

UP FRONT

Mother of invention

MARION BUNCH

Rotary Club of Dunwoody, Ga., USA

A decade after she lost her son, Jerry, to AIDS, Marion Bunch's life took an unexpected detour. In 2003, she started what's now Rotarians for Fighting AIDS, a Rotarian Action Group (RFFA), parlaying her skills as a sales executive and leveraging the power of Rotary to educate at-risk children about making good choices. Early on, Bunch realized the potential of partnerships and signed on Coca-Cola, as well as the international charity HOPE Worldwide and the U.S. government, as key players in the action group. "You can't fight this alone," she says. RFFA recently joined the Partnership for an HIV-Free Generation, a U.S. government-coordinated coalition working to stem the spread of AIDS among young people in sub-Saharan Africa. The work "keeps me close to my son," she says. "Every now and then, he says to me, 'Hey, Mom, you go.'" — BRAD WEBBER