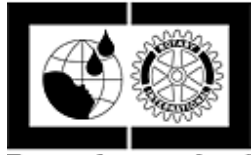


PolioPlus



Rotary International

POLIO ERADICATION CAMPAIGN

NEWSLETTER No 3 February 2009



“END POLIO NOW”

CONTRIBUTIONS by 9th February 2009

29 Clubs have contributed £21,354.08 District Donations are £6080.97

Total £27,435.05

Many thanks for all the hard work. I know many other clubs are working towards raising funds for the “End Polio Now Campaign” Please send all contributions made out to **RFUK – Polio Eradication** to Keith Hammond at 6, Vauxhall Avenue, Derby DE22 4DZ

RIBI has received £278,620.59 from the Districts in RIBI by 31st December 2008. District 1220 is in second place in the contributions table. Well done!

THE BILL and MELINDA GATES CHALLENGE

“The Rotary \$200 Million Challenge”

Many now know that at the recent RI Assembly at San Diego Bill Gates addressed the delegates.

He announced that the Gates Foundation has awarded Rotary International a further \$255,000,000 for the “End Polio” appeal. This makes a total of \$355,000,000 that has been contributed by the Gates Foundation to Rotary.

This shows the belief that the Foundation has in Rotary’s commitment to achieving its promise made in 1988 of a Polio Free world. He said “*Rotary in particular has inspired my own personal commitment to get deeply involved in achieving eradication*”.

As a result of this additional sum being awarded, Rotary International has agreed to match a further \$100,000,000 of this donation by the extended deadline of June 30th 2012 making a total of \$200,000,000 that RI has agreed to raise.

World Wide Contributions so Far

Rotary has raised over \$65,000,000 of the first \$100,000,000 target (to be achieved by 31st December 2010).

“The Rotary \$200,000,000 Challenge”.

Why must we continue?

1. Over the next few years Rotary International’s **number one priority** will be the Eradication of Polio.
2. Polio can and will be eradicated and so the appeal is finite. Once eradication is achieved no more funding will be needed for Polio immunisation.
3. World wide \$1 billion will be saved annually in Polio Immunisation costs – money that can be used for other health projects.
4. If we do not achieve our goal of a polio free world polio will return and it is estimated that over the next 40 years there could be 10,000,000 cases. Polio immunisation will have to continue in all countries including those that are polio free.

THE DISTRICT CHALLENGE

Our original request was to ask Clubs to raise the equivalent of £15 per Rotarian per year for the next three years or £45 per Rotarian by December 2010.

The Exchange Rate!

At the time of planning in April 2008 the exchange rate was much more beneficial to us!! The lower value of the pound means there will be a shortfall as the dollar rate is now about 25% less than it was. At the current dollar exchange rate of \$1.43 to the pound we need the equivalent of £56 per Rotarian over the next two years to achieve our original target of \$160,000 from this District.

But now that RI has doubled the challenge **the District needs to raise \$320,000 by June 30th 2012.**

The "End Polio Now" Committee asks Clubs to consider the following:

1. **To make fundraising for Polio Eradication one of their main priorities between now and June 2012.**
2. **To rethink their Charity giving to take on board the new Challenge of \$200,000,000 from Rotary worldwide by June 2012.**

How will the money be used?

With increased knowledge it has been shown that in poor areas the response to immunisation is reduced due to infections with other viruses, poverty and malnutrition.

In the remaining pockets of Polio in India, Pakistan, Afghanistan and Nigeria a better response to immunisation is achieved as follows:

1. By utilising newer and more specific vaccines
2. By increasing the frequency of immunisation in these areas so that children now receive 8 or more doses each year. This boosts the immune response to satisfactory levels. This means increased costs.

Rotary will spend the money in direct support of immunization activities carried out by the Global Polio Eradication Initiative – WHO, UNICEF, US Center for Disease control and Rotary. Rotary will spend the money through grants to the WHO and UNICEF

FOR TALKS AND INFORMATION PLEASE CONTACT

Keith Hammond or DGE Tony Stimpson or any member of the committee.

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Changes to the Committee

The Derwent Group is now represented by District Foundation Chairman, **John Dain.**

Thanks to John Worsley for his work for this Group but he is now standing down.

GOVERNMENT CONTRIBUTIONS

Since the Gates Challenge two further large donations have been made to the Global Polio Eradication Initiative. The UK Government has contributed £100,000,000 and the German Government €100,000,000

FUND RAISING IDEAS

The Committee would be pleased to hear from Clubs about successful Fund Raising ideas that could be used by other clubs, groups of Clubs or the District. Please let your Group representative know of such ideas.

**DISTRICT EVENT FOR POLIO ERADICATION
ROYAL CONCERT HALL,
NOTTINGHAM
Saturday March 7th 2009**

“Fiesta!” will feature the Nottingham Philharmonic Orchestra playing music from the heat of Spain!

Rodrigo’s Guitar Concerto contrasts with Roberto Gerhard’s Don Quixote dances and exotic music from Ravel.

After costs have been met, all the profits are being donated to the Polio Eradication Campaign.

Please support the Concert by coming and bringing friends, neighbours, work colleagues and family to what will be an excellent evening!

Tickets are priced at £11 (£10 for Concessions) in the Centre Stalls or £16 (£15 for concessions) on the First Tier

Tickets from **Pauline Johnston at 01332 810366** or by e-mail to

pjohnston@paulinejohnston.wanadoo.co.uk

NATIONAL PROJECT

The DGEs from RIBI are at present discussing a National Day – 23rd February 2010 – when there will be a **Purple Pinkie Day** during which the general public will be asked to make a donation and in return receive a purple finger!

This is what happens to children who receive Polio Immunisation on National Immunisation Days to show that they have been immunised.

Such a day is expected to attract massive publicity.

District 1240 is running such an event this year and it will act as a pilot for the proposed National Day next year. Details can be found on

www.purplepinkie.com

DGE Tony hopes Clubs will be prepared to take part in such a day next year. Watch this Space!!

**PROMOTIONAL MATERIAL AVAILABLE
FROM RIBI**

Posters

Leaflets about the Appeal

Leaflet about the Polio Eradication

Further information:

Information can be found on several web sites:

RI: www.rotary.org several areas to look at under Rotary Foundation

www.rotary.org/endpolio

WHO www.polioeradication.org

RIBI www.ribi.org Under Rotary Foundation

DVDs

We hold copies of 2 DVDs about Polio Eradication. Each Group representative has some. If you would like to borrow these please contact your Group Representative and return the DVD after use

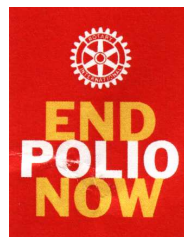
Tony has a DVD of Bill Gates speech at San Diego which clearly demonstrates Bill's confidence that Polio can be eradicated worldwide with the help of Rotary. Further copies of this are being produced so that Clubs can borrow and show it. Please contact Tony Stimpson regarding these

**THE CURRENT
SITUATION
REGARDS POLIO**

1. Four countries – India, Afghanistan, Pakistan and Nigeria - remain the only countries where polio is endemic.

2. In 2008 there were 1648 cases as follows: Nigeria 797, India 557, Pakistan 118 and Afghanistan 32. The remaining 143 cases were mainly in Africa having been re-imported to polio free countries from Nigeria.

3. The important thing is that the areas in which polio remains endemic are getting smaller.



END POLIO NOW BADGES

These can be obtained from RIBI or from the Committee at a cost of £25 for 100. They are being sold at £1 each.

Quotes

“Eradicating polio will be one of the most significant public health accomplishments in history, and we are committed to helping reach that goal with Rotary as one of our key partners” **Bill Gates**

“This partnership of Rotary and the Gates Foundation offers a historic opportunity to rid the world of a disease that robs children of their futures. It is a significant boost towards making real our dream of a polio free world.” **RI President DK Lee**

“This shared commitment of Rotary and the Gates Foundation should encourage governments and non governmental organisations to ensure that resources are available to end polio once and for all”

Rotary Foundation Trustee Chairman Jonathon Majiyabe

Keith Hammond
Chairman of District Polio Eradication Committee
13th February 2009