



ROTARY'S HAITI RELIEF EFFORTS PR TIPS

SPECIAL EDITION

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Promote your Rotary club or district Haiti relief efforts

Below is a sample press release template to assist you in sharing your club or district Haiti relief efforts with your local news media. The press release can be customized by adding descriptions of your club and district contributions, planned events such as fundraisers, and quotes from local Rotary leaders in the recommended areas (highlighted in red). You can also add information on how your community can become involved. In addition to sharing it with your local news media, you can post the press release on community service blogs or discussion boards, add it to your club or district website or blog, or share it through your Facebook, LinkedIn, or Twitter account. Please contact pr@rotary.org with any questions.

Rotary club of **(Insert club name)** helps to mobilize the massive need for humanitarian aid in Haiti

(City, Country, Date) - The Rotary club of **(insert club name)** raised **(\$xxxx)** to assist the victims of the 7.2 earthquake that struck Haiti on 12 January.

The funds will go toward **(insert description of aid items, the amount, when it will arrive in Haiti, and estimated number of people to be helped)**. **(Insert a quote on your club members' dedication to providing relief to earthquake victims, and on how the earthquake has effected members of your club or community.)**

From raising funds to collecting relief supplies to distributing life-saving shelters in Port-au-Prince, Rotary clubs worldwide continue to ramp up efforts to help save lives.

And that includes members of the 17 Rotary clubs operating in Haiti, where pediatrician Claude Surena, a Rotary member in Port-au-Prince, has been tapped by President Rene Preval to coordinate the national government's emergency response. The chair of Rotary's Haiti Disaster Preparedness Committee, Dr. Surena and fellow Haitian Rotary members are helping to make sure incoming relief supplies are used effectively. He and his family also have been caring for injured quake victims on the grounds of their home

since the disaster occurred.

Among the first international relief workers to reach Haiti were volunteers from [ShelterBox](#) a U.K.-based disaster response organization supported by Rotary clubs worldwide. Each ShelterBox kit contains a 10-person tent, a water purification system and other survival necessities. About 2,000 ShelterBoxes -- enough to assist 20,000 people -- are in Haiti, and another 3,000 are due within a week, coordinated by logistics teams set up in Miami, Fla., and Santo Domingo, D.R. The ShelterBox team is first targeting pregnant women and families with newborns, but as team member Mark Pearson says, "The walking wounded are everywhere."

Nearly 1,500 of the walking wounded have been treated by 23 physicians volunteering with Comprehensive Disaster Response Services, assisted by six volunteers from two New York City Rotary clubs. Another 600 patients were admitted to the team's emergency hospital. The team worries that as time passes, the risk of disease will increase.

Rotary clubs throughout the Caribbean have raised more than \$1 million for immediate and long-term relief, and mobilized to send more than 55 planes carrying 50,000 pounds of medical equipment and supplies.

"Rotary had an incredible infrastructure established before the quake, which has made our relief efforts very effective," says Dick McCombe, a member of the Rotary Club of South-East Nassau, Bahamas, noting that Rotary was in good position to help in Haiti, with 33 projects already underway to provide water, sanitation, medical care, and education even before the earthquake.

The Rotary Foundation has set up a Haiti Earthquake Relief Fund to streamline the flow of contributions, primarily for U.S. club members. Fund managers will work with local Rotary clubs and relief agencies to meet the most pressing needs of communities in the affected area. Funds will be used in the relief effort, and for projects providing longer-term support and development.

Other examples of Rotary's worldwide response to the disaster in Haiti:

Rotary clubs in South Korea quickly raised \$100,000 to support a medical team sent to Haiti by the Korean Foundation for International Healthcare.

In Honduras, The Rotary Club of Tocoa collected more than 70,000 pounds of food and medicine and arranged for three cargo flights into Port-au-Prince, with more on the way. "We remember how the world helped us after Hurricane Mitch," said Rotary member Juan Gomez.

The Rotary Club of Lanzarote, Canary Islands, Spain, enlisted the Grand Prix Atlantic Regatta to set sail for the Dominican Republic with 24 yachts loaded with relief supplies. The fleet will arrive in Santo Domingo by the end of January, where local Rotary members will unload supplies for transport into neighboring Haiti.

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Did you know that Rotary PR Tips reaches more than 6,000 people in 115 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to pr@rotary.org.