

5 REASONS WHY WE MUST ERADICATE POLIO

1 TO 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 TO 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 TO IMPROVE CHILD HEALTH.

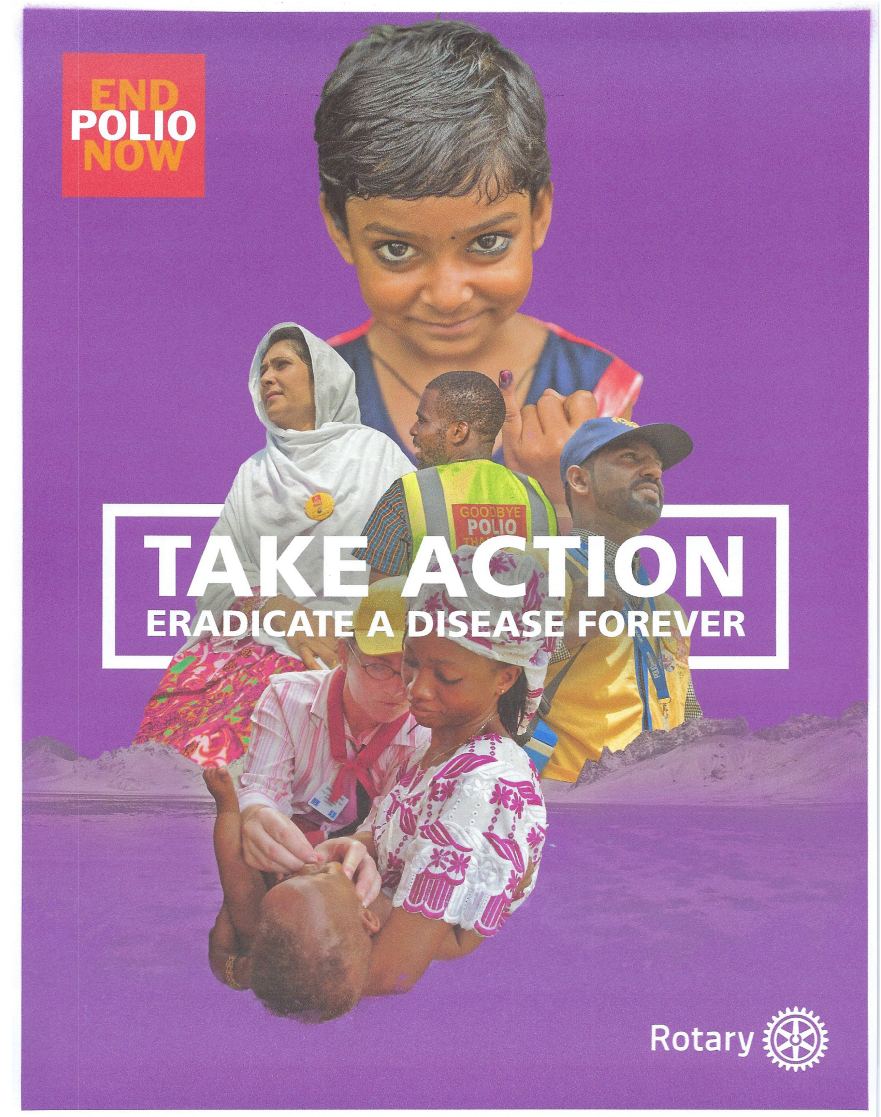
Polio surveillance networks and vaccination campaigns also monitor children for other health problems, like vitamin deficiency and measles, so we can address them sooner.

4 TO 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 TO 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.





FUNDING IS CRUCIAL TO ERADICATING POLIO

Throughout the fight to end polio, 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.

IMMUNIZE

more than 400 million
children against polio
every year

IMPROVE

disease surveillance
systems to detect any
poliovirus in a person
or the environment

HIRE

more than 150,000 health
workers to go door to
door to find every child

If polio isn't eradicated, within 10 years, hundreds of thousands of children could be paralyzed. Global health care costs would rise dramatically, and the quality of life for people affected by the disease would be drastically diminished.

**YOUR DONATION WILL SAVE LIVES AND GIVE CHILDREN A
CHANCE AT A HEALTHY FUTURE.**

Donate now at endpolio.org



TRIPLE YOUR IMPACT

The Bill & Melinda Gates Foundation will match every \$1 Rotary commits to polio eradication 2-to-1, up to \$50 million per year.

Your donation

\$25

The Bill & Melinda
Gates Foundation

+ \$50

Total contribution
to fight polio

\$75

THAT CAN PURCHASE:

150

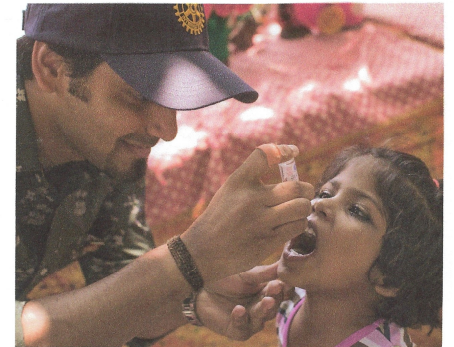
high-visibility vests to help identify
health workers so they can safely
administer vaccines

75

vaccine carriers to keep the polio
vaccine cool and effective

600

purple markers to mark children's
pinkies to show they've been
immunized



"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

Clubs are encouraged to give \$1,500 or more annually to support polio eradication, and districts are encouraged to allocate 20 percent or more of their District Designated Funds each Rotary year. Clubs and districts that meet these criteria will receive a certificate of appreciation.

HOW TO HELP

**LEARN.
SHARE.
DONATE.**

endpolio.org

Rotary 

**END
POLIO
NOW**

944-EN—(220)