

# A Miracle in the Making

## Canada's International Immunization Program

### A dream fulfilled

The drama and emotion felt at the 1988 R.I. Convention will never be forgotten. It was the week of the historic announcement—marked by music, “fireworks,” and the descent of 15,000 balloons—when Walter Maddocks, international executive director of the PolioPlus Campaign, shouted: “We’re over goal!”

The fundraising effort for PolioPlus has brought in cash and pledges of more than U.S. \$220 million—83 percent more than the campaign’s original goal. The campaign headquarters has now documented this entire amount, meaning that the figures have been substantiated by cash, individuals’ signed pledges, or resolutions adopted by Rotary clubs. Over half the funds—U.S. \$122.5 million—have been received in cash.

A sophisticated computer system keeps track of the pledges and informs individuals and clubs of their progress. In the U.S., all personal pledges and club resolutions have been entered into the R.I. computer system according to the donors’ preferred pledge-payment schedule—monthly, quarterly, semiannually, or annually. At the appropriate intervals, each individual and club will receive a statement of account, showing the amount of the commitment, the amount that has been paid, and the balance.

Every three months, the club president will receive a report showing the status of all individual accounts and of the club’s total commitment. District governors and district PolioPlus coordinators will receive reports on all clubs in the district, but not on individual accounts.

Outside the U.S.A., each club will receive a quarterly statement of its PolioPlus account, prepared in Evanston but routed through the national or multinational PolioPlus Campaign chairman. Clubs will follow their customary procedures in making payments to the PolioPlus treasurer. The treasurers will be



**Canada**—At a PolioPlus fundraising dinner, The Honourable John A. Fraser, speaker of Canada’s House of Commons, presents a Distinguished Service Award to Anup Singh Jubbil of the Rotary Club of Burnaby-Hastings, B.C. Left to right: Fraser, Anup, 1987-88 club President Dr. Lionel Fishman, Walter Maddocks.

asked to send to R.I. a monthly report of funds to be credited to each club’s account.

A task force has been formed representing several divisions of the Secretariat staff to ensure the prompt crediting of payments and to respond quickly to problems reported by clubs.

### PolioPlus pace quickens

The Rotary Foundation’s unaudited year-end report for 1987-88 shows that the PolioPlus immunization program grew rapidly during the year. Expenditures by the Foundation to honor its PolioPlus grant commitments were 391 percent higher than in the previous fiscal year! The amount spent in 1987-88 was \$16 million, compared to \$4.1 million in 1986-87.

PolioPlus grants have been awarded to 70 countries. As of 30 June, \$23,963,561 has been spent since the start of Rotary’s first polio immunization project in 1979—approximately 30 percent of the total amount in grants. Expenditures dur-

ing the 1987-88 fiscal year represent about two thirds of this amount.

As of mid-August, more than 522 million doses of oral polio vaccine have been purchased—enough to immunize approximately 130 million children. In addition, about 19 percent of the funds spent have paid for items other than vaccine—cold-chain equipment to preserve and transport the vaccine at the proper temperature, publicity materials, and information on conducting social mobilization efforts.

The Foundation staff noted that PolioPlus immunization has become increasingly global. During the past 12 months, the balance of PolioPlus expenditures has shifted from the Western Hemisphere to the Eastern Hemisphere. In prior years, more than half the funds for vaccine purchases were channeled through the Pan American Health Organization for projects in Central and South America and the Caribbean. In recent months, the majority of funds have gone through UNICEF to purchase vaccines to immunize children in Asia, Africa, and the Middle East.

## The generosity of nations

The government of The Netherlands has joined 10 other nations in giving its official support to the PolioPlus Program. Jacobus "Ko" Weber, vice chairman of The Netherlands campaign committee, reported that the government will provide a gift of 500,000 Dutch guilders (approximately U.S. \$250,000).

Weber comments, "We are naturally very pleased with this donation, in which the government officially recognizes the importance of Rotary's PolioPlus Campaign."

The other governments that have provided grants are the U.S., United Kingdom, Canada, Federal Republic of Germany, Norway, Australia, Gibraltar, New Zealand, Luxembourg, and Bendel State in Nigeria. In some cases, the government contributions are contingent on the amount of funds raised by Rotarians.

## India gears up for all-out immunization

India has more cases of polio than any other country in the world, making it the primary battleground against the disease. Its great size and population make it especially difficult to immunize the 110 million children in need of polio vaccine.

India's goal is to achieve an 85-percent coverage rate against polio and other targeted diseases—the most massive immunization task ever undertaken.

R.I. has provided two PolioPlus grants totaling \$22.6 million to immunize India's children. The country's 50,000 Rotarians—along with their friends, families, and members of Interact, Rotaract, and the Rotary Village Corps—will assist in the immunization effort.

The ambitious goal of India's PolioPlus leaders is the creation of a volunteer force of at least 35,000. The training of volunteers began with a National Immunization Workshop in August, followed by state and local workshops to multiply the training down to club levels. Dr. Amita Jha, a physician, has joined the Rotary Immunization Task Force as PolioPlus program coordinator in India.

Support for the effort in India has even come from other countries. In

March, over 800 people attended a PolioPlus fundraising dinner for projects in India, sponsored by the Rotary Club of Burnaby-Hastings, B.C., Canada. Walter Maddocks was the keynote speaker. Among the guests were Consul General Jagdish Sharma of India; Gordon Campbell, the mayor of Vancouver; and Anup Singh Jubbal, chairman of the club's PolioPlus Campaign Committee. Over C\$44,000 was raised at the Indo-Canadian dinner. The government of Canada is a major supporter of Rotary's PolioPlus Program, having already contributed \$1.2 million.

## New PolioPlus tools

Rotary International is offering two new items—in two different mediums—to help tell the story of PolioPlus.

• *Reaching Out* is a new videotape produced jointly by Rotary and UNICEF as a general source of information on child immunization.

*Reaching Out* includes scenes of PolioPlus immunization projects in Côte d'Ivoire and countries in Latin America. The 28-minute video stresses the continuing partnership between private-sector volunteers

and the government agencies working to protect children from the six vaccine-preventable diseases. The tape also shows Herbert A. Pigman, then general secretary of R.I., presenting his historic 1985 address on Rotary's efforts to the United Nations.

The tape (stock #079) is available with soundtracks in English, French, Japanese, or Spanish. To order, contact the R.I. Central Office at One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201, U.S.A., or the R.I. branch offices. Price: U.S. \$29.

• *The PolioPlus Reporter* is a new Rotary newsletter that will keep clubs and donors informed of immunization activities, progress toward the eradication of polio, fundraising activities, and growth of the PolioPlus Fund as personal pledges and club commitments are fulfilled.

*The PolioPlus Reporter* is circulated to individuals who have made pledges and to clubs with continuing commitments to PolioPlus, and to regular readers of the *R.I. News*. It will be published quarterly, replacing other newsletters that were issued during the campaign.

Both items will serve as tools to help educate both Rotarians and the public on Rotary's contributions to universal child immunization.



**Quarter-million dollar gift**—The Church of Jesus Christ of Latter-Day Saints donated U.S. \$250,000 to Rotary International to immunize children in Kenya and Côte d'Ivoire. The contribution is the first major amount to be donated to PolioPlus by a church body. At church headquarters in Salt Lake City, Utah, U.S.A., leaders of the PolioPlus Campaign presented Ezra Taft Benson, president of the church, with a PolioPlus memorial statue. Left to right: Richard D. King, R.I. director-elect and a member of the U.S.A. PolioPlus Campaign Committee; Walter Maddocks, international executive director of the PolioPlus Campaign; Herbert G. Brown, chairman of the U.S.A. PolioPlus Campaign Committee; Thomas Monson, first presidency of the church; and Ezra Taft Benson.



Above: Rotarian **Anup Singh Jubbal** at one of the free eye camps in India he helped organize. Right: With Canada's Governor General Romeo LeBlanc in Quebec City, Quebec, on 12 September, when Rotarian **Jubbal** received the Meritorious Service Medal (see item).



## Canadian Rotarian helps the blind to see

In September, the Honourable Romeo LeBlanc, governor general of Canada, presented Rotarian **Anup Singh Jubbal** with the Meritorious Service Medal. The medal recognizes "a deed or activity performed in a highly professional manner or according to a very high standard that brings benefit or honour to Canada."

Rotarian **Jubbal**, president of the Rotary Club of Burnaby-Hastings, British Columbia, was honored for his role in spearheading Project Eyesight India. This Rotary-club supported project has provided free cataract and other operations to help restore sight to more than 31,500 people in rural India. He initiated the effort in his club in 1989, as a World Community Service project for the people of his native land.

"In India," he notes, "some 18 million people have cataracts because of poor diet and the inability to protect their eyes from the hot sun and burning sand. The corrective operation costs just \$20, but to poor people in rural India, that is an exorbitant sum."

Rotarian **Jubbal** contacted hundreds of clubs across India for the ambitious effort. He persuaded them to supply doctors and clinic space.

(His own family, in Amritsar, gave over a portion of their house to be used as an eye clinic and research center.) His club and other Rotary clubs in Canada supplied equipment and funding.

In 1997-98, notes Rotarian **Jubbal**, the project will sponsor more than 10,000 cataract operations. This activity is funded by a \$25,000 contribution from his Burnaby-Hastings club, a \$25,000 Matching Grant from The Rotary Foundation of R.I., and \$50,000 from the Canadian International Development Corp.

Speaking of the Meritorious Service Medal, Club President **Jubbal** says, "The recognition is nice, but the blessings of the people who have been able to see this beautiful world again is my real reward."

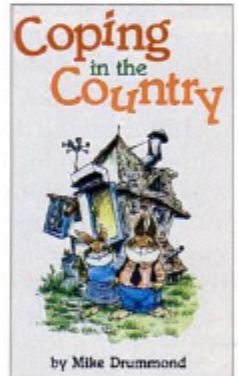
## Milestones

Back in June, members of the Rotary Club of Stratford, North Carolina, U.S.A., came together to celebrate a special birthday. Their festivity honored fellow Rotarian **Harley F. Potter**, who had just turned 105.

"Harley came to Rotary late in life," notes Stratford Rotarian Richard Ziglar, the club's attendance chairman. "He joined the Rotary Club of DeSoto, Missouri, in 1983. And in 1992 he came to Winston-Salem and joined our club soon after. Harley maintains an excellent attendance record," Richard adds, "and even served as our song leader."

## Rotarian authors

**Coping in the Country**, by Mike Drummond of Nevada City, California, U.S.A. (Clear Creek Press, Box 35, Rough & Ready, CA 95975, 168 pages, \$12.95, plus \$1.50 for postage and handling). For the past seven years, Rotarian Drummond has written a syndicated column dealing with the adjustments one must make when moving to a rural area after a lifetime in the city (Los Angeles, in his case). His first book is a compilation of more than 70 columns extolling the virtues—and humorously condemning the vicissitudes—of country living. You guess which category includes finding a skunk in the woodpile.



• **Leadership Worldwide: The Christian Conscience Factor**, by Douglas J. Thom of Thunder Bay (Port Arthur), Ontario, Canada (Hong Kong Council for Educational Administration, c/o CMA Chol Cheung Kok Prevocational School, 1 Tsing Hoi Circuit, Tuer Mun, NT, Hong Kong, or from the author at Lakehead University, 955 Oliver Rd., Thunder Bay, On. P7B 5E1, Canada, U.S. \$20). Firmly grounded in a moral emphasis, this book aims to provide "a fresh and spirited viewpoint of Christianity" and the role it can play in the conscience of a leader. The author recognizes that contemporary culture is fraught with contradictions and questionable practices, and offers advice on dealing

[continued on page 50]

"This is my chance to be a part of Australia's history," he said. "Every person I meet along the way and talk to about the significance of this anniversary will become a part of history as well."

—ROTARY DOWN UNDER

## Roving Rotarian recruits organ donors

Three years ago, on a long stretch of highway, Rotarian Robert Hanley heard a public service announcement that changed his life. The radio message gave statistics about the 55,000 people who would die that year in the United States alone because they were unable to get an organ transplant. He stopped his motor home at the next gas station, called the executive director at The Living Bank, a national organ and tissue donor registry, and has been a roving advocate for the registry ever since.

Originally from the San Francisco Bay area in California, U.S.A., the 68-year-old retiree is presently traveling to Rotary clubs in Florida to raise awareness about the critical need for organ donors. He has already addressed more than 300 clubs throughout the United States. His aim is to educate others about organ and tissue donation and to recruit volunteers like himself out into the field.

While reciting the statistics at speaking engagements, Robert feels the urgency of his calling. In West Florida alone, he notes, there are 350 patients on the waiting list for organ donation who will die without a transplant. Every month 700 people are added to the national waiting list, according to Live Link of Southwest Florida, an independent non-profit organ tissue recovery organization.

## Service is a family affair for these Rotarians

When an estimated 20 million children under the age of five in Bangladesh received the oral polio vaccine during the second round of national immunization days (NIDs) in February, the efforts of more than 600,000 volunteers at 120,000 immunization sites were required. Among those volunteers, Rotarians



Canadian Minister of Finance Paul Martin (left) presents Rotarian Anup Singh Jubbal (right) with the Indo-Canada Chamber of Commerce's Humanitarian Award. Anup was accompanied by his wife, Saroop Kaur Jubbal (center).

from Hong Kong helped administer the oral polio vaccine to school children and infants. The Rotary Club of Kowloon, Hong Kong, sponsored the production of social mobilization tools such as stickers, posters, radio and television commercials, banners, and billboards touting the health initiative.

Among the visiting Rotarian contingent were members of a family well-versed in international service. Dr. Raymond Wong, a general surgeon and past governor of R.I. District 3450, is Asia's coordinator for the PolioPlus Partners Program and has served as a volunteer on numerous PolioPlus and Health, Hunger, and Humanity (3-H) missions. His younger brother, plastic surgeon Dr. Andrew Wong, a member of the Rotary Club of Tokyo Josei, Japan, also joined the delegation. Andrew, who studied medicine in Japan as a Rotary Foundation Ambassadorial Scholar in the 1970s, has served as District 2750's PolioPlus Partners Committee vice-chairman and also as a Rotary Volunteer in Asia and during polio eradication exercises in Ethiopia.

Although she was unable to join her brothers in Bangladesh for the NIDs, Dr. Josephine Wong, a neurologist and member of the Rotary Club of Fujung, Taiwan, was carrying out volunteer work of her own.

In February, Josephine helped deliver a mobile medical and dental clinic to a tribe of aborigines in central Taiwan as part of a Matching Grants project. She has also volunteered in many other parts of Asia and in South America and Africa.

The three Rotarian siblings have coordinated donations-in-kind and Foundation program assistance to Rotary and non-Rotary countries and all share the unique distinction of having been awarded Rotary's Service Above Self Award. It's highly unlikely though, that the Wong family will choose to rest on its laurels any time soon:

"There is no other way to express Rotary's mission of world understanding than to participate in its programs," says Andrew Wong. "It's no use to talk—only work is important."

## Rotarian honors

Anup Singh Jubbal, a member of the Rotary Club of Burnaby-Hastings, British Columbia, Canada, recently received the Indo-Canada Chamber of Commerce's Humanitarian Award. Anup was recognized for his work to establish Rotary Project Eyesight-India. He currently serves as project chairman for R.I. District 5040 (British Columbia, Canada).

Since the program's inception in

1989, Rotarian doctors have performed more than 31,500 cataract operations to help people in rural India regain their eyesight. The Rotary Club of Burnaby-Hastings funded the surgeries, which cost about U.S. \$20 each, through a Matching Grant from The Rotary Foundation of R.I.

## Milestones

Rotarian **Charlie Petersen** recently celebrated his 96th birthday. Charlie joined the Rotary Club of Eureka Springs, Arkansas, U.S.A., in 1964 after retiring from his post as chief of police in Western Springs, Illinois, U.S.A. Until recently, Charlie wrote, edited, and published the *Yodeler*, the club's weekly newsletter.

• **Jim Defremery**, a charter member of the Rotary Club of Brentwood, California, U.S.A., will celebrate 50 years of perfect attendance this month. Jim, who has held every club office during his five decades of membership, is also a Paul Harris fellow.

• **Richard D. Kastner** recently completed 70 years of membership in the Rotary Club of Nutley, New Jersey, U.S.A. The Paul Harris Fellow has been the top salesman for the club's annual fundraiser for many years. Richard, 98, is an honorary member of the Rotary Club of Fort Myers Beach, Florida, U.S.A.

• The Rotary Club of Greencastle, Indiana, U.S.A., recently honored **Howard Williams** for completing 60 years of membership. He is a past president of the club, as well as a former treasurer. He has also served two terms as treasurer for R.I. District 6560. Howard is currently the club's classification committee chairman.

Howard, a lifelong resident of Putnam County, Indiana, retired as executive vice president of the First Citizens Bank after 47 years of service. He is an avid golfer, and has served as volunteer treasurer of 14 community service organizations. In recognition of these efforts, he has been honored as Greencastle Citizen of the Year.

Howard is a Paul Harris Fellow, as was his first wife, the late Rozelle Williams. Howard is now married to Mildred Williams, his childhood sweetheart of more than 70 years ago.

## Rotarian authors

**Strategic Alliances for Nonprofit Organizations**, by Charles E. Bartling of Evanston Lighthouse, Illinois, U.S.A. (American Society of Association Executives, 1575 I Street NW, Washington, D.C. 20005-1168; e-mail: mbrsvcc@asaenet.org; tel.: 202/371-0940; fax: 202/371-8315; 89 pages, \$24.95 for ASAE members, \$29.95 for non-members, plus \$6.25 for postage and handling). "A strategic alliance," says the author, "is a cooperative arrangement among two or more entities that combine their respective strengths to achieve compatible objectives while they retain their individual identities and share in the risks and rewards."

Far more than out-

**Howard Williams, accompanied by his wife, Mildred, displays a Rotary clock presented to him by the Rotary Club of Greencastle, Indiana, U.S.A., in honor of his 60 years as a member.**

sourcing, he argues, strategic alliances provide like-minded organizations an opportunity to realize equal rewards and accomplish their objectives.

Drawing on his experience in association management and interviews with scores of association executives, Rotarian Bartling offers practical advice for nonprofit organizations seeking a productive partnership. Topics include: how to find prospective partners and structure a deal that works, how to avoid pitfalls, how to maintain an effective, ongoing relationship, and how to end an alliance amicably when it no longer serves a worthwhile purpose.

Rotarian Bartling is also the author of "Managing Association Turnarounds" (ASAE, 1997), based on interviews with more than 60 executives who had successfully rejuvenated declining organizations.

• **The Work of Jack Williamson: An Annotated Bibliography and Guide**, by Richard A. Hauptmann of Portales, New Mexico, U.S.A. (New England Science Fiction Association Press, P.O. Box 809, Framingham, MA 01701; <http://www.nesfa.org/press>; 185 pages, \$17, plus \$2 for postage and handling). This book is a detailed compilation of the 70-year science fiction writing career of Jack Williamson, who is a member of the Rotary Club of Portales. The book is the result of extensive bibliographic and biographic research, and includes annotated listings of all of Williamson's fiction and non-fiction, plus secondary works about the author.

Frederik Pohl contributed the foreword, and Jack Williamson himself provided an afterword.

Jack Williamson's first story, "The Metal Man," was published in *Amazing Stories* magazine in December 1928. His latest short story, "Miss Million," was published in the Winter 1999 issue of the same magazine. Rotarian Williamson's latest book, "Silicon Dagger," was published in April 1999.

