

Activities:  
Nov. 1, 2003 – March 15, 2004

Over \$27 million in medical aid  
Serving more than 4.5 million people  
In the following 41 countries:

Armenia  
Bahamas  
Bolivia  
Bosnia-Herzegovina  
Cambodia  
Cameroon  
China  
Colombia  
Cuba  
Democratic Republic of Congo  
Dominican Republic  
El Salvador  
Fiji  
Ghana  
Guatemala  
Guyana  
Haiti  
Honduras  
India  
Iran  
Iraq  
Jamaica  
Kenya  
Laos  
Liberia  
Mexico  
Nicaragua  
Nigeria  
Peru  
Philippines  
Romania  
Sierra Leone  
Somalia  
South Africa  
Tanzania  
Togo  
Ukraine  
United States  
West Bank/Gaza  
Zambia  
Zimbabwe

Healthy people.  
Better world.

## Direct Relief “Shareholders” Meet for Annual Review

“I would like to thank you from the bottom of my heart for all of your help, without which we would not be able to serve some of the neediest people in the world. Your support is helping real Afghan women and children, and I am here to thank you for helping rebuild the country, rebuild the people, of Afghanistan.”

Sakeena Yacoobi, founder of the Afghan Institute of Learning, an Afghan women’s non-governmental organization that Direct Relief supports, traveled thousands of miles from her home country of Afghanistan to California to deliver that message. But she did not come to thank the staff of Direct Relief. Rather, she came to thank in person the hundreds of private individuals and corporate donors who make Direct Relief’s support of her work possible.

On March 3, at Fess Parker’s DoubleTree Resort, more than 200 supporters of Direct Relief gathered for its annual Shareholders’ Meeting. The meeting included a briefing by Thomas Tighe, Direct Relief’s President & CEO, on last year’s activities and future plans, a panel discussion of Direct Relief’s international and corporate partners, and remarks from keynote speaker Tom Billitteri, News Editor of *The Chronicle of Philanthropy*.

Mr. Tighe opened the event with an overview of 2003 year-end results and discussion of internal operations.



photo: Monie Photography

International and Corporate Partners:  
(L to R) Sylvester, Yacoobi, Self, Palomo, Person

“2003 was our best year ever according to every indicator – people served, value of assistance shipped, fundraising totals. But these numbers alone are not enough. We also want to take this opportunity to show you how we spent this money and increase our level of transparency.” Mr. Tighe discussed several internal changes, such as a changing of the fiscal year, along with attempts to be more transparent externally, by posting the organization’s 990 and tax filings online.

The panel discussion, along with Ms. Yacoobi, included Dr. Sylvester Nsoh of Cameroon, Elena Palomo of El Salvador, Conrad Person of Johnson & Johnson, and Evelyn Self of Aventis, Inc. The discussion, described as “heart-breaking and courageous” by one attending donor, provided our international partners with an opportunity to discuss the challenges they face in their own countries and their efforts to serve their communities. The participating corporate donors gave perspective on the challenges that exist in a commercial setting for developing in-

kind donation programs. The rare dialogue between the two groups allowed for positive feedback and presented an occasion to converse about improving collaboration.

Beyond these relationships between donor and partner, the surrounding world of charitable giving is something that Direct Relief and any nonprofit and its supporters must be sensitive about. Tom Billitteri of *The Chronicle of Philanthropy* gave a sobering talk regarding the future of philanthropy in the United States.

“Our nation should be ready for not only a tremor, but a major earthquake, that will shake the foundation of charitable organizations in the U.S.,” warned Mr. Billitteri. After investigations into September 11 giving and with new increased Congressional scrutiny, U.S. nonprofits will be held to a higher level of accountability. Mr. Billitteri praised Direct Relief for its proactive approach to these changes by its focus on transparency through various means, including events like the Shareholders’ Meeting, but warned donors that such action by nonprofits is “an exception for the sector.”

### Direct Relief’s New Logo Unveiled

Lipson Alport Glass & Associates (LAGA), one of the world’s leading brand and identity consultancies for Fortune 500 companies, developed – at no charge – a new logo for Direct Relief. The new brand mark was unveiled at Direct Relief’s Shareholders’ Meeting on March 3, 2004.

After September 11, Illinois-based LAGA searched for an efficient, respected humanitarian organization that could benefit from LAGA’s particular expertise. Direct Relief was fortunate to be chosen for this exclusive pro bono project. To create our new logo or “identity”, LAGA, in collaboration with its global branding network, International Design Partnership (IDP), donated 18 months of free design work. The creative process, which spanned leading design firms in 14 countries over four continents, updated our previous logo to one that more reflected the heart of our work. We thank the members of IDP and Sam Ciulla, Creative Director at LAGA, for their tremendous contribution, which we never would have been able to afford.

## In-Kind Donors

From November 1, 2003, through March 15, 2004, Direct Relief provided medical aid with a wholesale value of over \$27 million. The vast majority of these products were donated by American corporations. We thank our in-kind donors, without whom we would not be able to help so many people around the world.

Abbott Laboratories  
Alcon Laboratories, Inc.  
Allergan, Inc.  
American Health Products  
American Society for Microbiology  
Ansell Healthcare Incorporated  
Bausch & Lomb  
BC Medical Products  
BD  
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Johnson & Johnson Consumer  
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Tea Tree Therapy  
TEVA Pharmaceuticals USA  
The National Pediculosis Assoc., Inc.  
Vanguard  
Ventura Co. Medical Resource  
Vitamin Angel Alliance  
Watson Pharmaceuticals

## In Focus



### The Antioch Company – Our Largest Corporate Partner

The Antioch Company dedicates 10 percent of its giving budget to help developing-country relief efforts and has generously supported Direct Relief since 2001. In 2002, with an unprecedented grant of \$50,000, The Antioch Company became the first partner in our Corporate Partners Campaign and is the largest to date, having contributed a total of \$225,000. The Corporate Partners Campaign was established to enable Direct Relief to meet the needs of our highest priority program partners serving severely impoverished and isolated communities. Struggling health programs in 15 countries, including Sierra Leone, Tanzania, and Cambodia, have received critically needed medical resources (totaling \$3 million wholesale value) with Antioch's support. As a result, approximately *one million people* received needed medical treatment that otherwise would not have been possible. Other 2003 Corporate Partners include: Global Brand Marketing Inc., Hy Cite Corporation, Johnson & Johnson, and Pfizer Inc.

### New Partnership with Global Medical Assistance Provides Ambulances to Improve Care

Global Medical Assistance (GMA), a non-profit initiative of the American Ambulance Association, recently selected Direct Relief as their partner to distribute donated ambulances. These vehicles will make dramatic and direct impacts on our program partners, who will use the vehicles both as ambulances to transport patients to otherwise inaccessible hospitals and as fully functioning mobile clinics. GMA will solicit and coordinate the donations from U.S. emergency medical assistance companies. Each unit will be certified in good condition and either shipped directly to our partner or to Direct Relief's headquarters in Santa Barbara for trans-shipment. Direct Relief's partners have met the program with much enthusiasm, as historically it has been extremely difficult to secure these highly desired vehicles. Our first partner to receive an ambulance will be the Ndegbormei Development Organization in Sierra Leone. Its director, John Ganda, recently visited the United States and was able to inspect the ambulance in Richmond, Virginia. His words, faxed to Direct Relief the next day, say it all: "It's a beauty."



Mr. Trace Skeen, Executive Director of GMA, and Mr. Tigbe signing Memorandum of Understanding.

photo: Monie Photography

## Direct Relief Ranks in Top 5 in Efficiency Among Leading U.S. Charities

*Consumers Digest* ranked Direct Relief as one of only five leading U.S. charitable organizations to receive 99 percent or better efficiency in its 2003 survey of major U.S. charities. The report, entitled "Charities: Making Your Donations Count," provides a "program efficiency ranking" for each organization. The magazine's analysis reviewed four indicators to determine the ranking: the amount of public support a charity receives; the percent of total expenses that is program directed; the ratio of fundraising expenses to direct support; and whether the organization claims a percentage of their fundraising and program expenses as "joint costs" (an accounting technique that permits direct mail expenses to be allocated between fundraising and public education). Direct Relief has traditionally maintained among the lowest expense ratios for fundraising and administration of all U.S. charities – less than one percent for each of the past four years.



### Partnership for Quality Medical Donations Members' Contributions Equal U.S. Government

The Partnership for Quality Medical Donations (PQMD) is a nonprofit membership association of healthcare companies and nonprofit organizations of which Direct Relief is a member. At a press conference following Direct Relief's Shareholders' Meeting, PQMD announced the preliminary results of a survey revealing that its members provided \$1.4 billion in medicines, medical supplies, and medical equipment to humanitarian programs in 2003. The survey was conducted by the Center for Pharmaceutical Health Services Research at Temple University. The PQMD members' contributions are significant, especially when compared to a total of \$1.47 billion appropriated for total global health programs from the U.S. government in its 2003 Fiscal Year. PQMD is an alliance of nonprofit humanitarian organizations and medical product manufacturers dedicated to raising standards for medical product donations globally. For more information, please visit: [www.pqmd.org](http://www.pqmd.org).

### Wish Granted!

In the Fall 2003 edition of "the Bulletin," we listed a delivery truck on our "wish list." We are excited to report that our wish has been generously granted. The Moccasin Lake Foundation learned of our urgent need and generously enabled Direct Relief to purchase a new truck through DSU Peterbilt & GMC, Inc. in Medford, Oregon. Our new, larger truck is utilized daily by our warehouse staff to pick up and deliver contributed pharmaceuticals, medical supplies, and equipment. Thank you Moccasin Lake Foundation!

p.s. We need a new forklift (\$20,000)!



Our New 2004 GMC Turbo Deisel Truck

photo: JJ Tiziou

### The Power of Local Leadership: Dr. Adesh Sylvester Nsoh and the Fraternity Medical Center

Dr. Sylvester, a Cameroonian double-degreed physician who was named a prestigious Gates-Packard Fellow, operates under a simple working philosophy. In his labors as a doctor in a country with dire health needs, he believes that “Local leadership is a necessary pivot for any external intervention.” And it is through the leadership of Dr. Sylvester that Direct Relief and its supporters have come to help the people of Cameroon.

AIDS has dealt a severe blow to Cameroon and strained the country’s resource-poor healthcare system. The disease has orphaned over 200,000 Cameroonian children, according to the World Bank. Life expectancy is only 48 years, decades below the worldwide average. The doctor-to-patient ratio is six to 100,000 people.

Dr. Sylvester’s accomplishments offer opportunities outside the enormously challenging circumstances in his country. His working philosophy inspired his decision to stay in Cameroon with his wife and three daughters.

Having received his Medical Degree from the University of Yaounde in 1987 and his Masters of Science in Community Health and Management from the University of Heidelberg in Germany in 1994, Dr. Sylvester began working in the Ministry of Health in Cameroon. In his first few years of practice, the public sector health services functioned well and without cost barriers to low-income persons.

However, in the late nineties, a severe economic crisis occurred which led the government to require that all patients pre-pay for health services. People struggling financially were unable to receive health care. To compound the situation, Cameroon’s currency experienced a severe devaluation, and the salary of healthcare officials was cut by two-thirds. Health personnel responded by instituting forced “under-table

payments.” The immediate consequence was a tripling in the volume of financially excluded persons.

The public healthcare system was failing the majority of the population, and a consequential rapid shift occurred among poor people from public to private health facilities because they could institute treatment while waiting for money as opposed to public health facilities where pre-payment was practiced.

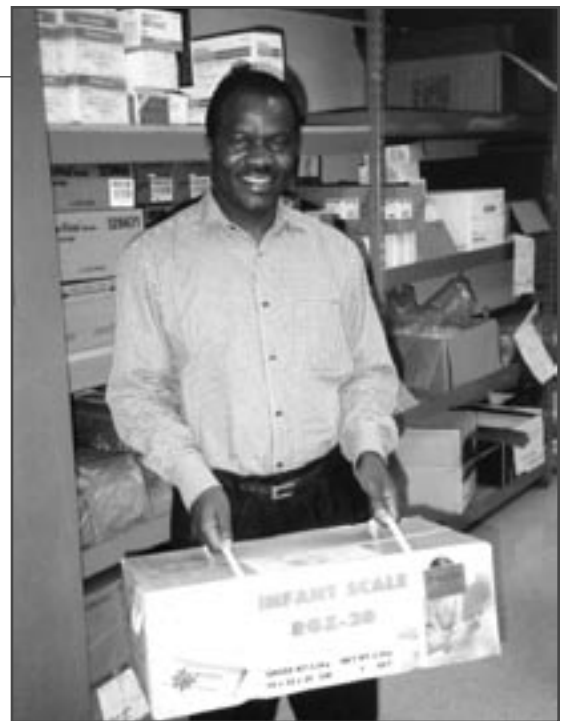
Dr. Sylvester found himself frustrated in the public sector as he was unable to practice medicine and help those in his community. In his recent visit to Direct Relief for the Shareholders’ Meeting, Dr. Sylvester told staff, “My main reason for getting involved and staying in the medical field is to alleviate suffering by attending to the sick and implementing programs to preserve the health of communities particularly the vulnerable. With the new financial crisis, I could no longer help in the public sector alone, and I was motivated to form the Fraternity Medical Center as the first-service provision point.”

With the help of two colleague physicians, Dr. Sylvester founded the Fraternity Medical Center, a private healthcare facility in the poor rural community of Ekona in the Buea district of Southwest Cameroon. The district’s population of farmers and their families confront major health issues, including malaria, pneumonia, diarrhoeal diseases, and obstetric complications. The 30-bed Fraternity Medical Center, staffed by one physician, two surgeons, four nurses, and nine community health workers, treats over 7,000 patients a year and provides free care to those who can not afford to pay. Main services include pre and post natal care, delivery services, emergency care, pediatrics, family planning, and other basic primary-care services.

The Center also conducts an outreach program in remote communities throughout Southwest Cameroon, providing immunizations, child wellness exams, baby weighing, and health education on topics such as healthy pregnancies and HIV/AIDS awareness.

With the high quality of care available at the Center and little community resources elsewhere, demand for the clinic services has grown significantly over the past few years. Dr. Sylvester and his colleagues at the clinic, however, were unable to expand due to an overall lack of supplies and equipment and the fact that the people and the government of Cameroon were without funds.

Last year, Dr. Sylvester met Direct Relief Program Officer Kelly Darnell



*Dr. Sylvester hand-picks an infant scale from Direct Relief warehouse.*

*photo: Kelly Darnell, Program Officer*

and CEO Thomas Tighe at the Seattle home of Dr. Bert Green, a new Direct Relief Board member. Dr. Sylvester was in Seattle in connection with his Gates Foundation Fellowship.

Following that fortuitous introduction and subsequent detailed communication, Direct Relief provided the Fraternity Medical Center with equipment to upgrade their surgical services, including emergency oxygen units, surgical instruments, a surgical light, surgical gowns, and suture material, as well as hospital beds, exam tables, baby scales, sterilizers, antibiotics, multivitamins and first aid supplies.

Before the center was built, the women of Buea suffered high rates of maternal mortality, often due to the lack of emergency surgical services. Now, women are able to receive obstetric surgical procedures, such as cesarean sections, and the maternal mortality rates are going down.

“Direct Relief International has permitted my organization to leverage crucial resources that have prevented many deaths and improved the quality of life of many people,” says the grateful Dr. Sylvester. The resources have been instrumental in the survival of not only the community of Buea, but also to the doctors and nurses who serve them.

“Our main goal of the clinic is to convert the Fraternity Medical Center into a reference hospital for the poor and push forward presently stalled or reversing health gains.

But my personal future goal is to remain in Cameroon, get more involved in private health delivery and leverage resources so as to cater for the health of the poor and persons living with HIV/AIDS. While I could leave for the United States or Europe and make more money, this will only work against my career goal of helping those in my community and deprive my country as a whole and my organization in particular of the human resource much needed to use financial, material and time resources for the improvement of health. This will only accelerate the decay of health indicators.”



*New equipment and tools expand care. Dr. Sylvester and team perform surgery at the newly expanded clinic.*

*photo: Courtesy of the Fraternity Medical Clinic*

## Program News

### Haiti: Emergency Response

The tenuous political situation in Haiti that had eroded over several months, reached a breaking point at the end of February, as violence erupted on the streets of Port-au-Prince and President



photo: Genevieve Bitter, Program Officer

*A doctor examines an infant in the Maternity Ward of Archachon Hospital, Haiti.*

Jean-Bertrand Aristide was ousted from office. The political upheaval brought worldwide attention to the poorest country in the Western Hemisphere and exposed the plight of the people who inhabit the Caribbean island where 80 percent of the population lives in abject poverty, according to the World Health Organization.

Direct Relief has worked in Haiti for more than ten years and with partner non-profit organization Food for the Poor (FFP) for over four years to assist people in the country. Throughout the recent rebellion, Direct Relief's Senior Program Officer Dan Smith remained in close contact with our partners in Haiti. As rioting subsided and relative stability was restored, Dan worked with FFP staff in Port-Au-Prince and several Haitian clinics and hospitals to develop a detailed needs list. He arranged an airlift shipment including desperately needed antibiotics, analgesics, oral re-hydration salts, multi-vitamins, and first-aid surgical supplies. Valued at over \$330,000, the assistance was airlifted, cleared, and distributed to hospitals and clinics within seven days.



photo: Genevieve Bitter, Program Officer

*Pharmacist at Direct Relief-Supported Clinic in Haiti*

### New Chief Medical Officer

Direct Relief is pleased to announce Bill Morton-Smith, MD as the organization's new Chief Medical Officer. A graduate of the University of Southern California's School of Medicine, Dr. Morton-Smith will serve as our key focal point for all medical issues, help sharpen and shape our international and medical assistance programs, and serve as a key liaison with international medical partners and the U.S. healthcare industry.

Dr. Morton-Smith, who is fluent in Spanish, began his work with Direct Relief 30 years ago when he partnered with the organization to establish a health clinic in Zapopan, Mexico, where he spent two years. For the past 22

years, he ran a leading medical practice in Santa Barbara. During this time, he also founded a medical clinic for homeless persons at the Santa Barbara Rescue Mission and was an active member of the Homeless Coalition. Dr. Morton-Smith most recently served as the Vice-Chairman of the Board of Directors, chaired Direct Relief's Program Committee, and was instrumental in shaping both the overall strategy for program activities and keenly involved in our plans to enhance support to low-income clinics domestically.

Direct Relief is fortunate to benefit from Dr. Morton-Smith's years of experience in the medical field.



photo: Monie Photography

*Dr. Bill Morton-Smith,  
Chief Medical Officer*

## Volunteer Profiles

*Direct Relief relies upon approximately 400 volunteers to perform a wide range of tasks, from administrative and clerical duties to staffing special events and fundraising activities. Our volunteers come from diverse backgrounds, and each brings unique talents to our organization. The following is a profile of three of our incredible volunteers.*

At 93 and 96 years old, Joe and Edythe Kirchmaier are distinguished by their long-term commitment to Direct Relief International. The couple has been associated with us for nearly thirty years. In 1975, after nine years retirement and touring the U.S. and Canada in a motor home, Joe and Edythe responded to an ad in the paper put out by Direct Relief for international volunteers.

Both social workers by training (Edythe was Joe's supervisor at the Illinois Emergency Relief office during the Great Depression!), they went to Taiwan under Direct Relief's auspices for two 18-month tours as volunteer teachers. After a hiatus, they returned to Direct Relief, coming at least once a week for the past five years. Working together, they assemble and address most of the individual donor receipts we send and are famous for their abilities to spot misspelled names and addresses.

At age 14, **Claire Lauer** enthusiastically admits that she likes challenges, both academically and physically. At the top of her 9th grade class at Santa Barbara Middle School, she is also a very accomplished musician, having studied the guitar

and voice for many years. Last summer, Claire, along with her parents and 12 other people, took part in the Ride for a Reason fundraising expedition in support of Direct Relief's Rio Beni Health Project in Bolivia. She rode her bike from the high Andes (elevation 16,000 ft) to the project headquarters in the upper Amazon rainforest (elevation 500 ft), raising a full year's budget for the health work. Since then Claire has alone raised over \$1,500 for the work by baking cookies every night and selling them as "Cookies for a Cause." She also volunteered recently at Direct Relief for a full week during a school break, primarily working in the warehouse. Claire is making a difference in this world and we are very lucky to have her on our team.

## Thank You

### 2004 American Riviera Wine Auction: Vintners' Benefit is Biggest Fundraiser in Direct Relief's History

The third biennial American Riviera Wine Auction held February 7, 2004, raised over \$300,000, resulting in the single largest and most successful fundraiser in Direct Relief's history. The Santa Barbara County Vintners' Foundation, the charitable arm of the Santa Barbara Vintners' Association, sponsored this record breaking event, and Ashley Parker-Snyder, daughter of American icon, Fess Parker, presided as Auction Chair.

"We're so very proud to be able to hand this check over to Direct Relief, a tremendously efficacious and accountable organization that does so much good for those in need in our own backyard and all over the world," said Vintners'

Association Executive Director, Sao Anash.

Hosted by Cheryl Ladd, the February evening honored Direct Relief Board Member Morgan Clendenen and her husband Jim Clendenen for their contributions to the Santa Barbara wine industry and numerous humanitarian endeavors, including Direct Relief. Jim (Au Bon Climat) and Morgan (Cold Heaven) are both award-winning vintners. Renowned auctioneer Ursula Hermacinski directed the bidding, with a dinner arranged by the Clendenens selling for \$129,000. The dinner, to be prepared by Wolfgang Puck at Oak Savanna Vineyards, is a tribute to Michael Bonaccorsi. Mr. Bonaccorsi, a much-loved Santa Barbara County vintner and master sommelier,

passed away tragically at age 43 early this year.

We would like to thank the Vintners' Association and Foundation, all participating vintners, the Auction Committee, attendees, and volunteers without whom we could never have had such a successful fundraising event. The proceeds will provide millions of dollars worth of medicines and medical supplies to people internationally and in Santa Barbara County.



## Our Investors

### *Gifts Received from*

*Nov. 1, 2003 – March 15, 2004*

#### **Ambassador of Health - (\$100,000 + )**

Anonymous  
Santa Barbara Vintners' Foundation

#### **Consul General - (\$50,000 + )**

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#### **President's Council - (\$5,000 + )**

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## Events and Activities

### Vintners for Humanity

The 2004-2005 Vintners for Humanity winemaker dinner series will be kicking off in June! These dinners highlight the exclusive and premiere wines of Santa Barbara County paired with food prepared by Santa Barbara County's finest chefs, all to benefit Direct Relief International.

Last year's series included wines from Andrew Murray Vineyards, Au Bon Climat, Cold Heaven, Curtis Winery, Fess Parker Winery & Vineyard, Firestone Winery, Hitching Post Winery & Restaurant, Margerum Wine Company, Oak Savanna Vineyard, and Sanford Winery. The series raised over \$75,000 in critically needed funds to provide humanitarian medical aid worldwide.

**For details about or reservations for any of the activities above, please call 805-964-4767 or visit our website: [www.directrelief.org](http://www.directrelief.org).**

### Trekking and River Expedition

On July 7 through the 21, 2004, Direct Relief is coordinating a trekking and river expedition for students and parents in the rainforest of Bolivia's Northwest Upper Amazon Basin. This trek will provide the travelers with an unparalleled first-hand educational experience in humanitarian aid, Amazon rainforest ecology, and Bolivian culture and history, while at the same time raise funds for one of Direct Relief's partner facilities in Bolivia, the Rio Beni Health Project.

This is the second consecutive year that Direct Relief has coordinated a trip of this scope, offering participants an educational, insightful, and once in a lifetime experience.

### 2003 Nobel Peace Prize Laureate to Speak at UCSB

Direct Relief International, in collaboration with the University of California, Santa Barbara's Arts & Lectures Series, will host a lecture and fundraising dinner with the 2003 Nobel Peace Prize Laureate, Shirin Ebadi. Ms. Ebadi was awarded the Nobel Peace Prize for her efforts for democracy and human rights, with a focus on the struggle for the rights of women and children within her home country of Iran.

The lecture at UCSB's Campbell Hall on May 17, 2004, and the fundraising dinner on May 16, are open to the public and promise to be informative and inspiring events.



*Shirin Ebadi accepting the Nobel Peace Prize*

photo: AFP/ Getty

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