

Raising Money and Awareness for End Polio Now

Premise

Rotary, as a full partner with WHO, UNICEF, CDC, and the Gates Foundation, is the only agency charged with raising funds from the public. Neither CDC nor WHO have a mandate to raise funds. The Gates Foundation is self-funding and matches whatever Rotary raises 2:1. UNICEF does raise funds, but the UNICEF mission is much broader than just Polio eradication.

Rotarians cannot meet the challenge with only internally-generated funds. Rotarians, as community leaders, can and must raise community awareness which will result in community funding of the EPN program.

Summary

Designate the week of October 24-31 as Rotary's End Polio Now week. Start the week on October 24 which is World Polio Day. Culminate the week on October 31, Halloween, by raising money door-to-door by trick-or-treating for Polio eradication instead of for candy. In between, place collection cans at local retailers and have Rotary volunteers at key intersections, community events (parks, train stations, etc.), and shopping malls.

World Polio Day

Obtain State of Illinois and local municipal declarations recognizing Rotary's efforts.
Place collection cans at local retailers

EPN Week

Well in advance, contact local shopping center management to set up a table (or utilize a vacant storefront) to spread the word about Polio eradication and Rotary, and of course accept donations. Posters and other media should be available from Rotary International. – Contact: Raman Grover: ramangrover@hotmail.com

New Generations

Utilize resources of Interact clubs where available to raise funds in high schools. Paint pinkies on World Polio Day. Sell purple bracelets, lapel pins at athletic events for \$0.50 cents. – Need bracelets and Pins Contact: Raman Grover: ramangrover@hotmail.com

Retailers

Coin collection cans should be placed at cooperating retailers in advance of World Polio Day and collected as soon as possible after Halloween. The theme on the collection cans is "YOUR SPARE CHANGE CAN CHANGE THE WORLD."

Halloween

Historically, UNICEF has provided donation boxes for trick or treat (<http://www.trickortreatforunicef.org/>) but this does not appear to be happening in our area. Our kids don't need the candy! Each Rotary Club should provide EPN-themed trick-or-treat

collection boxes for the children in the community. Reach out to YMCA, JCC, Church and synagogue youth groups to participate in Halloween collections. Publicity must start at least a month in advance and must include a pick-up point for the donation boxes and a collection point after Halloween. Local banks can participate by “sponsoring” the boxes and counting the coins afterwards and could even be the distribution point for the boxes as well.

Weekend Collections

Since this encompasses an entire week, the Saturday and Sunday could be roadside collection days with Rotarians at key intersections in their communities with donation boxes. Each club could be provided with a supply of EPN vests similar to those used on NIDs.

Publicity

Positive publicity needs to be planned well in advance to include local newspapers, radio & TV. Invite reporters to participate. Contact local cable company (Comcast) to place public service announcements, both standard RI EPN spots and locally-produced spots highlighting the EPN week activities.

Security and Public Safety

Local authorities (police and municipal administrations) must be contacted to determine if any permits are required for weekend collections.

Cost

With enough advance notice, EPN-style vests can be purchased for around \$5.00/each. Donation cans and boxes (for Halloween trick-or-treat) can be acquired for around \$1.50/each. Purple rubber wristbands are around \$0.35/each.

Manpower

The planning and execution will require full utilization of club manpower. Each club needs to have an EPN chair. There is a lot to be done, and coordination and partnership among clubs serving the same area is essential. The sector structure supports this.