

# 100

## R100 IN SIGHT

Each month, from now until the big event in 2021, *Rotary Down Under* will feature a snapshot of projects, events and tasty bites of history to spread the good word and inspire you to jump on board and help celebrate 100 years of Rotary 'Down Under'. Watch this space!

### THE ECONOMIC UPSIDE OF ROTARY GIVE EVERY CHILD A FUTURE

**DELIVERING** vaccines not only saves lives, but can have a positive impact on an economy, freeing up a nation's health dollars. While this is a well-known fact, the problem for developing countries is that the introduction of any new vaccine is very expensive. Frequently, the funds are just not available upfront to invest in purchasing the necessary supplies, obtaining cold chain equipment and training local public health professionals.

This is where Rotary comes in for the Pacific Island countries covered by the Australasian centenary project Rotary Give Every Child A Future (RGECAF).

"We will fund that expensive introductory phase of three life-saving vaccines into the national immunisation schedules of five countries: The Cook Islands, Kiribati, Nauru, Niue and Tokelau, as a comprehensive life-saving package delivered in partnership with UNICEF," RGECAF project director James Allen said.

In addition, RGECAF will support UNICEF's role in Samoa, Tonga, Tuvalu and Vanuatu, where the Asian Development Bank is providing finance to those governments for the same set of vaccines. And, if you were wondering why low-income Pacific countries are not

included in the project, they are already provided for by organisations like GAVI, The Vaccine Alliance, which funds the introduction of new and underused vaccines there.

"From experience, we expect to see a rapid fall in rates of, in particular, pneumococcal disease and rotavirus following the vaccines' introduction; with subsequent falls in hospitalisations and doctor visits," James said. "The money saved will then be available to those governments to fund the future purchase of vaccines through UNICEF's vaccine procurement program.

"Children will continue to be protected by these vaccines long after Rotary has delivered on our commitments, thus ensuring the sustainability of this project."

### HELP IS AT HAND

For more detailed information on the logo competition, download our guidelines at [www.Rotary100DownUnder.com](http://www.Rotary100DownUnder.com) where you can find out more about the selection criteria, style guidelines, outputs, where to submit your creative ideas and more.

Want to make a mark on history?

### WHAT SHOULD A R100 CENTENARY LOGO DO?

- Create awareness of our centenary;
- Be symbolic for Australia, New Zealand or both;
- Be applicable for media, letterheads, banners/batons, jewellery and merchandise design;
- Target an audience that is principally Rotarians/Rotaractors but also the general public;
- Create pride about Rotary and 100 years of making a difference;
- Enhance Rotary International branding.

Of course, the financial benefits from the introduction of HPV vaccine will take longer to manifest. In the meantime, nations can be reassured that their rates of cervical and other HPV-related cancers will fall as the vaccine cohort moves through adulthood.

For those parents of very young children who get sick – or even die – from pneumococcal disease or

rotavirus, and the families who lose mothers to HPV-related cancers, the economics mean nothing. For them it is the heartbreak of their loss, and we suspect this is the real reason so many Rotarians choose to donate funds to this project.

**Get in contact via [rotary@everychildafuture.com](mailto:rotary@everychildafuture.com) if you have any questions.**

### We need a centenary logo!

In 2021, Rotary in Australia and New Zealand celebrates our first 100 years of service – and we need a powerful, engaging logo to help build our story.

So, we have created a logo competition to help make an impact.

What creativity can you conjure that captures the heart and soul of our centenary?

Separate designs for both New Zealand and Australia will be welcome. Or a design that covers both countries – a design that enhances Rotary's broader branding.

Everyone is welcome to enter – Rotarians, professionals, friends and family. And your story will be an important part of the logo's launch. We are tapping into the passion and energy of volunteers, who will be rewarded simply with heartfelt thanks acknowledged by Rotary leaders. Your story will be part of our centenary story.

**The competition is now open and closes on December 15. This is your chance to make a mark on history! Visit [www.Rotary100DownUnder.com](http://www.Rotary100DownUnder.com)**

### WHAT CAN I DO?

The answer is spread the word and raise funds.

- Visit [everychildafuture.com](http://everychildafuture.com) for resources and to request a presentation for your club or conference.
- 'Like' [www.facebook.com/everychildafuture](https://www.facebook.com/everychildafuture) and share their posts.
- Make a personal donation (every \$45 will vaccinate one child) and encourage your club to adopt Rotary Give Every Child A Future as its centenary project over the next few years.
- Encourage your district to donate uncommitted District Designated Funds to RGECAF. Donations go into the project's multiple global grants and are matched by The Rotary Foundation's World Fund.



(Photo: UNICEF Pacific)