



## A Message from Marion....



Dear RFFA Members and Friends,

This issue of RFFA's newsletter covers summer activities surrounding the Rotary International Convention in Los Angeles, and the International AIDS Conference in Mexico City. I was heartened and pleased to see a large portion of the Convention's last day focus on the topic of Health with an emphasis on HIV/AIDS and Rotary's future role. RFFA is leading the way in this effort by taking action with global public health experts and private corporate sponsor partners. All of us have a vested interest in Africa's developing nations and their people.

We hope you take a moment to read this update, as your RFFA team heads to Kenya to serve with possibly the largest Rotary medical mission in history! RFFA Board Members Mark Doyle, Anne Glenn, Barry Smith, and I are part of a team of 76 medical and non-medical volunteers from 12 countries going to help the children of Nairobi. There are also 100 Rotary volunteers in Kenya (headed up by RFFA District Chair, Eric Krystall) waiting to receive us all. We'll be

working for 8 days with the goal of "Make Dreams Real" for some children in Nairobi. We are honored that the U.S. Ambassador to Kenya is holding a special reception in our honor. Keep us in your thoughts and prayers, and we'll report back to you upon our return.

Warmest Wishes to All,  
Marion Bunch  
Founder and Chair

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**I AM ONLY ONE  
BUT I AM ONE  
I CANNOT DO  
EVERYTHING  
BUT I CAN DO  
SOMETHING  
THAT WHICH I CAN DO I  
MUST DO  
AND THAT WHICH I MUST  
DO  
BY THE GRACE OF GOD I  
WILL DO**

*EDWARD EVERETT HALE 1822 - 1909*



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## **ROTARY INTERNATIONAL CONVENTION 2008 Los Angeles, California**

Once a year, our convention displays the breadth of Rotary's reach around the world, highlighting a glorious array of many projects undertaken by Rotarians from all member countries and enriching all attendees with new friendships, ground breaking speakers and innovative ideas. Whether you're attending your first or 50<sup>th</sup> Rotary International Convention, each one is truly unique. Held in Los Angeles, California, the entertainment capital of the world, this year's gathering reviewed Rotary's impressive 103 year history and the current global status. Then, all attention turned to the service Rotary International will provide to tomorrow's world and for many years into the future.

### **HIV/AIDS Pandemic Highlighted at Fourth Plenary Session**

Many of the services that create and direct attention today will certainly be required of Rotarians in even larger measure for the future. These service activities surround the HIV/AIDS pandemic. The HIV/AIDS topic was highlighted during the final morning session of the four day meeting.

At the Fourth Plenary session, RI President Wilf Wilkinson introduced two outstanding keynote speakers on AIDS to an audience of 20,000 Rotarians and guests. Stephen Lewis, a Canadian and the former Special Envoy on AIDS to the United Nations, addressed "Health Needs in Africa." He gave a passionate and emotional

challenge for all Rotarians to help the orphans and vulnerable children of Sub-Saharan Africa. The audience heard, and saw, the incredible realities of African children living in a world where AIDS is a mainstream issue, death is the largest fear of 10 year old school children and every country's young people are "at risk" unless organizations like Rotary International break the cycle of poverty, ignorance and disease.

Rotary's second speaker of the day, again addressing AIDS and potential service solutions, was William Asiko, President of The Coca Cola Africa Foundation (TCCAF) and a RFFA partner on the continent of Africa. William discussed public/private partnerships and how they are an excellent means of gathering multiple sectors of businesses and service organizations around the world to attack the common problems, and impacts, of the HIV/AIDS pandemic. Using the ANCHOR partnership between RFFA, TCCAF and HOPE worldwide as an example of how many entities can work together to help Africa's children, he discussed the power of numerous organizations, uniting their talents, concerns, expertise and knowledge to obtain multi-million dollar funding grants from the public sector and to realize significant results on a continental scale. Please see the entire text of this speech on page 3 of this newsletter.



## Public and Private Partnerships: The Future of Rotary

Fourth Plenary Session, Wednesday 18 June 2008

*Speaker notes for William Asiko*

*Good morning:*

It is with great pleasure that I address the 2008 Rotary International Convention here in Los Angeles on the subject of Public Private Partnerships and the Future of Rotary particularly in the context of Africa. I am especially grateful to Marion Bunch and the entire board of the Rotarians for Fighting Aids (RFFA) for facilitating this opportunity. RFFA is itself a partner together with Coca-Cola in a remarkable partnership called ANCHOR that I will make reference to later on in my remarks.

Throughout history, Government has recognized that partnering with private companies has extraordinary benefits. In Africa, Public Private Partnerships of one form or another have been around since the beginning of its modern history early

in the 19th century. My own country Kenya was administered by a private company for the first seven years of its colonial history when in 1888 the Imperial British East Africa Company was mandated by the British Government to develop trade between East Africa and the United Kingdom. Many other similar examples can be found throughout Africa's history. The common thread in those days was private institutions providing public services sometimes for gain and other times for more subtle reasons.

Today, Public Private Partnerships have a different face and have evolved into critical vehicles for development all over the world. Many progressive Governments recognize that deepening and broadening the impact of their





development assistance is greatly enhanced by forging creative, catalytic, and innovative partnerships with the private sector. The challenges we all face, as a planet, and throughout the developing world particularly in Africa are enormous, and none of us can address these problems alone. Similarly, we at The Coca-Cola Company are committed to looking for innovative ways in which to drive economic development in our global operations and as such have been advocates of public private partnerships for some time.

Such partnerships are characterized by the sharing of investment, risk, responsibility and reward between the partners. The underlying logic for establishing partnerships is that both the public and the private sector have unique characteristics that provide them with advantages in specific aspects of service or project delivery. The most successful partnership arrangements draw on the strengths of both the public and private sector to establish complementary relationships.

These days, it is no longer sufficient for a global corporation such as The Coca-Cola Company to profitably provide a quality product or service. It is recognized that companies such as ours no longer do business simply in markets, but rather in societies. Global companies today must therefore have a business model that puts its commercial activities in a broader social context. Beyond making a profit, serving a market and obeying the law, a successful business must, I think at a minimum, do three things.

**Firstly, a business should help support the sustainability of the communities it serves.**

A 21st century company understands that if the communities it serves are not sustainable, then its business cannot be sustainable. A company's sustainability work, however, should be relevant to its core business, or it will lose the support of its shareowners. As has been the case in

the past, it cannot be seen solely as a philanthropic effort or related to the CEO's personal agenda.

At The Coca-Cola Company, for example, water is the main ingredient in all our beverages. Lack of public access to clean water is a serious problem in many communities. We have, therefore, set the aspirational goal of becoming water neutral in our operations on a global basis. For our business, that means continuing to use water more efficiently in our operations, returning water used in our manufacturing processes safely to the environment in a form that can sustain aquatic life, helping to protect watersheds where we operate, and supporting initiatives that bring safe water and sanitation to communities in need.

In order to effectively meet this need, The Coca-Cola Company and the United States Agency for International Development (USAID) created a water development alliance, which has the catchy name of WADA. WADA is an innovative global public private partnership that is working to increase access to basic water supply and sanitation services for the urban and rural poor; protecting high-value water sources to ensure sustainability for future generations and improve the practices of water users in the industrial, commercial and agricultural sectors to increase efficiency, and also reduce pollution.

With more than \$14 million of combined funding, to date, WADA is currently addressing critical community water needs in 17 countries around the world, providing a broad range of benefits to over 250,000 people in Africa, Asia, the Middle East, and Latin America, and plans are underway to expand activities to more countries this year. The WADA model combines United States foreign assistance funding with the expertise, resources and creativity of the private sector.

**Secondly, businesses must collaborate in new ways with governments and civil**



**society, as they in turn must work with business.**

The challenges facing our planet are too urgent and complex for government, business or civil society to solve alone. Working together, however, we can create a multiplier effect that helps build sustainable communities and a more sustainable planet. The interconnected partnership of business, government and civil society is key to accelerating sustainable development and strong private public partnerships are already being formed around key social issues.

Our partnership with Rotarians For Fighting Aids under the ANCHOR program is one of which we are particularly proud. The word ANCHOR is an acronym for the Africa Network for Children Orphaned and at Risk from HIV/AIDS. It is a unique multi-sectoral pan-African partnership of four organizations: the Rotarians for Fighting AIDS, HOPE Worldwide, The Coca-Cola Company and the Schools of Public Health and Nursing at Emory University in Atlanta.

ANCHOR is a community-based intervention that provides comprehensive care to improve the quality of life for orphans and vulnerable children in disadvantaged communities. ANCHOR also engages communities through a community capacity-building approach, to sensitize communities on issues related to orphans and vulnerable children, promote advocacy, obtain buy-in and build sustainability.

Recognised for its innovative and effective approaches to the welfare of orphans and vulnerable children, ANCHOR was awarded UNAIDS' global award in this area in 2006 and in the same year through RFFA received a grant of \$8,100,000 from the US President's Emergency Plan for AIDS Relief to support its programs. The future of this partnership with Rotary is bright and it will continue to touch the lives of thousands in Africa for a long time to come.

The Coca-Cola Company's partnership with WWF is another example. The partnership is focused on measurably conserving seven of the world's most critical freshwater river basins. These river basins (also known as watersheds) span more than 20 countries in North America, Europe, Africa and Asia and were chosen because of their biological distinctiveness, opportunity for meaningful conservation gains, and potential to advance issues of resource protection.

**Thirdly, a successful business must be — in both perception and reality — a functioning part of every community in which it operates.**

At Coca-Cola, we have facilities in more than 200 countries. In all of these countries, we strive to be a local business — employing local workers, sourcing our ingredients locally, and supporting the communities that we serve. We recognize that economic empowerment leads to sustainability. The Coca-Cola business is all about enabling local businesses who work together as an integrated value chain. We are often asked why it is that you can find Coca-Cola in some of the most remote areas of a country. The answer is simple; everybody who distributes or sells our brands makes money. By creating jobs and enabling business we contribute to alleviating poverty in the communities we serve through creating economic value.

In Africa Coca-Cola has created Manual Distribution Centres (MDCs). MDCs are labour intensive independent third-party distribution centres, which are set up by locals to distribute Coca-Cola products in a small, manageable geographical area of an urban or rural community. Coca-Cola helps them to set up the business. We are involved in training, mentoring and the ongoing coaching of these aspiring entrepreneurs. We also provide them with assistance in procuring delivery tools and support them in getting preferential loan



arrangements for their investment requirements. Their success and expansion is linked to our sales. They allow our business to grow – and our business growth allows them to provide new jobs and grow their revenues. It's a virtuous circle – and we all benefit.

The MDC model has already created over 1,800 small distribution businesses in East Africa and has created direct employment for over 7,500 people and generates over half a billion dollars into the economies of Kenya, Uganda, Tanzania, Ethiopia and Mozambique. This model and the fact that we mostly source our supplies from local producers and service providers, allows our business to have a great multiplier effect: typically for each job at Coca-Cola in Africa between 10 and 16 more are created upstream and downstream.

These three approaches to business demonstrate that the success of any global corporation in the 21st century is tied to the health of the communities it serves and to the health of our planet. If the communities in which we do business are not sustainable, our business cannot thrive, period. Due to the very tangible benefits of the public private partnership approach to development, The Coca-Cola Company will continue to invest in this manner for a long time to come and Rotary will continue to be a crucial partner in these endeavours.

In concluding I really want to thank you all for the work that you do as Rotary clubs all over the world everyday to uplift your communities locally. A Global reach with a local outlook is a unique capability that Rotary shares with The Coca-Cola Company and together your efforts and our efforts are truly making the world a better place.

I particularly want to thank Marion Bunch and the entire board of RFFA for your partnership and for the work that they are doing to uplift the lives of orphans and vulnerable children in

Africa. I look forward to not only continuing but strengthening this relationship. I also want to thank the governments and the NGOs who partner with us as well as the local Rotarians who support these efforts. They are truly the unsung heroes and heroines who dedicate their lives to making their own communities that much better. Thank you very much, indeed.



*Mr. William Asiko is shown here speaking to Rotary International's "All Africa Breakfast" in Los Angeles.*



**Do you recognize us?**





Sally Platt discusses the Medical Mission.

## **RFFA Fifth Annual Meeting Held at Convention**

Mark Doyle chaired the meeting and offered welcome remarks. Dr. Laura Kann of the CDC presented the latest figures and survey results on the HIV/AIDS Pandemic, highlighting the disproportionately high number of cases in Sub-Saharan Africa among young adults and children.



## **RFFA Holds Breakout Session**

Chair, Mark Doyle, introduced presenting Board members who gave activity summary statements, recommended service projects and results reports for RFFA's 2007-2008 year. The audience included more than 300 Rotarians and guests.

### **HIV/AIDS Pandemic Overview**

Marion Bunch, CEO

### **Orphan Rescue and Matching Grants**

Deborah Schultz (Board)

### **Kidz Clubs**

Olu Olowu (RFFA Rep Nigeria)

### **Kenya Medical Mission**

Sally Platt (Program Director)

### **AIDS Awareness School Program**

Anne Glenn (Marketing Director)

### **Fund Raising Ideas**

John Glassford (RFFA Australia)



Current RFFA programs were reviewed by Board member Sally Platt and new programs were discussed between Sally and Marion Bunch, CEO.

Of particular interest and importance to the members was a planned Medical Mission to Kenya. This effort, initiated by RFFA, is being sponsored by multiple Rotary Clubs in the USA and Kenya as well as two Rotary Districts, with the Rotary



Club of Marietta Metro being the primary partner. RFFA is the implementing partner on the ground in Kenya.

Beginning September 20, 2008, more than 100 Rotarians will be participate in this large mission, with 72 international volunteers flying into Nairobi from 12 countries across the globe. A huge effort to mobilize and organize this mission has been made by many Rotarians and friends. RFFA wants to particularly acknowledge the efforts of both Sally Platt and Connie Sparks (D7290 DGN) as Co-Directors.

The growth of RFFA, and our activities over the past four years was presented by Marion Bunch. At the October 2007 strategic planning session, RFFA's Board of Directors recommended that RFFA adopt a business model (rather than a volunteer model) as an operational system to more efficiently and effectively meet higher demands for services and partnerships from both external organizations as well as Rotarians seeking support from continents other than Africa. It was agreed that Marion should direct the business of the organization full time and pursue public/private partnerships for programs and operational budgets. RFFA plans to also build staff capacity in the areas of marketing, communications, program development and administrative support.



The meeting ended as Marion presented RFFA's first **Jerome W. Schutz HERO Award** to John Glassford, Australia Country Representative, for his outstanding "Service above Self" by promoting HIV/AIDS awareness and the plight of Africa's orphan. John led a team of Rotarians and others on a climb of Mt. Kilimanjaro, raising \$65,000, of which \$25,000 realized from this effort is being donated to RFFA. "**The Hero**" award is named to honor Marion's son, Jerry, who died of AIDS in 1994.



## **All Africa Breakfast Highlights Award to The Coca-Cola Africa Foundation**

Marion Bunch presented William Asiko, as President of The Coca Cola Africa Foundation, RFFA's "Partner Of The Year" Award. The audience learned that Coca-Cola initially provided ANCHOR's seed funding of \$50,000 when the partnership was in formation. Upon ANCHOR's first year of successful achievement, Coca-Cola contributed \$1.2 Million over 3 years toward continuing the partnership program. ANCHOR focuses on care giving





and support for 146,000 orphans and vulnerable children in seven countries in Sub-Saharan Africa. Other partners include HOPE worldwide (in all 7

countries), and Emory University School of Public Health provided the Monitoring and Evaluation standard.

## The All Africa Breakfast



**Rotarians for Fighting AIDS, Inc.,**

*A Rotarian Action Group*

**Marion Bunch, Founder & CEO**

**PDG Mark Doyle, Vice Chair**  
*District 9250, South Africa*

**PDG Barry Smith, Executive Director**  
*District 6900, USA*

**Cathie Brumfield, Treasurer**



*District 6900, USA*

**Dude Angius**  
*District 9210, Zambia*

**PDG Patrick Chisanga**  
*District 5170, USA*

**Anne Glenn**  
*District 7070, Canada*

**Deborah Schultz**  
*District 6670, USA*

**Anthony Serrano**  
**Past RI Director**  
*District 9300, South Africa*

**Rajiv Tandon, M.D.**  
*District 3070, India*

*R FFA operates in accordance with Rotary  
International Policy, but it is not an agency of or  
controlled by RI.*