



ELIMINATE
maternal/neonatal tetanus

 **Kiwaniis** |  **unicef**

ELIMINATING A SILENT KILLER, SAVING MILLIONS OF LIVES

Kiwaniis International has partnered with UNICEF to eliminate maternal and neonatal tetanus (MNT). By raising the US\$110 million needed, Kiwanis will save or protect more than 61 million women and their future babies. We are helping to change the world.

EXTRAORDINARY RESULTS

- **34** countries have eliminated MNT. **25** countries have yet to eliminate MNT.
- With proper funding, UNICEF will reach more than **120.7 million** women through MNT elimination activities in 2014 and 2015.
- Since Kiwanis partnered with UNICEF four years ago, **14** countries have eliminated MNT. In the 10 preceding years, 20 countries eliminated MNT. Clearly, Kiwanis is helping to make a difference!
- Between the months of January and June 2014, UNICEF reached more than **12 million** women through tetanus immunization campaigns.

QUICK FACTS

- 1 baby dies every **9** minutes from tetanus 
- **160** babies die each day from tetanus 
- Maternal and neonatal tetanus is preventable
- **US\$1.80** protects 1 woman and her future babies 

Statistics accurate as of May 2014.

MAKE AN IMPACT

Become a Model Club

A Model Club is a club that commits to raising a US\$13 per-member average every month for up to five years. See the flip side for examples of how clubs of all sizes are becoming Model Clubs. Help your club be the next Model Club!

Here's how your club can raise funds, which count toward your fundraising total.

1. Individual gifts

How many Zeller Fellowships does your club have? A gift of US\$1,250 (over two years) increases your club's total giving and saves more than 690 lives. Save a baby a day and become a Zeller for only US\$1.74 a day.

2. Gifts from the club treasury

Plan to save lives. Budget funds from your club treasury to submit to The Eliminate Project.

3. Gifts from your club foundation

Can your club foundation match member gifts to double the impact? See the flip side for examples.

4. Events

Happy dollars, pancake breakfasts, peanut sales! It all counts—and it all helps save lives. Organize your next fundraiser for The Eliminate Project. Find ideas online at www.TheEliminateProject.org.

5. Community partnerships

The Eliminate Project can help strengthen your club. Get out there and tell your town what your club is doing. Ask people to donate and get involved—and maybe recruit a few new members along the way!

HOW TO BECOME A MODEL CLUB

Here's an example of a Model Club plan. This example club has 30 members and a Model Club goal of US\$22,500 (30 x US\$750). You can create a similar plan for your club. See the examples below for ideas—or contact us to share yours.

	Individual gifts	Gifts from the club treasury	Gifts from the club foundation	Events	Total fundraising
	Member gifts	The club budgets money for every year	The foundation contributes to the goal annually and offers matching funds	The club dedicates its pancake breakfast to The Eliminate Project	
Year 1	4 Zellers* \$5,000	\$800	\$500	\$200	\$6,500
Year 2	1 Diamond Zeller, 1 Hixson, Impact gift \$4,000	\$800	\$500	\$200	\$5,500
Year 3	3 Hixsons \$3,000	\$800	\$500	\$200	\$4,500
Year 4	1 Hixson, 2 Impact gifts \$2,000	\$800	\$500	\$200	\$3,500
Year 5	2 Impact gifts \$1,000	\$800	\$500	\$200	\$2,500
	\$15,000	\$4,000	\$2,500	\$1,000	\$22,500

*A Zeller gift breaks down to about US\$1.74 a day for two years. All amounts are in U.S. dollars.

MODEL CLUB EXAMPLES

Downtown Scottsdale Young Professionals Club
 Scottsdale, AZ / 29 members
 Model Club goal: **US\$21,750**

This club leaves no stones unturned as members raise funds to complete their Model Club goal. Many members have stepped up and become Zeller Fellows. Club projects, like selling cookbooks or picking up recycling, raise funds too. The club's fundraisers have even created community partnerships. University and pro football and basketball teams sponsor nights in which a portion of ticket sales go toward saving lives. The club treasury and foundation have encouraged club members to get involved by donating funds to secure Walter Zeller Fellowships for club members.

Kiwanis Club of Alexandria
 Alexandria, LA / 97 members
 Model Club goal: **US\$72,750**

The club's two Major Gift (US\$25,000) donors gave the club a fundraising boost, but their plan doesn't stop there. The club has a committee that leads events and outreach throughout the year. Events include an annual raffle and crawfish boil for The Eliminate Project. The club has 19 Zeller Fellows and encourages every member to give at least US\$7.20 each month. The committee also works to establish community partnerships to increase awareness and fundraising. The Kiwanis Club of Alexandria is both a Model Club and a 100K Club.



Find resources and give securely online at www.TheEliminateProject.org.

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