

Dear Friend:

Welcome to the latest edition of *HealthRays® Update*, an electronic newsletter that provides you with news and developments from the [HealthRays initiative](#) -- Rotary District 6440's effort to bring digital x-ray technology to needy populations in Guatemala -- and eventually, around the world.



Guatemalan health care workers utilizing one of the HealthRays digital x-ray units.

We have lots of news to share with you about how Rotarians -- in the United States and internationally -- continue to learn about and show support for our project.

First, we would like to express our deepest thanks to **Taiwan District 3481 District Governor Jenn-Pan Horng (DG J.P.)** for the generous pledge to support the installation of one x-ray unit in Guatemala. Plans are to recognize District 3481 for sponsorship of Unit #11. We are fortunate to have such a strong relationship with the districts in Taiwan, which have graciously funded two other units in the past.

We would also like to recognize **Rotary District 7300** in Pennsylvania; the **Rotary Club of Catalina** in the Tucson, Arizona area of **District 5500**; and the **Rotary Clubs of Elk Grove Village** and **Rolling Meadows in District 6440**; all of which have recently been added to our lists of contributors. Thank you all for supporting HealthRays.

In addition to the great support we have received from individual districts and clubs, a variety of other fundraising efforts have taken place or are ready to be announced. We appreciate and encourage these ideas -- which will help fund even more units as we continue toward our goals.

Governmental change and transition continues to be a fact of life as we advance our partnership in Guatemala. For example, **Carlos Soto** -- the new Minister of Health in Guatemala -- is the eighth Minister of Health we have worked with since beginning HealthRays in 2011. During these transitional periods, the pace of our work is sometimes impacted and installation plans can be delayed. In the meantime, we are proud to have been able to complete four installations during the past Rotary year and look forward to additional installations during 2017-18.

Finally, you will read in this issue of our newsletter about wonderful opportunities to spread the word about HealthRays, including recent media coverage and a college-campus presentation. In addition, we are excited to announce that we have received approval for a breakout session in June at the **2018 Rotary International Convention in Toronto**, as well as again hosting an information booth about HealthRays. We will be in **booth number 612** in the Toronto House of Friendship, and we hope to see you there! Having a booth again this year is a fantastic opportunity to meet many of you, exchange ideas and hear suggestions.

As the 2017 calendar year winds down, we want to thank everyone who is supporting HealthRays and helping us to reach our goal of 29 units in Guatemala!

Sincerely,

Pamela Kerr and Carlos Früm
Past Governors, Rotary District 6440
Co-Chairs, Rotary District 6440 HealthRays

Why you are receiving this newsletter

If you are receiving this newsletter, you are one of many people who have been selected based on your relationship to our project -- this ranges from being a financial supporter or a Rotary leader to being a representative of one of our partnering organizations. **Please note that if you do not want to receive future issues, you can easily unsubscribe** -- just click on the "unsubscribe" button at the bottom of this page. If you know of others who might want to receive our newsletter, please forward it on to them and ask them to subscribe.

HealthRays at a Glance

Here are just a few statistics to give you an idea of how our initiative is making a difference in Guatemala:

- Digital x-ray machines funded to date: **9**
- Total financial pledges and contributions to this effort: **\$684,064**
- Total Rotary clubs participating: **61**
- Total Rotary districts participating: **18**
- Estimated population provided access to digital x-rays when 9 units installed: **900,000**

Taiwan District 3481 District Governor Announces Support For One HealthRays Unit

On Friday, November 17, District Governor Jenn-Pan Horng (DG J.P.) made a formal announcement to pledge support for the installation of one x-ray unit in Guatemala. This will be the third installation made possible from support provided by districts in Taiwan.

Prior to the 2017 redistricting of Taiwan into 12 Rotary districts, District 3481 was part of the former District 3480, which was a sister district to District 6440. A Sister Districts Agreement between Districts 3481 and 6440 has now been signed by District Governors Jenn-Pan Horng from District 3481 and Donald Browner from District 6440 as well as the District Governor Elects and District Governor Nominates from each district.

Plans are for these funds to go towards Unit #11. Once the clinic for this unit has been named and an installation is scheduled, a plaque will be prepared to recognize the sponsorship of District 3481.

HealthRays is deeply thankful for all the generous support provided by the districts in Taiwan to bring access to digital x-ray imaging to hundreds of thousands of people in rural communities of Guatemala.



Jorge Aufranc, Rotary International Director and Co-chair of HealthRays in Guatemala, personally thanks Jenn-Pan Horng, District Governor, at the 2017 Taipei Rotary Institute.

New Fundraising Efforts Emerge; Additional Ideas Encouraged

As the HealthRays project matures and our list of successfully launched clinics grows, we are re-doubling our efforts to create a comprehensive, sustainable fundraising strategy. That means diversifying our efforts -- ranging from grassroots Rotary-club events to targeted corporate and foundation fundraising outreach. Every contribution matters and moves us closer to our goals.

Northern Illinois Rotarians recently showed how local efforts can help an international cause like HealthRays succeed, with creative new fundraisers in September and November.

Rotary District 6440 partnered with the **Chicago Red Stars** women's professional soccer team. Ticket vouchers to attend a Chicago Red Stars game on September 3 were donated to the district, then sold to raise funds for the HealthRays project. Rotarians were encouraged to invite others to attend and bring their family, friends and fellow club members to enjoy a day at Toyota Park. The outstanding generosity of the Red Stars, and creative planning by local Rotarians, helped make this event a success.

On November 3, the **Rotary Club of Deerfield** led a fundraising effort for HealthRays that included the participation of the Rotary Clubs of Glenview Noon, Northbrook, Buffalo Grove, Highland Park, and Mundelein-Vernon Hills as well as various local businesses to sponsor a combination dinner and bocce ball event that, again, successfully added to HealthRays' funding for the year.

Other creative, diverse ideas for fundraising efforts throughout Rotary District 6440 -- and from any of our partner districts -- are appreciated and encouraged. This is a great way for Rotarians and clubs to show support for HealthRays and help fund additional units. Combining efforts, including appeals for both in and outside sponsorships, and helping others to learn about Rotary through the HealthRays project are all positive outcomes.

News flash: a new annual Interact fundraising competition to benefit HealthRays is slated to start during the 2018-19 Rotary year. Details will begin to emerge soon to help get the District 6440 Interact clubs involved!

Media Coverage Spotlights HealthRays

Coverage in Guatemala: Prensa Libre

On October 19, a [Prensa Libre article](#) about HealthRays was published, including multiple photos and related captions about the work of our clinics to date in Guatemala.

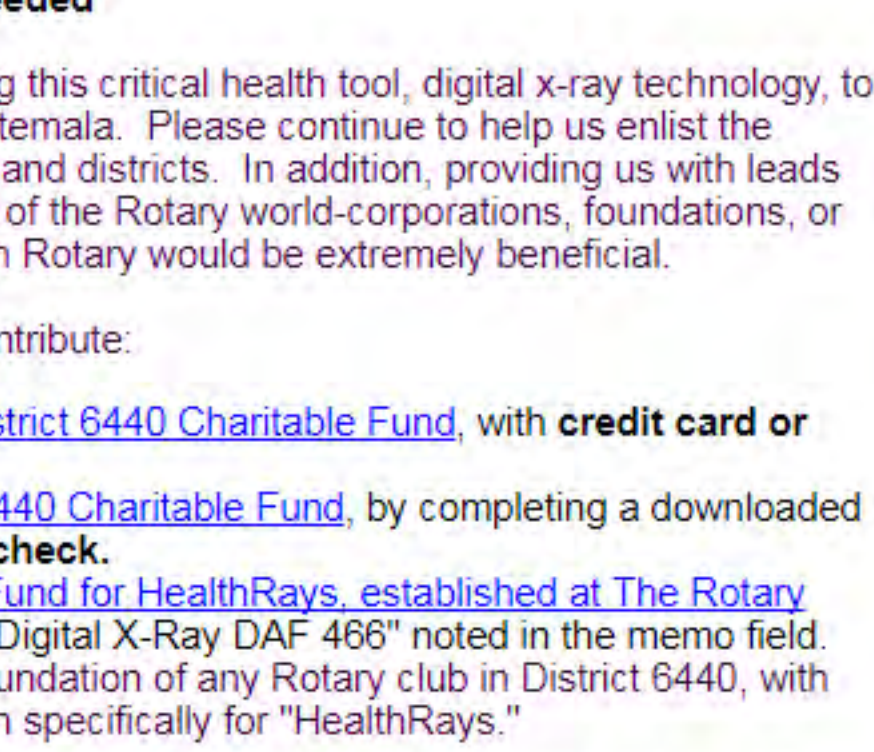
The current Minister of Health, Carlos Soto, mentioned in the article the nation's plans to upgrade clinics and health care centers that will serve up to 4,000,000 people in Guatemala. Six of the clinics have received digital x-ray systems through the HealthRays Project. They are El Amparo, El Paraiso, Palencia, Primero de Julio (in Mixco - our first unit), Villa Canales and Fraijanes.

The article explains that Guatemalans can now receive care at health centers and will no longer have to travel to hospitals in the capital, now that the Ministry of Health plans to strengthen primary health care centers.

HealthRays X-ray equipment and digital laboratories are part of the plan.

Coverage in the United States: Arlington Heights Daily Herald

HealthRays was featured on October 31 in an [Arlington Heights \(Illinois\) Daily Herald \(a local District 6440 publication\) website article](#). The article, titled "Rotary clubs team to bring x-rays to Guatemala," includes six photos from our project.



Guatemalan health care workers operate diagnostic equipment funded by HealthRays in one of the clinics.

The article begins by sharing that the HealthRays project, "...has become one of the largest projects initiated by Rotarians in the world: to bring digital X-ray systems to rural Guatemala."

The article, which includes multiple quotes from committee members, adding personal perspective to the story, underscores the serious lack of access to basic x-ray service for much of Guatemala's population.

"By working together to fill this critical health need, suburban Rotarians say they are fulfilling the goal of Rotary International, which is committed to improving human conditions worldwide," the article concludes.

A link to the [Daily Herald Website](#) and a PDF of the article can be found on the [healthrays.info](#) website.

Campus Presentation: Monmouth College

[Campus station 97.7 WMOL Podcast](#) and [Monmouth College](#) in Illinois featured Pamela Kerr, HealthRays Co-chair, on November 3.

Pam spoke about Rotary in general, then specifically about the HealthRays project during the 20-minute morning podcast. The podcast is available on the [healthrays.info](#) website.

Later that day, Pam spoke on campus about how a volunteer can make an impact on global public health -- Volunteer Impact in Guatemala. Global Public Health is a focus at Monmouth, campus-wide, for the next few years and an academic minor.

The presentation was well attended by students, faculty, alumni, local Monmouth Illinois Rotary club members and a PDG representative from their Rotary district.

Toronto Convention Provides Opportunities to Spread the Word

HealthRays has received two notifications about involvement at the Rotary International Convention in Toronto.

First, "Hard-won Partnerships: Best Practices from the Field" is the topic that will feature HealthRays at the Rotary Convention in Toronto, Canada next June in the breakout session category Global Grant Partnerships.

The objectives of the breakout session are:

1. Understand different kinds of partnerships, leverage global grants
2. Be able to employ effect strategies to negotiate and secure successful partnerships
3. Have a greater understanding of the stakeholders involved in ensuring success. Empowering your stakeholders.

Second, HealthRays will be displayed at Booth #612 in the Toronto House of Friendship. Following recent booth displays at the Zones 28 and 29 ChiZone Institute and the Youth Assembly this fall, committee members are excited to showcase HealthRays again at the Rotary International Convention. Plan to visit and/or sign-up for Booth #612 in Toronto!

Committee Chair Karen Hutchings shares the HealthRays story with a ChiZone Institute attendee.

Clinic #9 Approved For Installation

The District 6440 HealthRays Project was notified by The Rotary Foundation in August that its ninth clinic installation of a digital x-ray system has been approved.

The new installation will be in the **Nahualá clinic in Solotlán, Guatemala**, which is on the highway leading from Ciudad de Guatemala to Quetzaltenango. The unit will serve a population of 188,500 people in that area. A specific date for the installation is still being determined.

This unit will provide digital x-ray diagnostics to a population who has never had this access before. Patients have had to travel to a regional hospital, sometimes many hours or days away, to obtain an x-ray. Our project is changing the face of care for the very poor in Guatemala. Thank you to all of the clubs in District 6440 who are supporting this very important project!

Valuable Assets Donated to HealthRays

Earlier this year, the District 6440 HealthRays project became the proud recipient of a new official address and office space, which has been donated for our use as long as we need it by a very generous HealthRays supporter, PDG Rodney Adams.

The office is in a central location of district 6440, which is a tremendous asset and convenience to the many committee members that live throughout the district.

The HealthRays project letterhead, business cards, e-Newsletters and News Alerts now all include the official office address: **1845 E. Rand Rd. Suite 109, Arlington Heights, IL 60004**. This new office provides valuable space for storing, processing and organizing the growing number of materials necessary for the HealthRays project that is approximately one-third of the way to completion in Guatemala thanks to the growing number of contributors and supporters!

Clubs, Districts and Individuals Continue to Pledge Their Support for HealthRays Project

As the HealthRays installations continue to move forward at an exciting pace, our fundraising continues at a steady pace, too. We are delighted to announce that we have close to \$700,000 in funding commitments, and more than 60 Rotary clubs, 18 Rotary districts and multiple individual Rotarians have participated so far. Funding has been received for nine of the 29 remote clinics identified for installation of the digital x-ray technology systems and units #10 and #11 are in process.

Please contact Pamela Kerr at gov.pam@rotary6440.org or Carlos Früm at gov.carlos@rotary6440.org to learn how your club can be part of the project. You can also visit www.healthrays.info to learn more.

We thank all of the generous Rotarians who have joined the HealthRays project and pledged their support!

Fundraising News

Funding for Additional Clinics Needed

HealthRays needs your help to bring this critical health tool, digital x-ray technology, to the remaining remote clinics in Guatemala. Please continue to help us enlist the support of Rotary individuals, clubs and districts. In addition, providing us with leads to gain the support of those outside of the Rotary world--corporations, foundations, or individuals that are not affiliated with Rotary would be extremely beneficial.

Here are other ways to help and contribute:

- Online through the [Rotary District 6440 Charitable Fund](#), with **credit card or PayPal account**.
- Through the [Rotary District 6440 Charitable Fund](#), by completing a downloaded form and submitting it with a **check**.
- Through the [Donor Advised Fund for HealthRays, established at The Rotary Foundation](#) with "Guatemala Digital X-Ray DAF 466" noted in the memo field.
- Through the existing Club Foundation of any Rotary club in District 6440, with designation of the contribution specifically for "HealthRays."

Donations from corporations, foundations or non-member individuals receive a 50-cents-per-dollar match from The Rotary Foundation and can receive an additional district match if the donations are received through an eligible District 6440 Rotary club.

The HealthRays Steering Committee Needs Your Help

The Rotary HealthRays Steering Committee is seeking help as our project continues to grow. Expertise is needed in the several areas, including fundraising and PR/marketing.

If you would like to be a part of this international effort, please contact Pamela Kerr at gov.pam@rotary6440.org or Carlos Früm at gov.carlos@rotary6440.org.

HealthRays in Brief

As many as four billion people around the globe -- basically two-thirds of the entire population -- have little or no access to simple x-ray technology, which is taken for granted as a basic health tool in most industrialized nations.

Rotarians in [Rotary International District 6440](#) - near Chicago, Illinois -- have launched an effort to address this problem, with a new cross-sector model for action that we have introduced in Guatemala and hope to replicate eventually in countries around the world. Working with the Guatemalan government and the PAHO, our primary goal is to install 29 digital x-ray units in underserved areas throughout Guatemala.

Eventually, our project will impact millions of people in that country, where health care outcomes are among the worst in Central America.

About Rotary

Rotary International is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world. In more than 200 countries worldwide, approximately 1.2 million Rotarians belong to more than 35,000 Rotary clubs. To learn more, please visit www.rotary.org.

CONTACT US!

For more information about becoming a partner:

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