

OUR FOUNDATION



ISSUE 8

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COST TO BENEFIT RATIO?



PRRFC Eddie Blender
2002-04

How often are you asked, "how can I really make a difference?" Rotarians often think of the cost to benefit ratio of their humanitarian and cultural projects and wrestle with

the time involved, the dollars involved and what to make of it all and essentially with all of the needs out there – what should be done first.

What is the best way to spend our club and district and TRF resources in developing countries?

A recent international economic seminar listed the challenges in dealing with developing countries?

- Civil conflicts
- Climate change
- Communicable diseases
- Education
- Financial stability
- Governance
- Hunger and malnutrition

- Migration
- Trade reform
- Water and sanitation

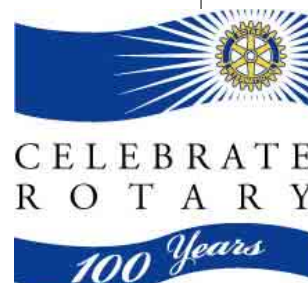
Knowing that resources worldwide were scarce the idea at the seminar was to use an arbitrary amount of funds (\$US 5 Billion Dollars) and allocate those fictional funds. How would the money be spent? Would it be possible to reach agreement on *what should be done first?*

The following is the prioritized list that the seminar panel drew up:

1. **Diseases:** Control of HIV/AIDS.
2. **Malnutrition:** Providing micro nutrients.
3. **Subsidies and trade:** Trade liberalization.
4. **Diseases:** Control of malaria.
5. **Malnutrition:** Development of new agricultural technologies.
6. **Sanitation and water:** Small-scale water technology for livelihoods.
7. **Sanitation and water:** Community-managed water supply and sanitation.
8. **Sanitation and water:** Research on water productivity in food production.

"An investment in Insecticide (mosquito) Treated Nets* (ITN) could save a child's life. A US \$100 dollar investment could provide 30 ITNs. (US \$3.34/net/child/life) How about that: for a cost to benefit ratio?"

* SEE BOX P. 8



Continued on page 2

Continued from front page:

9. Government: *Lowering the cost of starting a new business.*



So now Rotarians what choices should we make?

We should first consider what those seeking aid prioritize. Most local governments do in fact set priorities among the well intentioned projects they could choose.

A difficulty is that the likely effect of most if not all of the humanitarian or educational

projects depend on local factors.

For instance, — spending more money on education may yield good results in countries where schools are already held accountable, in one way or another, for the quality of the service they provide.

Where they are not held accountable, which is the position in most of the least developed economies, additional spending on education may simply be wasted.



**SPENDING OUR
RESOURCES ON
EDUCATION MAY
SIMPLY BE WASTED
IF LOCAL GOVERNMENT
DOES NOT PRIORITIZE
EDUCATION**



A PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

The Rotary Global History Fellowship has prepared “generic” articles and PSA announcements and professional PSA radio recordings and would be pleased to send them to you. Please write to:

**ROTARY GLOBAL HISTORY FELLOWSHIP
PO BOX 1296**

EDWARDS, COLORADO 81632-1296 USA

***For the CD, please include a US\$5.00 check made out to
RGHF (this payment is a handling and postage charge)***

WHAT PAUL HARRIS SAID

We are celebrating the 100th Anniversary of Rotary ...and the story of the young Chicago lawyer Rotary's founder - Paul P. Harris whose idea of reaching great goals through simple friendships would strike a chord in the hearts and minds of men of all continents.

How was such a thing possible? Many have pondered the question, but Paul himself never doubted the obvious answer.

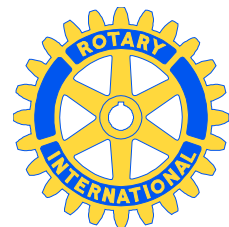
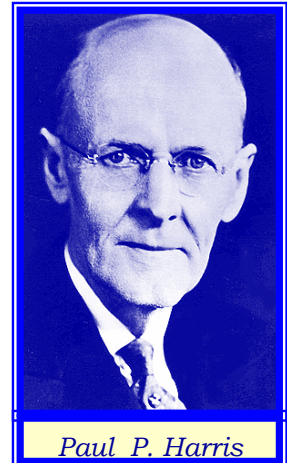
“Everyone needs friendship” he reasoned, ...and friends may disagree but — in a spirit of goodwill and fellowship — they can eventually solve their differences.”

And so it is with families, communities, between communities and states, between nations, and ultimately, the whole world.

Paul Harris believed, unequivocally, that friendship, seasoned with common sense, could settle any kind of dispute; that just getting to know another person could lead to amicable relationships. He was proven right more times than we can even imagine.

Luis Vicente Giay
RI President, 1996-97

From “Paul Harris and His Successors:



Quoted from "What Paul Harris Said" - This service is prepared by The Rotary Global History Fellowship (an Internet Project) and is available by a free e-mail weekly subscription from the website: <http://www.whatpaulharrissaid.org/>

If you were going to a birthday party for someone 100 years "young", what would be your gift?

For Rotary, we recall the many years of wonderful programs and service projects by great leaders that give us pride.

The greatest gifts we as Rotarians can give to keep our organization alive and well for others to enjoy into the future are a new member and a contribution to The Rotary Foundation.

I have made my gifts. Have you? If not, please do so by June 1, 2005 so we can all celebrate Rotary in Chicago.

With appreciation and my best regards,

Louis Piconi,
2000-2001 RI Vice President,
*JOIN ME at the Chicago
2005 RI Centennial Convention*





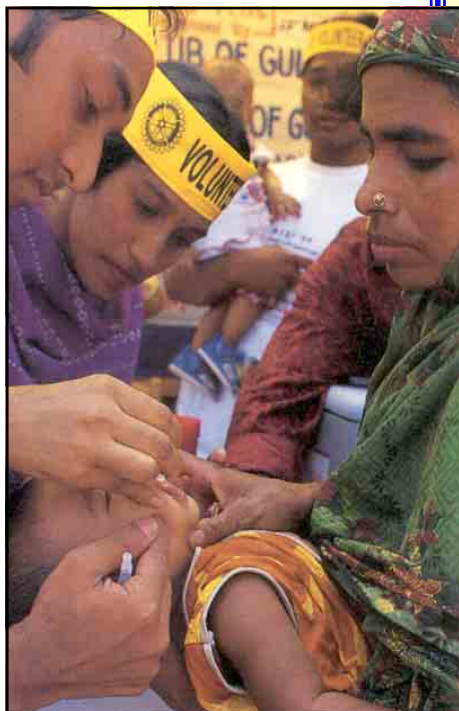
**HOW IS
YOUR
AREA
DOING?**

TOP 30 DISTRICTS APF PER CAPITA AS OF 30 JANUARY 2005

Zone	District	Members	District Goal	APF per Capita	APF-SHARE
9	3680	1,661	328,600.00	\$177.88	295,461.51
9	3640	1,975	382,800.00	\$161.58	319,111.54
9	3750	2,184	393,644.00	\$158.11	345,317.35
4	3500	1,903	2,200.00	\$149.69	284,862.50
4	3520	2,855	308,206.00	\$115.34	329,300.00
24	5000	2,116	242,456.86	\$114.67	242,644.52
2	2770	2,914	455,553.32	\$110.67	322,493.84
9	3690	2,580	350,000.00	\$108.61	280,226.31
24	5170	3,917	513,694.00	\$107.80	422,271.35
2	2590	2,718	359,572.00	\$102.34	278,172.49
22	5010	2,650	16,826.85	\$101.37	268,629.84
3	2640	2,763	463,061.00	\$101.28	279,836.91
1	2820	2,378	297,287.00	\$97.13	230,985.76
3	2660	4,274	586,032.12	\$95.87	409,765.10
9	3600	3,093	265,300.00	\$95.60	295,700.00
24	5280	2,222	218,940.00	\$92.97	206,583.26
9	3710	2,157	230,000.00	\$92.07	198,600.00
9	3620	2,480	247,000.00	\$90.63	224,758.63
9	3700	2,750	320,749.00	\$90.47	248,803.64
7	3810	1,800	0.00	\$89.82	161,678.32
4	3510	1,925	0.00	\$89.54	172,355.00
4	3480	2,428	0.00	\$89.00	216,100.00
24	5300	2,777	342,943.00	\$88.46	245,664.98
24	5330	2,346	305,340.00	\$85.10	199,648.72
25	5450	3,021	366,714.00	\$84.08	254,002.27
29	6110	4,907	456,270.00	\$83.07	407,628.21
9	3650	2,725	252,400.00	\$81.91	223,200.00
23	5180	1,942	207,608.50	\$79.91	155,186.18
3	2650	5,317	671,142.00	\$78.23	415,934.88

THE ROTARY MODEL

**THE ROTARY
MODEL GIVES
BOTH RICH
AND POOR
GOVERNMENTS
EXCELLENT
HELP IN
CONFRONTING
GLOBAL
CHALLENGES**



The Global Polio Eradication Initiative is recognized worldwide as a model of public and private cooperation in pursuit of a humanitarian goal.

Using the Rotary Model, the Measles Initiative has vaccinated over 350 million children against Measles since it began mid-2001. As of 2005, the Measles Initiative is responsible for saving 350,000 lives per year, saving the lives of as many children as caught Polio at its peak. The organizers of the Measles Initiative attribute its success to use of The Rotary Model. The Measles Initiative is ahead of schedule, under budget and has a higher success rate than the planners even dreamed of, thanks to Rotary!

THE ROTARY MODEL

(A model for public-private partnerships)

1. **Mass Social Mobilization** – Gets the mothers motivated to bring children for vaccinations
2. **Logistics has two parts** – to build a ‘cold chain’ to deliver viable vaccines to the farthest reaches of the earth and to manage efficiently the millions of mothers and children when they appear for vaccinations
3. **Surveillance** – provides follow up detailed laboratory analysis to track the elimination of the disease and stop its spread.

The Rotary Model is now being expanded to deliver vaccine-like goods, such as Insecticide-treated Mosquito Nets (ITN) and Micronutrients, such as Vitamin A, with such efficiency that planners are moving up the target dates of achieving ‘full coverage’ of nets and micronutrients. Each input is expected to save 1 million lives per year and thus add literally billions of dollars to the economies of sub-Saharan Africa. After Polio, Measles is next in line for eradication, and more vaccines are in the pipeline, now assured rapid, economical delivery, all of this thanks to The Rotary Model.

Drake Zimmerman
DRFC Chair
2005-2006

ROTARY WORLD PEACE SCHOLARSHIPS

Over the next few months Rotarians will be seeking applicants for the class of 2006-2008 — Rotary World Peace Scholarship. The Rotary Foundation provides 70 scholarships worldwide, specifically for a two-year master's degree program relating to conflict resolution and peace initiatives. The program started in 2002 and the scholars selected will comprise the fifth class.

What do the following Rotary International districts have in common?

D1360/Iceland
D4910/Argentina
D5360/Canada
D9800/Australia



They have a perfect record!

Every year in the four years since the inception of the Rotary World Peace Scholarship program those four districts have each been successful in choosing candidates who have been selected by the Rotary Centers Committee to receive Rotary World Peace Scholarships.

Congratulations to each of these districts. Now the question is... "How do we replicate what they did?"

TRF is researching why these districts have been so successful and what lessons might be learned regarding the "ideal profile" of a Rotary World Peace Scholar. We will soon report on this. And perhaps learn something.

EVERY ROTARIAN EVERY YEAR

2005-2006 CLUB SUCCESS KITS



The 2005-2006 Club Success Kits will be mailed directly to each club president-elect in late April. The kits will be similar in design to the 2004-2005 kits and will include:

- 2005-06 Cover Letter from Trustee Chairman Frank Devlyn
- 2005-06 Fund Development Club Goal Report Form
- 2004 Rotary Foundation Facts (159)
- One Every Rotarian, Every Year Brochure/contributions form (957)
- One sheet of 2005-06 Rotary Foundation Sustaining Member Badge Stickers (956)
- 2005-06 Every Rotarian, Every Year Club Schedule
- Every Rotarian, Every Year Resources on the Web
- Weekly Rotary Foundation Thoughts
- Your Annual Contributions at Work
- Annual Programs Fund Challenge/Leverage Gift Examples
- Publications Order Form (337)

THE POWER OF COMBINED EFFORT

Vaccinated children are healthier and absorb nutrition better. When children are nourished they resist disease better and learn better. Healthier children and mothers resist diseases better, including HIV and malaria. Prevent malaria in HIV+ mothers-to-be and HIV transmission to their unborn children drops dramatically. Add Mosquito Nets and micronutrients to vaccination campaigns and you improve health more than any one intervention alone.

ALMOST THERE!

In February 2002 Rotary rose to the challenge once again announcing a Polio Eradication Fundraising Campaign to raise US\$80 million to contribute to the funding gap, at that time estimated at US\$275 million by the World Health Organization.

The Global Polio Eradication Initiative is recognized worldwide as a model of public and private cooperation in pursuit of a humanitarian goal. Past WHO Director-General Gro Harlem Brundtland once praised Rotarians as the first group with the vision of a polio-free world and the resolve to see the job done.





**RRFCS & OUR
FOUNDATION
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SERVICE Above Self



Dear Friend:

We have through The Rotary Foundation major opportunities to right now change, to speed up the history of the world. The Rotary Foundation can help you make your mark on the world's future.

These marks each come with a price tag. How about one million children saved from malnutrition, measles, malaria, pneumonia thanks to you.

We need your commitment. We need your donation. We need your generosity.

We need you to make a major contribution to The Rotary Foundation.

Very Truly Yours,