



END POLIO NOW

Helping Rotary Meet The
Challenge to Eradicate polio

The Bill Gates Challenge

- Bill Gates has pledged US \$355 Million to eradicate polio
- Rotary needs to match US \$200 million of the amount
- District 3010 takes up the challenge to raise US\$ 1 million towards the challenge



Three Tier Matching Process

- First, Interactors, Rotaractors and the Family of Rotary.
- Second, Rotary Clubs may join in (optional)
- Third, Corporate Sponsors to match the Rotary collections



The Fund Raising Proposal

- Sell 'End Polio Now ' coupons priced at Rs 50/- each to the public
- Booklets of 25 coupons to be distributed through Clubs to the youth, and families of Rotarians
- Proceeds to be matched by Rotary Clubs (optional) and Corporates



Benefits of Selling through Public

- Public Image of Rotary as a service organization is enhanced
- Awareness amongst public of the need to End Polio Now.
- Raising resources to meet the Bill Gates Challenge.



Expected Collections

- 12,000 booklets distributed \$ 312,500
- 6,000 booklets in process \$ 156,500
- Expected Rotary & Corporate matching \$ 531,000
- Targeted collections \$ 1,000,000

Rewarding Youth

- Each youth selling:
- 5 booklets will receive a 'End Polio Now' Cup
- 10 booklets will receive a 'End Polio Now' Shield
- AND
- 5 Youth selling maximum coupons will be invited to participate in RYLA & District Conference

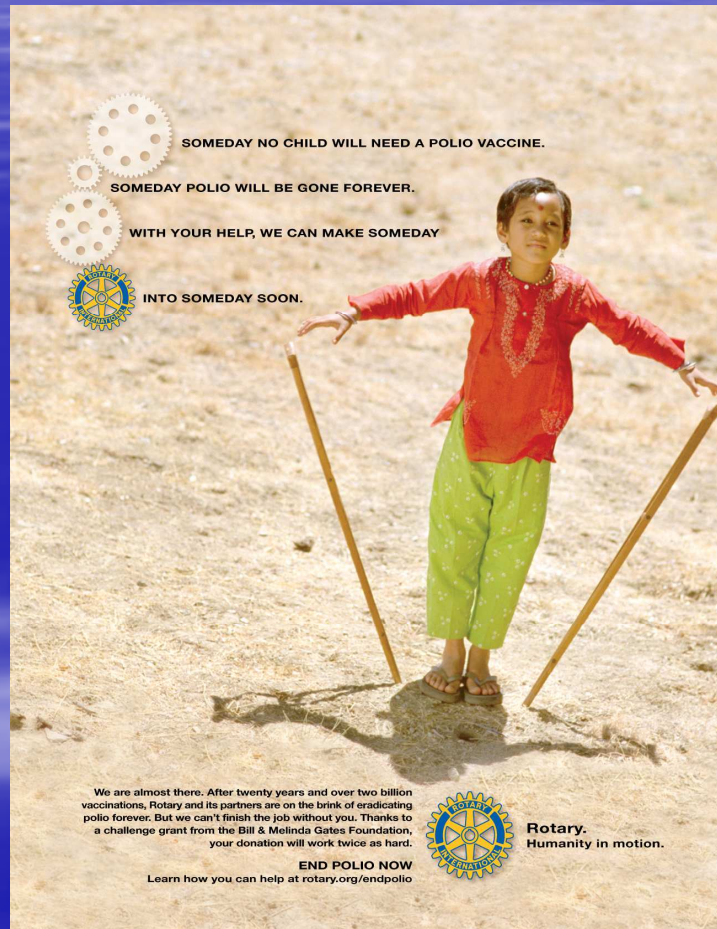


Rewarding Rotarians

- Clubs matching public contributions will receive a 'End Polio Now' Shield
- Clubs contributing US\$ 2,000 and above will receive an Appreciation Certificate from TRF
- Highest contributing club will receive Governor's 'End Polio Now' Trophy
- Club contribution will be eligible for TRF recognition points.




We WILL give freedom to this Girl



SOMEDAY NO CHILD WILL NEED A POLIO VACCINE.
SOMEDAY POLIO WILL BE GONE FOREVER.
WITH YOUR HELP, WE CAN MAKE SOMEDAY
INTO SOMEDAY SOON.

We are almost there. After twenty years and over two billion vaccinations, Rotary and its partners are on the brink of eradicating polio forever. But we can't finish the job without you. Thanks to a challenge grant from the Bill & Melinda Gates Foundation, your donation will work twice as hard.

END POLIO NOW
Learn how you can help at rotary.org/endpolio

 **Rotary.**
Humanity in motion.



Rotarians of District 3010

- Pledge to 'End Polio Now'
- Work towards being the highest contributing District to the Bill Gates Challenge

THE FUTURE OF ROTARY IS IN **OUR** HANDS

