



# END POLIO NOW



END POLIO NOW NEWSLETTER

JANUARY 2010

## Concert to End Polio a resounding success

The Concert to End Polio, which brought together Rotarians and friends of Rotary on 2 December, raised more than US\$100,000 toward Rotary's US\$200 Million Challenge. Violin virtuoso Itzhak Perlman played to a sold-out audience in New York City's Avery Fisher Hall at the Lincoln Center for the Performing Arts.

Perlman received several standing ovations during the fundraiser. The organization joined with Perlman and the world-renowned New York Philharmonic for the first time to present the event.

The polio eradication effort resonates strongly with Perlman, who contracted the disease at age four and overcame physical challenges to become one of the world's most celebrated musicians, winning 15 Grammy Awards as well as a Lifetime Achievement Award in 2008.

Rotary Foundation Trustee Chair Glenn E. Estess Sr. presented Perlman with an award for his help in fighting polio during a reception after the concert.

"There's no reason anyone should get this disease," said Perlman.



At a reception following the Concert to End Polio, Rotary Foundation Trustee Chair Glenn E. Estess Sr. (left) presents an award to violin virtuoso Itzhak Perlman in appreciation of his help in fighting polio. Rotary Images/Alyce Henson

## Rotary's challenge hits the halfway mark!

As of 31 December, US\$105 million has been raised for Rotary's US\$200 Million Challenge. Achievement of the fundraising milestone was announced at the Concert to End Polio (see story this page).

"In the face of difficult economic times, Rotarians are heartily commended for their steadfast commitment and resourcefulness in reaching this milestone of support for global polio eradication," says Rotary Foundation Trustee Chair Glenn E. Estess Sr.

"Rotary's challenge ends 30 June 2012. Let's push confidently ahead to reach our goal and help ensure that all the children of the world will be forever safe from this devastating disease."

## Polio Facts & Figures

Area	Number of cases in 2009
Afghanistan	24
India	685
Nigeria	383
Pakistan	76
Non-endemic countries	286
<b>Total worldwide</b>	<b>1,454</b>

(Data as of 10 November/World Health Organization)

For the latest on the number of polio cases, progress reports on polio-endemic countries, and other information, go to [www.polioeradication.org](http://www.polioeradication.org).

## Pies for PolioPlus a smash hit

District 5960 (parts of Minnesota and Wisconsin, USA) came up with the perfect recipe for supporting Rotary's challenge during its Rotary Foundation Celebration in November: a Pies for PolioPlus auction. The auction was inspired by an event held during the Zones 28 and 29 Institute in October, at which RI Director Thomas Thorfinnson took a pie in the face in return for a Rotarian's \$1,500 donation to the challenge.

"During our district celebration, we auctioned off virtual polio vaccine carriers — one carrier for \$600 to immunize 1,000 kids," says Past District Governor Jon Stillman, zone challenge coordinator for Zone 28. A minimum contribution of \$1,200 to cover the cost of two carriers was required to throw a pie.

"Our featured speaker, [Rotary Foundation

General Manager] John Osterlund, volunteered to take a pie for the cause. District Governor Newell Krogmann took another," Stillman says. Jingle Mahan of the Rotary Club of Roseville, Minnesota, took a third pie, followed by Group Study Exchange team leader Jim Hunt of the Rotary Club of White Bear Lake, who took a pie purchased by Greg Lauer, one of the non-Rotarian team members.



"All in all, we raised in excess of \$6,000 with the Pies for PolioPlus auction and had a lot of fun," Stillman says.

Rotary Foundation General Manager John Osterlund takes a pie in the face for Rotary's challenge.

## RIISING TO THE CHALLENGE

Rotary's US\$200 Million Challenge totals\*

US\$105M

\*31 December 2009

# Rotarians spotlight the challenge on World Polio Day



The family of Rotary turned out around the globe on 24 October — World Polio Day — to raise support

for Rotary's US\$200 Million Challenge and promote polio eradication. Nearly 1,000 Rotary clubs in Germany carried out a national fundraising campaign during the week of 19 October. Highlights included screenings of the Academy Award-nominated documentary *The Final Inch* in Berlin and Cologne, sales of a benefit CD set featuring international recording artists, and a professional basketball game in Frankfurt.

The Rotary Club of Hamburg Hafencity, officially chartered 7 November, raised about US\$29,700 through sales of the CD set. The Rotary Club of Berlin International, also chartered on that date, garnered \$11,111 through a donation drive of used cell phones for recycling, along with other activities.

Among other highlights:

- Rotarians in Austria netted more than \$297,000 by selling packets of sunflower seeds nationwide for \$7.50 each.
- A World Polio Day Dinner sponsored by the Rotary clubs of Abilene, Abilene Wednesday, and Abilene Southwest, Texas, USA, and

featuring RI President-elect Ray Klinginsmith as guest speaker, raised more than \$50,000.

- District 7610 (Virginia, USA) coordinated a Final Inch for Polio Eradication Walk of 24.6 miles from Herndon, Virginia, to the White House in Washington, D.C., raising almost \$10,000 for the challenge.
- A bike-a-thon sponsored by the Rotary Club of Bali Seminyak, Bali, Indonesia, garnered \$1,500.
- Fifty Spanish actors, singers, members of royalty, fashion models, and other celebrities took part in a nationwide End Polio Now media blitz organized by Severino Betancort, a member of the Rotary Club of Lanzarote and an RI Public Image Resource Group coordinator.
- Italy's national basketball league, Lega Basket Serie A, announced in October it has adopted the End Polio Now slogan for the 2009-10 season to help promote support for eradication of the disease.
- In an ongoing effort, the Rotary Club of



Victoria, Texas, USA, is making "Join the Challenge, Stamp Out Polio" stamps available to clubs and districts in support of Rotary's US\$200 Million Challenge. Cost: \$10 per sheet of 10. To order or find out more, go to [www.victoriarotary.org/stamps](http://www.victoriarotary.org/stamps).

## District enlists polio eradicators



*District 6780's Eradicator club badge sticker and club banner patch*

Carol Foster, governor of District 6780 (Tennessee, USA), has asked every Rotarian in the district to contribute \$40 — little more than \$0.10 a day — to eradicate polio. Rotarians who do so receive an Eradicator sticker for their club badge. When a club averages \$40 per member, it receives an Eradicator patch for its club banner. The patches are distributed at the district conference to underscore the importance of the achievement.

## Tools & Resources

Clubs and districts can order the following tools and resources online at <http://shop.rotary.org> or from Publications Order Services (e-mail: [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org); tel.: 847-866-4600; fax: 847-866-3276) or the international office serving their area.

- *Rotary's US\$200 Million Challenge DVD (985)* provides an overview of Rotary's continuing efforts to eradicate polio and the fundraising initiative to match the Gates Foundation grants. (US\$15)
- *Rotary's US\$200 Million Challenge brochure (986)* describes Rotary's commitment to finish polio and encourages support for the challenge. (Free)
- *Amazing Stories of Polio! (976)* is a 16-page illustrated history of the disease and the eradication effort. (\$0.75)
- *PolioPlus Headliner Kit (Web only)* contains a sample news feature, a press release, an opinion piece, and a letter to the editor, all easily adaptable in local communities to promote global polio eradication.
- *Rotary's US\$200 Million Challenge poster (987)* encourages participation in the challenge. Suitable for display at Rotary meetings, fundraisers, and other events. (Free, limit two per order)
- *End Polio Now Pins (988)* help raise awareness of the eradication effort. (Available in lots of 100 for \$50)

To donate directly to Rotary's challenge, go to [www.rotary.org/endpolio](http://www.rotary.org/endpolio). Donors in the United States, Canada, and Australia can automatically transfer funds electronically from their checking, savings, or credit card accounts by enrolling in TRF-DIRECT. Once enrolled, donors can contribute to PolioPlus to support Rotary's US\$200 Million Challenge.

Watch polio eradication videos and public service announcements on the Rotary International YouTube channel and include the link on Rotary club and district websites.

Find fundraising tips and ideas here.

Join The Rotary Foundation's End Polio Now cause page on Facebook. Make a donation to support polio eradication, invite others to be a part of the cause, and keep track of how many people you've recruited.

## Social Networking

Rotarians, Rotaractors, and Interactors who are registered on [www.facebook.com](http://www.facebook.com), [www.linkedin.com](http://www.linkedin.com), and [www.twitter.com](http://www.twitter.com) are urged to share their Rotary's challenge fundraising stories so others can gain ideas for launching fundraisers in their communities.

## We want to hear from you!

If you have a success story, please e-mail us at [rotarys200millionchallenge@rotary.org](mailto:rotarys200millionchallenge@rotary.org).

## Text POLIO to contribute US\$5

**Rotarians and non-Rotarians in the United States can help support polio eradication by texting POLIO to 90999.** A one-time donation of \$5 will be added to your mobile phone bill or deducted from your prepaid balance. You will also receive up to 1 message per day from The Rotary Foundation Alerts. Msg&Data Rates May Apply. All charges are billed by and payable to your mobile service provider.

Service is available on most carriers. Donations are collected for the benefit of The Rotary Foundation by the mGive Foundation and subject to the terms found at [www.mGive.com/A](http://www.mGive.com/A). To unsubscribe text STOP to 90999, for help text HELP to 90999. Privacy Policy <http://mgive.com/PrivacyPolicy.aspx>.