

SPRING 2007

Changing THE WORLD



healing the past

IN VIETNAM

Vietnam Veterans of Diablo Valley, California return to Vietnam

A MESSAGE FROM KEN BEHRING



This has been a trying winter for many folks here in the United States, particularly in the Midwest where freezing temperatures, snow and ice have all taken their toll on many. In the Southeast we have already had some devastating storms, like those in Louisiana and Florida, which have added insult to injury as recovery and rebuilding from the devastation of hurricane Katrina continues.

As you read this, I would like to remind each of you not to forget about our brave servicemen and servicewomen who are doing their jobs in Iraq and Afghanistan, and all over the world, for that matter. If you know a veteran who has served his country, please welcome them home and thank them for what they have done. Remember to let those returning from the current conflicts around the world know that what they are doing is appreciated.

I also want to take the time to thank everyone who donated wheelchairs in the name of their loved ones for Valentine's Day this year. And I want to remind everyone that Mother's Day is May 13th. Life for physically disabled moms around the world tends to be harsh and trying. Not only are they mothers of children, wives, cooks and housekeepers, but as many of us know, their work never seems to be done. These responsibilities, compounded by a physical disability that affects their ability to move around, can make life doubly hard. This year on Mother's Day, hug your Mom and tell her that you love her. Then let her know that you cared enough to donate a wheelchair in her name to help another mother somewhere in the world who really needs it. I'm sure it will bring a smile to her face and she'll be proud of you for doing the right thing.

Sincerely,

Kenneth E. Behring
Founder & Chairman

mission and goals

Our Mission

The Wheelchair Foundation is a nonprofit organization leading an international effort to create awareness of the needs and abilities of people with physical disabilities, to promote the joy of giving, create global friendship, and to deliver a wheelchair to every child, teen and adult in the world who needs one, but cannot afford one. For these people, the Wheelchair Foundation delivers Hope, Mobility and Freedom.

Our Goal

Over the next five years, the Wheelchair Foundation aims to deliver one million wheelchairs to people who cannot afford to buy one, and to further the awareness that a wheelchair is no longer an unaffordable relief option for delivery to developing countries around the world.

Mobility

Since its establishment on June 13, 2000, the Wheelchair Foundation has witnessed tens of thousands of examples of how mobility creates independence and new possibilities for recipients and their families. A mobile child is able to attend school. A mobile adult is able to get a job and provide for their family, or care for the children at home so the spouse can work. An elderly person can rejoin society or family activities after years of staying in a bed. The joy and hope that a simple mobility device can deliver is what gives people a new outlook on life and hope for the future.

Wheelchair Foundation

"Serving the World"



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WHEELCHAIRS COMMITTED OR DELIVERED

Afghanistan	6,370	Liberia	780
Albania	550	Lithuania	1,090
Algeria	640	Macedonia	480
Angola	4,590	Madagascar	1,030
Antigua and Barbuda	280	Malawi	1,920
Argentina	6,811	Malaysia	3,940
Armenia	2,684	Mali	240
Australia	292	Malta	240
Bahamas	1,200	Marshall Islands	140
Bangladesh	240	Mexico	83,829
Barbados	280	Micronesia	1,390
Belarus	990	Moldova	1,720
Belgium	280	Monaco	560
Belize	2,420	Mongolia	1,320
Bolivia	4,084	Montenegro	120
Bosnia-Herzegovina	1,480	Morocco	2,030
Botswana	1,128	Mozambique	1,380
Brazil	2,305	Myanmar (Burma)	500
Bulgaria	530	Namibia	466
Burundi	520	Nepal	2,265
Cambodia	2,550	Nicaragua	5,565
Canada	280	Niger	240
Cape Verde	780	Nigeria	1,310
Central African Rep.	240	N. Mariana Islands	410
Chile	7,508	Oman	280
China	139,716	Pakistan	3,175
Colombia	6,900	Palestinians/Israel	1,906
Congo, The Democratic		Panama	5,841
Republic of the	100	Papua New Guinea	2,080
Costa Rica	5,375	Paraguay	1,544
Croatia	1,300	Peru	5,901
Cuba	1,520	Philippines	5,900
Cyprus	280	Poland	2,160
Czech Republic	597	Portugal	530
Dominica	280	Puerto Rico	490
Dominican Republic	8,458	Romania	2,692
Ecuador	6,139	Russia	2,110
Egypt	1,058	Rwanda	2,200
El Salvador	4,965	Saint Lucia	560
Eritrea	250	Saint Petersburg	120
Estonia	500	Saint Vincent and the	
Ethiopia	2,928	Grenadines	280
Fiji	1,620	Samoa	1,080
France	560	Senegal	520
French Polynesia	280	Serbia	1,530
Georgia	1,030	Sierra Leone	1,840
Ghana	2,240	Somalia	88
Greece	240	South Africa	10,520
Grenada	280	Spain	500
Guam	250	Sri Lanka	2,890
Guatemala	7,063	Sudan	280
Guyana	250	Suriname	240
Haiti	1,820	Swaziland	1,580
Honduras	4,904	Syria	641
Hong Kong	970	Taiwan	756
Hungary	120	Tajikistan	480
India	2,716	Tanzania	2,468
Indonesia	3,100	Thailand	4,980
Iran	3,880	Tibet	331
Iraq	2,620	Tonga	500
Israel	6,890	Trinidad & Tobago	2,164
Italy	580	Turkey	4,880
Jamaica	2,720	Turkmenistan	520
Japan	1,750	Uganda	3,184
Jordan	5,022	Ukraine	3,620
Kazakhstan	1,510	United States	27,115
Kenya	2,540	Uruguay	1,632
Kiribati	250	Uzbekistan	1,240
Korea, North	552	Vanuatu	250
Korea, South	5,140	Venezuela	1,320
Kosovo	1,300	Vietnam	11,536
Kyrgyzstan	1,240	Virgin Islands (UK)	284
Laos	780	Virgin Islands (US)	280
Latvia	740	Western Sahara	153
Lebanon	2,430	Zambia	1,240
Lesotho	500	Zimbabwe	2,050

TOTAL COUNTRIES150
TOTAL WHEELCHAIRS540,441

For current totals visit wheelchairfoundation.org.

Newslines

Updates from Wheelchair Foundation Offices

Wheelchair Foundation Great Britain & Ireland Milton Frary - Trustee Chairman, Rotarian



In a push throughout Great Britain and Ireland, Wheelchair Foundation GB&I volunteers have been putting some serious effort into getting the message out about how a wheelchair will immediately change the life of a physically disabled person in a developing country. The response has been fantastic, and 280-wheelchair containers have been sponsored to Romania, South Africa, Lesotho and Ukraine, among other countries. Established by a core group of Rotarians in Great Britain & Ireland, the Wheelchair Foundation mission has been embraced and continues to grow under the guidance of volunteer Trustee Chairman Milton Frary. We extend our sincere gratitude for all of their dedicated effort on behalf of the physically disabled worldwide.

Wheelchair Foundation Canada Christiana Flessner - Executive Director, Rotarian



Recently, North Vancouver experienced heavy snowfall and a soon-to-follow heavy melt that resulted in a "boil water advisory" for the local water supply. Always looking to do good for the community, the "special needs" class of the Seycove Secondary School in North Vancouver decided to sell bottles of water at school to raise funds for the sponsorship of wheelchairs through Wheelchair Foundation Canada.

Their teacher is the daughter of a local Rotarian and has participated in wheelchair distributions with her dad's club in Puerto Vallarta, Mexico. She was very touched by the experience and has incorporated her feelings for helping less fortunate members of our global community into lessons for her special needs class.

The students raised enough money to sponsor nine wheelchairs with their "Water for Wheels" project, and are now planning to speak to local community groups to raise funds to sponsor more wheelchairs. Wheelchair Foundation Canada wishes to thank these students and all volunteers that give of themselves to help the physically disabled.

Wheelchair Foundation Australia -Victoria Branch Vince & Sharon Mamone - Directors, Rotarians



Since the establishment of Wheelchair Foundation Australia in 2003 by the Rotary Club of Gosford West, they have sponsored the delivery of wheelchairs to Samoa, Fiji, Papua New Guinea and the Aboriginal communities in New South Wales and Victoria.

Creative fundraising has been a signature of the Victoria Branch, having pushed a wheelchair for hundreds of kilometers from town to town raising money along the way, and involving local Rotary Clubs at every stop. Youth groups joined the distributions in Samoa and Fiji, and have become involved in spreading the word about Wheelchair Foundation's mission. Entire communities, churches, businesses, organizations and local media have created a great deal of support for the local effort, with the payoff being wheelchairs that have been delivered in Fiji, Samoa, and an additional 840 that are currently being distributed in Papua New Guinea.

Getting Involved



First Annual Casino Night and Auction

The Rotary Club of University Hills in Denver, Colorado held their First Annual "Casino Night and Auction" to benefit the Wheelchair Foundation. The event was held at the beautiful Riverfront Event Center, and more than 400 guests were welcomed with wonderful food, drink and fabulous desserts. There was Vegas style gaming with a Texas Hold'em Poker Tournament, and entertainment from none other than Elvis himself, a roving magician, piano bar music and two Denver Bronco cheerleaders who were happy to sign photos and pose with sponsors of wheelchairs. It was a great event that raised enough money to sponsor a container of 280 wheelchairs to Costa Rica.

Rotary Club of Westlake Village Sunrise, California

Cindy Smith was the first to respond when she heard a presentation by Diego Velasquez about the need for wheelchairs in Central and South America. Diego's Rotary Club of Conejo Valley, California spearheaded a fundraising effort in Rotary District 5240 to sponsor the delivery of ten containers (2,800 wheelchairs) to locations in Central and South America as well as Eastern Europe. Cindy took on the project of raising funds



through her club to sponsor a container of wheelchairs to Honduras. After less than ten months of work, Cindy proudly presented Diego with a check for \$21,000 to sponsor the 280 wheelchairs. Club members plan to travel to Honduras to deliver the wheelchairs and continue their Operation Footprint project, which performs orthopedic surgeries for children.



CLOCKWISE FROM TOP LEFT: LEFT TO RIGHT > DR. MIKE HITCHCOCK, CARL GARDNER, AND BILL CURNOW ARE JOINED BY "THE KING" AND TWO DENVER BRONCO CHEERLEADERS >>> LEFT TO RIGHT - ROSE, JOE AND ANNA SALAIZ MAKE DELIVERING WHEELCHAIRS A FAMILY EXPERIENCE >>> CINDY SMITH HANDS DIEGO VELASQUEZ A CHECK FOR \$21,000 TO SPONSOR WHEELCHAIRS TO HONDURAS

Knights of Columbus Make Wheelchair Deliveries a Family Affair

When Joe Salaiz became a Knight of Columbus, he never knew the impact the word "charity" would someday have on his family. Being a charitable person by nature, when the Wheelchair Foundation became a project of the California Knights, Joe became one of the top fundraisers and supporters. Recently, Joe had the opportunity to travel to Mexicali and Tijuana, Mexico with his wife Anna and daughter Rose on several wheelchair distributions. As Knights from California and Mexico worked together to place people in wheelchairs, the Salaiz family was working together. "Taking in the experience of watching them work together as a family was a wonderful thing to see," said Josh Lewis, 18, who also participated in the distributions. "You could tell they were being moved by the experience." As families come together to help the physically disabled, we learn a lot about what it means to do for others, and the importance of giving thanks for our blessings.

5th Annual Charity Ball - Mobility for Latin America

On March 10, 2007, the Wine for Wheels and Wheelchair Foundation held the Fifth Annual Charity Ball, "Mobility for Latin America" featuring traditional Latin dancing and music performances. It was the main event of the year and was a great success. We would like to give a special thanks to Comcast, the presenting sponsor.



REMEMBER THE WHEELCHAIR FOUNDATION IN YOUR WILL > SEE PAGE 15 FOR DETAILS

Rotary Club of Madera Sunrise Changing Lives Worldwide

CLOCKWISE FROM TOP RIGHT: THIS YOUNG BOY IN ECUADOR NOW HAS HIS FIRST WHEELCHAIR >>> THE ELDERLY MUST BE CARRIED TO GET THEIR NEW WHEELCHAIRS >>> YOUNG ELVIS LIVES IN THE GALAPAGOS ISLANDS AND CAN NOW ATTEND SCHOOL WITH HIS NEW WHEELCHAIR >>> MADERA SUNRISE ROTARIANS VISIT THE GALAPAGOS ISLANDS TO DELIVER WHEELCHAIRS >>> HIROLITO AND HIS SON CAN NOW GO ON WALKS TOGETHER

The Rotary Club of Madera Sunrise has been one of the most enthusiastic sponsors of wheelchairs throughout the world. The individuals involved have committed themselves to improving as many lives and communities as possible in a rarely matched dedication to international service. The following is a report from Bob Bitter, Past District Governor of 5220 and a member of Madera Sunrise.

The Rotary District 5220 Wheelchair Projects began in 2002 after several of our members heard Ken Behring's moving presentation at the Rotary International Convention in Barcelona, Spain.

Shortly after the convention, several of us had the opportunity to attend a district conference in Puebla, Mexico. This is where we first envisioned a partnership with the Mexican Rotary District 4170 to bring wheelchairs to Mexico. Returning home from this conference,



we sold the idea to our home club, Madera Sunrise, then contacted our district governor and other club presidents to help in raising the \$21,000 needed to sponsor a container of 280 brand new wheelchairs.

Thirteen Rotary Clubs helped us raise the funds.

The Wheelchair Foundation placed the order for our container, and we planned our trip to Puebla. Twenty-five people made the trip and distributed wheelchairs to communities in the east of Puebla. The experience was so heartwarming, the group committed to raise another container. The following year, we delivered another 280 wheelchairs to Puebla in communities to the west.

After this second container was delivered, a core group of us wanted to continue delivering wheelchairs as a district project. With the participation of our district governors, 280-wheelchair containers were sponsored for Honduras and Ecuador. Twenty-six Rotary Clubs in the district helped sponsor the Ecuador container. Our

group is currently working on our next container for Lima, Peru.

Then, a member of Madera Sunrise, who

happens to be a very active member of an association of medical doctors from Pakistan, persuaded his fellow physicians to co-sponsor 1,120 wheelchairs (four 280-wheelchair containers) to Pakistan in response to the October 8, 2005 earthquake that measured 7.6 and killed over 74,000 people. (Many thousands were left physically disabled.) This followed a 280-wheelchair container Madera Sunrise had recently sent to Afghanistan to an orthopedic clinic for children.

To us, the most memorable moment of a wheelchair distribution is the hands-on ability to immediately change a person's life for the better, and experience the joy they feel with their newfound mobility.

We have helped people move themselves for the very first time, and witnessed the weight being lifted from their family members who were, until now, responsible for that person's mobility.

Another great benefit to this hands-on project is the opportunity to work with Rotary Clubs in other countries. Side by side, we are improving people's lives, and strong bonds of friendship are easily established.

At the same time, we see the needs of the communities we visit and are able to utilize our connections and resources to deliver school supplies, clothing, medications, water well technology and even busses and fire trucks to people in dire need of assistance.

The best reward is seeing the immediate improvement our efforts bring into people's lives. We visit their homes and see their countries through the eyes of our hosts and partners in our humanitarian missions. We feel their joy and gratitude, and share a common goal of doing more to help one another. As we join hands with like-minded people, we cross all borders and boundaries of language and culture, with the simple gestures of doing what we can to help others. We are proud to be people helping people.





THIS PAGE, CLOCKWISE FROM TOP LEFT >>> VIETNAM VETERANS OF DIABLO VALLEY, CALIFORNIA HELP A WHEELCHAIR RECIPIENT WITH HIS NEW WHEELCHAIR >>> VIETNAM VETERANS OF DIABLO VALLEY RECEIVE THANKS FROM THE DIRECTOR OF THE VIETNAM FRIENDSHIP VILLAGE NEAR HANOI >>> WHEELCHAIR RECIPIENT HEADS HOME WITH HOPE FOR THE FUTURE

Written By John Estes, U.S. Marine Corps. 1965

Healing the Past and Delivering Hope for the Future

Vietnam Veterans of Diablo Valley, California



The plane touched down at 10:15 a.m. on November 26th, 2006 at Tan San Nhut Airport in South Vietnam. "We're back..." is all I could come up with to say.

It was hot and humid and slightly overcast and Ho Chi Minh City was abuzz with activity.

"Looks the same to me," said "Wild Bill" LaVigne (U.S. Army).

"It's already better! Last time I saw the napalm as we were coming in," was Jerry Yahiro's (U.S. Army) take.

"Seems okay," chimed in Tim Hart (U.S. Marine Corps). "I agree with Bill."

"I don't know what to say yet..." commented John Reese (U.S. Navy diver).

These were the first words spoken by five of us upon arrival in Vietnam for the "second" time.

We are all members of the Vietnam Veterans of Diablo Valley, California, and we are returning to Vietnam with our wives and friends on a mission far removed from the one that brought us here the first time, some 35 to 42 years ago. An "adventure" which, over the next 13 days, would deeply affect each one of us.

Through our Past President, Mike Weber (U.S. Army Medic) and the Wheelchair Foundation, our group was able to raise enough

money to send 560 wheelchairs to Vietnam. It had taken us two years to raise the funds for these wheelchairs, and now we had come back to Vietnam to distribute them. We brought with us \$3,500 dollars to donate to a number of children's schools and orphanages and we had also brought along, thanks to the work of John Reese and the generosity of the V.A. Hospital in Martinez, California, over 60 pounds of medicines.

Our first wheelchair distribution came on our third day in Ho Chi Minh City (formerly Saigon). Joel Hodge, our Wheelchair Foundation liaison, walked us to The Friendship House in the center of Ho Chi Minh City where a very formal ceremony would take place. Over the next hour, many wheelchairs were given out. I think that most of us were not prepared to see such physical and mental need among these people, and our first tears were shed. But this was just the beginning.

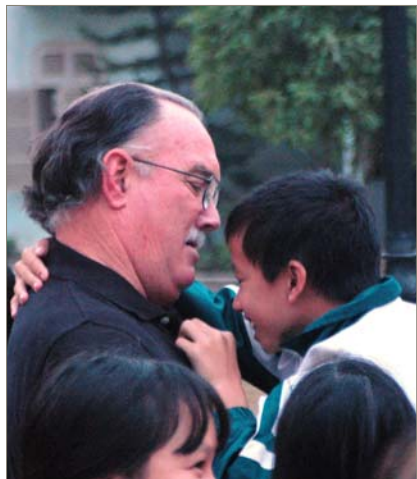
We flew to Quy Nhon the next day, and over the next two days we all began to realize what we were doing and got to see first hand how our helping hands affected the daily lives of those in need of a wheelchair. We met the local individuals face-to-face and felt their friendship and caring. Whole families were there to see their children, grandparents, and moms and dads receive something that would completely change their lives for the better. They cried and we cried with them. They laughed and we laughed with them. And we helped them load up their new wheelchairs, as many as four stacked on the back of a family motor scooter, and marveled at their ability as they drove away.

In Quy Nhon we met a wonderful woman named Nguyen Nga who, with the help of some of her handicapped students, educates, feeds and cares for nearly 200 orphaned disabled children every day. She was so proud of her kids and introduced us to her staff. It was here that I was struck by the enormity of the needs of the Vietnamese as I reached down to shake the hand of her office helper and saw that she did not have a hand. I smiled, and did not know what to say.



At Kids First Village in Dong Ha on Day Nine, we saw the “new”, “modern” Vietnam being built. We gave away more wheelchairs and we donated John Reese’s 60 pounds of medicine to Kids First Clinic. I watched as Wild Bill helped a beautiful young girl into her new wheelchair and made her smile. And then I saw him and Rich Vannucci (U.S. Navy Retired) begin to weep.

We left Kids First Village and went into town and gave away four more wheelchairs to people in their homes. At the home of one wheelchair recipient, a decorated para-athlete swimmer, Skip George (U.S. Army Special Forces) assembled a wheelchair and



then gently lifted the young man into it. All the while his mother made sure that the neighbors and everyone else saw what had just happened to her son. He was nearly 20 years old and it was the first wheelchair he had ever had. We continued on our way.

Hanoi, our last leg of the trip, Day 11. We visited the Vietnam Friendship Village today. Dennis Marguet, U.S. Marine

Corps, quiet throughout most of the trip, let some of his emotions show. It’s hard to explain the condition that some of these children are in, but I will say this, it is something most of us never see and you would not be human if it did not affect you. When you see their smiles and the warmth that they give, you know within them there is hope.

One of the most emotional moments of our entire trip happened here at the Friendship Village. Along with disabled children, they

care for some old soldiers, those who have fought in the many wars Vietnam has had over the past 50 years. Here, 40 years later, we came face-to-face with some of our fellow warriors, men whom we faced in combat so long ago. Through interpreters, we told each other stories, we hugged and we shook hands and years passed. We laughed and we surely cried and found out just how much we were alike. We parted with a promise to come back.

As we were leaving

the Friendship Village, a little disabled boy waddled up to me and sprang into my arms, and in his excitement, he peed on me. I looked at him and I had never seen more joy expressed on someone’s face in all my life. With his disabled body he kept saying “Number one! Number one!” and giving me the thumbs up sign, and he did not want to get down. That moment will stay with me forever.

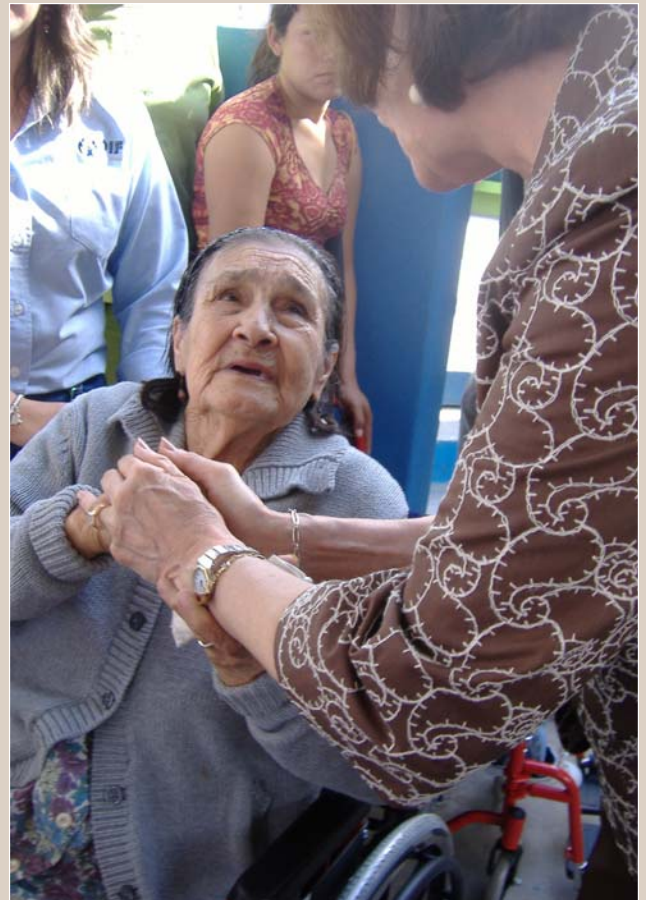
On our last day in Vietnam, Skip George said, “There are two kinds of people in this world, those that do and those that don’t.” Well, with the help of those at the Wheelchair Foundation, our group “did.” We came, we saw, we laughed and we cried. We gave some, but we got back much, much more. And, we changed. I, for one, am going back.



CLOCKWISE FROM TOP LEFT >>> John Estes, self-proclaimed “tough guy”, makes a new friend >>> Decorated para-athlete receives his first wheelchair from Skip George >>> Mike Webber and Jerry Yahiro near Ahn Khe, where they were stationed four decades ago >>> Having fun at the Nguyen Nga Center in Quy Nhon >>> Warriors reunited



CLOCKWISE FROM TOP: >>> This man is carried in Flavio, Ecuador to get his new wheel-chair >>> Thankful gestures from the heart need no translation >>> This young boy will be able to go to school because of his new wheel-chair





THIS PAGE, CLOCKWISE FROM TOP RIGHT: Jon Reese and Jerry Yahiro perform a home delivery >>> Wheelchair recipients in Afghanistan >>> The Buddha of Happiness in Vietnamese Marble >>> Performance by hearing impaired students at Nguyen Nga Center >>> Ladies dancing in traditional costume celebrate the wheelchair delivery in Valdivia, Chile >>> These children enjoyed a wonderful day as their neighbors got new wheelchairs >>> Maritsa is so happy to be able to take her daughter for a ride on her wheelchair >>> Actor Joe Mantegna with Adam MacDonald and Colby Christofferson of Take 2 Productions shoot a spot for the ERA wheelchair campaign >>> Mike Weber with a wheelchair recipient at Kid's First Village in Dong Ha, Vietnam





THIS PAGE, CLOCKWISE FROM TOP LEFT >>> DAN DANIELSON AND CRISTIAN IN OSORNO, CHILE >>> BEAUTIFUL PUERTO OCTAY, CHILE >>> THIS 100-YEAR-OLD MAPUCHE INDIAN WOMAN WEARS TRADITIONAL ADORNMENTS TO RECEIVE HER FIRST WHEELCHAIR.

Electronic Retailing Association Direct Response Industry Answers an Important Call

The Electronic Retailing Association is the trade association that represents many organizations involved in direct response marketing or “electronic retailing” on television, online, on radio and in print.

We have all flipped channels and seen direct response programs on television that cover everything from Ron Popeil’s “Pocket Fisherman” in the 1960’s to every conceivable kitchen or exercise tool that could be pitched by a celebrity or an energetic person with an exotic accent. On the radio we hear ads that present great deals so we have to scramble for a piece of paper and jot the number down while driving, and the Internet is loaded with deals on software or any item that you could ever imagine purchasing.

What most people don’t know is that real people are behind the success of products, promotions and pitchmen. And many leaders

in the industry are members of the Electronic Retailing Association.

Back in June of 2005, former ERA Chairman Dan Danielson proposed an idea for the association, and the industry in general, to give back to the community. “We wanted to do something positive as an industry,” says Danielson, CEO of Mercury Media. “What’s appealing about the Wheelchair Foundation is that its mission is measurable. A donation of \$75 is equal to the delivery of a wheelchair, and it is international in scope.”

Having first learned about the Wheelchair Foundation at his church, Danielson asked his friend Jan Fryer, who was raising funds to sponsor 100 wheelchairs, about the mission. What he learned led him to contact the Wheelchair Foundation and form an alliance.

Over the course of the next few months, Danielson and his assistant Hannah Steffy contacted dozens, if not hundreds, of organizations and individuals to solicit participation in a well-rounded media campaign to raise funds for the Wheelchair Foundation.

A long-form 30-minute “documercial” for television was donated and produced by Take 2 Direct, with actor Joe Mantegna contributing his services as host for the program. Several short-form 60-second and 120-second spots were created by Caudill & Associates and C Spot Run Productions. A radio campaign with numerous spots was produced and aired by Marketing Architects. The services of the call centers and credit card processing were donated by West



Corporation, Live Ops, and Transfirst, as was all of the creative effort that went into establishing the campaign. The spots on television were donated by Mercury Media, Euro RCSG 4D DRTV, Icon Media Direct, and Cmedia, and tracked to produce the best possible results from a variety of national and international markets. First, however, the tapes of all the spots had to be produced by PMT and Tree House Media, who also paid for the Fed Ex shipping to each television station.

The print end of the campaign included major articles by the Electronic Retailer Magazine, and an overwhelming commitment by John Bosacker of Novus Print Media. Novus placed ads, created by KR Direct, in dozens of local and national newspapers and magazines with an accumulative circulation of more than ten million readers.

But by far the most overwhelming statistic in this story is that the members themselves of the Electronic Retailing Association, its president, staff and associates have nearly all donated funds to sponsor wheelchairs. Mercury Media is matching any donation made by an employee, and the impact is incredible. All in all, the

industry and its members donated well over \$500,000 in cash and services in 2006.

West Corporation and InPulse Response Group have just donated an entire 280-wheelchair container to Vietnam, and this is added to the wheelchairs sponsored by the Direct Response industry so far to Chile (840), El Salvador (280), Israel (280), China (350), and South Africa (280).



In October of 2006, Dan Danielson and Electronic Retailer magazine publisher Gina Mullins-Cohen joined a Wheelchair Foundation distribution trip to Southern Chile to witness the delivery of 560 brand-new wheelchairs, coordinated by Rudi Harwardt of the Rotary Club of Puerto Octay. The image of Dan with a 29-year-old Mapuche Indian man named Cristian appeared on the January 2007 cover of the Electronic Retailer magazine, with a story that told of their life changing experiences in Chile.

The stories that Dan and Gina brought back to tell their association and industry have had a wonderful effect; ERA President & CEO Barbara Tulipane and their Board of Directors have voted to support the mission of the Wheelchair Foundation again for 2007, and wheelchair distributions are planned to coincide with ERA conferences in Hong Kong and South Africa in 2007.

“We are having an immediate and positive impact on these people's lives.”

- Dan Danielson, CEO Mercury Media

The Wheelchair Foundation wishes to thank the Direct Response Industry, the Electronic Retailing Association, its members, staff, associates and friends who have done so much to help us improve the quality of life for so many people around the world.

But wait, there's more!

If you call right now, you can donate a wheelchair in the name of your loved one for only \$75. Call toll free (877) 378-3839 right now!

For a list of all Direct Response donors and participants, please visit the ERA website at <http://www.retailing.org>.



THIS PAGE, CLOCKWISE FROM TOP LEFT >>> THE ERA LOGO THAT WAS STITCHED ON THE BACK OF EACH WHEELCHAIR >>> THIS HAPPY MAN WAS CARRIED IN BUT WHEELED HIMSELF OUT IN TEMUCO, CHILE >>> GINA MULLINS-COHEN, DAN DANIELSON AND HANNAH STEFFY JOIN SISTER MARTINA AND AN ELDERLY WHEELCHAIR RECIPIENT IN VILLARRICA, CHILE



Knights of Compassion



FROM TOP CLOCKWISE: JUANITO IS ANXIOUS TO GO TO SCHOOL IN HIS NEW WHEELCHAIR >>> KNIGHTS WORKING WITH LIONS AND ROTARIANS TO DELIVER WHEELCHAIRS IN MEXICALI >>> A MESSAGE OF HEARTFELT THANKS FROM FLAVIO, ECUADOR >>> STATE DEPUTIES FROM CALIFORNIA AND NORTHERN MEXICO WORKING TOGETHER



Since 2003, the Knights of Columbus in the state of California have been involved in the mission of the Wheelchair Foundation.

When Don Gentleman traveled to Guatemala on a wheelchair distribution, he came home with stories that immediately inspired State Deputy Jim Scroggins to get involved. That same year, the Supreme Council of the Knights sponsored the delivery of 2,000 wheelchairs to Afghanistan.

Fast-forward to early 2007 and the California Knights have had an incredible impact on the lives of more than 2,000 people who have received brand new wheelchairs in Mexico, Poland, and Ecuador. The Supreme Council has sponsored some 8,000 wheelchairs to Afghanistan, Jordan, Morocco, Poland, Mexico and the Philippines, and 24 state jurisdictions in the U.S. and three in Canada have now officially adopted the program.

Some of the recent Knights' distributions include the hands-on delivery of wheelchairs by California Knights in Mexicali and Tijuana, Mexico. Working in collaboration with local Rotary and Lions clubs, the Knights delivered 560 brand new wheelchairs to people without mobility.

In the course of delivering many thousands of wheelchairs throughout the world, we often face great challenges to get wheelchairs into remote areas of specific interest to their sponsors. One such case just returned the good news story written below by Father Paul O'Connor O.S.A., Pastor, Flavio, Ecuador:

"Yesterday was a big day for handicapped people in Flavio when

almost two hundred wheelchairs were distributed. We have to thank the Knights of Columbus in California and the Wheelchair Foundation for making it possible --- and Fr. John Grace, State Chaplain to the Knights, who did not forget his old co-missionaries in Ecuador. I'm sure he was the 'guiding spirit' who made the Knights conscious of our needs.

There were 280 wheelchairs in the container, which arrived at our back door without one problem. The Federation of Physically Handicapped in Quito handled all the duty-free importation paperwork and they received 80 wheelchairs for their efforts.

The 200 we received were divided over 23 parishes in the North of Manabi, which are the most neglected parts of the Province -- and so we stick together. The priests from quite a few of these parishes arrived to pick up their wheelchairs."

Thanks to the concern and dedication of the California Knights, Fr. John Grace, and Eva Brook, the Wheelchair Foundation's

Director of Operations for Latin America, 280 people in this very challenging location of the world, and every member of their families, have been blessed with the gift of mobility.



Operation Mobility

Canadian Troops Deliver Wheelchairs in Afghanistan



CLOCKWISE FROM FAR LEFT: JOINT TASK FORCE AFGHANISTAN DEPUTY COMMANDER COL. FRED LEWIS SHAKES THE HAND OF A DOCTOR AT MIR WEIS HOSPITAL IN KANDAHAR CITY AS HE ACCEPTS A DONATION OF WHEELCHAIRS FROM WHEELCHAIR FOUNDATION CANADA >>> PARLIAMENTARY SECRETARY TO THE MINISTER OF NATIONAL DEFENSE RUSS HIEBERT (BLUE SHIRT) HELPS DELIVER WHEELCHAIRS IN KANDAHAR

Canadian troops in Southern Afghanistan recently hand-delivered 560 new wheelchairs to Afghan citizens with physical disabilities. In a ceremony held at Camp Shirzai in Kandahar, Surrey MP Russ Hiebert, Parliamentary Secretary to the Minister of National Defense, thanked those involved in the project and recognized the Executive Director of Wheelchair Foundation Canada, Christiana Flessner, for spearheading the project.

“Operation Mobility” was a joint effort between Wheelchair Foundation Canada and the Ministry of National Defense. Impetus for the project came via an initial donation of 100 wheelchairs by an anonymous donor in British Columbia, himself a veteran of WWII, and grew quickly through the strong support from Rotary Clubs across the province who sponsored nearly the entire balance of the 560 wheelchairs.

Afghan Ambassador to Canada Omar Samad expressed his appreciation to Wheelchair Foundation Canada for their assistance and delivery of the wheelchairs to the Kandahar province. He described the gift as “valuable and life-changing humanitarian help.”

In a letter to Ms. Flessner, the commander of Joint Task Force Afghanistan, Brigadier-General T. J. Grant writes in part:

“On behalf of the soldiers of Joint Task Force Afghanistan and the people of Kandahar, I would like to express my sincere thanks for the generous donation from Wheelchair Foundation Canada. It is through the goodwill of organizations such as yours that the people

of Afghanistan will succeed in the demanding task of rebuilding their country.

As you know, Afghanistan has an unfortunately large number of amputees and people of reduced mobility caused by suicide bombers, improvised explosive devices, and from the thousands of landmines and unexploded munitions that litter the country after decades of strife. The lack of preventative health care also makes what would be minor and treatable afflictions in Canada, chronic and life-altering problems in Afghanistan, exacerbating the need for wheelchairs. In Afghan culture, people with reduced mobility are often objects of scorn and shame. Their lack of mobility also impedes their ability to provide for their families. Your gift, while empowering individuals, will also assist entire families.

Your donation has assisted our soldiers in demonstrating the compassion of Canadians and the genuine interest of Canadians in rebuilding Afghanistan. You should be extremely proud of the work of your organization in giving such an enduring and appreciated gift.”

It is estimated that 1 in 5 adult males ages 15-64 years in Afghanistan is physically disabled by landmines, other remnants of war, or lack of health care. We can help to improve their quality of life by spreading the word that wheelchairs are an immediate and tangible way of bringing hope, mobility, freedom, dignity and independence back into their lives. Thank you!



The Wheelchair Foundation Gallery At the Blackhawk Museum

Established in 1988, the Blackhawk Museum has received international acclaim as one of the finest classic automobile collections in the world, a groundbreaking location for exhibits through its Smithsonian Institution affiliation program, and now the showcase for the global efforts of the Wheelchair Foundation.

Danville, California is the location of the world headquarters of the Wheelchair Foundation. Established on June 13, 2000 by Kenneth E. Behring, the foundation has delivered over 540,000 wheelchairs to more than 150 countries. This Herculean feat has only been accomplished because of the worldwide collaboration of individuals, corporations, groups and service organizations that have

worked hand-in-hand with the Wheelchair Foundation staff and volunteers to reach nearly every corner of the globe.

Led by Ken Behring, the global reach of the foundation's mission can be more greatly appreciated when visiting the beautiful



Wheelchair Foundation gallery at the Blackhawk Museum. Through several thousand square feet, visitors can watch videos of wheelchair distributions and inspirational stories from dozens of countries. You will see examples of actual landmines and hear stories of how they are being removed. Striking objects of design and artistry from around the world chronicle Ken Behring's travels to



distribute wheelchairs. Many of the artifacts are gifts from heads-of-state and disabled organizations, or demonstrations of gratitude to the Wheelchair Foundation from recipients. Photographs from around the world tell the story of lives being saved by the gift of a wheelchair, and the happiness that fills the lives of recipients and their families.

The grand and impressive wall of donors tells the story of the people, groups and organizations that have contributed so much to the success of our life-changing mission.

The gallery has hosted many functions by friends and supporters of our humanitarian mission, and is open to the public free of charge. If you are interested in having a meeting or catered function at the Wheelchair Foundation Gallery, please contact Lee Winter at lwinter@wheelchairfoundation.org or by calling (925) 736-8234.

CLOCKWISE FROM TOP RIGHT: THE BEAUTIFUL BLACKHAWK MUSEUM COMPLEX WELCOMES VISITORS FROM AROUND THE WORLD >>> LANDMINES ARE ONE OF THE LEADING CAUSES OF PHYSICAL DISABILITY IN MANY COUNTRIES >>> THE WHEELCHAIR FOUNDATION DONOR WALL RECOGNIZES THE PEOPLE AND ORGANIZATIONS THAT HAVE MADE OUR MISSION SUCH A SUCCESS >>> THIS MONUMENTAL SCULPTURE FROM CHINA HAS BEEN HAND CARVED IN MINUTE DETAIL THROUGH 700 COATS OF LACQUER



THE WORLDWIDE NEED FOR WHEELCHAIRS

- >> People require the use of a wheelchair for many reasons: accidents, birth defects, war injuries, debilitating diseases and advanced age.
- >> One of the most horrific causes of disability worldwide can be attributed to landmines or unexploded ordinance (UXO). According to the World Health Organization (WHO), every year, more than 29,000 people are injured by landmines or UXO around the world. This number does not include unreported cases, or those who are killed by the explosions.
- >> An estimated 100-150 million people worldwide with physical disabilities need wheelchairs, though less than one percent own or have access to one. The number of physically disabled is likely underestimated, due to the difficulty in accounting for "forgotten" citizens who spend their lives hidden from sight.
- >> It is estimated that the number of people who need wheelchairs will increase by 22 percent over the next ten years, with the greatest need existing in developing countries.
- >> In developing countries, only a small percentage of those who need wheelchairs have them, forcing dependence upon family and friends to get around. For others, the only way to get around is to crawl, or lie in a bed or corner of a room for years at a time.

HOW THE WHEELCHAIR FOUNDATION IS ADDRESSING THE NEED

- >> We purchase wheelchairs, in bulk, of a design that is the best possible solution for use in developing countries. They are shipped in a 280-wheelchair sea container and offered free of charge to those most in need. This wheelchair would normally cost \$350-\$500 in the U.S., but the large quantities that we purchase allow us to deliver each one for roughly \$150. This same type of wheelchair can sell for up to \$1,500 US in some developing countries.

HOW YOU CAN HELP

- >> A donation of \$75 for developing countries, \$150 for developed countries, delivers a wheelchair to someone in need. The Wheelchair Foundation has been gifted a specific amount of funds to combine with each new \$75 donation to deliver a wheelchair. Because we do not receive matching or transportation funding to developed countries, the cost is \$150 rather than \$75. A donation of \$21,000 will deliver a 280-wheelchair container to a developing country, and a donation of \$42,000 will deliver a 280-wheelchair container to a developed country.
- >> Get the word out! Tell everyone you know that you are now a part of an ambitious relief mission that's already delivered over 540,000 wheelchairs to 150 countries in just six years!
- >> Have a fundraiser! A dinner or cocktail party in your home can serve as a venue to tell people about helping others. Local businesses, organizations and schools can all help. We will supply everything you need to help us change the world.
- >> Corporate Sponsorship. Help us find corporations that have interests in countries that need our help. We can target their sponsorship to specific countries and needs, and will put a sticker on the wheelchair identifying the sponsor of an entire 280-wheelchair container. They will be heroes, and so many people will be given a new lease on life.

For more information, please visit our website www.wheelchairfoundation.org, or call toll free (877) 378-3839.

The Gift of Planned Giving *Leaving a Legacy*

We are very pleased that you are interested in supporting the Wheelchair Foundation. Your generosity will help us meet our current goals and reach farther in the future. We encourage you to plan your gift thoughtfully and to consider how your gift can benefit you as well. An outright gift to the Wheelchair Foundation gives us resources to meet immediate objectives. In turn, it provides you with maximum tax benefits. It can also be the simplest gift to arrange.

You may, however, prefer to make your gift through your estate. Even though we cannot use this gift immediately, it will be critically important to the long term financial strength of the Wheelchair Foundation and will help ensure our ability to meet opportunities and challenges of the future.

New! Charitable IRA Rollover!

If you are age 70-1/2 or older, new legislation now allows you to make cash gifts totaling up to \$100,000 per year from your traditional or Roth IRA to qualified charities without incurring income tax on the withdrawal. On August 17, President Bush signed H.R.4, the Pension Protection Act of 2006, into law. This bill contains a two-year IRA Charitable Rollover provision that allows people ages 70-1/2 or older to exclude up to \$100,000 from their gross income in tax years 2006 and 2007 for cash gifts made directly to a qualified charity. This is good news for people who want to make a charitable gift during their lifetime from their retirement assets, but have been discouraged from doing so because of the income tax penalty.

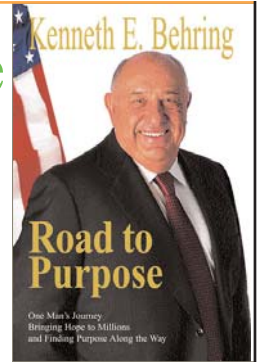
Top Ten Things You Can Do Today To Leave A Legacy

- >> Prepare a will and consider a charitable trust.
- >> Remember loved ones with memorial gifts.
- >> Leave a gift for the Wheelchair Foundation in your will or trust.
- >> Encourage family and friends to leave gifts to the Wheelchair Foundation in their wills.
- >> Leave a specific amount or a percentage of your assets to the Wheelchair Foundation.
- >> Consider using appreciated assets such as stocks, bonds, real estate, etc. for a charitable gift.
- >> Prepare an existing or purchase a new life insurance policy naming the Wheelchair Foundation as the beneficiary.
- >> Name the Wheelchair Foundation as the beneficiary of your pension plan or IRA.
- >> Ask your financial advisor to include charitable giving as part of counsel to clients.
- >> Check to see if your employer offers an Employee Charitable Matching Gift Program.

To include a charitable gift to the Wheelchair Foundation in your estate plan or for more information, please contact Lee Winter, our planned giving representative, at lwinter@wheelchairfoundation.org, or by telephone at (925) 736-8234.

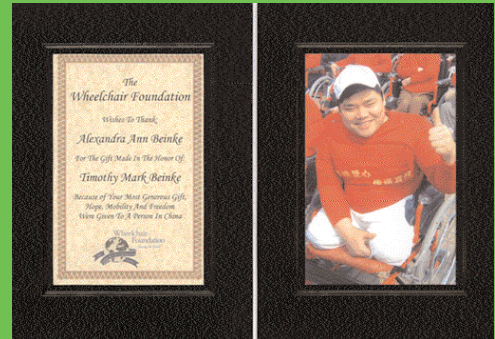


YOU can change a life
in the name of a loved one
and receive a
free copy of Ken Behring's
book
Road to Purpose



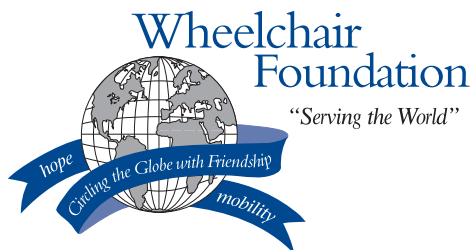
an account of his personal journey that
led to the creation of the Wheelchair Foundation,
and the stories of
people we have touched.

EACH \$75 DONATION WILL BE COMBINED WITH FUNDS PROVIDED SPECIFICALLY FOR THAT PURPOSE TO DELIVER A WHEELCHAIR AND GREATLY IMPROVE THE QUALITY OF LIFE FOR A CHILD, TEEN OR ADULT WITHOUT MOBILITY. YOU WILL RECEIVE A BEAUTIFUL CERTIFICATE OF THANKS WITH A PICTURE OF A WHEELCHAIR RECIPIENT IN YOUR NAME OR DEDICATED TO YOUR LOVED ONE. YOU WILL ALSO RECEIVE A FREE COPY OF *ROAD TO PURPOSE*. DONATE TWO WHEELCHAIRS AND RECEIVE A SIGNED COPY.



Sample Presentation Folder

CALL US NOW AT (877) 378-3839
OR DONATE ONLINE AT WWW.WHEELCHAIRFOUNDATION.ORG



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NEW "WHEELCHAIR ANGEL" PROGRAM GIVES YOU AN OPPORTUNITY TO ATTEND A DISTRIBUTION IN CHINA OR LATIN AMERICA. FOR DETAILS, VISIT OUR WEBSITE: WWW.WHEELCHAIRFOUNDATION.ORG

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