

Scripted points for speeches
The Eliminate Project's fundraising campaign



Once again, Kiwanis International is poised to make history — and change the world for millions of women and children.

Our global campaign for children is called The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. The goal is to save and protect the lives of millions of mothers and newborns. In partnership with UNICEF, Kiwanis will help eliminate MNT and pave the way for other interventions that will boost maternal health and child survival. Hand-in-hand, Kiwanis and UNICEF will again change the world.

Think of it this way: Sometimes, a mother's touch requires a group effort.

In clubs, districts and as a worldwide family, what Kiwanians do through The Eliminate Project will help protect babies from the clutches of a deadly, painful disease—and keep them in their mothers' embrace.

Obviously, it's a major endeavor. It's also the kind of thing we've done before.

During our first global campaign for children, the Kiwanis family raised awareness for iodine deficiency disorders, the leading preventable cause of mental disability, and nearly US\$100 million for salt iodization, testing and monitoring, and community outreach and education in developing nations. These funds are now at work in more than 103 nations and about 80 million children in the developing world will be born free of IDD this year. This project has been hailed as *one of the greatest public health triumphs of the 20th century*.

Now we have another opportunity to change the world. Each year, thousands of mothers and newborns are needlessly dying from maternal and neonatal tetanus. This horrifying but easily preventable disease kills one baby every nine minutes. It targets the poorest, most underserved women and children on Earth. But it can be eliminated.

The leading causes of maternal and neonatal tetanus deaths are:

- lack of or limited access to immunization and pre and post-natal care services;
- limited or absent clean delivery services; and
- improper postpartum cord care.

Once the disease is contracted, the fatality rate can be as high as 100 percent in underserved areas. The effects of the disease are excruciating—tiny newborns suffer repeated, painful convulsions and extreme sensitivity to light and touch.

There are many reasons why Kiwanis International chose to focus on eliminating maternal and neonatal tetanus. Of course, it's partly because MNT is a heart-wrenching, preventable tragedy. But there's also a proven action plan in place to eliminate this disease. And the results are measurable.

MNT has already been eliminated in 20 countries. More attention is needed to achieve the goal of eliminating MNT in countries where tetanus is a public health problem. Positioning itself as a leader and global health advocate on this issue, Kiwanis has joined a select group of leading organizations and global health organizations. Kiwanis will help provide the last needed push to eliminate MNT from the 38 countries where it remains a threat.

In addition, no other organization is paying significant attention to MNT, thus allowing Kiwanis to be a leader and global health advocate on this issue. Kiwanis will provide the last needed push to eliminate MNT from the 38 countries where it remains a threat.

Maternal and neonatal tetanus is easily prevented by a series of three vaccinations to women of childbearing age, costing roughly US\$1.80. If a woman is properly vaccinated with the tetanus vaccine, she will have immunity through the majority of her childbearing years, passing on her protection to her future children. Babies born to mothers who have been vaccinated will be protected through the first two months of life.

The Eliminate Project will be the greatest endeavor the Kiwanis family has ever undertaken. To accomplish this, we are embarking on the most ambitious global fundraising campaign in our organization's history. We have set out to raise a minimum of US\$110 million by 2015. We will do this by engaging every district, club and member of the Kiwanis family to join hands in a unified effort to save the lives of countless mothers and children.

The fundraising campaign will unfold over a four-year period, with more than 9,000 leaders and volunteers; Kiwanians just like you, people who will be recruited and trained to educate, inspire and assist clubs and members around the world on ways to achieve this ambitious goal.

We have a comprehensive fundraising campaign plan that will focus on the human impact achieved through the work of our clubs and members, as well as provide appropriate recognition to all who give of their time, talent and treasure in tackling this horrific disease.

The Eliminate Project's fundraising campaign will be inaugurated this year at the 96th Annual Kiwanis International Convention in Geneva, with intensive fundraising at the local level coming in 2012-2014.

Please keep this in mind as you plan your activities and be sure that clubs and districts are able to make The Eliminate Project their top fundraising priority in at least one of those years. We will celebrate our fundraising success at the 2015 Kiwanis International Convention in concert with Kiwanis International's 100th anniversary.

While we build the campaign leadership team and plan the foundation for the fundraising campaign, there is much you can do now. The first step to eliminating MNT is making a decision to get involved. The decision is a personal one and it begins with each and every one of us.

Then decide to take part of this great opportunity even before intensive fundraising begins in your area. You can help prepare for a successful fundraising campaign by...

- Spreading the word about MNT, and its devastating effects on women and children and how it can be prevented easily.
- Use resources, such as key messages, brochures and videos, available by visiting www.TheEliminateProject.org
- Include fundraising for The Eliminate Project in your plans for 2011 to 2015. If, in addition to that effort, you wish to hold a fundraising event or dedicate George Hixson or Walter Zeller Fellowships or a Tablet of Honor to the campaign during this year, those gifts will count toward your club and district total at the conclusion of the campaign.

- Consider making an initial “Year of Leadership” club gift of US\$2,000 to The Eliminate Project before the Kiwanis International Convention in Geneva. Your club will receive special recognition at the convention and a banner patch. Your club gift can immediately save and protect more than 1,100 lives.
- Consider becoming a Model Club. Model Clubs serve as leaders and examples to the rest of the clubs around the world by committing to a challenging, yet achievable goal and engaging in early fundraising for the campaign.
- Make a personal gift. Show your support for the children of the world by making a gift to save a specific number of lives. Be responsible for saving and protecting 175 lives by making a gift of US\$300, or save and protect 350 lives by making a gift of US\$625.

Not only will The Eliminate Project protect women and babies from tetanus, the project also will create a path for other services, such as clean water, nutrition and other vaccines, to reach the world’s most vulnerable people.

By choosing to serve them, we’re sending a loud signal:

- These women matter.
- They deserve to give birth to healthy babies.
- And their babies deserve the chance to achieve their full human potential.

And never forget—our path to success runs throughout the Kiwanis family.

We’re taking the everyday commitment of Kiwanis clubs and members, and we’re bringing it to a long-term project on a global stage.

Which means that every Kiwanian’s contribution will make an impact. Here’s *your* chance—extend the grace of your heart to the touch of a mother’s hand.

Become a part of our most ambitious project yet. Together, we’ll accomplish what one cannot accomplish alone. Together, we’ll eliminate MNT.