions" does not seem to agree with the sentence in the referenced paragraph. Namely - "And in some circumstances RI may match the total for both clubs and their districts with another \$4,000". Looks like there are exceptions or some workaround, so as to up the 0.5 match on club funds to 1.0. Has that happened?

No! Wrote *James Robinson*, Division Manager of TRF Humanitarian Grants Program: "The message clearly demonstrates the multiplier affect of using TRF to fund international service projects. However, it has left some Rotarians with the impression that TRF matches 100% of cash contributions, which is no longer the case. It might be helpful to clarify in that article that TRF matches DDF 100% and cash contributions 50%."

A ROTARY LEGACY

**A LEGACY CAN CAPTURE AN INDIVIDUAL'S LIFE,
ONE'S VALUES AND PERSONAL WISHES.**

Past Rotary International President Frank Devlyn wrote: "...what will be your legacy? Living forever in the physical sense is not possible," he noted, "but to leave a legacy that lasts in perpetuity might just be the next best thing. The Rotary Foundation's Permanent Fund enables Rotarians to create their own legacy to do good in the world forever."

In 1917 The Rotary Foundation's founder Arch Klumph wrote: There are persons *"... who are seeking ways and means of leaving some part of their wealth where it may do the greatest good for humanity. What better equipped organization or institution than Rotary International can be found to be entrusted with such funds?"*

Birthdays, anniversaries, holidays when all the family are gathered together is a perfect time to open a legacy discussion and to communicate to your family your personal wishes and your values. Don't wait for an illness or a health scare to begin those important discussions.

Your life experiences, your wishes and dreams, your hopes for your children, your grandchildren and generations to come and your dreams to truly make a difference in this world are topics to discuss.

Rotary experiences have influenced many to create an endowment, a legacy through the Permanent Fund of Our Foundation.



**THE ROTARY
FOUNDATION'S
PERMANENT FUND
ENABLES
ROTARIANS TO
CREATE THEIR
OWN LEGACY TO
DO GOOD IN THE
WORLD FOREVER**



WHY GIVING TO CHARITY FEELS GOOD?

The Chronicle of Philanthropy
From the issue dated December 7, 2006
By Holly Hall

STUDIES SHOW:
"WE PROFIT
EMOTIONALLY
WHEN DOING
GOOD."

The warm glow that many donors get from giving to charity involves the same brain mechanisms that evoke pleasurable sensations after sex, eating good food, and using heroin or other drugs, a new study has found.



Photo by Alyce Henson

Jorge Moll, a Brazilian neurologist and the lead researcher of the study, says that he wants to expand research into the neural, as well as psychological, causes of altruism and pro-social behavior.

"We can promote social welfare through a better understanding of the mechanisms underlying altruistic behaviors," says Dr. Moll. "Many people think they should not do anything for others unless it has a material benefit for themselves. But our brains show that you profit emotionally from doing so. Something in our brains shaped by evolution allows us to feel joy when we do good things. It is a biological force and we should not ignore it in promoting social welfare."

For a free copy of the study, send an e-mail message to Dr. Moll at mollj@ninds.nih.gov.

PEACE IS POSSIBLE

I have been editing the OUR FOUNDATION NEWSLETTER since 2001 and as I searched through our archives for the word PEACE I watched as articles and references quickly appeared from many of the sixty (plus) newsletter issues.

There is no doubt that Rotarians have seen over these last few chaotic years bad things happening in our oft-times cruel and bloody world. There are so many areas of conflict: guerilla warfare by opposition groups, kidnappings, terrorist attacks and rampant gang activity in inner city metropolitan areas,. The violence is horrific. So is the aftermath: poverty, destruction, hunger, homelessness, and disease.

Rotarians steadfastly support the mission of the Rotary Foundation, which in part states: “.. The achievement of world understanding and peace.” The proliferation of articles and humanitarian projects supported my assumption that Rotarians believe PEACE IS POSSIBLE.

TRF Trustee Chairman Luis Vicente Giay recently wrote: “Everything we do through our Rotary clubs — from fighting poverty to eradicating polio is intended ultimately to promote world peace. What better way to contribute to that effort than by helping to develop future world leaders committed to achieving peace and understanding.” Rotary is developing “change agents”, through the graduates of the Rotary Peace Centers.



The dove and olive branch stand as universal symbols of peace. This art was constructed using different papers from around the world, their variegated colors and textures reflecting the diversity of Rotarians and the Rotary World Peace Fellows they sponsor. It was drawn from the logo of the Rotary Centers for International Studies in peace and conflict resolution.

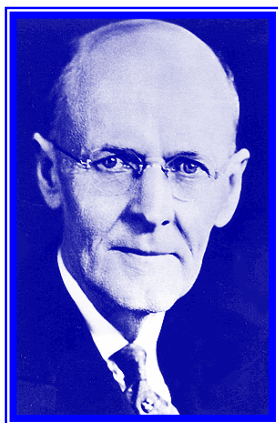
WHAT PAUL HARRIS (AND OTHER ROTARY LEADERS) SAID



Glenn E. Estess, Sr.
RI President, 2004-05

"Our first hundred years will stand as an inspiring record of men and women of all races, religions, nationalities and political creeds who have made significant contributions to creating a more peaceful world."

**RI President Glenn Estess (2004-05)
at the United Nations,
November 6, 2004**



Paul P. Harris

"Must the best genius of men be devoted to the science of war and none to the science of averting it?"

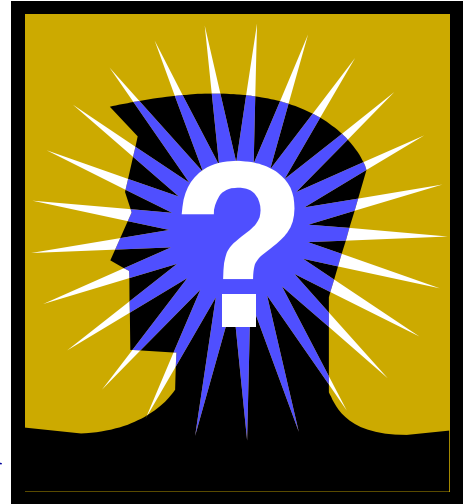
**Paul P. Harris,
We Must Plan for Peace,
THE ROTARIAN,
February 1940**



Quoted from "What Paul Harris Said". This service is prepared by Rotary's Global History Fellowship (an Internet Project) and is available by a free email subscription. Please subscribe by writing to: mail@rotaryhistoryfellowship.org

WHY I AM A ROTARIAN

This free weekly Rotary Minute contains inspiring statements from Rotarians on why they are "Rotarians." We hope this will encourage others to examine the reasons why they belong to Rotary and help them to see the tremendous value of each membership in creating understanding, goodwill and world peace. Please register for this free weekly Rotary Minute by sending your email address and writing subscribe to: mail@rotaryhistoryfellowship.org



WHY ARE YOU A ROTARIAN?

Send your personal "Why I am a Rotarian" written in 300 words or less and include your full name, your club, district and country and your .jpeg photo to: EBlender@aol.com.

All Rotarians are invited to submit their essay for inclusion in this

WHY I AM A ROTARIAN

Rotary History Fellowship Project



THE SCHOLARSHIP SEASON

Gearing up for the process:

- Advertisements
- Applications,
- Club and District Interviews,
- Deadlines
- Local and International Selection Committees

WE ALL CAN HELP

Often club presidents are not very quick to open and/or act upon their Rotary mail.

As a result, many clubs do not become aware of the Rotary Scholarship procedures, applications, interviews and deadline until it is too late and sadly are not represented by any candidates at the District interviews. We all can help to spread the word!

**ROTARY
WORLD PEACE
SCHOLARSHIPS**

**ACADEMIC YEAR
AMBASSADORIAL
SCHOLARSHIPS**

**MULTI-YEAR
AMBASSADORIAL
SCHOLARSHIPS**

**CULTURAL
AMBASSADORIAL
SCHOLARSHIPS**

**A SAMPLE ADVERTISEMENT: TO RUN IN YOUR LOCAL PAPER

ROTARY INTERNATIONAL SCHOLARSHIPS ARE AVAILABLE

DO YOUR CAREER PLANS INCLUDE STUDY ABROAD?

College and Graduate students graduates may apply for a Rotary Ambassadorial, Cultural or Rotary World-Peace Scholarship to study at a foreign university or college.

Visit www.Rotary.org & enter Scholarships in the Search box for applicant criteria, or contact your local Rotary Club at 970-xxx-xxxx for information and applications.

Application submission deadline is Xxxx 15, 2007

THERE ARE DIFFERENCES

ROTARY CENTERS FOR INTERNATIONAL STUDIES IN PEACE AND CONFLICT RESOLUTION

ROTARY PEACE AND CONFLICT STUDIES PROGRAM

COST

- US \$60,000.00/fellow
- US \$6,000.00/participant

DEGREE

- Masters Degree
- Certificate

LENGTH OF PROGRAM

- 15 to 21 months
- Two 3-month sessions:
(January-March); (July-September)

SELECTION PROCESS

- TRF Selection meeting in
October / November
- TRF Selection meeting in
February and August

NUMBER OF SCHOLARSHIPS

- 60 Fellows selected per year
- 30 participants per session

NUMBER OF CENTERS

- 6 Peace Centers—
University of California,
Berkeley (USA), University of
Bradford (England), Duke
University and the University
of North Carolina (USA), In-
ternational Christian Univer-
sity (Japan), University of
Queensland (Australia), Uni-
versidad del Salvador
(Argentina)
- 1 Center--
Chulalongkorn University in
Bangkok, Thailand





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From the New York Times, December 23, 2006

The groups organizing the campaigns (measles and malaria) hope to raise money for nets from rich countries and charitable groups.

Andrea Gay, an official with the United Nations Foundation, part of the measles-malaria alliance that submitted the six-country proposal (see pages 2 through 7), sputtered with frustration that the Global Fund had not come through.

"They agree we have a strategy to prevent malaria using nets and then they don't do anything," she said, soon after learning of the rejection. "They go back to their desks. Six countries could have had full coverage for children under 5. How many lives would have been saved?"