

**END
POLIO
NOW**

TAKE ACTION
ERADICATE A DISEASE FOREVER

Rotary 

A woman wearing a red sari is holding a baby in a pink dress. The woman is looking towards the camera with a slight smile. The baby is looking towards the woman. The background is a solid purple color.

A WORLD WITHOUT POLIO IS POSSIBLE

Today we're on the brink of eradicating a human disease for only the second time in history. After a decades-long fight, polio is nearly gone — but the final stage of polio eradication has been the most challenging. Rotary needs every one of its members to seize this opportunity to finish the job and fulfill our promise of a polio-free world.

Together we can defeat a disease that has caused untold suffering around the world. At the end of the 1980s, more than 350,000 children were paralyzed by polio every year. Today, Rotary and its partners have reduced the incidence of polio by 99.9 percent. Because of our efforts, 19 million people who would otherwise be paralyzed by polio are walking, and 1.5 million people who would otherwise have died are alive.

This is incredible progress. But the wild poliovirus continues to paralyze children in Afghanistan and Pakistan. If we don't stop transmission of the disease, a polio resurgence could undo decades of hard work.

Rotary's ability to make positive change comes from the persistence, commitment, and generosity of our members. Donors can make an impact on the final push to end polio. With your financial support, we can finish the job, ensuring that no child anywhere in the world will have to suffer or die from this incurable but preventable disease.

**Will you take this
unprecedented
opportunity to take
action to end polio
forever?**



POLIO: **THE FACTS**

A global killer — incurable but preventable.

Poliomyelitis (or “polio”) is a paralyzing and potentially fatal viral disease. It has circulated for thousands of years.

Polio can strike people of any age, but it mainly affects children under five. Many who are infected show no symptoms — they may never know they have it, even as they pass it on to others. In about 1 in 200 children who are infected, the virus invades the nervous system. It progresses through the spinal cord and the brain, and those stricken can suffer paralysis or even death.

Many people are shocked to learn that poliovirus still circulates, because it was eliminated in most of the world years ago, after breakthroughs in vaccination in the 1950s and early 1960s.

In 1988, polio was endemic in 125 countries and paralyzed nearly 1,000 children each day. For countries that lack the health infrastructure and funds to administer vaccines on a large scale, polio remains a threat.

Eradicating a disease on this scale takes a coordinated global effort led by an organization whose members are people of action, passionately committed to making the world a better place.

It takes Rotary.





ROTARY AND POLIO

A single-minded drive to end a devastating disease

Since 1985, polio eradication has been Rotary's top philanthropic goal.

A powerful partnership

Through persistent advocacy and relationship-building, Rotary spearheaded an extraordinary public-private partnership and launched the Global Polio Eradication Initiative in 1988.

- **Bill & Melinda Gates Foundation**
- **Gavi, the Vaccine Alliance**
- **U.S. Centers for Disease Control and Prevention**
- **UNICEF**
- **World Health Organization**
- **National governments**
- **Local health workers and millions of volunteers**

Together, we end polio.

POLIOPLUS

Your support of Rotary's PolioPlus program will have a positive impact far beyond the eradication of polio.

The "Plus" in "PolioPlus" refers to the many other benefits we bring to developing countries through our donor-funded work:

- The health infrastructure that Rotary and our partners are putting in place to fight polio has already had a powerful impact on other health challenges and diseases. The 2014 outbreak of Ebola in Nigeria, for example, was contained with help from the country's National Polio Emergency Operations Center.
- We're making countries more resilient and boosting their health services by building vast surveillance and laboratory networks as well as training hundreds of thousands of local health workers.
- By reaching out to previously inaccessible communities, we're preventing illness and saving lives, as residents — especially children — benefit from global health and development services for the first time.
- Our efforts to raise awareness about immunization, particularly among parents of young children, have built community trust, reinforced the importance of frontline health workers, and allayed fears about the safety of vaccines.
- We've introduced technological advances that are transforming the way public health work operates. For example, by replacing the paper reporting of maternal and newborn health data with cellphone reporting, we've increased immunization coverage in remote areas and helped stem the spread of infectious disease.

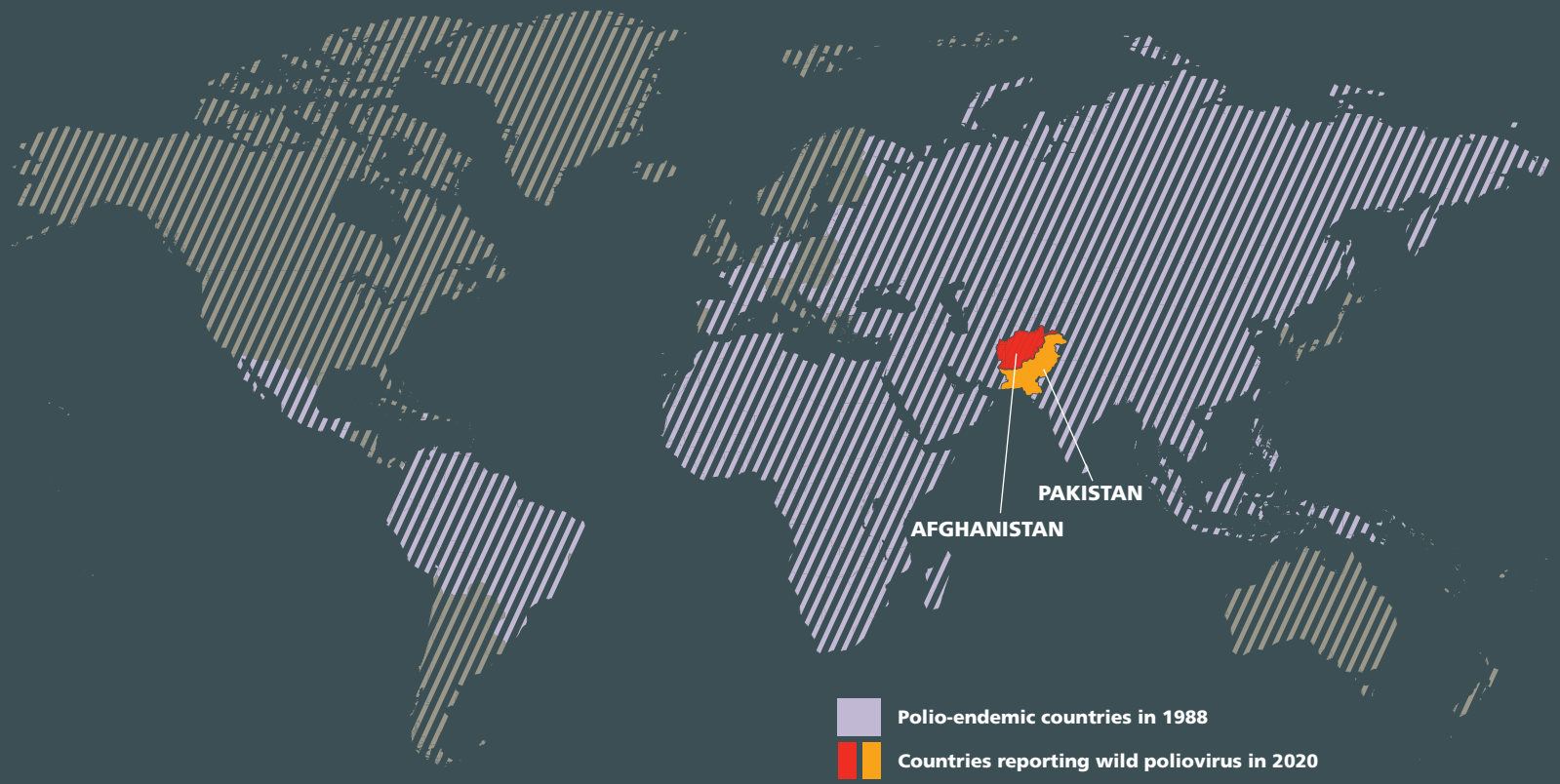


We must continue to immunize and conduct intensive surveillance in more than 50 countries to ensure that we fully eradicate polio. We need to reach more than 400 million children in these countries and support hundreds of thousands of health care workers who dedicate their lives to the pursuit of a polio-free world.

By contributing to this critical initiative, you play a necessary role in raising health care standards and saving lives worldwide.

It takes you.

THE FINAL STAGE OF POLIO ERADICATION OUR FIGHT IS NOT OVER



This is a critical time in the fight against polio. We've contained the wild poliovirus within two countries, but eliminating polio in Afghanistan and Pakistan has been hugely challenging due to mobile populations, operational issues, political insecurity, and other roadblocks. When we succeed, we'll give the world a new blueprint for disease eradication on an unprecedented scale. But if we don't finish the job — if even a few polio cases remain — then we could easily see a resurgence. Within 10 years, 200,000 children could be paralyzed by polio each year. We can't allow this to happen.

**Will you take
action with us?**

“Rotary was the first organization to push for a polio-free world, and so many Rotarians have been part of fundraising, vaccination, and advocacy efforts. The final steps to a polio-free world are the hardest — and we’ll need the help of every Rotarian to get there. But I’m confident that we will end polio together.”

Bill Gates,
co-chair of the Bill & Melinda Gates Foundation



TRIPLE YOUR IMPACT

A POLIO-FREE WORLD IS POSSIBLE WITH YOUR HELP.

The Bill & Melinda Gates Foundation will match 2-to-1 every \$1 that Rotary commits to polio eradication, up to \$50 million per year. That means your contribution of \$25,000 will infuse \$75,000 into the program to eradicate polio.

For more than 30 years, polio eradication has been Rotary’s top priority. We’ve shown what can be done when we draw on our collective strengths. A polio-free world is possible, but we can achieve it only by taking action together.

More than 1 million Rotary members have donated their time and personal resources to ending polio, many working side-by-side with health workers to vaccinate children and offer logistical support. Thanks to them, we are on the brink of eradicating a human disease for only the second time in history.

Now, we need people who can contribute \$25,000 to help eliminate the wild poliovirus in Afghanistan and Pakistan and ensure that at-risk countries remain polio-free.

That money will be crucial in paying for:

- **Medical personnel, vaccinators, and lab equipment, all of which are invaluable in fighting polio in its remaining strongholds.**
- **Intensive vaccine delivery in the areas where polio remains a threat — focused on vaccinating children in hard-to-reach communities and in mobile populations.**
- **Disease detection activities in polio-endemic and polio-free areas. Maintaining a network of people who watch for polio symptoms in children and work to detect the virus in the environment is vital to our understanding of where we need to focus our efforts and how to know with certainty that polio is gone for good.**

If you’re considering a major gift in support of polio eradication, please contact The Rotary Foundation at 1-866-976-8279 or write to rotarysupportcenter@rotary.org.

5 REASONS WHY WE MUST ERADICATE POLIO

1 YOUR GIFT WILL IMPROVE LIVES.

Today, 19 million people who would otherwise be paralyzed by polio are walking, and 1.5 million people who would otherwise have died are alive.

2 YOUR GIFT WILL INVEST IN THE FUTURE.

If all eradication efforts stopped today, within 10 years, polio could paralyze as many as 200,000 children each year. A polio-free world will be a healthier world for children everywhere.

3 YOUR GIFT WILL IMPROVE CHILD HEALTH.

Polio surveillance networks and vaccination campaigns also monitor children for other health problems, like vitamin deficiency and measles, so we can address them sooner.

4 YOUR GIFT WILL LOWER HEALTH CARE COSTS.

The global effort to eradicate polio has already saved more than \$27 billion in health care costs since 1988, and expects to save \$14 billion more by 2050.

5 YOUR GIFT WILL MAKE HISTORY.

Polio eradication will be one of history's greatest public health achievements, with polio following smallpox to become only the second human disease eradicated from the world.



**YOU can help make history.
YOU can fight a global disease.
YOU can help eradicate polio.**

Donate now at endpolio.org

For more information please contact:
Laurie Menzel
Major Gifts Officer
The Rotary Foundation
Laurie.Menzel@Rotary.Org
847.425.5601

