



Title: SAVING LIVES ON WHEELS

PROJECT DETAILS

Project Objective:

This project will strengthen pre-hospital emergency care capacity in Morelia, Michoacán, by establishing a rapid first-response motorcycle medical unit program integrated with the existing emergency dispatch system of H. Cuerpo de Bomberos Voluntarios Rescate y Salvamento de Michoacán I.A.P. - Sección Morelia.

The project is designed to reduce first-response times in high-density urban and peri-urban sectors where conventional ambulances face delays due to traffic congestion or limited maneuverability. The grant will support agile response units, essential early-stabilization equipment, responder training, dispatch integration, and a monitoring system to track operational and health-service outcomes.

Direct beneficiaries will be residents of priority service zones in Morelia who face delayed access to emergency care in cases such as cardiac arrest, severe trauma, respiratory compromise, and other life-threatening conditions. Indirect beneficiaries will include the broader emergency care system, which will benefit from faster scene arrival, earlier life-saving intervention, and improved coordination before patient transport.

Country/Location: México

Focus Area: Disease Prevention and Treatment

Implementation Year: 2026

Total Project Budget: \$188,473.00 USD

Missing Funds: \$147,973.00 USD

Community Assessment:

Overview:

The city of Morelia, Michoacán, faces a complex emergency response environment driven by urban expansion, population density, and severe traffic congestion. In high-density and peri-urban sectors, conventional ambulances frequently face delays in reaching critical patients, especially in time-sensitive emergencies such as cardiac arrest, severe trauma, respiratory compromise, and other life-threatening conditions.

The needs assessment was conducted through analysis of local emergency response conditions, technical review by the cooperating emergency-response organization, consultation with emergency physicians, paramedics, and civil protection personnel, and feedback from community representatives in high-demand and underserved sectors. These findings consistently identified delayed first response as a critical operational gap affecting timely access to life-saving pre-hospital care.

Why did you decide to focus on addressing this problem?

What other needs exist in the community?

What other organizations are working in the community on issues that are not related to the problem you identified and what services are they providing?

Who conducted the community assessment and when? What methods were used?

Describe the community and institutions where your project will take place. Include any relevant information about the area

Tell us about the people that the project will help

Based on the community assessment, describe how the problem you identified is currently being addressed or mitigated. What are the key challenges?

What are the community's strengths and resources?

Are any similar programs or initiatives being implemented in the community by non-Rotary entities, government agencies, or nongovernmental organizations (NGOs)? How will these similar initiatives enhance your project's effectiveness?

Project Design:

The acquisition and immediate deployment of 10 fully equipped motorcycles

- 4 Royal Enfield Himalayan 450 2025 Motorcycles, equipped with siren, horn, warning lightbar, 4-point LED lighting module, cargo rack, 40-liter top case, side cargo bags
- 3 QJ Adventure SRT 550 SX 2025 Motorcycles, equipped with siren, horn, warning lightbar, 4-point LED lighting module, cargo rack, 40-liter top case, side cargo bags, side case mounts.
- 3 KTM ADVENTURE 390 2024 Motorcycles, equipped with siren, horn, warning lightbar, 4-point LED lighting module, cargo rack, 40-liter top case, side cargo bags, side case mounts.
- 10 Zegen Automatic AED Defibrillator, with two batteries

Direct Beneficiaries:

Morelia city and metropolitan area: 2,135,736 inhabitants

Sustainability:

The project proves to be viable long-term in the following areas:

- Human Resources: The proposal ensures the motorcycles will be operated by paramedics. The corporation already has this staff, who are certified (NOM 034) and receive constant training. This means no new hiring is required, ensuring personnel sustainability.
- Operational Model: The role of the motorcycle ambulances is clearly defined. They will function as first-contact units to stabilize the patient while the main ambulance arrives for transport. This is an efficient and proven model.
- Institutional Experience: The organization (Rescate Michoacán) is a private assistance institution (I.A.P.) with 48 years of history (founded in 1977), demonstrating a long track record and institutional stability.
- Justification of Need: The project's necessity is solidly argued based on conditions in Morelia (public works, protests, traffic) , the large number of neighborhoods (over 2,000), and areas with difficult access for large vehicles. This ensures the units will have a relevant and continuous impact.

Collaborators:

The "Rescate Michoacán" corporation will be responsible for coordinating, with the participation of specialized motorcycle mechanic workshops, who are fully available to provide preventive maintenance and repairs should a unit require it. Likewise, participation from the public and the private sector will be sought to cover the cost of fuel for these units.

Partners

H. Volunteer Firefighters Corps, Rescue and Lifesaving of Michoacán. I.A.P. Rescate Michoacán, Morelia Delegation.

Evaluation and Monitoring:

Every week, once a month

PROJECT CONTACTS

Host Club: ROTARY CLUB OF MORELIA INTERNACIONAL (District 4140)

Contact: JOSE ANTONIO GONZALEZ RIO - jaglerio@gmail.com

International Club: MARYVILLE (District 6780)

Contact: JIM SHAMBLIN -

PROJECT FINANCE SUMMARY

Finance Calculator

Funds Sources (Requested / Committed)

Source	Club (Cash)	District (DDF)	Match + 5% Fee	Total
ROTARY CLUB OF MORELIA INTERNACIONAL (Cash)	\$3,500.00 USD	-	+\$175.00 USD	\$3,500.00 USD
Distrito 4140 (FDD)	-	\$5,000.00 USD	\$4,000.00 USD	\$9,000.00 USD
MARYVILLE (Cash)	\$10,000.00 USD	-	+\$500.00 USD	\$10,000.00 USD
Distrito Intl 6780 (FDD)	-	\$10,000.00 USD	\$8,000.00 USD	\$18,000.00 USD
TOTALS	\$13,500.00 USD	\$15,000.00 USD	\$12,000.00 USD	\$40,500.00 USD

** Required FDD **

\$12,000.00 USD

Total Requested Budget	\$188,473.00 USD
Total Obtained Funds	\$40,500.00 USD
** Funding Gap **	\$147,973.00 USD
Total 5% Cash Fee (info only)	\$675.00 USD

DOCUMENTS, PHOTOS & FILES (CLICK TO OPEN)

FOLDER: ARCHIVO GG

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[PDF]20260505 draft.pdf

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