



## Ciudad de México, July 8, 2019

REINER JAHN
PROJECT COORDINATOR MEXICO

Roger Sims Project Coordinator H2H

Here with we request and express the intention to be considered in Project  $100 \times 100$ .

1) AP	PLICANT INFORMATION:	
X	Rotary Club Rotaract Club (sponsor Rotary club) Interact Club (sponsor Rotary club)	
Name	Club Rotario Guadalajara	
Addre	ss	
Distr	ict and Club Number 4140 / 6991	

District and Club Number 4140 / 0991

- 2) NAME OF THE PROJECT
  "United for the children with cancer"
- 3) OBJECTIVES OF THE PROJECT Promote the early detection of child cancer and support its treatment to avoid suspension
- 4) DESCRIPTION OF THE PROJECT, SHORT AND LONG-TERM BREAK DOWN Child Cancer is the first cause of death in children between ages 5 to 14. Sadly, in Mexico, 75% of the cases detected before age 18, are diagnosed in advance the advance stages of the illness. We are planning to initiate an information campaign in our association's social media and in that of "Grupo Promomedios" (a large regional radio group with several channels), to detect cancer symptoms in an early stage of the illness. We also want to keep supporting the oncological treatment of 94 patients that have already been diagnosed in ages 0 to 21 years old. They are of low-income households and are being treated at the "Hospitales Civiles de Guadalajara".



#### Short term goals

- Given that child cancer cannot be prevented, the most efficient strategy is to focus on broadcasting information to achieve an early and correct diagnosis.
- Increase the support for more low-income, cancer-stricken children and teenagers with their treatment.
- Recognize the right of all children to access health services, independently of the vulnerability caused by their economic condition.

### Long Term Goals

- Increase number of illness early detected cases to reduce treatment costs that fluctuate between \$800 thousand and \$2 million pesos over a treatment period of 5 years.
- Avoid the increasing number of treatment suspensions due lack of resources, specifically for low-income or extreme poverty households.
- 5) EXPLANATION OF THE PROJECT'S SUSTAINABILITY (AS APPLICABLE)
  Our association has supported with medicines, specialized medical studies, prosthesis, implants, monthly food supplies, and various activities about 3,500 children. We want to empower our patients' families by offering information and knowledge, so they can make better decisions regarding their treatment and can also find opportunities to improve their quality of life. Thus, we offer 2 workshops per month of parents and simultaneously to our patients with health subjects (cancer, its treatment, secondary effects, care, etc.), nutrition (food for children with cancer, what and how to prepare it, etc.), and self-improvement, as well as other relevant topics.
- 6) DIRECT AND INDIRECT BENEFICIARIES BREAKING DOWN ITS VULNERABLE SITUATION, ATTACHING IMAGES.
- Direct beneficiaries 94 patients with cancer ages 0 to 21 years
- Direct benefit to 150 persons (children with cancer and their families) through workshops on health, nutrition, hygiene and self-improvement.
- Indirect beneficiaries through social media (Mi Gran Esperanza, Hospital Mi Esperanza, Grupo Promomedios, Radio Milenio) that reach about 187,201 persons.
- 7) LOCATION OF THE PROJECT Juan Alvarez 237, Col. Alcalde Barranquitas en Guadalajara, Jalisco

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	Peace	and	conflict	resc	olution
X	Diseas	sepre	evention	and	treatment







	water, sanitation, and nygiene	
X	Maternal and childhealth	
	Literacy and basiceducation	
	Community economic development	
	Other (please specify	

## 8) PROJECT BUDGET

The budget of the projects is \$\\_\$285,000 pesos, with the following proposed funding:

SOURCE	AMOUNT IN PESOS
Mexico commitment from applicant	\$28,500
Proposed support from other Mexico sources FURMEX	
Other(please specify ) Proposed US Heart 2 Heart support	\$200,000
Mi Gran Esperanza - Funds	\$30,000
Mi Gran Esperanza – In kind	\$26,500
TOTAL	\$285,000

Note: The mimimum commitments from applicants are as follows:

Rotary clubs 10,000 – 100,000 20,000 20,000 Rotaract and Interact clubs 10,000 – 200,000 10% of total project budget 100,000 – 200,000 10% of total project budget

# 1) The project detailed expenditures are as follows:

DESCRIPTION	PRICE &QUANTITY	TOTAL
Design and broadcasting of the campaign to sensibilize and make early child cancer detection***		\$45,000
30 Specialized medical studies for patients		\$100,000







64 Medication for patients		\$140,000
	TOTAL	\$285,000

\*\*\*Note: We cannot give details of the medications or specialized medical studies, as they change on a case by case basis for patients during de execution of the project.

#### **FIRMAS**

## APPLICANT NAME CLUB ROTARIO DE GUADALAJARA A.C.

ROTARY CLUB PRESIDENT 2019 - 2020, NAME AND SIGNATURE, E-Mail and Phone

Genoveva Rubio (grubio@rotarygdl.mx / 3333693826

ROTARY CLUB PRESIDENT 2020 - 2021, NAME AND SIGNATURE

Javier Silva (silvaarana@prodigy.net.mx /3336779731)

PROJECT LEADERS DURING PROJECT DURATION – NAMES AND SIGNATURES

LEADER 1 LEADER 2

Mtra. María Teresa Medrano Urrea Lic. María Angélica Contreras Saucedo

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