



END POLIO NOW



END POLIO NOW NEWSLETTER

JULY 2008

Cricketers score big against polio

As chair of the International Fellowship of Cricket Loving Rotarians, Mike Jackson is passionate about promoting the sport — and using it to help meet humanitarian needs. After hearing 2007-08 Rotary Foundation Trustee Chair Robert Scott speak at a Rotary Fellowships Committee meeting at RI World Headquarters in January, Jackson found a way to do both.

A member of the Rotary Club of Fordingbridge, England, Jackson shared his idea at a meeting of the cricket fellowship's Great Britain & Ireland Committee. "I persuaded my colleagues to make a US\$10,000 contribution to the Foundation," he says. "It will help towards the match on the \$100 million from the Gates Foundation."

Scott told how the fellowships could join in supporting Rotary's US\$100 Million Challenge. Jackson thought about the fees his fellowship charged for coordinating cricket tours every year and how any left-over funds were earmarked for future projects. "Why not tap the surplus to help fight polio?" he thought.

The donation, made in the fellowship's name, helped fund an April Sub-National Immunization Day in India. Noting that "India is the largest cricket playing country in the world," Jackson hopes the fellowship's contribution will inspire more support to help end polio.

Former Foundation scholar generously gives back

Rotary Foundation alumna Becky Smith Lanier of Houston recently contributed US\$15,000 to PolioPlus Partners in support of Rotary's US\$100 Million Challenge. What inspired her generous gift?

"During my year as an Ambassadorial Scholar in Argentina (1986), I learned firsthand about Rotary's campaign to end polio," she says. "My host counselor was heading up the local effort to educate Rotarians about the PolioPlus program, and I visited several clubs with him as he spoke about Rotary's goals. I was able to observe Rotarians in action and later learned of the success they had in eradicating polio in the Western Hemisphere. When I heard that The Rotary Foundation was coordinating with the Bill & Melinda Gates Foundation . . . I knew I wanted to contribute."

Plan community fundraisers to support the challenge

District leaders are asked to encourage each of their clubs to carry out community-oriented projects to raise at least \$1,000 annually during the three-year period of Rotary's US\$100 Million Challenge. District governors and Foundation committees are being asked to allocate 20 percent of their DDF for the next three years to help meet the challenge.

Trans-Canadian fundraiser rolls along

Ramesh Ferris is nearing the half-way point in his six-month, 7,200-kilometer (4,474-mile) Cycle to Walk across Canada in support of polio eradication. The 28-year-old polio survivor, who is riding a 27-speed hand cycle, began his journey in Victoria, British Columbia, on 12 April. He is visiting schools, Rotary and other service clubs, health care providers, and government offices en route to his planned arrival in Cape Spear, Newfoundland, in mid-October.

To follow Ferris's journey, go to his blog at www.cycletowalk.com.

"Cycle to Walk is my way to prevent polio and give other polio survivors a chance to reach their full potential," says Ferris, who was born in India and raised in Canada.

Of the proceeds from the fundraiser, 75 percent will go to PolioPlus to immunize children in polio-endemic and at-risk countries and 20 percent to aid rehabilitation. The remaining 5 percent will help educate Canadians about polio and advocate their continued immunization.



*Ramesh Ferris on the road against polio
Photo courtesy of Ramesh Ferris Cycle to Walk Society*

RIISING TO THE CHALLENGE

Rotary's US\$100 Million Challenge 2008 totals

US\$00.0M

Tools & Resources

Rotary clubs and districts will find several tools and resources helpful in promoting support for global polio eradication. The tools can be ordered from Publications Order Services at RI World Headquarters (tel.: 847-866-4600; fax: 847-866-3276; e-mail: shop.rotary@rotary.org) the international office serving your area; or the online *RI Catalog* at shop.rotary.org.

- *Rotary's US\$100 Million Challenge DVD* (985) provides an overview of Rotary's continuing efforts to eradicate polio and the three-year fundraising initiative to match the Gates Foundation grant. Each 2008-09 district governor received five copies of the 12-minute DVD. Available in six languages, it can also be ordered for \$15 each.

- *Rotary's US\$100 Million Challenge Brochure* (986-EN) describes to Rotarians and non-Rotarians Rotary's commitment to finish polio and encourages support for Rotary's challenge. Available free in nine languages.

- *Rotary's US\$100 Million Challenge Poster* (987-EN) encourages participation in Rotary's challenge. Suitable for display at Rotary meetings, fundraisers, and other events, it's available free (limit two per order) in nine languages.



- *Rotary's US\$100 Million Challenge PowerPoint* is a shorter version of the presentation made by 2007-08 Rotary Foundation Trustee Chair Robert Scott at the 2008 International Assembly. Periodically updated, the PowerPoint can be readily presented at club and other meetings by Rotarians who are not experts on polio eradication. Order from the PolioPlus Division by e-mail at polioplus@rotary.org.

Find fundraising tips and ideas at www.rotary.org.

Watch polio eradication videos and public service announcements on the Rotary International channel of www.youtube.com, and include the link on Rotary club and district Web sites.

Meet John Germ

John Germ brings a wealth of experience to his role as chair of Rotary's US\$100 Million Challenge Committee. A member of the Rotary Club of Chattanooga, Tennessee, USA, he is a Rotary Foundation



Trustee and has served RI *John Germ* as vice president, Board Executive Committee member, Council on Legislation chair, and in several other leadership positions. He also has received RI's Service Above Self Award, The Rotary Foundation's Citation for Meritorious Service, and the Foundation's Distinguished Service Award. In addition, he and his wife, Judy, are Foundation Major Donors.

Polio Facts & Figures

Area	Number of cases in 2008
Afghanistan	5
India	186
Nigeria	106
Pakistan	3
Non-endemic countries	13
Total worldwide	313

(Data as of 15 April 2008/World Health Organization)

Find the latest on the number of polio cases, progress reports on polio-endemic countries, and other information at www.polioeradication.org.

Be part of the legacy

Give Rotarians and friends of Rotary the opportunity to contribute to the global polio eradication effort at www.rotary.org/endorpolio. Be sure to include a link to the site on your club's and district's Web site and publicize it at fundraising events.

Keep us in the loop

Fundraisers and challenge gifts are vital to finishing polio worldwide and can inspire other clubs and districts to get involved in support. Please send stories and photos about efforts you would like to see featured in this newsletter to rotary's100millionchallenge@rotary.org.

Sign me up!

Keep up to date on the progress of Rotary's US\$100 Million Challenge,



A Nigerian boy looks at marks on the door to his home, made during a Polio Immunization-Plus Day. "Rx" means the parents first refused immunization of their children. The checkmarks show that Rotarians, who made a second visit, persuaded the parents to change their minds. For more news about Rotarians' efforts to finish polio, go to www.rotary.org.

Photo by Afolabi Sotunde

and encourage other members of your club to become involved by receiving this quarterly newsletter. View or subscribe to the newsletter through the RI Web site at www.rotary.org (search "End Polio Now newsletter").

Need more information?

For questions about polio eradication, contact PolioPlus staff (tel.: 847-866-3305; fax: 847-866-0269; e-mail: polioplus@rotary.org). For questions about contributions to Rotary's US\$100 Million Challenge, contact The Rotary Foundation Contact Center (tel.: 866-9-ROTARY [866-976-8279], Monday-Friday, 08:00-17:00 [within North America only]; e-mail: contact.center@rotary.org). For all other questions about the challenge, e-mail rotary's100millionchallenge@rotary.org.