

## New Prices for the year ahead

As previously advised, our overseas costs have increased greatly with fuel now being almost as dear as the UK throughout Europe, even in the poorer countries we visit. Added to this are increased road taxes and insurance. We are therefore faced with increasing our prices.

We have tried to keep these increases to a minimum for the next twelve months, having in mind the current recession, while trying to offset our losses of recent years. Our greatest costs are in delivering and collecting the smaller quantities and therefore these are where our prices must increase.

From July 2009 these are the new price bands, with minimum order unchanged at 25 boxes:

**25 to 99 boxes £2 per box; 100 to 199 boxes £1.50 per box;  
200 to 299 boxes £1.20 per box; 300 to 499 boxes £1.00 per box;  
500 to 999 boxes £0.90 per box; 1,000 plus boxes £0.85 per box**

Because of the current national financial situation, we were reluctant to increase the suggested £1 per box contribution for those filling the boxes but understand that Clubs vary the amount they collect.

We are aware that other Shoebox Schemes are now asking for up to £2.50 per box.

## Donations Welcome

While many Rotary Clubs use the Shoebox Scheme, there are others who support us in principle but who do not actively fill boxes.

If yours is such a Club, then please consider making a donation to help towards the cost of delivering the box gifts to Eastern Europe.

We do have individual schools that fill boxes and are not connected to a particular Rotary Club. Perhaps you could consider sponsoring their boxes to be delivered.

Please make your cheque payable to: 'Rotary Shoebox Scheme' and send to:  
PO Box 87, Lymm, WA13 9WU, marking it as a donation.

## Not a Rotary Club? No Problem

Any organisation or School, not in touch with a local Rotary or Inner Wheel Club can get details of the scheme from:

Rtn Nigel Danby (Gill) phone: 0161 763 3131 daytime preferred  
or 01706 643241 evening e-mail: nigeldanbyO2@o2.co.uk

**Contacts:** For any enquiries about the scheme contact:

**North:** Rtn Ken Smith (Sylvia)  
phone: 0161 437 5529 [Cheshire]

**South:** Rtn Colin Kidby (Audrey)  
phone: 01908 216598 [Bucks]  
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# THE ROTARY SHOEBOX SCHEME NEWSLETTER

An RIBI Project



## March 2009

### Distribution of boxes since October 2008

Date	Destination	Boxes	Distributors
Nov	Croatia	1587	Refugee Relief
Dec	Kiev, Ukraine	5902	Pasha Ozeruga
Dec	Odessa, Ukraine	6528	Tatyana Kolomiets
Dec	Iasi, Romania	13750	Iasi 2000 Rotary Club

### An Interesting few Months

In November the **President of RIBI, Ian Thomson** visited the Warehouse and saw boxes being palletised ready from loading. He was very impressed with the organisation.

In December, **BBC TV** made a documentary about the Scheme. This involved filming in a school as boxes were filled. Filming at the warehouse as the boxes were loaded. Travelling to Romania to see them being distributed and then back at the original school showing children their boxes being opened by children and families in Romania. This was then shown live on BBC Breakfast TV just prior to Christmas. The reporter who travelled throughout the filming was Anna Adams an investigative journalist who gave high praise to the scheme during the screening. *[full report inside]*

In January, Lincolnshire Group of Newspapers reporter, **Stephanie Harrison**, travelled to Ukraine to see shoeboxes being distributed. Readers of the Newspapers fill close on 3,000 boxes each year and Stephanie reported back, with a full-page spread being published in all ten titles across the county. *{Stephanie's report inside}*

Rotary International in Great Britain and Ireland – International Project

## A report from Ukraine

As noted on the front page, Stephanie Harrison from Horncastle and a reporter with the Lincolnshire Group of Newspapers, travelled to Ukraine early in January to see shoeboxes being delivered.

In her report, which was published throughout Lincolnshire in ten different regional editions, she writes the following:

*Joy and smiles at Christmas were plentiful in Ukraine, as thousands of shoeboxes brimming with gifts were distributed to the needy and vulnerable. In sub-zero temperatures, Rotary shoeboxes were given to poor families, the elderly and infirm, orphanages, schools and other institutions, bringing delight to those who otherwise may not have received any presents at all.*

*In remote villages south of the capital, Kiev, where some still travel by donkey drawn carts, families living in the most meagre of homes eagerly awaited their shoeboxes.*

*Life can be very bleak in Ukraine since the fall of communism. Corruption is rife and alcoholism can rip families apart, leaving children destitute or in care. In Odessa, street children find warmth and shelter in underground sewers.*

January 2009

Stephanie was so moved by those filling Rotary boxes, that she travelled out at her own request to see the boxes distributed. She thanks the Rotary Club of Horncastle for helping fund her trip.

## Thanks from Minsk

*Thank you so very much for the shoeboxes we received. It is unforgettable to see the eyes of the children who receive gifts like this. Many of the children would have been without Christmas gifts otherwise. It brings them the feeling of adequacy and of course joy. The vast majority of the children who received the shoebox gifts are from orphanages or low income and single parent families.*

Leonid Biruk

Minsk

17<sup>th</sup> December 2008

Photos by Stephanie Harrison



Two contrasting scenes in Odessa



Street children from Kiev

## BBC TV coverage of a Shoebox Delivery

The BBC had seen our website and asked to do a shoebox item for TV prior to Christmas.

This proved more complex than the few minutes on air suggested.

Reporter Anna Adams, well known for her investigative and often critical reporting featured on the BBC TV 'One Show', along with cameraman/producer Tony Smith, were to make the item.

They first visited a school in Rochdale and filmed the children filling boxes. They next travelled to the warehouse and filmed boxes being loaded and then setting off on the journey.

A trip to Iasi in Romania was next for them both, where our good friend Liviu Statache took them to see boxes being distributed in nearby villages.

However, these were not just any boxes, they included those filled by the children in Rochdale - not an easy task for us to get the boxes there in time for their visit.

They then returned home and went back to the school to show the children their boxes being opened by children and families in Romania and to get their reaction.

Finally, on the day of the broadcast they returned to the school and had the children there at 6.50am ready for the first live broadcast on the Breakfast TV Show. This was then repeated every hour till noon, when it was then switched as a recording onto the BBC News programme.

A complex operation but great publicity for the Rotary Shoebox Scheme and indeed for Rotary in general.

## Rotary Club Assemblies

**Please consider the Rotary Shoebox Scheme at your Assembly this year as part of your International programme for 2009/10.**

This low cost project can get the name of Rotary into your local community, by involving your local schools which are more than willing to take part. So much so, that we have many schools contacting us asking to take part where Rotary Clubs are not involved.

By involving parents and grandparents of children with the scheme, it can get Rotary better known and so be of help with your membership.

## Storage help needed

We are constantly on the lookout for new distribution and collection centres throughout the country. Here the flat pack boxes can be dropped off, distributed to local clubs and then collected when full. If you can help us with some short-term storage facility (space for three or four pallets) we would welcome a call.

## Thanks to:

- Rotary Club of Greenock, again our top supporter with an amazing 4,644 boxes filled.
- Top District was again D1010.
- There were also a good number of Clubs filling 1,000 plus boxes.

These are just examples of how effective the scheme can be, if members are prepared to use their time to spread the name of Rotary via the Scheme in their local community.

- Thanks again to the Rotary Club of Chorley Astley for their invaluable help at the main Warehouse.