



Stevenage Grange Rotary Club

The Rotary Ophthalmoscope Initiative (ROI)

Update on links and changes to the logistics 26th January 2006

The purpose of this record is to ensure those Rotarians, most closely involved in progressing the ROI are each kept up to speed on developments. If colleagues have any subsequent engagement please let me know so that I can ensure this is appropriately logged for the record.

1. Links with Sightsavers International

Contact has been made with Phil Hoare. Sightsavers (SSI) International has confirmed its willingness to be the primary distributor for the Rotary product, subject to below. Furthermore they are happy to distribute to other approved Agencies or to specific locations around the world where this is specifically requested by the donor.

Sightsavers are represented on the Technical Committee of Vision 2020 and will, subject to acceptance trials of the product, submit a technical evaluation to its meeting in June. The meeting will be attended by all relevant Non-Government Agencies (NGO's). Rotary (Stevenage Grange will be copied into the Evaluation paper)

SSI are requesting some 30 Optsyes (pronounced Op tize) from Ophthalmos to hand deliver to field sites in Africa, India, and Malawi in the next two weeks. Field and acceptance trials will take some 3 months. I guess that these trial products will score against our initial order – so we can legitimately claim to have sponsored this phase.

Issue: 1. Whilst we may get orders for the ROI, despatch cannot be assured until the product has passed acceptance trials – say May/June. [With an 8 week delivery schedule this should not be an issue.](#)

Issue 2. A form of agreement between the 3 parties i.e. SGRC, Ophthalmos and Sightsavers will need to be drawn up to embrace the above. I will put this in hand, in doing so invite a Rotarian to act as the Club's Honorary Legal adviser. **Action SMS**

2. Order and distribution arrangements

On 23rd January it was agreed to simplify matters by enquiring whether Sightsavers would facilitate charitable receipt and subsequent distribution for the Initiative ... but not necessarily on an exclusive basis. This has been done, appears satisfactory to all parties, including Ophthalmos, and now appears as the approved routing on the Club's website – See 1 above.

Whilst therefore the Club could step out from the ordering process, and encourage Rotary Clubs to liaise directly with Ophthalmos, both Ray and Ian have advised against this, at this time. In order to keep matters simple, the Club will now receive orders and donations from other Rotary Clubs and batch these up, per the Agreement with Ophthalmos Ltd, for them to issue, on payment by us, to Sightsavers. Sightsavers will then distribute as above.

The proposed arrangement, including the issue of delivery costs needs to be formally agreed.

3. Press links

Letters to editors, and other interested parties, together with the agreed Press release have been issued to 38 organisations.

An amazingly supportive virtuous circle, of Rotary editors is in place. This comprises John Rowlands (PRO District 1260, Rodney Howell – Hon Editor RIBI, Judith Diment – PR consultant RIBI, Chris Sweeney, - RIBI Web Editor, with myself.

The first coverage of the ROI initiative appeared on the RIBI website on 24th January.

Updated photographs and a quote from Roger Armour have been obtained. The later will be used, as part of the 1260 News piece and potentially in the Rotary Magazine. John Rowlands is handling the Rotary links, using me as a clearing point/contact pro-tem

Issue 1 We need to agree contact points and mechanisms for providing external PR / information interfaces for the Club on the Initiative.

A comment - Clearly Ian is and should be the public face for Rotary contacts. As such he should lead on any presentations e.g. District Council meetings, District / RIBI Conference, unless he defers to others. He is the named Rotary contact in the Press Release and on the Order form.

I suggest there is also a role for Bryan to play in terms of Speaking as the Club President.

In terms of non-Rotary press interest, statements made and subsequent releases these should go through a clearing mechanism to ensure both accuracy of content and consistency of message.

In the short term would colleagues please keep me informed if you are approached by the Press to make comment on the initiative.

4. Promotion & budget matters

a) Prospective target

Clearly there is likely to be short term interest in 'sales' as the message rolls out. This however needs to be refreshed down the line. To keep the story alive the Club, and therefore Rotary, should set a target. It has been suggested in emails to all that we publicly go live, next Monday with 25,000 units over 5 years. John Rowlands suggests this should to be a key statement in the Rotary Mags. I have had no objection to this in principle

Proposal: That a target be set of 25,000 units over 5 years

b) Pricing strategy and re-investment policy

At a Meeting on 23rd January it was agreed to charge £25 per unit, to include engraving but to exclude postage. On the basis that Ophthalmos will despatch units in volume to Sightsavers at no cost to the Club (yet to be confirmed – through me) the Club will have some £7,500 cash in hand – being £9,000 gross less the Club's founding donation), if it facilitates the donation of 1,000 units at a cost of £16 per unit (including engraving).

ROI Update Notes

The Agreement with Ophthalmos Ltd, currently assumes a charge of £24 for subsequent units. It has yet to be formally determined how any prospective 'balance' might be applied. This needs to be formalised by the Club or its representatives for this Initiative – also not formally determined. Suggestions for consideration include:

- a) Using any balance for the Club to purchase further units for onward donation.
- b) Retaining any balance to soften any future price increase and thus keep the Rotary price the same, for a longer period.
- c) Using part of the balance to legitimately fund marketing & promotion costs (see below).

John Rowlands suggests, and I agree, that looking ahead we should create a marketing and promotion budget for the planned 5 year target period. This to include the cost of sending reps to re-promotion opportunities, the cost of Promotion boards, flyers and information leaflets.

Issue1. The Club needs to formally agree executive officers (a Board) willing and able to manage the project, and the Charitable Trust arrangements on a day to day basis, within an agreed framework

Issue 2. It might be wise to determine from the outset how any balance of funds is to be applied in order to demonstrate that the Club does not intend, nor will it make a profit on its Initiative.

Summary

This is the first attempt to document decisions made and actions taken and required with regard to the ROI.

It is suggested that the Initiative needs now to have a framework formally endorsed by the Club at an appropriate meeting. Given the significance of the Initiative I suggest that we serve notice of an EGM to ratify matters. (Perhaps Andrew could reserve a date in the Programme)

SMS

Hon Sec. 25th January 2005

Sent to:

Bryan Cornish, President
Ian Begg, Past President
Ray Turner, President Elect
Andrew Fraser, 2nd Vice President