

How Your Money is Used

The Work of Cheltenham Cleeve Vale Rotary Club



THE ROTARY CLUB OF CHELTENHAM CLEEVE VALE

1 January 2011

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Approximately 50% of the money pledged to 'Rotary Charities by the general public is used by Cleeve Vale's **Community and Vocational Service Committee** to support local and national charities and good causes.

This covers Health and Wellbeing projects, support for the aged, those who are mentally or physically disadvantaged or sick, support for Schools and Youth, local community projects and national charities.

In recent years we have supported Dreamflight, Help for Heroes, Maggie's (Cheltenham), Winston's Wish, Sure Ryder Care Leckhampton, LINC, The Cobalt Unit, as well as RNIB Talking Books, The Institute of Cancer Research, Winchcombe and Cleeve Schools and local Primary Schools and numerous other local charities.

Health and Wellbeing.



Over the past 2 years, under the guidance of the Great Western Ambulance Service we have installed **Cardiac Defibrillators**, Oxygen respiration apparatus and training in Life-Saving Skills in large Gloucestershire Schools which also have Sports Centres used by the general public, including Winchcombe School, Cleeve School and Dean Magna School, Mitcheldean. This has been a major project to address the problem of Sudden Cardiac Arrest, which currently kills about 100,000 people each year of any age. This project has recently been extended to more schools in conjunction with other Rotary Clubs in the county.

AED and Oxygen Kit, located behind the Reception Desk of the Sports Centre at Cleeve School

Prostate Cancer is a major problem in society and we have recently donated £1000 towards the new Robocap Charity to fund the acquisition of Das Vinci Robotic Surgical Equipment for the Gloucestershire, Herefordshire and Worcestershire region. This will allow surgical

intervention with far less trauma or hospitalisation of patients. We aim to support this further in 2011.

The Local Community. We specifically look towards the towns and villages north of Cheltenham as the main area of focus for community support.

This year we have made a donation to Radio Winchcombe to finance the repositioning of its transmitter, thereby greatly increasing its reception footprint in the communities to the east, north and west of Winchcombe. Local broadcast stations are greatly appreciated by many in rural communities. This funding will also allow the station to increase its advertising reach, thereby funding a greater frequency of going on air.



We have supported **Winchcombe Friends of Guiding** to provide facilities at the local Guide Hall that supports the movement in the north of the County



Cleeve Youth Theatre Trust. We have joined other local groups to support financially a professional actress who is working to get young people in the locality involved in the theatre on an initiative to reflect the experiences of people who have lived in Bishops Cleeve all their lives by producing a youth play "A Day in the Hills" that will be put on at Cleeve School.

We have also supported the **Bishops Cleeve Community Club**, allowing people living in sheltered accommodation and their carers to enjoy a Christmas outing and meal.

Our Annual **Carol Concert** was held at St Michael and All Angels, Bishops Cleeve. People living in local Care Homes were transported to and from the church and the Concert was also attended by members of the local community. Tewkesbury Town Band provided the music and the compere was David Smith of BBC Radio Gloucestershire.





Flooding Relief. During the floods in Gloucestershire in 2007 we purchased 20 dehumidifiers and loaned these to families in Tewkesbury and Gloucester to help restore their flooded homes. In Cumbria one year ago these were sent to Cockermouth, where they were used for a period of about 6 months similarly. When we heard of flooding in Cornwall in November we contacted the Rotary Club of Lostwithiel and these appliances are being put to good use in Cornwall

Support for Local Schools. We see support for the youth in the community as vital and we support our local schools in various ways. We run annually a Handwriting Competition for local primary schools (won by Gotherington School in 2010). We also run the Rotary Young Achiever Competition at Winchcombe School and Cleeve School – this is to reward students who have made the most improvement in the school year. Also this year we had a finalist in the District Rotary Young Chef Competition – as student from Winchcombe School.

We also supported a Rotary-funded 'Green Seminar for local schools in Cheltenham.

Support for the Disadvantaged



We have donated to the **Willow Trust**, a charity that offers freedom for the disabled, children and adults with learning and physical disabilities and the seriously ill. It organises special days with canal trips to give the participants a break from the stress and difficult realities of diagnosis and treatment. These offer opportunities to spend quality time with family and friends at the Saul Canal Basin. The donation is specifically for replacing buoyancy for passengers on the boats.

National Charities. This year we have supported the BBC Radio Gloucestershire **Children in Need Charity** initiative and also the Gloucestershire Regional **Help for Heroes** Campaign.

The other 50% or so of the money we receive is used by the Club's ***International Services Committee*** to support overseas charities and projects. Our focus is on causes relating to Health, Humanities (housing, clean water and other basic needs) and Education. There are many needy causes which deserve our support and we use the following criteria to help us in the allocation of our funds:

We favour charities and projects where all the money is going directly to the point of need (so we tend not to support charities who have significant overhead costs)

We select causes where our support will make a real impact

We look positively at projects where there is a seed-corn effect – e.g. where there is cascade training or where any equipment supplied will be used by many and over several years

We like to support causes with a local connection

We seek value for money, and that goods and equipment are supplied locally rather than imported.

Polio Eradication. The Rotary worldwide family has been deeply involved in projects to address the polio disease for over forty years. While cases are now very rare in most countries it is still endemic in India, Pakistan, Afghanistan and Nigeria. The disease is still therefore just a plane journey away from everybody. The Gates Foundation has allocated \$355 million towards removing polio from these countries leading to final eradication of the disease from the planet. He asked Rotary to lead this project and to provide an additional \$200million. By this summer our Club will have raised and donated about £5000 towards this target. The money will enable every child in the affected countries to have four doses of oral vaccine. In addition a number of local Rotary members have visited villages and towns in India to distribute vaccine supplies to local health centres, educate the community about disease prevention and the importance of vaccinations, and work with local officials to ensure that the vaccine reaches every child.



A vaccinator gives polio drops to a child on a train in Saharanpur, Uttar Pradesh, India on February 1, 2009. During the NID throughout India, over 172 million children under five were given their life-saving drops of polio vaccine.

The **Raphael Centre** in Grahamstown in the Eastern Cape of South Africa is the leading HIV and AIDS prevention organisation in the Makana Municipal District, providing HIV testing, counselling and care to the 120,000 residents, of whom it is estimated that over 10,000 are HIV positive and 80% are unemployed. There are approximately 1020 orphans and vulnerable children in the municipality and this figure continues to rise. The **Emthonjeni Trust**, a registered charity based in Cheltenham and run by volunteers, is the main source of funding for the Raphael Centre. Working with them we have funded the schooling of Aids orphans for the past 3 years and also the day to day running of the Raphael Centre.

We are now taking the lead in a major project for the Raphael Centre, which will provide personal development and training for 16-18 year old orphans, many of whom are heads of their households. This involves three training camps to prepare them for a working life, of which they currently have no concept. They will be introduced to the process of job applications and the working environment and will visit a city for the first time in their life. They will also undergo some Outward Bound style exercises and challenges. On their return they are expected to act as role models for their peers to show that there can be a future outside the traumatic and stressful environment they have grown up in.

Disabled children in the African continent are even worse off than their healthy peers with only 10% receiving schooling. International Rotary set up a project in conjunction with the Leonard Cheshire Disability Trust to install disabled facilities in schools, and to train the teachers in working with disabled children. These teachers will in turn train their peers and successors, so our donations will provide benefit for many years to come.

Voluntary Service Overseas (VSO). We support local professionals who are taking a career break or sabbatical to do charitable work overseas. A current example is a Cheltenham physiotherapist who is about to complete a two year stint in Ethiopia. As well as working as a physiotherapist she has been training the local practitioners in modern techniques, and writing training material and procedures for on-going development.

Computers for Schools in Africa. One of our members has set up and runs a scheme in Cheltenham whereby unwanted personal computers are refurbished, loaded with appropriate teaching software and made ready for shipment. Our Club has just completed a project to ship 400 of these computers to schools in Tanzania, set up a local service and support process and train about 70 teachers in the use and support of the computers. These lead teachers will then train others.

These are the first computers to be installed in these schools, and they are a valuable teaching and self-teaching aid. One small offshoot of the project has been the involvement of Muslim schools, which can help change some attitudes towards the West.



Habitat for Humanity. Rotary has close links with this charity whose purpose is to “work around the world with volunteers from all backgrounds, races and religions to build homes together with families in need”. Their key mantra is the involvement of the local people in the building process (particularly the eventual owners) which not only provides much needed basic accommodation but also leaves behind an experienced workforce to continue the process. Last year we funded a new home for a family in Haiti who were made homeless by the earthquake.



Response to Natural Disasters. There are four levels of need for areas hit by disasters such as earthquakes, floods, and hurricanes.

The first level is rescuing those in immediate danger and we have been proud to support the search and rescue organization **Rapid UK**, which is based in Gloucester. The missions are staffed by highly trained unpaid volunteers who will typically be in the air, with a full set of rescue equipment, in well under 24 hours of the disaster occurring. They have attended the Pakistan, Indonesian and Haiti disasters in recent years, rescuing tens of people trapped under collapsed buildings etc.



The next level of need is for emergency shelter and clean water. **Shelterbox** is a Rotary organization (run by the Helston Club in Cornwall). Each Shelterbox provides a tent and sleeping bags for 10 people, together with water filtration equipment. Shelterbox will usually be flying out to affected areas within 48 hours. As well as several hundred boxes they send a co-ordination team who supervise the distribution of the boxes and supervise their assembly.



Because of their permanent state of readiness, and often because Rotary is a non-governmental and an apolitical charity, Shelterbox will be the first organisation to gain access to the affected country. Your donations are regularly used to supply

Shelterboxes. The third level is medium term (3-6 months) emergency equipment and clean water supplies. One example of these is **Aquabox**, another Rotary organisation, which supplies boxes filled with tools, nails, rope, cooking utensils, nappies, children's toys, waterproofs, some other clothing, and most importantly water purification tablets. The box itself is used for water purification and storage. Usually we fill these boxes ourselves to a defined content list, and most of the contents are donated by our members and their friends, but we purchase any missing items and pay for the transport to the disaster areas out of our donations.

The fourth level is the rebuild process – of both housing and livelihoods. Though it is now a few years ago the Rotary response to the Tsunami shows the strength of our worldwide organization. Within days of the disaster our District Governor was contacted by his equivalent from an affected area in India whom he had met through another project. He was seeking help in **replacing the fishing boats** that had all been destroyed and were essential for this fishing area's livelihood. Within a few weeks each Club in our district had raised new or used existing funds, which were sent directly to India and the boats were built locally and in use within a few months. Within Cheltenham a joint venture with the mayor, also involving our local Indian community, raised the money to rebuild a complete village – now named Cheltenham Village.

