

END POLIO NOW CAMPAIGN

NEWSLETTER No.14

AUGUST 2021



Dear Foundation Lead,

Welcome to the 2nd edition of my monthly newsletter of the new Rotary year.

Many thanks for responding to my request for up-to-date Foundation/Polio Officers, but if you feel someone in your club still needs to receive their own version of this newsletter, or you don't want to receive it still, please let me know.

Some exciting news about how clubs are 're-emerging' after the lockdowns following but first -

1. Latest Statistics

Country or territory ³	Wild virus type 1 confirmed cases							Date of most recent case
	Full year total					01 Jan-10 Aug ¹		
	2016	2017	2018	2019	2020	2020	2021	
Pakistan	20	8	12	147	84	63	1	27-Jan-21
Afghanistan	13	14	21	29	56	34	1	01-Jan-21
Nigeria ³	4	0	0	0	0	0	0	21-Aug-16
Iran	0	0	0	0	0	0	0	NA
Total (Type1)	37	22	33	176	140	97	2	
Tot. in endemic countries	37	22	33	176	140	97	2	
Tot. in non-end countries	0	0	0	0	0	0	0	
No. of countries (infected)	3	2	2	2	2	2	2	
No. of countries (endemic)	2 ³	2 ³	3	3	3	2	2	
Total Female	13	7	18	72	59	43		
Total Male	24	15	15	104	81	54	2	

So far, so consistent.

You'll see from the table alongside that there is still no reporting of wild virus cases in Pakistan and Afghanistan since January this year.

I don't mind admitting to you, though, that everything we're hearing currently about the Taliban re-taking Afghan towns and cities fills me with a degree of dread.

Can we count on their support to continue to promote immunisation programmes and surveillance going forward? Will they cooperate with global agencies in this ambitious goal. Will they cooperate with a world-wide network of Rotary Clubs originating out of and administered from the United States?

If these figures are to be relied upon, and indicating we are so very close to achieving total eradication, it would be tragic if the progress was halted or results regressed ...

2. Fundraising and Awareness-raising Ideas –

(a) RC Harrogate Brigantes

RCHB have bought 4 boxes of the fabric crocus lapel badges for a special function, which they intend to gift, as a 'favour' to each of their guests. This is a lovely idea which I have unashamedly pinched and suggested we do something similar at my own Club's Charter Dinner. Please think about something like this for your own club events or Charter. My thinking is that it offers a purple-themed table setting, a complimentary crocus lapel for each guest, a little story about the connection with RI's promise to eradicate the world of polio, and a donation jar to either recoup some of the expense of buying the lapels and/or a chance to make a little bit of surplus for Foundation.

(b) RC Birstall Luddites

A 'Frugal Meal & Speaker' Event is being held on Monday 4th October 2021 in Morley, Leeds, run by RC Birstall Luddites.

You can find out more from Robert Jackson at newis@talktalk.net, plus I am attaching his flyer in the covering email to this newsletter.

(c) **RC Stainsborough**

How about this for a stunning idea! RCS have produced some high-quality notelets which are available for sale to Rotarians and their friends and families.



These lovely images of two photographs and a delightful watercolour, are packaged attractively in packs of 6 (2 of each design) and are currently retailing at £3 per pack with a suggested onward sales price of £5 per pack.

I am attaching their business case which sets it all out.

(d) **RC Lindum Lincoln**



You may be aware that RCLL produces an annual Christmas Card to raise funds for EPN and this year's offering is shown alongside. 100% of profits will be credited to the EPN account of the club purchasing the card, with a guarantee that donations will be completed by 31st January 202 at the very latest with a confirmation sent to each club.

Last year RCLL raised an amazing £6,553! Each pack of 10 A6-size cards costs £4.50 with the opportunity for clubs to make a profit of £2.50 per pack (and then this, of course, is subject to the Gates Foundation multiplier). Orders must be placed by 16th October with deliveries coordinated to just one contact per club.

Further information is available in the attachment with the covering email to this newsletter, along with an order form.

3. Crocus Corms

You must order your crocus corms before the end of August.

I am attaching the official form along with this newsletter in the covering email to make life easier for you.

Don't forget there are two varieties but they will be allocated on a strict first-come basis, so another reason to get your order in asap.

Best get your preference logged early!



Ruby Giant, planted in shade and in sun respectively



Barrs Purple, planted in shade and sun respectively

This year there is an increase in the price – a box of **4000 corms will cost £175** this year – but we also have a new supplier and hopefully some of the quality issues you have raised will be addressed.

I was sent a query about the cost of the crocus corms and how much ‘profit’ went back into the EPN campaign. The query came on the back of discussions about whether it would be better to donate the cost of the corms direct to Foundation and attract the Bill & Melinda Gates multiplier.

Having taken advice, I thought it best to send you Jannine Birtwhistle’s response rather than trying to paraphrase it as she outlines the situation clearly.

When we (RGBI) agree the price to us from the supplier (which is at a very large discount and at no risk to Rotary), we then calculate the delivery costs and anticipated demand from our clubs before then fixing the price for them to be made available at to our clubs and community groups. This calculation also includes a small margin to provide a ‘float’ for any unforeseen difficulties. This ‘float’ has been fully expended a couple of times but in most years it means there is a surplus in the monies received. All surplus is paid away to The Rotary Foundation for the End Polio Now campaign. With the system we now operate we actually allocate that excess per box to the club’s own polio giving. For instance in 2020 the polio contribution figure for each box of 4,000 corms was £11.44.

*Also don’t forget the **enormous publicity opportunities** the corms represent. The monetary value of the positive exposure we have received in social, online and traditional media is extraordinary. There are of course 3 separate opportunities for publicity - the planning/ordering stage, the planting itself and when they are in bloom.*

And finally as an example of using the corms to full advantage here in Guernsey we don’t actually pay for our corms, we have a sponsor who not only pays for the corms but helps us throughout the year. The corms are a cornerstone of the huge community awareness we have built up about Rotary End Polio Now over many years locally which even resulted in a £40,000 donation and overall has helped us here to raise in excess of £130,000. We could never have done that without the momentum and awareness we build through the corms.

Many clubs are running out of ideas, places, partners for where to display the crocuses, and of course in those circumstances we are grateful for cash donations, but it does miss an opportunity to work with others to promote awareness and action for polio. Please note, though, I’m advised that the corms are selling fast! Get your order in without delay and certainly by the end of this month.



4. Crocus Lapels

I’m very grateful for RC Harrogate Brigantes idea for raising some money for Foundation and Polio through the use of the lapels as a little welcome gift (plus also an opportunity to donate) for their Group dinner with the AG. See Item 2(a) above.

The District paid out a lot of money last year for the crocus lapel brooches and we are sitting on a lot of stock. As you begin to plan to get out more and return to normal meeting venues, PLEASE will you consider ordering a box, or boxes, as they are an excellent way of raising money. If you’re having your charter, or any other function, it’s quite a lovely idea to ‘gift’ a lapel at every table and encourage everyone to wear one, with a story of what it’s all about. If you need any help with the wording for this, please let me know.

The boxes of 50 lapels will cost each club £25.00 posted or delivered to you and they are designed to be counter-top with donations made available (at say £1 per lapel, yielding a potential 100% return). You can site them at the Hotel Reception where you meet, in friendly shops and libraries and other venues where the proprietor will be prepared to accommodate and display them. And, of course, they’re a great ‘favour’ at place settings at formal dinners.

Please discuss this with your club and let me know as a matter of priority how many of them you would like.



5. Sustaining Members and Supporting Foundation

Because it's a new Rotary Year and you may have some new members, please tell them (and, of course, longer-standing members) how to support Foundation (and polio) by becoming a Sustaining Member of Rotary by with a regular standing order. No matter how modest your regular sum of money, it all mounts up and can be a relatively painless way of contributing. And, if Gift Aid applies so much the better.

Attached info and weblink for 'Sustaining Members' – I have been advised by Richard Henton-Jones that he has plenty of hard copies of the leaflets and the standing order form is available at the link below, which can be filled in by hand by those members who prefer not to use the internet for setting up payments (although I've done it, and it's very straightforward).

Standing order form from: <https://www.rotarygbi.org/rfuk-standing-order-form/>
Leaflets from www.rotarygbi.org/media/2015/12/sustaining_members_v.3

Please let me know if you want some of the leaflets posting out to you and I will liaise with Richard on your behalf or you might contact him yourself at richardhj@mac.com

I'm also leaving in the item below about specifically donating to polio. Several of you have asked about making a donation to the Rotary End Polio Now campaign where every £1 donated is worth £3 as it is matched 2:1 by the Bill and Melinda Gates Foundation.

You can donate through your local Rotary club but please ensure it is clear that you want it to go to the Polio campaign or you can donate by following this link <https://bit.ly/donateEPN>.

6. Speaking to District Clubs

I feel as if I've made a lot of new friends through my talks to clubs, but so far you are all virtual! This will change in October with my first 'in the room' meeting. Hooray!

If you are planning any events in the autumn months and thereafter, please let me know and I will come along to join you if I possibly can and get to know you in person.

7. Finally ...

It looks like we will still be getting some summer weather, hopefully in time for the Bank Holiday weekend, and I hope you can find lots of things to do 'out there' – but stay safe – there's still a need for caution ...

with kind regards,

janet

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The Crocus Corm order form for Rotary Clubs is attached with this newsletter in the covering email. Please note there is a separate form for community groups, so if you normally work with community partners, or intend to, please get in touch with me and I'll send you the appropriate form.