

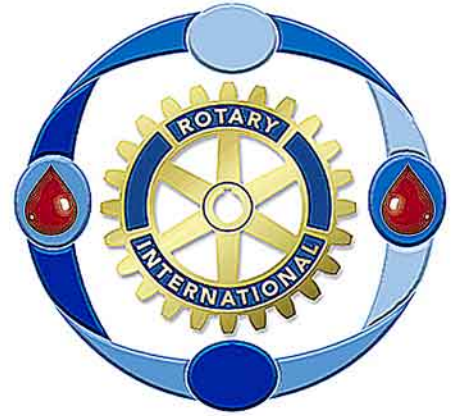
GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Annual Report to the General Secretary of Rotary International

September 2007

Purpose

The aim of the Global Network for Blood Donation, (GNBD), is to develop an international network of Rotarians and others who are involved in supporting volunteer blood donations. Through their association in this Rotarian Action Group these persons are expected to share their expertise and experience with others engaged in the same type of efforts thus promoting a fellowship of service throughout the world. GNBD will promote voluntary blood donation and support for local community blood centers.



This action group shall operate in compliance with the requirements for recognition of Rotarian Action Groups as set forth from time to time by Rotary International (RI), but it shall not be an agency of, or controlled by, Rotary International.

Action Plan

- *GNBD will promote voluntary blood donation and support for local, community blood centers.*
- *Encourage volunteer blood donation within Rotary Clubs and Districts,*
- *Encourage collaboration with local community blood centers*
- *Collaboration with other groups of similar purpose*
- *Collaboration with other Rotarian Action Groups*

Background

The Global Network for Blood Donation was recognized as a Rotarian Action Group in February 2007; this approval comes after several years of groundwork and projects by Rotarians around the world who believe in volunteer blood donation and support for local community blood centers.

While in formation, the group undertook several major efforts which have successfully resulted in significant blood drives, effective public relations, and worldwide recognition for Rotary's role in the international quest for volunteer blood donation and support for blood centers.

The following report details the actions of the GNBD and requests that the RI Board grant Permanent Status upon the group as a Rotarian Action Group.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Membership

Membership is now 402 persons in 46 countries. (September 1, 2007)

Projects

The following projects were initiated while the GNBD was in formation and awaiting Board approval.

TCU Survey

Working in collaboration with the Schieffer School of Journalism at Texas Christian University, senior year journalism students conducted surveys of the role of Rotary in the world's blood supply. The results showed:

60% of districts have clubs which conduct blood drives

40% of districts actively promote blood donation as a community service project

The respondents (Governors, Governors-elect, Immediate Past Governors) identified 155 Rotarians and 95 Rotary Clubs whose work merited special recognition

15% of districts have clubs engaged in helping their community blood centers obtain technology or training or helping to provide such to those in developing countries.

*Approximately 817,000 units of blood are donated each year through Rotary efforts. **This is 1% of the world's blood supply.***

Additionally, this and subsequent projects exposed approximately 120 graduating journalists to the nature and working of Rotary International.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

AABB Award to RI

As the Global Network for Blood Donation was being formed, principals were asked to provide data to the AABB (formerly the American Association of Blood Banks) for consideration in awarding Rotary International the AABB's Outstanding Organization Award for 2006. This award was presented to Rotary in 2006 at the AABB's convention in Miami Beach, Florida. R I Director Barry Rassin accepted the award for Rotary and took it back to Evanston where he formally presented it to the Board of Directors.

From AABB's Release...

RI wins 2006 Outstanding Achievement Award - Organization.

This award recognizes an organization that, on a national scale, promotes and supports voluntary blood donations. Recipient is selected by the Awards Committee.

Nominated by Carter BloodCare

***Rotary International
Evanston, Ill.***

Citation:

For embracing the mission of blood donation and for the organization's instrumental role in helping to provide safe blood in communities around the world.

Bio/Description:

Rotary International, which encompasses 1.2 million Rotarians and 32,000 Rotary clubs in 200 nations, embraces the mission of blood donation, encouraging millions of volunteer blood donations nationwide and around the world. Rotary clubs promote blood drives, educate communities about the immediate need for volunteer donors, and help their community blood centers through volunteerism and philanthropy.

A recent international survey of Rotary District Governors revealed that Rotary clubs in 60 percent of respondent districts actively support blood drives.

In Denmark, South Africa, the Philippines, India and many other countries around the world, Rotarians partner with their community blood centers by hosting thousands of drives each year. In 1996, a blood drive now called "The Governors' Challenge" was initiated by a collaboration of Rotary clubs to support community blood supplies. A total of 440 units of blood were collected. Today, this drive brings in approximately 10,000 units per year in North Texas alone. It was an idea that sparked a global vision. The drive has since become a prototype for Rotary Districts across the country and internationally.

Rotarians and The Rotary Foundation generously support blood centers in developing nations through grants, donations-in-kind, and technology transfer programs.

About AABB

Established in 1947, AABB (formerly known as the American Association of Blood Banks) is an international, not-for-profit association dedicated to the advancement of science and the practice of transfusion medicine and related biological therapies. The association is committed to improving health by developing and delivering standards, accreditation and educational programs and services to optimize patient and donor care and safety. AABB membership consists of approximately 1,800 institutions and 8,000 individuals, including physicians, scientists, administrators, medical technologists, nurses, researchers, blood donor recruiters and public relations personnel. Members are located in all 50 states and 80 countries.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Subsequent to approval of the Board, acting as a Rotarian Action Group the following projects were initiated.

Website www.ourblooddrive.org

The GNBD contracted for services by ClubRunner to host the website and provide technical support for its many functions. This platform gives us easy access to online conversations, membership support tools, and, most important, an online newsletter and resource guide.

Our online newsletter the Life Connection, is always available online to members and any interested party. Articles are added each month from around the world. On a quarterly basis we email all members with newsletter carrying several articles of wide interest and an update about the RAG's activities.

ClubRunner has announced a series of upgrades to the website platform that will give us improved communication tools. We expect this to become available prior to the end of 2007.

Awards to Rotarians and Rotary Clubs

The Global Network for Blood Donation wished to share the recognition of Rotary International's Outstanding Achievement Award from the AABB with the Rotary Clubs and individual Rotarians who lead these efforts. The handsome, leatherette framed awards were sent to District Governors for presentation at District Conferences to honor 91 Rotary Clubs and 144 Rotarians by Global Network for Blood Donation

Awardees are detailed upon the website.

Blood Drive Handbook

We've created the GNBD Blood Drive Handbook which gives guidance to Rotarians on how to organize and conduct blood drives in conjunction with their local community blood centers. Over 5,000 printed copies have been distributed this 20 page booklet and the document has been placed on the GNBD website and many websites around the world for easy downloading.

The Handbook is available for download on the website.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

World Blood Donor Day

World Blood Donor Day recognizes the volunteer donors around the world whose dedication is required for our community blood centers to assure adequate and safe blood supplies. The World Health Organization, AABB, Red Cross and International Federation of Blood Donor Organizations, and The Canadian National Blood System / Hem-Quebec have been the event leaders.

The GNBD promoted World Blood Donor Day on June 14 to its members and their Rotary Clubs and Districts.

World Health Organization – Global Consultation of Access to Safe Blood Transfusion

We were honored to be included by the WHO in the Global Consultation held in June in Ottawa Canada. President Chuck Kurtzman was invited to join about 100 world leaders in transfusion medicine (including the Rotary Safe Blood Project group) at this interactive event.

Following the Consultation, Chuck was invited to represent the GNBD along with WHO, AABB, International Red Cross/Red crescent Society, Canadian Nation Blood System /Hem-Quebec and Federation of Independent Donor Organizations (FIODS) in the planning of World Blood Donor Day 2008.

Exhibits

Rotary International Convention, Salt Lake City

We estimate:

- 600 person-to-person contacts at the booth
- 400 GNBD Handbooks distributed
- 250 new members recruited to GNBD.

Lone Star PETS

GNBD handbooks were included in the president's-elect binders and were distributed to virtually every president-elect in Texas.

Zone Institute for Zones 25 & 26 in Austin, Texas, September 26-30,2007.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Blood Drives

The real metric of our efforts is the increase in volunteer blood donations in areas served by Rotary Clubs. The numbers are elusive (an understatement) but we believe that our efforts to help Rotarians work with their own local community blood centers are starting to bear fruit.

Projects underway

Promoting of World Blood Donor Day – June 14, 2008

RI Convention in Los Angeles 2008

Exhibit at Convention in House of Friendship

Workshop – Promoting Volunteer Blood Donation around the World

Companion piece to GNBD Blood Drive Handbook for blood bank professionals.

A Vampire's Guide to Getting Blood from Rotarians

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Officers and Chairs

The founding Directors remain in place and active:

Charles Kurtzman – President

Haagen Cumlet – Vice President

Booby Grigsby MBA CPA – Treasurer

George Elking – Secretary

The original Webmaster has had to step down due to personal commitments. Kurtzman has temporarily assumed the role.

Chair – Liaison to Blood Bank Professional Community – Joe Ridley

Chair – Best Practices – Geoff Graham

Chair – Liaison to India – P T Prabhakar

Chair –Liaison to Australia – Ron Wilson

We are actively seeking and individuals to assume the following positions:

Webmaster

Membership Chair

Liaisons - additional country chairs

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Sponsors

District 5790 provided funds to cover the startup costs and operation for the first year.

We have enjoyed tremendous support from Carter BloodCare, the not-for-profit community blood center for north central Texas. Carter BloodCare nominated Rotary International for the AABB award; the printing of the handbooks, designing and fabricating the graphics for the RI Convention booth, and have been donated by Carter BloodCare. They also paid the expenses of the the awards which were globally distributed.

Other costs have been borne personally by the Directors. One Director has already volunteered to cover the communication costs for 2007-2008 year. Another will cover the URL and e-mail costs.

Finances

The Directors have designed an electronic infrastructure which provides near real-time web based communications amongst its members.

Using the ClubRunner platform which provides our website, newsletter, and communication tools, and GoDaddy which provides our URL and e-mailing hosting we enjoy an extremely cost-effective set of communication tools. We estimate that the cost of these services will be about \$1.50 to \$2.50 per member per year.

The Directors have unanimously concluded that they would raise needed funds locally rather than institute a dues structure that would cost far more to implement and collect than the amount needed for efficient operations.

Thus, from a \$1,000 grant from District 5790 \$176 remains.

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

Financial Report

BALANCE SHEET	
December 31, 2006	
ASSETS:	
Checking Account-Wells Fargo	\$164.64
Accounts Receivable-Wells Fargo	<u>\$12.00</u>
TOTAL ASSETS	<u>\$176.64</u>
LIABILITIES	<u>\$0.00</u>
RETAINED EARNINGS	<u>\$176.64</u>

BALANCE SHEET	
June 30, 2007	
ASSETS:	
Checking Account-Wells Fargo	\$164.64
Accounts Receivable-Wells Fargo	<u>\$12.00</u>
TOTAL ASSETS	<u>\$176.64</u>
LIABILITIES	<u>\$0.00</u>
RETAINED EARNINGS	<u>\$176.64</u>

INCOME STATEMENT	
December 31, 2006	
Revenue:	
Donation from Rotary District 5790	\$1,000.00
Interest Income	<u>\$0.02</u>
TOTAL	<u>\$1,000.02</u>
Expenses:	
Web Site Set Up Expense	\$823.38
Bank Charge	<u>\$12.00</u>
TOTAL	<u>\$835.38</u>
NET REVENUE OVER EXPENSE	<u>\$164.64</u>

Financial reporting by Bobby Grigsby CPA, MBA
Treasurer, Global Network for Blood Donation

GLOBAL NETWORK for BLOOD DONATION, A ROTARIAN ACTION GROUP

FORMAL REQUEST FOR PERMANENT STATUS

As the Global Network for Blood Donation has now met all requirements for permanent status, we hereby request that such permanent status be granted.

Specific Compliance

“In order to apply as a Rotarian Action Group, a group must consist of members from at least three different countries who share a common interest in a specific worthwhile activity that advances the Object of Rotary. The group must then submit an application outlining how it plans to accomplish its service goals, what types of projects it intends to promote or conduct, and the expertise its founding members have in the subject. The Board will review the application, and if approved, the group will be recognized as a provisional Rotarian Action Group for a period of not more than two years.

During these two years, the group will be expected to undertake an international service project”

Blood Drive Handbooks suggesting best practices have been widely distributed

Numerous blood drives have been inspired instigated, facilitated, and conducted by GNBD members.

144 individuals and 91 Rotary Clubs have been cited for their efforts

World Blood Donor Day 2007 was promoted and widely observed

GNBD is active participant in the planning of World Blood Donor Day 2008

and achieve a membership of at least 100 individuals representing 10 countries and 3 zones.

402 Members in 46 Countries in 15 Zones (number of Zones is an estimate)

If it meets (and subsequently maintains) these performance requirements to the satisfaction of the Board, then the group will be recognized as a Rotarian Action Group

SUBMITTED September 24, 2007

Charles Kurtzman, PDG

**Charles Kurtzman, PDG
President
Global Network for Blood Donation
A Rotarian Action Group**