

**From:** Rotary's US\$200 Million Challenge  
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## END POLIO NOW

A NEWSLETTER OF THE ROTARY FOUNDATION

September  
2011

### Fundraising key in Europe



Through sales of End Polio Now key finders between June 2010 and June 2011, Rotarians, Rotaractors, and RI staff in Switzerland and Liechtenstein raised more than US\$893,000 for Rotary's US\$200 Million Challenge, including over \$2,000 from staff in the RI Europe/Africa Office.

Designed to attach to a key ring, each key finder has an identification number assigned to the owner. Lost keys can be dropped into any mailbox for delivery to an office that then returns the keys to their owner.

"The goal of our activities remains the complete eradication of polio in the world. Swiss and Liechtenstein Rotarians will fight for this great goal," says Urs Herzog, past governor of District 1980, chair of the Switzerland PolioPlus Committee, and PolioPlus national advocacy adviser, as well as a polio survivor.

### Stepping out in Tanzania

More than 320 Rotarians and friends of Rotary walked through Moshi, Kilimanjaro, Tanzania, in June, raising about US\$38,000 for Rotary's challenge and increasing awareness of the polio eradication campaign. Leading

### Voyage around Australia

Wilderness tourism entrepreneur Robert Pennicott and two companions are in the midst of a 13,800-mile journey around Australia to raise funds for polio eradication. Pennicott, a member of the Rotary Club of Kingston, Tasmania, Australia, and his fellow adventurers left Sydney, New South Wales, on 2 June in two rigid, inflatable dinghies. They are aiming to return to Sydney at the end of August.

A total of 92 percent of funds raised from the project, dubbed Follow the Yellow Boat Road, will be donated to Rotary's US\$200 Million Challenge; the remainder will go to the Pennicott Foundation for island and coastal restoration projects in Australia and elsewhere. As of 22 July, contributions totaled about US\$110,000.

The project is backed by National Geographic, Qantas Airways, Tourism Australia, and other corporations and organizations. "Every cent I raise from this is going to outcomes," Pennicott says. "In my lifetime, I hope to make a substantial difference to the world."



the walk, which was organized by the Rotary Club of Moshi and several others, were a marching band, Rotarians wearing red End Polio Now T-shirts, and polio survivors.

Reginald Mengi, founder and executive chair of IPP Group, one of the largest conglomerates in East Africa, called on businesses to support polio eradication. "This is called corporate social responsibility," he said. "You must give back to the community."

Leading by example, Mengi personally contributed \$32,000 to the fundraising walk.

Both Mengi and Stephen Mwanje, 2010-11 governor of District 9200, encouraged parents to have their children immunized against polio.

"We must be aware and take all measures, since the disease can spread here within a short period of time," Mwanje said.

### Pedaling in Pennsylvania



*Jeff Coup, past governor of District 7370, and Eric McDowell -- both members of the Rotary Club of Milton, Pennsylvania, USA, and riders for Rotary Pedals Out Polio -- stop off in Milton to receive a contribution for the polio eradication campaign.*

District 7370 (Pennsylvania, USA) sponsored a four-day, 330-mile bicycle tour of all 34 communities in the district that have a Rotary club, raising more than \$21,000 for Rotary's challenge. Rotarians and friends donated at least \$25 each to participate in the June event, called Rotary Pedals Out Polio. Most contributors donated as virtual riders, through the district's website.

"We had radio and newspaper coverage all through the district," says Past District Governor Jeff Coup, who came up with the idea for the tour and has served as the district's PolioPlus chair since the program began in 1987. "It was a great experience and we were able to raise a significant amount of money for the polio eradication campaign."



*Robert Pennicott (left) skippers a dinghy named Polio 1 as it sets out from Sydney on a fundraising voyage to help end polio.*

### Win 1,000 extra recognition points by registering on Member Access

From 14 September to 14 October, Rotary club members are eligible to win 1,000 extra Rotary Foundation recognition points simply by [registering](#) on Member Access. Registrants will be entered into a drawing, and the winner will be announced after mid-October.

Start the registration process by using a valid e-mail address to create an account. You may be asked to provide additional information to help us determine your relationship with Rotary International and match you with your record in our database. Within 24 hours, you will receive a verification e-mail with a hyperlink that will connect you to a Member Access screen to complete your registration. If you do not see the e-mail in your inbox, check your spam/bulk/junk folder.

If you have questions, e-mail the Contact Center at [contact.center@rotary.org](mailto:contact.center@rotary.org) or phone 866-9-ROTARY (866-976-8279) toll-free (within North America). The Contact Center provides services in English and Spanish and operates Monday-Friday, 08:00-17:00. Rotarians outside North America should contact their [international office](#).

### Polio Facts & Figures

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Area in 2011	Number of cases
Afghanistan	12
India	1

1985. "Some clubs arranged for police escorts for us as we entered or left town. One arranged a PolioPlus billboard along our route."

Key to the fundraiser's success, says Coup, was "a great district committee that did the publicity, did a website with all the information, processed all the donations," and handled other tasks. "The event really reawakened awareness of the polio eradication cause in our district among Rotarians and the general public."

### National Geographic, Staff Benda Bilili, and Rotary join against polio

The rising world music stars of [Staff Benda Bilili](#), a group of polio survivors from Kinshasa, Democratic Republic of the Congo, are touring select U.S. cities in September and October to raise awareness for polio eradication.



*Staff Benda Bilili has joined Rotary's "This Close" public service announcement campaign, which emphasizes that Rotary and its partners are 99 percent of the way toward eradicating polio and promotes Rotary's US\$200 Million Challenge.*

This October, National Geographic Entertainment is releasing an award-winning documentary that follows the band members' rise from their days as street musicians.

Stay tuned to Rotary's social networks for [film screening](#) and [concert dates](#), and watch Staff Benda Bilili perform the song "[Polio.](#)"

### Challenge fundraiser roundup

- A fashion show sponsored by the Rotary Club of Fremont Warm Springs Sunrise, California, USA, raised more than \$52,600.
- The International Fellowship of Motorcycling Rotarians

India	1
Nigeria	23
Pakistan	69
Non-endemic countries	220
<b>Total worldwide</b>	<b>325</b>

*(Data as of 17 August/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) from Publications Order Services (email: [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org); phone: 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 Bill & Melinda Gates Foundation challenge grants. (US\$10)
- [Rotary's US\\$200 Million Challenge Brochure](#) (986) describes Rotary's commitment to end 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. (\$0.50)
- [PolioPlus Headliner Kit](#) (Web only) contains a sample news feature, press release, opinion piece, and a letter to the editor promoting polio eradication, all easily adaptable to local communities.
- [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.



netted more than US\$46,400 through its ride to the 2011 RI Convention in New Orleans, Louisiana, USA.

- The Rotarian Fellowship of Quilters and Fiber Artists raised more than US\$8,300 from sales of items donated by its members at the convention.



- A masquerade ball sponsored by the Rotaract Club of Birmingham Foundation, Alabama, USA, netted \$5,000.
- The Recreational Vehicles Fellowship of Rotarians netted more than US\$3,700 through an auction.
- The Interact Club of Spruce Grove Composite High School, Alberta, Canada, garnered more than US\$2,400 through its Pennies for Polio and Pinkies for Polio competitions.
- John Versey, president of the Rotary Club of Hertford Shires, Hertfordshire, England, and his wife, Jenny, president of the Rotary Club of Ware, raised over US\$2,400 by cycling more than 300 miles.
- The Interact Club of Angleton High School, Texas, USA, netted \$1,100 through cleanup and painting projects.

**We want to hear from you!**

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

- **[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).

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.

Click here to find [fundraising tips and ideas](#).

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.

**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>.*

### 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**

