

Dear Caring Oxford Club Member,

I'm writing you today to ask you to step in the footprints of a hero -- and help us sustain a brighter future for the children and adults in the isolated villages of Limon, Rancho Santiago, and 48 surrounding communities in southwest Nicaragua.

But first, let me tell you a story a little girl.

Rosa Gonzalez<sup>1</sup> yanked open the door to the Roberto Clemente - Rancho Santana Clinic. She clasped Marie Elena -- her 7-year old daughter -- in her arms.

She desperately scanned the large room looking for someone, anyone who could help.

“Mi hija. Mi hija,” she could barely choke out, her voice dry and dusty from a day and a half travel. “Ayuda me.” (“My baby girl. My baby girl. Help me.”)

Almost immediately a stout man with kind eyes and a soft face -- a man who moments earlier sat down for a much deserved rest -- swept her from her mother's arms and carried her to a secluded corner of the Clinic.

Maria Elena and her mother's journey to the Clinic had begun a day and a half earlier on a rattletrap bicycle. Mother and daughter were like many of the Clinic's visitors who arrive on foot, by bicycle (2, 3, or 4 on one bike), on mule back, or on foot.

Visiting the Clinic was a difficult decision for the Gonzales family. They had never visited it before. Although friends had told her they could get help without paying, Rosa and Santiago couldn't believe that.

But the little girl's breathing problems worsened. Santiago had just gotten a few days work for a dollar a day and the family couldn't afford to have him not work. So mama took Marie Elena while papa stayed home.

The dust of the roads and the stress of the journey tightened Marie Elena's lungs every mile. Fortunately, the little girl's strong spirit won out over her asthma-weakened lungs. She remained conscious until the bike was barely 25 yards from the Clinic's door. Then she fell unconscious.

### **A Neighborhood Family Doctor for People Who Have Seen Little -- if Any -- Medical Care**

Hello. This is Julia Guth, Executive Director of Oxford Club and Director of the Roberto Clemente - Rancho Santana Clinic. The medical care given at the Clinic is dramatically improving the lives of the people from this area in southwest Nicaragua.

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<sup>1</sup> Rosa Gonzales, Maria Elena, and their family are composite characters, drawn from the hundreds of men, women and children who ask for your help today.

The care comes from the hands and caring hearts of Dr. Julio Flores, nurses Martha Miranda and Carlos Peña, two full-time pharmacists, and volunteers from the Oxford Club and other concerned organizations.

Dr. Flores would have been the man rushing to help Marie Elena. He would have put her on oxygen immediately and then done a full examination. After becoming convinced Marie Elena suffered from asthma, he would have prescribed medication in a nebulizer ... and instructed Mama on how best to care for her daughter.

While Maria Elena's story is fictitious, it's a story repeated many times over at the Roberto Clemente - Rancho Santana Clinic. Most of the stories of the over 1,200 people who visit the Clinic monthly are not as dramatic as Marie Elena's. But some are much more so.

Like Elias Cabrera who suffered a partial amputation of two toes on his right foot. Quick work by Dr. Flores and the medical staff reconstructed the toes and the patient recovered well.

Or the employee of Rancho Santana who suffered a traumatic injury to his face, left eye, and cranium in 2006. Dr. Flores performed emergency procedures and stabilized the patient, buying time until he could be safely transported to the main hospital 22 kilometers away.

But most of the 1000-plus patients seen monthly (7 days a week) are seen for less serious problems like allergic reactions, routine medical exams, medical tests, minor injuries, colds and viral infections, and asthma attacks.

Asthma presents a special problem in this area and affects many children. The dusty roads, houses with dirt floors, mold and mildew from the extended rainy season, all challenge the fragile lungs of new born babies and can lead to asthma as the children grow.

### **Good Medical Care Means So Much More than Better Health**

An asthmatic child is less likely to attend school -- or develop into a strong healthy adult who can work in the heat and strenuous conditions this area presents.

Bringing high quality health care and improved health to people previously unable to get it is a grand benefit. But think about the long-term impact of improved health.

A healthy adult can work more, earn more. Be more productive. A healthy adult can provide and care for the family better. A healthy adult can tend family garden plots, reducing hunger and malnutrition.

And a healthy adult can work at what's becoming the largest and best employer in the area -- our own Rancho Santana venture.

Those are benefits *right* now for the adults who use the Clinic's many services. But the benefits blossom even more when you're looking at how a young child can develop when receiving high quality care like they do at our Clinic.

A healthy child can go to school more days during the year. An educated child -- even in a country as poor as Nicaragua -- grows into an educated adult, a skilled adult with much broader and more lucrative job opportunities.

### **Prevention -- not Treatment -- Is the Most Effective Health Care**

This brighter outlook for the people served comes not just because the Clinic heals the sick. It comes because the medical staff, the board of directors, and our advisors are all committed to "the missing piece" in most clinics of this sort. Education.

From its inception, the Roberto Clemente - Rancho Santana Clinic has held regular education programs. These include seminars on breast self-examination, prenatal care, nutrition, and preventive health care issues.

But to my mind, the most exciting part of our health education programs is our increased outreach to youth.

Boys and girls aged 12 to 20 meet regularly with Nurse Martha Miranda. Never judgmental, always forthright and honest, Nurse Martha speaks openly about issues facing these young people, issues to promote well-being and sustained health.

This very popular program is in addition to Dr. Flores's monthly visit to local schools. During their visits, he passes out donated supplies to the children, supplies like toothbrushes, books, pencils, and notepaper.

Imagine *not* having a pad of paper and a pencil to write with!

This program teaches teenagers about community health, personal and environmental hygiene, and other crucial public health issues.

### **Following in a Hero's Footsteps**

These community outreach and education programs are free. And the high quality health care is free for over half of the patients. And *very* low cost for the rest depending on the patient's ability to pay.

Bottom line, though, no one is turned away. We wouldn't have it any other way. From its founding, the Clinic's spirit follows the spirit of a true international hero -- Roberto

Clemente -- who embodies the spirit of love for community and commitment to quiet action we've built our Clinic on.

But commitment to community comes with a cost ... a cost we're asking you to help us shoulder. As you can imagine, the everyday operating costs of a venture like this are high.

But we are not content to let past successes carry us forward. Dr. Flores has asked us to find funding for three of his dreams: improvements and additions to Clinic services so it can meet some of the most critical needs of the community it serves.

First, it's time to expand the Clinic. We need a second building to accommodate more of local patients with a laboratory and trauma room for surgical repairs of the many accidents encountered in the area—surfing, construction, and vehicular. Of course, an expanded facility would also benefit the local population and provide a better place to deliver babies that can't wait to get to the hospital in Rivas to be born.

Dr. Flores's second dream is for an "ambulance." Not necessarily a real ambulance by American standards. He needs a vehicle like a used SUV or van with enough room to transport patients to the Clinic -- or to the nearest hospital -- who have no way of getting to the Clinic on their own.

It doesn't have to be fancy. But it must be dependable and able to negotiate bad roads and long stretches of 18-inch deep mud.

Dr. Flores's other request is for electricity ... a dependable, always available supply that can take over when the local power goes out. Which it does with frightening regularity.

Imagine being a young mother whose son is being treated for a head injury late one night. Just as Dr. Flores and Nurse Carlos Peña start to clean and prep the wound, the lights go out. They're able to continue with flashlights and battery powered headlamps. But conditions are difficult. And there's a nagging doubt on everyone's mind that a tiny piece of road debris might be missed -- debris that can lead to infection and more serious consequences.

Electricity and a means of transporting more patients to good medical care. Not much to ask for -- but costly. The good news is we've been saving money for these two vital improvements. The bad news is the regular costs of drugs and supplies limits how fast we can put aside money.

So we're coming to you -- our loyal Oxford Club member -- to ask that you step into the heroic footsteps of Roberto Clemente and help someone you'll never know. Someone whose future can become more productive because improved health brings improved opportunity.

## Leveraging Your Gift

This is an awe-inspiring challenge. But it's a challenge we're going to make easier for you. As a member of The Oxford Club, you know the power of leveraging your investments -- when you're able to add another person's money at no cost to your own to accomplish what's good and worthy for your financial world.

Well, we're offering you the power to leverage your money to accomplish what's good and worthy in the lives of the people who depend on the Roberto Clemente - Rancho Santana Clinic.

For every dollar you donate, Agora, Inc. and The Oxford Club will donate an additional dollar -- doubling the impact of your generosity.

And since the Roberto Clemente - Rancho Santana Clinic, Inc. is recognized as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, you can deduct 100% of your donation from your current taxes.

The Clinic serves close to 2,000 people in the communities surrounding it. They are depending on generous people like you to us keep the Clinic running effectively. Your donation may be the one that saves a life because the lights did not go off ... or because the Clinic's "ambulance" brought them to Dr. Flores's caring hands in time.

Please, for the sake of all the people who depend on the Clinic, fill out the accompanying donation form and send it *today*. We're all depending on your quiet heroism to help Dr. Flores achieve his dreams this year.

Very sincerely yours,  
[Insert legible signature]  
Julia Guth  
Director  
Roberto Clemente - Rancho Santana Clinic  
410-223-2630

PS You'll notice I say "our Clinic" a lot in this letter. By that I don't mean Dr. Flores's clinic, or the staffs' clinic, or mine. I mean all of ours -- including you. As a member of the Oxford it is your clinic, too. Please step up to the plate as Roberto Clemente did many times to bring health and a better life to thousands.

Yes! I want to join the team!

Please include me as a 2007 donor for the Roberto Clemente - Rancho Santana Clinic.

I am donating on or before December 31, 2007. Please notify Agora, Inc. to match my donation immediately, and send me my tax deduction receipt!

"Great news! Agora Inc's 100% matching funds deadline for donations has been extended another year."

Please accept my donation for:

USD \$5,000.     USD \$2,000.     USD \$1,000.     USD \$250.  
 USD \$\_\_\_\_\_ (please specify amount)

My check is enclosed. (Please make checks payable to:  
The Roberto Clemente - Rancho Santana Clinic

Please charge my credit card: VISA MasterCard AMEX Discover

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Card Number

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Exp. Date:

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Signature

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State/Province

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Country

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Email

**Please send this form to:**

The Roberto Clemente - Rancho Santana Clinic/ General Donation  
•105 W. Monument St. • Baltimore, MD 21201• USA

**Or fax to: 410-223-2628**

For more information, please call: 410-223-2630

The Roberto Clemente - Santana Health Clinic, Inc., is recognized as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. A copy of our current financial statement is available upon request by contacting Juan Munoz, The Roberto Clemente - Santana Health Clinic, Inc. at 105 West Monument St, Baltimore, Maryland 21201. Documents and information submitted to the Secretary of State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.

**{BUCK SLIP AVAILABLE ON REQUEST}**

{CLINIC BUCK SLIP: 8½" x 11", glossy stock}

{Front side, boxed quote on right side of buck slip. Bold, 16-18 point, sans serif (e.g. Myriad Pro, Helvetica) Make left quotation mark hang}

{Use photos here}

**“Anytime you have an opportunity to make things better and you don’t, then you are wasting your time on this Earth.”**

**-- Roberto Clemente**

{Use 1, 2, or 3 photos of clinic users on the left side of the buck slip. Only use photos that are happy looking. Some of the following (from newsletters) would be good, or use more recent ones that are similar in emotional quality.





**{Back side of buck slip}**

**{Story 1: Who is Roberto Clemente?}**

## **The Story of a Quiet Hero**

Much feared on the baseball field for his skills and powerful bat, Pittsburgh Pirate right fielder Roberto Clemente was one of the most admired ball players of his time. Born in Puerto Rico, Clemente was involved in unheralded charity work throughout Latin America.

On his frequent off-season trips, he would personally deliver baseball equipment, food, and medical supplies to the people of some of the poorest areas in the world.

When the city of Managua, the capital of Nicaragua, was reduced to rubble by a massive earthquake on December 23, 1972, Clemente immediately set to work arranging emergency relief flights. He soon learned, however, that the aid packages on the first three flights had been diverted by corrupt government officials, never reaching victims of the quake.

Clemente decided to accompany the fourth flight, hoping his presence would ensure that the aid would be delivered to quake survivors. But the airplane crashed into the ocean off the coast of Isla Verde, Puerto Rico immediately after takeoff on December 31, 1972.

Teammate Manny Sanguillen -- Clemente's best friend -- did not attend his funeral. He chose instead to dive into the waters where Clemente's plane had crashed in an effort to find his friend. Clemente's body was never recovered.

**{Story 2: Clinic founding}**

## **The Global Community Comes Together to Help the People of Limon**

The Roberto Clemente - Rancho Santana Clinic has truly been a global effort. The Rotary Club of Pittsburgh stepped forward with substantial donations to help launch the Clinic to honor Roberto Clemente. The Grenados family donated the land where the Clinic now stands.

And Agora Publishing through *International Living* and *The Oxford Club* has donated money, time, and personal effort to establish and maintain the Clinic.