

**From:** Rotary's Challenge  
**Date sent** 01/20/2012 12:01:13 pm  
**Subject:** Rotary's Challenge reaches US\$200 million milestone!

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## END POLIO NOW

A NEWSLETTER OF THE ROTARY FOUNDATION

January 2012

### Rotary's Challenge reaches US\$200 million milestone!

Rotarians around the world have helped Rotary's Challenge for polio eradication reach the US\$200 million milestone. Rotary Foundation Trustee John Germ, chair of the challenge committee, made the announcement on 17 January at the International Assembly in San Diego, California, USA. Although this important financial milestone has been reached, the goal of global polio eradication remains. [Read more.](#)

**Rotary celebrates India's first polio-free year!** [Read more.](#)

### Ducks race to end polio

Rotarians, Rotaractors, and Interactors in District 7680 (North Carolina, USA) organized a rubber-duck race at a marina on Lake Wylie in September that raised more than \$55,000 for Rotary's Challenge. Each participant "adopted" one or more ducks to compete for prizes.

"Our sponsors underwrote our prize money and nearly all of our expenses," says Assistant Governor Inecke Van der Meulen, adding that the amount raised was more than double the proceeds from the 2010 event.

"Kids in our district have big smiles on their faces when they see our ducks race," says Van der Meulen. "Just think about the smiles from those kids who will receive a world free from polio."

### Canadian Rotarians score strong support for ending polio



*After the District 7070 annual conference in Collingwood, Ontario, Canada, Rotarians and friends take to the streets to show Rotary's commitment to polio eradication.*

Rotarians, Rotaractors, and Interactors in Canada carried out a series of polio awareness initiatives and fundraisers related to World Polio Day, 24 October.

Rotarians arranged for "This Close" TV public service announcements and other polio-related programming to air on CBC nationally throughout October, and obtained extensive local media coverage in cities across the country. With the encouragement of area Rotarians, all 125 deputies in the National Assembly of Quebec

## Going the distance in Australia



*Rotarian Rob Byrne is helping to mobilize support in Australia for global polio eradication.*

Rob Byrne says he enjoys “going for a bit of a bike ride each day, meeting other Rotarians, and telling people how important it is that we finish the job of ending polio as quickly as possible.”

Byrne did all three during a 1,250-mile bicycle trek across part of Australia, from Grafton, New South Wales, to Cairns, Queensland. A member of the Rotary Club of Grafton, he raised more than US\$15,000 for Rotary’s Challenge in his July-to-October ride. He also increased public awareness of polio, by speaking to Rotary clubs and community groups and giving newspaper, radio, and TV interviews.

The highlight of the trip, Byrne says, was “the reception I received from Rotarians and non-Rotarians along the way,” calling their responses “generous” and “extraordinary.” He began another leg of his cross-country journey in November.

## U.S. Rotarians participate in Pakistan’s NIDs



wore the End Polio Now pin on World Polio Day.

In Oshawa, Ontario, Mayor John Henry, a member of the Rotary Club of Oshawa, issued a proclamation in honor of Rotary’s efforts.

Among other efforts, the Rotaract Club of Regina Auxilium, Saskatchewan, raised more than C\$3,000 at its Annual Polio Awareness Supper, and the Rotary Club of Pemberton Centennial, British Columbia, netted more than \$1,000 through a Purple Pinkie for Polio event.

Rotarians in Canada also have been active in encouraging their government to support polio-eradication. At the Commonwealth Heads of Government Meeting in Perth, Australia, on 28 October, Canadian Prime Minister Stephen Harper announced an additional pledge of \$15 million to the Global Polio Eradication Initiative. The Canadian government has contributed \$348 million to the GPEI since 2000.

## RISING TO THE CHALLENGE

**Rotary's Challenge totals\***

**US\$202.6M**

*\*As of 17 January 2012*

## Polio Facts & Figures

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Area	Number of cases in 2011
Afghanistan	76
India	1
Nigeria	52



Two Rotarians from District 7870 (parts of New Hampshire and Vermont, USA) join their counterparts in Lahore, Punjab, Pakistan, in a polio awareness march sponsored by the Rotary Club of Lahore Shaheen. The event took place during the country's National Immunization Days in October, during which team members also vaccinated children and took part in a World Polio Day seminar. [Read more.](#)

### Challenge fundraiser roundup

- A marathon walk in Maine, USA, by members of the Rotary clubs of Belfast, Camden, Rockland, and West Bay, and the Interact Club of Camden Hills, raised more than \$10,000.
- Members of the Rotary Club of Kingman, Arizona, USA, and friends hiked part of the Grand Canyon, netting almost \$5,000. The effort was part of Hike the Arizona Trail to End Polio, launched by Arizona clubs on World Polio Day, 24 October, and aimed at raising \$250,000 by 14 February. Rotarians and others are pledging at least \$100 each to walk, bike, or ride horseback on sections of the 800-mile trail.
- The Interact Club of New Bern High School, in North Carolina, USA, garnered more than \$2,100 at a community festival and other promotional events.
- The Rotary Club of Teddington & The Hamptons, Greater London, England, raised nearly US\$1,200 at a barbecue.
- The Rotary Club of Hastings, East Sussex, England, netted almost US\$900 from the sale of ketchup donated by food producer Wilkin & Sons. The company has donated more than 50,000 bottles of ketchup,



emblazoned with the End Polio Now logo, to Rotary clubs in the United Kingdom, with the help of Rotary International in Great Britain and Ireland. When the bottles are empty,

Pakistan	192
Non-endemic countries	306
<b>Total worldwide</b>	<b>627</b>

(Data as of 11 January/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).

### Tools and Resources

Clubs and districts can order the following tools and resources online at [shop.rotary.org](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 from their local international office.

- [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 to local communities to promote global polio eradication.

[Rotary's US\\$200 Million](#)



Rotarians fill them with money for polio eradication.

- The Rotary Club of Grantham, Leicestershire, England, has sponsored local swimming marathons benefiting a variety of causes, including polio eradication, for 22 years. On 25 February, it will sponsor a global “swimarathon” exclusively in support of PolioPlus, inviting Rotarians and others worldwide to swim at least 100 yards for an hour. [Read more.](#)

### Social Networking

Share fundraising success stories on [Facebook](#), [LinkedIn](#), and [Twitter](#).

Join the official [End Polio Now cause page on Facebook](#).

Watch polio eradication videos on the [Rotary International YouTube channel](#), and link videos to your club or district website.

### Links

**Rotary International  
RI News  
End Polio Now**

### We want to hear from you!

If you have a fundraising success story, e-mail us at [rotarys200millionchallenge@rotary.org](mailto:rotarys200millionchallenge@rotary.org) and your story could be featured in the *End Polio Now* newsletter.

**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. Message and 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*

- [Rotary's US\\$200 Million Challenge Poster](#) (987) encourages participation in the challenge. Suitable for display at 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)
- **Expanded "This Close"** resources are available to help publicize Rotary's polio eradication efforts.
- **Make your own "This Close" ad** to show your support for ending polio.

To donate directly to Rotary's challenge, go to [www.rotary.org/endpolio](http://www.rotary.org/endpolio).

Enroll in The Rotary Foundation's [recurring giving program](#), Rotary Direct, and save time, money, and lives through your generous contributions. Select an amount, frequency (monthly, quarterly, or annually), and contribution method that is convenient for you. You may even direct your contributions to PolioPlus to support Rotary's Challenge.

Enrollment is integrated with the Foundation's secure [online contribution system](#) and is currently available in 12 currencies.

Find [fundraising tips and ideas](#).

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