

REPORT TO
GIFT OF LIFE MEMBER PROGRAMS
FOR THE ROTARY YEAR
July 2010 - June 2011

*Where there is discord, harmony;
Where there is doubt, faith;
Where there is despair, hope;
Where there is darkness, light;
Where there is sorrow, joy*

Excerpt from Prayer of St. Francis

RESPECTFULLY SUBMITTED BY

ROB RAYLMAN
EXECUTIVE DIRECTOR

BILL CURRIE
PRESIDENT

PREAMBLE

In looking to report to the 69 Gift of Life programs around the world, this portion of the Prayer of St. Francis speaks to all of us regardless of our ethnicity, religion, or where we happen to be in this world. Our shared Gift of Life program indeed brings joy where there has been sorrow, it brings hope to families that have only known despair, it gives them faith where only doubt existed, and it brings light to those who have only known the dark realities that their precious child would probably die because of a heart ailment. Those of us privileged to be part of a Gift of Life program not only work to save the lives of children that have no hope and no reason to hope but we are ultimately able to create an incredible joy and harmony for these children, their families, and their communities. We should never forget that the work we do doesn't just transform a life but it transforms families and villages and doctors and nurses and everyday people in countries around the world.

Throughout the past year, Rob Raylman has traveled to a dozen countries, participated in numerous medical missions, met tens of healthcare professionals that give of their time to make missions happen, met hundreds of Rotarians that make Gift of Life the vibrant program it has become, and got the chance to hug hundreds of children that Gift of Life programs saved. While doing so I was able to experience what we do well, what we do not do so well and what we must do in the future for continued success. He has also had the opportunity, first hand, to meet with many of those responsible for the Gift of Life programs that now cover almost 70 Rotary Districts on five continents.

Gift of Life International is your program; the Board of Directors are all active within their own local GOL community and are committed to the goal of helping the most important child in the world – the next child. This past year was one of transition for Gift of Life International. The 'Our Hearts Are in....' program has now positioned GOL as a leader in the world of non-governmental organizations that focus on helping children that suffer from congenital heart defects. Our ability of GOL to mobilize the network of GOL programs and affiliated hospitals to help children in need has gained us great admiration and respect within the NGO community. This newly found awareness has also brought us new partners which have allowed us to reach more children than ever before and, in addition, has allowed us to raise more money so that more children can benefit from Gift of Life care.

GOLI has developed a strong strategy that is paying off. It is essential that we continue to abide by the four basic principles that drive our day to day efforts: (1) maximize the capacity of existing programs; (2) add new programs; (3) develop partnerships with other NGOs; and (4) tell the collective story of GOL. The following report will recount for you the successes of the past year and will also highlight those areas where I feel we need to improve.

The following report will be broken into the following categories: **(1) Partnerships, (2) Reliable Funding, (3) 'Our Hearts Are in.....' programs, (4) Surgical Missions, and (5) Program Development.** Each category addresses a different aspect of how our individual GOL programs function and how GOLI interacts with them. Please note that I have made a differentiation between the missions that are conducted during an 'Our Hearts Are in' initiative and those conducted independent of those efforts.

PARTNERSHIPS

Gift of Life International now has **16 strategic global partner organizations** and **over 80 hospitals** with which we are affiliated. GOLI is now positioned to provide hope and care to children that previously we were unable to reach. **Our global network has allowed us to increase the influence of Gift of Life. This has allowed us to develop new GOL programs, increase the capacity of existing GOL programs, and attract reliable funding to allow us to create regional sustainable pediatric surgery centers in select areas around the world.**

Among the strategic partnerships developed by GOLI are: Fundacion Aldo Castaneda in Guatemala, Helping Hands for Honduras in Tegucigalpa, Honduras, Children's National Medical Center in Washington, DC, Chain of Hope UK in London, England, Mending Kids International in California, and NECO in New York City.

RELIABLE FUNDING

The major **challenge** with regard to **reliable funding** is to **attract new 'GOLI investors' in 2011 and beyond**. The success of 'Our Hearts Are in Uganda' and 'Our Hearts Are in El Salvador' has provided GOLI with a legitimate record for marketing our organization to significant funding sources (foundations and corporations alike). In the **ACTIONS SECTION** of this report we will address the need for a cohesive marketing strategy and packet that will best position us to successfully attract the funds needed to help more children around the world.

'OUR HEARTS ARE IN'

'Our Hearts Are In Uganda' and 'Our Hearts Are in El Salvador' has transformed GOLI into a global-force with regard to providing care to children that suffer from congenital heart defects in developing countries. The strategy of focusing the GOL network on one country a year has allowed us to exhibit the **collective power** we possess to make the difference in a country being able to develop a sustainable pediatric cardiac surgery program. **Not only are we able to mobilize our network of Gift of Life programs to help countries in their efforts to reduce the number of children waiting for surgery but we are able to galvanize global awareness to create the context within a country for the development of a sustainable program.**

Combined over the past **two years**, the **"Our Hearts Are in Uganda"** and **"Our Hearts Are in El Salvador"** programs have been responsible for the **saving of 264 lives** (5 children were lost). These

children were operated on in **17 different countries at 31 affiliated GOLI hospitals and over 150 individuals or organizations** were responsible for funding this effort. The **“Our Hearts Are in...” program has been a wonderful vehicle for the: aiding of children, building of sustainable programs and increasing of the awareness globally for GOLI.**

In April 2011, the Board of Directors approved Jamaica as the next country where we will concentrate the “Our Hearts” program. Working in conjunction with our GOL affiliated programs and Chain of Hope UK, we expect to be able to operate on many children via surgery in the US as well as to support a similar number of procedures at Bustamante Hospital in Jamaica.

SURGICAL MISSIONS

It is important to differentiate the efforts that are made during missions conducted as a part of an “Our Hearts Are in.....” program and missions that are conducted outside those efforts. **Although training may go on during a traditional medical mission, the context under which these missions take place is not conducive to the ultimate development of a sustainable program.** At our Board of Directors meeting we developed criteria for the selection of a country to support the ‘Our Hearts Are in....’ programs. **These criteria included: a willing hospital administration, a committed Government, a strong in-country NGO and a dedicated health care professional within the pediatric cardiac program at the target hospital.**

The intent of this discussion is **not to negate the importance of these missions.** We believe that GOL programs should continue to sponsor such missions in the future if this is their desire. However, we need to **see these missions for what they are able to accomplish.** First and foremost, medical missions allow GOL to **reach the maximum amount of children** in need in a certain country. Additionally, the medical missions provide a **certain level of training** for the local teams, depending upon the team conducting the mission.

Based upon internal surveys from GOLI programs around the world, GOLI **estimates that over 400 children** were operated on during GOL missions in 2010. This is obviously a significant amount of children helped. But we also feel that it is time to **differentiate** between **missions that operate on as many children as possible** and **missions designed to develop ‘in-country’ teams** with the capabilities to do the surgeries on their own (with their own government’s financial support). As our GOLI moves forward, it will be important for us to **utilize both types of missions in order to maximize our existing programs and to reach as many children as possible.**

PROGRAM DEVELOPMENT

Program development encompasses all 4 of our guiding principles: (1) maximize the capacity of existing programs; (2) add new GOL programs; (3) develop partnerships with other like-minded NGOs; and (4) tell the collective story of GOL. This past year Rob, as Executive Director of this global organization, has **visited 18 of our GOL programs**. During each visit Rob found vibrant programs working to develop ways to help more children. In many cases local programs they are looking at **funding missions, adding hospitals within their communities that will operate on children, and participating in the 'Our Hearts Are in...' program**. More and more the individual programs are **becoming aware** of the broad network of caring that GOL has become. This is important because they are now being exposed to opportunities for **partnering with other programs** where in the past they may not have realized this potential. The 'Our Hearts Are in...' program has clearly helped in this area.

During the year 2010 we added **8 new GOL programs** from 3 separate continents. Moreover, GOL programs: (1) conducted **16 surgical missions** and **5 missions as part of the 'Our Hearts Are in...' initiatives**, (2) provided surgeries to **264 children as part of 'Our Hearts Are in Uganda and El Salvador'** and (3) added **5 new hospitals** to our list of affiliates. Unfortunately, we have not received all the surveys back from our existing GOL programs; however, we can estimate that **GOL programs world-wide treated over 1,200 this past year alone**.

ACTIONS FOR 2011

This coming year holds **great opportunities** for GOLI and our affiliated GOL programs. With the success of 'Our Hearts Are in Uganda and El Salvador' we should continue to be able to forge **strong partnerships** with like-minded NGOs, as well as attract **reliable funding**. This will allow us to continue to reach more children and, ultimately, to empower the healthcare professionals in Uganda and El Salvador to care for their own children. Additionally, we will continue to **gain awareness** around the world as an organization that can galvanize resources to make **significant impacts** on the number of children with **Congenital Heart Defects** that get treated yearly.

We do have a number of challenges that need to be the focus of our efforts in 2011:

- **Prioritize the development of sustainable programs in Uganda and El Salvador**
- **Reach our goal of 150 surgeries in El Salvador, 100 in Uganda, and 50 in Jamaica**
- **Involve more GOL programs in surgical missions/'Our Hearts Are....missions'**
- **Develop action plans for the development of each GOL program**
- **Develop a comprehensive marketing packet that reflects the 'new GOLI'**
- **Finalize the survey of all GOL programs to better market our collective program**
- **Hold a meeting of all GOL programs at the end of the year**

It is our true belief that if we stay the course and focus on these above noted items we will continue the growth we have seen in GOLI and enhance our ability to help children with Congenital Heart Defects.

Respectfully submitted for GOLI:

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President

Date: June 4, 2011