

**END  
POLIO  
NOW**

© UNICEF/NYHQ2011-2558/ZADI



**MAKE  
HISTORY  
TODAY**

944-EN—(1215)



BILL & MELINDA  
GATES foundation

**TAKE ACTION:** [endpolio.org/donate](http://endpolio.org/donate)



# MAKE YOUR MONEY WORK 3 TIMES AS HARD

Rotary and the Bill & Melinda Gates Foundation continue their partnership during the final push to end polio.

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

## LEARN

➔ [ENDPOLIO.ORG](https://endpolio.org)

## DONATE

➔ [ENDPOLIO.ORG/DONATE](https://endpolio.org/donate)



**"ROTARY CONTINUES TO BE THE HEART AND SOUL OF POLIO ERADICATION."**

— Bill Gates, Co-chair,  
Bill & Melinda Gates  
Foundation

**"FAILURE TO ERADICATE POLIO IS UNFORGIVABLE, FOREVER."**

— Margaret Chan,  
Director-General,  
World Health Organization

**"WE'VE ELIMINATED POLIO BY 99.9%, BUT THAT IS NOT GOOD ENOUGH FOR ROTARY. WE WON'T STOP UNTIL WE PROTECT 100% OF CHILDREN."**

— Michael K. McGovern,  
Chair, Rotary's  
International PolioPlus  
Committee

**"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

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

YOUR  
DONATION

\$25

+

BILL & MELINDA  
GATES FOUNDATION

\$50

TOTAL CONTRIBUTION

\$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.

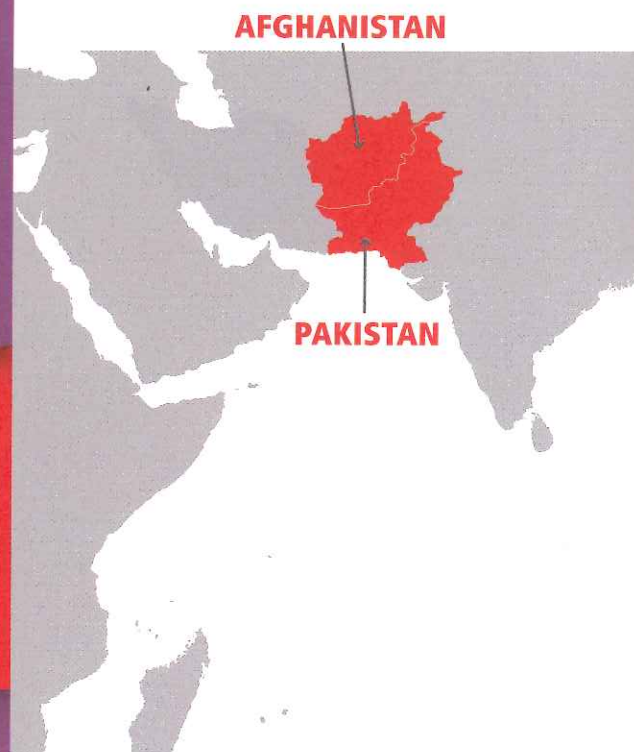
600

PURPLE FINGER  
MARKERS

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

## WE'RE THIS CLOSE

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




Polio eradication is not yet finished. The remaining **0.1%** 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?

While polio cases are down 99.9% worldwide from 350,000 cases in 1988 to fewer than 100 cases in 2015 — an all-time low — our work is still not finished. 

## THE RISK

Lack of funding will decrease immunization rates in polio-affected and high-risk 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

Raise the \$1.5 billion still needed to fund the end of polio. Experts believe we can stop transmission of the virus and certify the world polio-free as soon as 2019.

## THE SOLUTION

Rotary, through PolioPlus, will continue to support global polio eradication efforts. In addition, secure support from governments, nongovernmental organizations, corporations, and the public to fully fund the end of polio.

# 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 from polio for life.

→ [endpolio.org/donate](http://endpolio.org/donate)

## HOLD COMMUNITY FUNDRAISING EVENTS

Find tools to spur support.

→ [endpolio.org/resources](http://endpolio.org/resources)

## ASK BUSINESSES TO CONTRIBUTE

Find articles, graphics, and other tools.

→ [endpolio.org/resources](http://endpolio.org/resources)

## BE AN ADVOCATE

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

→ [endpolio.org/resources](http://endpolio.org/resources)

## SHARE YOUR VOICE

Visit [endpolio.org](http://endpolio.org) and share this site with the people on your social networks, and ask them to do the same.

→ [endpolio.org](http://endpolio.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. Your club is encouraged to give a minimum of \$1,500 per year to PolioPlus.

### 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. Clubs giving \$1,500 or more to PolioPlus will receive a special certificate for each year they qualify.