

OUR FOUNDATION



ISSUE 9

APRIL 15, 2005

The Grand Slam of Development: Health, Nutrition and Water



PRRFC Eddie Blender
2002-04

Last month, I wrote about the **ROTARY MODEL** (A model of public-private partnership, which was a lesson and a gift to the world from the PolioPlus initiative.)

1. **Massive Social Mobilization**
2. **Logistics**
 - efficient Management and Delivery
3. **Surveillance**

How does the 'Rotary Model' relate to economic development? Simply stated: healthy nations are more prosperous nations and certain initiatives have greater add-on economic value.

Drake Zimmerman, Rotarians against Malaria (RAM) stated... "Vaccinated children are healthier and absorb nutrition better. When children are nourished they resist dis-

ease 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 (ITN) and Micronutrients to Immunization Campaigns and you improve health more than any one intervention alone.

Cost to Benefit Ratio?

Health impacts more than health: Health and nutrition inputs have huge ECONOMIC paybacks. Every US \$1 for mosquito nets puts \$20-100 into the economy. Every US \$1 for micronutrients puts \$20-150 into the local economy.

Take care of these needs first, and the local population can better afford in the future to take care of themselves. Now add potable water making this formula the Grand Slam of Economics – and Health Improvement."

*You see things:
and you say,
"why?"
But I dream things that
never were:
and I say,
"why not?"*

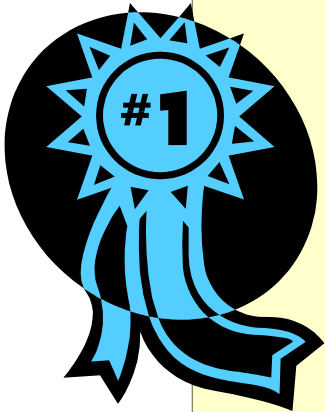
George Bernard Shaw



CELEBRATE
ROTARY

100 Years

We've got the best foundation



Why?

One reason: we multiply money that donors give us. Our standard is that for every \$1 given to our Rotary Foundation, we deliver more than \$1. Other charities measure donations as a part of a dollar that goes to goods or services. The Rotary Standard is how big a multiple of \$1 we deliver.

How?

We multiply money with matches of our own money and with matches from other people and from Our Foundation. Then we multiply the value of the money with dona-

tions in kind. That's not all!

We add more value still by knowing who to call to get the best price, by using volunteers for much of the administration and knowing who to call to move the action forward. As Rotarians, we 'make acquaintance an opportunity for service'.

Bottom line: We help donors get a bigger bang for their bucks. Our bucks are in there, too. That's just one more reason The Rotary Foundation is the Best Foundation.

Drake Zimmerman
DRFC



"Hope has two beautiful daughters. Their names are anger and courage; anger at the way things are, and courage to see that they do not remain the way they are."

-St. Augustine

"Create
Awareness

Take
Action"

-Frank Devlyn



Matching ideas to wealth

"Big donors don't do these gifts overnight," says Jerry May, vice president for development at the University of Michigan, in Ann Arbor. "It's not so much that they have great wealth and they are ready to dispose of it. *It's that their great wealth has matched a great idea.*"



Overcoming Wrong assumptions

We assume that each of our club presidents and our members understand the how's, why's and wherefores of TRF. **WRONG ASSUMPTION!** These are the facts and worldwide statistics tell us that:

- Only 11% of Rotarians donate \$100.00 or more to The Annual Programs Fund of TRF.
- Only 21% of Rotarians donate \$1.00 or more to The Annual Programs Fund of TRF. (79% do not contribute at all.)

FIVE AREAS FOR SUCCESS

1. **A Trained Club Foundation**
Chair: also trained club presidents (at PETS) and trained DRFCs
2. **Club Programs with the "ask":**
what better time then when a knowledgeable presenter (DRFC, Alumni, TRF Leader) presents the right subject and gives a passionate talk. Don't drop the ball. Ask right then and there for a gift to

Our Foundation.

3. **Major Gifts— A must do:** A 100% sustaining member club of 100 members attains \$10,000 for the APF. One or two major Donors can triple that contribution with a challenge gift... Think \$10,000 vs. \$30,000?
4. **A District Matching Pool:** Imagine the possibilities if 20 or 30 district Rotarians would contribute their recognition points as a PHF Challenge.... 30,000 recognition points could help at a 500 point level to generate an additional \$30,000. Double your money — double your fun!
5. **Set the Record Straight** and keep the numbers up front:: LIST THE MONTHLY TRF FIGURES IN DESCENDING ORDER SO THAT EVERYONE (ALL PRESIDENTS AND CLUB FOUNDATION COMMITTEES KNOW EXACTLY WHERE THEY STAND).

What Paul Harris (and other Rotary Leaders) Said



“There is nothing more important for Rotarians than to take an active personal interest in youth, worldwide . . .

As a fatherless boy, I owe much to many Rotarians, who gave of themselves . . . talked to us, lived with us, let us see and feel . . .

The elements of their character . . . the reasons for their success, the unforgettable influence of close companionship.”

***Richard L. Evans, RI President 1966-67,
Book of Beginnings: Story Without End,
THE ROTARIAN, April 1967***

A creative Mentoring Program was started in Delaware, USA, when 800 Rotarians and others were trained in 1998 to mentor up to 1,200 elementary school children for a year.

The Delaware Rotarians felt that “with many single-parent families and with the diminishing influence of family on the children, caring older adults can fill a void that is greatly needed.”

Also Rotary volunteers journeyed in August 2001 from Alaska, USA, to Tomsk, Russia,

to spend four weeks developing educational, vocational, and sport programs for 110 children in the Eagle’s Nest Orphanage in Western Siberia. Since the Team to Tomsk program began, Rotarians have also provided winter clothing essentials for children in 22 communities.

RIPP Evans said.. “there is nothing more important for Rotarians than to take an active personal interest in youth, worldwide”.

What are you doing for youth in your community?



Would you like to have a Rotary minute delivered every week to you and your club via email? A "WHAT PAUL HARRIS SAID" message will be sent to you and whomever you sign up (free-of-charge) by the Rotary Global History Fellowship. Give this service to your club presidents as a gift.. This Rotary History message can be used at your club as a weekly Rotary minute. Please visit and register at:

<http://www.whatpaulharrissaid.org/>

Russian Clubs boost APF giving

Rotary clubs in eastern Russia have increased their giving to The Rotary Foundation's Annual Programs Fund to US\$47,539 as of 31 January, compared to \$10,000 for all of the 2003-04 Rotary year. What accounts for the clubs' significant rise in APF Foundation support?

"District Governor Vladimir Donskoy got commitments from individual Rotarians and then asked the rest of the club if they would come up with the remaining money so that the individual could become a Paul Harris Fellow," says TRF Trustee Carolyn Jones. "He has made certain that the clubs understand **the value of their recognition points**, and the clubs have used them . . . particularly to make new Paul Harris Fellows."



Recognition Points (a hidden treasure)

Once you have donated your first \$1000 in cash do you know you now receive one recognition point for every dollar sent to our Rotary Foundation from now on?

HOW CAN WE USE THESE POINTS?

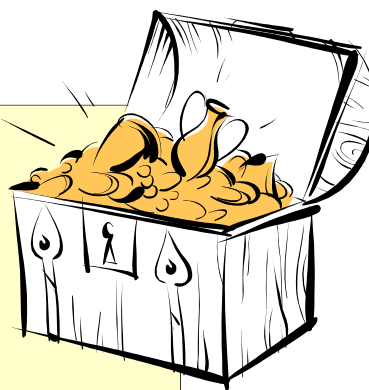
You're able to apply these points to *anyone* other than yourself - a fellow Rotarian, your best friends, a mentor, your spouse or your children with a simple signed request form sent to TRF.

There is a very simple process that allows you to recognize these special people with 1000 recognition points and present them with their own Paul Harris Fellow. Wouldn't

that be a great gift?

As Rotarians your annual gift should ALWAYS be made in your name and you should use points to cover others you wish to support. You may wish to notify your clubs foundation coordinator to use your points to match other members' gifts to spur your local clubs' efforts too!

And if a club sends money for grant projects, polio plus or a direct gift to the annual fund the club will also receive these points. What a hidden treasure!



You may wish to notify your clubs foundation coordinator to use your points to match other members' gifts to spur your clubs' APF efforts.



SCHOLARSHIPS FUND POOL FOR LOW-INCOME COUNTRIES

Some Districts have already allocated ***District Designated Funds (DDF)*** to the Scholarships Fund Pool for Low-Income Countries for 2006-07 scholarships.

Encouraging Rotarians worldwide to increase the educational opportunities for scholars from low-income countries.

These donations will help support a key objective of the Ambassadorial Scholarships Program: ***Encouraging Rotarians worldwide to increase the educational opportunities for scholars from low-income countries.***

All districts - both high and low-income - are encouraged to donate any amount of DDF to the fund pool for low-income countries as they plan their DDF spending for program year 2006-07. All districts and non-districted clubs in low-income countries may submit one scholarship application ***to compete for up to 20 Ambassadorial Scholarships awarded annually through the fund pool.***

A Trustee-appointed selection committee considers all applications on a world-competitive basis. The deadline to submit applications is the same as for all 2006-07 Ambassadorial Scholarship applications: 1 October 2005.

Contact: Renée Stephenson, Resource Development Supervisor, (P) 847-866-3314; (F) 847-866-0934; email: stephenr@rotaryintl.org.

The twenty 2005-06 Scholarships Fund Pool for Low-Income Countries finalists represent the following zones:

Zone	# of Scholars
5	1
6	1
7	1
10	12
19	2
21	2
22	1



Fast facts from “fragile earth”

(PUBLISHED BY THE ROTARIAN FELLOWSHIP
FOR POPULATION AND DEVELOPMENT)

- An estimated 115 million children currently do not attend primary school.
The majority (57 percent) are girls.
- About 57 million young men and 96 million young women aged 15-24 in developing countries can not read or write.
- An estimated 141 million or 42 per cent of adolescents between the ages of 15 and 17 were engaged in work in 2000.
- Worldwide, an estimated 352 million children between ages 5 and 17 were economically active (working) in 2000,
 - *over 246 million of them working illegally and nearly 171 million in hazardous conditions.*



UNFPA: Population Issues: Supporting Adolescents & Youth

**SHARE YOUR SUGGESTIONS, COMMENTS AND SUCCESS STORIES WITH YOUR RRFC
COLLEAGUES. WRITE: TO THE EDITOR AT EBLENDER@AOL.COM**



This ad will garner Attention (use it!)

ROTARY INTERNATIONAL SCHOLARSHIPS (ACADEMIC YEAR 2006-07/08) ARE AVAILABLE

DO YOUR CAREER PLANS INCLUDE STUDY ABROAD?
OUR "XXXXXX" ROTARY CLUB CAN HELP

College, graduate students, graduates
or working professionals may apply for:

Rotary Ambassadorial Scholarships (Value \$25,000),
Cultural Scholarships (Value \$13,000) or a
Rotary World-Peace Scholarships
(Towards a masters degree – value up to \$60,000).

Application must be made through a
Rotary club in the area of the
applicant's legal or permanent residence
or place of full-time study or employment.

For more information and applications:
Visit www.Rotary.org/ and enter scholarships
in the search box for applicant criteria,
or contact your local Rotary Club at xxx-xxx-xxxx
for additional information.

Application submission deadline is XXXX XX, 2005



Public Service Announcements

(PSAs) both for printed
media and radio are be-
ing provided by the Rotary Global History Fellowship for use
by districts and clubs.

President Glenn has mapped the course in this our Centennial Year. Share and celebrate Rotary's history and your club's accomplishments by writing Rotary articles for your local newspapers and recording Rotary Public Service Announcements (PSAs) for your local radio stations.

The Rotary Global History Fellowship has prepared "generic" articles and PSA announcements and recordings and would be pleased to send them to you. Please write to EBlender@aol.com with your request.

PSA CAMPAIGN WITH A TRF & centennial THEME

Rotary Scholarships

Each year Rotary spends over US \$20 million on international scholarships benefiting 1,000 students world wide.

Seventy of the 1,000 students are granted World Peace Scholarships yearly for study at the eight Rotary Centers for International Studies in peace and conflict resolution

Today, there are more than 30 ongoing conflicts around the globe. To promote world peace and develop the next generation of community and world leaders, Rotary in 2002 established the Rotary Centers for International Studies in peace and conflict resolution. Rotarians are now interviewing for the fifth class (2006-08).



REAL EXPERIENCES GIVE PEACE A CHANCE



Hope for Ethiopian children . A girl holds an essay about her experiences with HIV/AIDS and twins take a break in a tent.

Photos: AMY KAY.

Rotary World Peace Scholars studying at The University of Queensland (UQ) have recounted their experiences in war-torn countries such as Bosnia and Sierra Leone.



Nine overseas students, UQ's first world peace graduates, presented their research papers research in Brisbane on Saturday, October 23, 2004. They spoke of peace-building, war crimes, HIV Aids and global justice for the inaugural Paul Harris seminar– *Resolving Conflicts and Building Sustainable Peace in the 21st Century*. Each scholar spent about three months in troubled countries, from Ethiopia to Bosnia working on peace and community projects for their Masters degree at the UQ Rotary Centre for International Studies.

Center director and seminar organizer Dr. Marianne Hanson said the conference allowed students to publicly present their views on peace and conflict. "These are people who will shortly be completing their degrees and who will be going out in the world in November," Dr Hanson said. "Within a short time they should occupy positions of influence and make a difference to enhancing the chances of peace and social justice at a global level.

"Rotary International, like so many other organizations, is beginning to understand that peace studies is really vital and has to be supported because we've seen so much death and tragedy in the world. In the last century alone, 86 million civilians were killed in 250 conflicts. There's a recognition that we should be trying to do things differently now."

Each year Rotary, selects up to 70 World Peace Scholars' to study at its 8 worldwide University Peace Centers.

AND It all adds up to Poverty

To the Editor:

The April 15 *Our Foundation Newsletter* was another great issue and I thought your front page lead story was very good. Certainly no one could argue with any of the challenges. I thought the prioritizing produced an interesting story in itself. When you take a close look priority items- 2-4-5-6-7-8 they all relate to water - sanitation . That means 6 out of the 9 priorities, or two-thirds of the items you prioritize as world needs were for water/sanitation.

And if you consider Health as an overall category then you could add one more making it 7 out of 9. Look closely, all of these items come back to POVERTY.

If you take a look at the challenges listed in the first group the lead item is conflict followed by government or government related issues. Conflict, 99% of the time is caused by POVERTY

So, is it fair to conclude that water/sanitation the massive contributor to POVERTY really could be considered the single major issue to focus on for world challenges. Perhaps Rotary will focus on that after PolioPlus.

You could even say that migration or escape from conflict or poverty or no work — is also poverty.

Water/sanitation is where I personally have made my commitment for my brothers and sisters of the world. Rotary provides wonderful friends and tools to allow you to work toward resolving the passions of your heart.

**Ron Cowan, PDG '93-'94
Chair, Water PLUS, Inc.**

**SHARE YOUR SUGGESTIONS, COMMENTS AND SUCCESS STORIES WITH YOUR
RRFC COLLEAGUES. WRITE: TO THE EDITOR AT EBLENDER@AOL.COM**



5 million children saved from paralysis

“Rotary was the first one with the vision of a polio-free world,” e-mailed Oliver Rosenbauer, a spokesman for the Polio Eradication Initiative at the World Health Organization in Geneva. “Because Rotary members made a promise 20 years ago to rid the world of polio, an estimated 5 million children have been saved from paralysis, and more than 2 billion children in 122 countries have been immunized.”

Progress has been stunningly swift since WHO, the U.S. Centers for Disease Control and Prevention, and UNICEF joined Rotary in the eradication initiative in 1988.



A 7-year-old child in Botswana, infected by a polio virus from northern Nigeria. Botswana had been polio-free for more than a decade.

NEVER GIVE UP!

I had a nice Christmas gift. For 5 years have I been working with the Swedish Government in PolioPlus advocacy to make my country get on our eradication train. It's been a struggle, mostly because I am a business man used to take decisions and I'd rather take "no" for an answer than no answer. This has been so frustrating to me. I don't know how many visits and calls I have made during the 5 years, but they have been plenty and I have been on the edge of giving up many times. THEN, (recently) the Department of Foreign Affairs called me and advised that the Swedish Government had allocated - and immediately remitted - US \$30 million to our polio program! What a gift to the children of the world that is. What do we learn from this – never give up!



SERVICE Above Self

Carl-Wilhelm Stenhammar
RI President-elect, 2005-06



RRFCS &
OUR FOUNDATION
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EDWARD "EDDIE" BLENDER

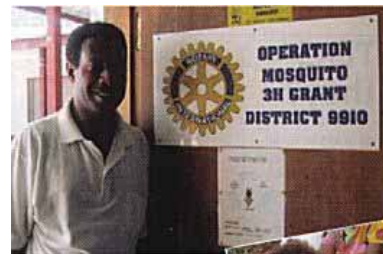
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Children in Vanuatu are being helped in the fight against malaria by Rotary Against Malaria (RAM) and Rotary Operation Mosquito, two Rotary initiatives.

In any given year, nearly *ten per cent of the global population will suffer from malaria – 500 million clinical cases* – and more than one million will die as a result.

Most of these deaths occur in Africa south of the Sahara. In addition, malaria also results in chronic illness, particularly in young children and also contributes significantly to anemia in women and children, and is a major cause of low birth weight.



The 250,000 or so fatalities from the tsunami are well within the margin of error for estimates of the number of deaths every year from malaria.

Probably one million people die annually of malaria, most of them children and most in Africa, or maybe it's three million - we really don't even know the exact number.

THE BOTTOM LINE IS THAT...
THIS MONTH AND EVERY MONTH:

- * more people will die of malaria (165,000 or more)
- * and AIDS (240,000) than died in the tsunamis,
- * and almost as many will die because of diarrhea (140,000).