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## END POLIO NOW

A NEWSLETTER OF THE ROTARY FOUNDATION

May 2012

### India is no longer polio endemic



Rotarians have played a pivotal role in helping to stop transmission of the wild poliovirus in India.

The World Health Organization has officially removed India from the list of polio-endemic countries. Ghulam Nabi Azad, India's minister of Health and Family Welfare, made the announcement at the Polio Summit 2012 in New Delhi on 25 February. Polio remains endemic in only three countries: Afghanistan, Nigeria, and Pakistan.

[Read more.](#)

### Match for contributions to continue

In March, The Rotary Foundation Trustees reaffirmed that polio eradication is the urgent priority of the Foundation and agreed to continue the match currently provided for PolioPlus contributions: US\$.50 for every \$1.00 in District Designated Fund contributions until the

eradication of polio is certified. The available World Fund match will be applied on a first come, first served basis

### National leaders honored for polio eradication support

RI President Kalyan Banerjee presents Afghan President [Hamid Karzai](#) with a medal in recognition of Karzai's support for the Global Polio Eradication Initiative. Prime Minister [David Cameron](#) of the United Kingdom was also recently honored for his support for a polio-free world.



### Pakistan steps up end-polio drive

Pakistan is boosting efforts to stop polio transmission, through improved preparation and monitoring of

and capped at \$3.5 million annually for the next five fiscal years.

### Rotary swimmers in sync against polio

More than 5,200 people in 23 countries swam at least 100 yards at the same time during a “[swimarathon](#)” on 25 February, raising over US\$70,000 for Rotary’s Polio Challenge. Sponsored by the Rotary Club of Grantham, Leicestershire, England, the event drew the support of 120 Rotary, Rotaract, Interact, EarlyAct, and Inner Wheel clubs, and set a new Guinness World Record for the most people swimming simultaneously in different countries, breaking the previous mark of 2,533 swimmers.

The 132 participants in Grantham began swimming at 12:00 at a facility that featured a live Skype link to their counterparts around the world. In Lahore, Punjab, Pakistan, 35 Rotarians, Interactors, and friends of Rotary, ages 7 to 74, took part in the event. In San Diego, California, USA, where the local time was 04:00, 84 people swam in the ocean using glow sticks to navigate the pitch-black water.

The Grantham club has sponsored swimarathons for 22 years to benefit a variety of causes, including polio eradication. Roger Graves, chair of the event, described it as “a fun and easy way to raise money and help Rotary’s drive to wipe out polio.”

### On the trail to polio’s end



End Polio Now supporters gather on the Arizona Trail.

More than 200 Rotarians and friends of Rotary in Arizona, USA, traveled sections of the 800-mile Arizona Trail on foot, bicycle, and horseback to raise over \$30,000 for Rotary’s Polio Challenge. The project began

immunization campaigns and other aspects of its Augmented National Emergency Action Plan for Polio Eradication, launched in January. To help raise awareness of polio in high-risk areas, Pakistan National PolioPlus Committee Chair Aziz Memon has helped organize seminars for community leaders, students, and the general public.

Through an agreement with the committee, Coca-Cola Beverages Pakistan Ltd. is launching a campaign to promote polio eradication nationwide. The End Polio Now message will appear on Coca-Cola bottle labels, on billboards during National Immunization and Subnational Days, on Coca-Cola coolers, and on the company’s vans made available to transport vaccine carriers.



(From right) Asif Ali Zardari, president of Pakistan, talks with Robert S. Scott, chair of Rotary’s International PolioPlus Committee, and Aziz Memon, chair of the Pakistan National PolioPlus Committee, about the country’s emergency action plan against polio during a meeting of senior government officials in Islamabad.

### RISING TO THE CHALLENGE

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

**US\$210M**

*\*As of 24 April 2012*

**Polio Facts & Figures**

on World Polio Day, 24 October, and ended on 30 April. During the effort, which also celebrated Arizona's centennial as a state, Governor Jan Brewer signed a declaration proclaiming 14 February as End Polio Now Day.

"While polio exists anywhere, no child is safe," says Rod Daniels, project cochair and a member of the Rotary Club of Chandler North, adding that the state's Rotarians will continue seeking to "rally Arizonans around this historic cause."

### Traveling pig fights polio



"Pigs" lead the charge against polio at a Texas Rotary club meeting.

When Sherri Muniz became governor of District 5840 (Texas) in July, she and her husband, Al, both of the Rotary Club of San Antonio-Northeast, took along a piggy bank on club visits, challenging Rotarians to "stuff the pig in the fight against polio." The couple had received the bank from the Rotary Club of San Antonio West, their first stop.

All 56 of the district's clubs have responded with contributions, including 11 that had never before donated to polio eradication, raising nearly \$11,000. At one club meeting, a Rotarian contributed \$1,000 and became a Paul Harris Fellow. At another meeting, "helper pigs" had to be summoned to collect almost \$900 in pocket change.

### Challenge fundraiser roundup

- A golf tournament sponsored by the Rotary Club of Estoi Palace International, Portugal, raised about US\$8,000.

### Polio Facts & Figures

Area	Number of cases in 2012
Afghanistan	6
Nigeria	23
Pakistan	15
Non-endemic countries	3
<b>Total worldwide</b>	<b>47</b>

*(Data as of 18 April/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), phone: +1-847-866-4600; fax: +1-847-866-3276), 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 community event sponsored by the Rotary Club of El Segundo, California, USA, netted \$5,700. Club president Melissa Albers and her husband, Randy, prepared dinner for 125 people at the event, which also featured a silent auction and a presentation by a local polio survivor.
- About 50 Rotarians, Interactors, and friends of Rotary took the Polio Plunge in Lake George, New York, USA, collecting more than \$3,000.



- The Race to End Polio 5K run/walk, sponsored by the Evanston Lighthouse Rotary Club, Illinois, USA, and Rotary Wellness, helped raise more than \$3,000 for Rotary's polio eradication work. Runners included RI staff, family members, and friends.



- Students in an EarlyAct Club (for students ages 5 to 13) in Courtice, Ontario, Canada, raised about US\$1,000 through a purple pinkie project.
- Members of the Rotary Club of Orange, California, USA, netted more than \$500 by filling polio piggy banks at club meetings in a project initiated by club president Jean Abdalla.

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 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 the following currencies: AUD, CAD, CHF, DKK, EUR, GBP, JPY, NZD, NOK, SEK, USD, ZAR

Find [fundraising tips and ideas](#).

Like 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

## 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. Read stories about polio eradication on [Rotary Voices](#).

## Links

**Rotary International**  
**RI News**  
**Rotary Voices**  
**End Polio Now**

## We want to hear from you!

If you have a fundraising success story, [email](#) us and your story could be featured in the *End Polio Now* newsletter.

many people you've recruited.

**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 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>.*