

**END
POLIO
NOW**



**MAKE
HISTORY
TODAY**

944-EN—(713)



BILL & MELINDA
GATES foundation

TAKE ACTION: rotary.org/contribute

MAKE YOUR MONEY WORK 3 TIMES AS HARD



Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the **Global Polio Eradication Initiative**.

Find out how your donation can **triple** your impact!

LEARN

→ [ENDPOLIONOW.ORG](https://endpolionow.org)

DONATE

→ [ROTARY.ORG/CONTRIBUTE](https://rotary.org/contribute)

“ROTARY CONTINUES TO BE THE HEART AND SOUL OF POLIO ERADICATION.”

— Bill Gates, Cochair,
Bill & Melinda Gates
Foundation

“FAILURE TO ERADICATE POLIO IS UNFORGIVABLE, FOREVER.”

— Margaret Chan,
Director-General,
World Health
Organization

“WE’RE WORKING TO ENSURE THAT THE POLIOVIRUS WILL BE FOUND ONLY IN HISTORY BOOKS AND NOT IN CHILDREN.”

— Robert S. Scott, Chair,
International PolioPlus
Committee, Rotary
International

“WE HAVE THE ABILITY TO PROTECT EVERY LAST PERSON, ESPECIALLY CHILDREN, FROM THIS ENTIRELY PREVENTABLE DISEASE.”

— Anthony Lake,
Executive Director,
UNICEF

“POLIO ANYWHERE IN THE WORLD IS A RISK EVERYWHERE IN THE WORLD.”

— Thomas Frieden,
Director, U.S. Centers
for Disease Control and
Prevention

THE PROMISE

From 2013 to 2018, every us\$1 Rotary commits to WHO and UNICEF in direct support for polio immunization will be **matched 2 to 1** (up to us\$35 million per year) by the Bill & Melinda Gates Foundation.

YOUR DONATION

US\$ **25**

+

BILL & MELINDA GATES FOUNDATION

US\$ **50**

TOTAL CONTRIBUTION

US\$ **75**



OR



OR



150

VESTS FOR VOLUNTEERS

Bright yellow vests help those seeking vaccination to recognize health workers and volunteers easily.

75

VACCINE CARRIERS

Oral polio vaccine must be kept cool to remain effective.

600

PURPLE FINGER MARKERS

Children's pinky fingers are marked with purple ink to show they've been immunized.

WE'RE THIS CLOSE

Only **three** countries are polio-endemic:



AFGHANISTAN

NIGERIA

PAKISTAN

THE REMAINING

1%

of polio cases are the **most difficult** to prevent because the virus persists in the hardest-to-reach areas.

YOU CAN HELP NOW



WHY MORE FUNDING?

Although polio cases are down 99% worldwide from 350,000 cases in 1988 to 223 cases — an all-time low — in 2012, our work is still not finished.

THE RISK

Lack of funding will decrease immunization rates in polio-affected countries. Until polio is eradicated **everywhere**, no unvaccinated child is safe **anywhere**. If polio rebounds, more than 200,000 children worldwide could be paralyzed each year within a decade.

THE CHALLENGE

2013-18 Polio Eradication and Endgame Strategic Plan (polioeradication.org)

- Estimated cost: us\$5.5 billion
- Funding commitments: us\$4 billion
- Funding gap (if commitments are met): us\$1.5 billion

THE SOLUTION

Secure support from governments, nongovernmental organizations, corporations, and the public to fully fund the polio endgame plan.

YOU CAN HELP NOW

This is a massive effort that Rotary and its partners cannot do alone. Only one other human disease, smallpox, has ever been eradicated. With your help, we can make history today by ending polio.

MAKE A CONTRIBUTION

Your support can protect a child for life.

→ rotary.org/contribute

HOLD COMMUNITY FUNDRAISING EVENTS

Find tools to spur support.

→ endpolionow.org/resources

ASK BUSINESSES TO CONTRIBUTE

Find articles, graphics, and other tools.

→ endpolionow.org/resources

BE AN ADVOCATE

Contact elected officials, business leaders, friends, and the media to promote polio eradication.

→ endpolionow.org/resources

SHARE YOUR VOICE

Visit endpolionow.org and share this site with the people on your social networks, and ask them to do the same.

→ endpolionow.org

FOR ROTARIANS

Your district can contribute from its District Designated Fund (DDF) — the suggested minimum is 20%. Every dollar will be matched 50% by The Rotary Foundation's World Fund.

Recognition

Districts giving 20% or more in DDF to PolioPlus will receive a special certificate each year they qualify. Districts that qualify from 2013-14 until eradication is achieved will be recognized on a plaque displayed at RI World Headquarters. Contributors will receive Paul Harris Fellow credit.