

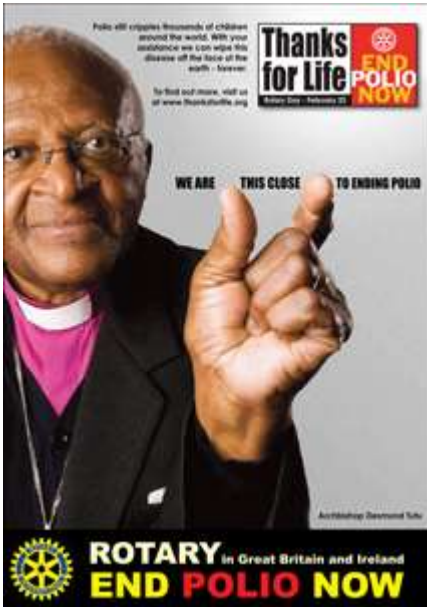


ROTARY IN LONDON



COMMUNICATIONS NEWSLETTER  
THANKS FOR LIFE EDITION - FEBRUARY 2010  
EVE CONWAY, COMMUNICATIONS CHAIRMAN

Thanks for Life – Rotary Day on 23<sup>rd</sup> February



Thanks for Life week is nearly upon us and hopefully clubs have all of their preparations in place by now including a [Window of Opportunity](#) and arrangements for collection and membership initiatives at the 13 designated Tesco stores and the local branch of Sainsbury's. Please make sure that your local media have been informed in advance of everything that you are planning to do so that PR coverage can be maximized.

If you haven't seen the excellent video of the November sub national immunization days involving 86 Rotarians and fronted by TV Presenter Konnie Huq, it has now been put onto YouTube. You can access both parts of it via the Thanks for Life website by ctrl+clicking [here](#) and following the links or you can go to:

<http://www.youtube.com/watch?v=HZp1VNr44Bw>  
<http://www.youtube.com/watch?v=-gFQiIdhgmE&feature=related>

It really is well worth watching especially to put you in the right mindset for Thanks for Life week.

Thanks for Life – End Polio Now



**ROTARY DAY - Thanks for Life Day is on Rotary's 105<sup>th</sup> birthday on 23<sup>rd</sup> February, 2010 and it really is crucial for clubs to finalize their plans for this vitally important initiative. It is, of course, a tremendous opportunity to combine fundraising for polio eradication and membership recruitment.**

For those clubs who have been given the opportunity to collect outside 13 Tesco's stores in the London district on 27<sup>th</sup> February, please try to ensure that these arrangements include having the facility of an information point manned by a separate Membership Awareness team who are additional to your collectors.





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The arrangements with Sainsbury's, which we hope that clubs will collect at on Saturday 20<sup>th</sup> February, are rather different. Their CEO Justin King has given his permission for his local store managers to be approached for a "bag packing" opportunity. Here it will obviously depend on the negotiating skills of individual clubs to achieve the most favourable arrangements. Just as a reminder, the list of participating Tesco stores plus the authorization letters from Tesco and Sainsbury's can be found by ctrl+clicking [here](#).

Where clubs are arranging other events in support of Thanks for Life it is essential that the club and district team try to maximize media coverage. For this to happen it will be vital to give advanced notice to local press, radio and TV so that they are primed to expect the resultant press/media releases. For a handy reminder of what to do, go to the [PR Toolkit page](#) in the MPRC section of the RIBI website.

District Thanks for Life Chairman Past District Governor Don Merritt is happy to help with any inquiries. You can contact him by email on [polio@rotaryinlondon.org](mailto:polio@rotaryinlondon.org) or mobile: 07836 722732.

### **Thanks for Life in brief - updates**

You will continue to find a fabulous range of information and ideas on the Thanks for Life website – [www.thanksforlife.org](http://www.thanksforlife.org).

Some parts of RIBI are really thinking big for Thanks for Life week including D1150 (South Wales) who are taking Rotary Day to the Welsh Assembly, the Senedd, on 23rd February. To read the details of what they have planned for this ambitious project ctrl+click [here](#). In London, Rotary International in Great Britain and Ireland is holding a special function at City Hall at the end of Rotary week, with the Mayor Boris Johnson hopefully attending and other high profile guests. Around 200 people have been invited.

The Rotary Club of London, supported by the Rotary Club of Pall Mall is holding a End Polio Now Charity Reception at Marlborough House in Pall Mall, SW1, on 22<sup>nd</sup> February at 6.30pm in the presence of the Commonwealth Secretary-General. Tickets must be purchased in advance at £48 by 12<sup>th</sup> February. Contact: Colleen Doyle at the RC of London – email: [colleensd@hotmail.com](mailto:colleensd@hotmail.com).



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Some clubs have been requesting a certificate to issue to schools and children when they have supported a polio eradication project for example, a Purple Pinkie day. A basic certificate has been devised that can be customized by the club for their own use. This can be obtained via the [Thanks for Life downloads library](#). Generic shop window posters, A4 or A3, for clubs to use can also be downloaded from the above web page. They have been designed with space left for clubs to add their own details.

The Rotary Club of Stevenage Grange (D1260) will supply additional copies of the official T4L posters mounted on 3mm white Foamex board. Digitally printed on vinyl using original artwork, the club will arrange to print, mount and deliver your posters at an unchallengeable cost. An order form is available at [End Polio Now merchandise - RIBI](#). Order early to avoid disappointment.

Through the initiative of Jannine Birtwistle of the Rotary Club of Guernsey, a fantastic selection of [End Polio Now products](#) have been produced with ALL profits going to End Polio Now through the Rotary Club of Guernsey.

On behalf of the RIBI District Governors, the Rotary Club of Exmouth has been commissioned to produce and supply over a million lapel style thank-you stickers for the Thanks for Life campaign. District Governor Martin Gudde has ordered varying quantities of the rolls of sticker for distribution in the district. These lapel stickers are primarily aimed for the Thanks for Life week. They are undated and available now. If additional supplies are required, visit the website: [Thanks For Life Stickers | Exmouth Rotary Club](#).

### Window of Opportunity

**Window of Opportunity for 20<sup>th</sup> to 27<sup>th</sup> February, 2010.** RIBI's Head of Marketing David Bryant has "photoshopped" this





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example to give an idea of what could be done using some of the materials currently available. This is a great way not only to raise funds for End Polio Now but also to promote what your club does and to talk to the public about Rotary and ideally attract potential members. Also please remember that there will be a competition at the RIBI Conference in Bournemouth for the best photos of Windows of Opportunity.

**Thanks for Life – End Polio Now**



As part of the Thanks for Life initiative, a group of 86 Rotarians, partners and friends from across RIBI travelled to India to take part in a Polio Immunization Day. The photo on the left, taken by Jean- Marc Giboux, shows Rotarians Steve Martin and Pam Joyce giving the vital drops to a small child in

Lucknow.



The team were accompanied by former Blue Peter presenter Konnie Huq, myself and The Guardian’s Health Editor Sarah Boseley. As a result the media coverage of the trip has been excellent. Konnie presented a report and was interviewed on the BBC and you can find more on this by going to the [BBC News website](#). Sarah Boseley’s article was in the G2 section of the Guardian on Friday 27<sup>th</sup> November and you can find it on the [Guardian online website](#). A DVD of the trip is now available and has been sent to Club secretaries for use in schools and Rotary Clubs and T4L activities.

You can see the shorter version of the film on YouTube on the website links at the start of this newsletter.



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## **New bivalent Polio vaccine introduced in Afghanistan**



A new oral polio vaccine, developed to stop the transmission of the type 1 and type 3 wild polioviruses simultaneously, made its world debut during 15-17th December Sub NIDs in Afghanistan. An estimated 2.8 million children received the vaccine during the campaign, which was funded by the Canadian government. *(Photo on left courtesy of Unicef)*

According to the World Health Organization, the bivalent vaccine is also intended for introduction in India and Nigeria by late January and is expected to be a critical new tool in the Global Polio Eradication Initiative. To read more about this important initiative ctrl+click [here](#).

## **Rotary and Eradicating Polio**

Polio is now endemic in just four countries - India, Pakistan, Afghanistan and Nigeria.

In 1985, Rotary International spearheaded the campaign to eradicate polio and pledged to make sure all the world's children would be immunized against the disease. This has meant cases have been cut by a staggering 99% since then.

But there is still 1% to go and so a huge army of volunteers have been mobilized to help and take part in the final push to rid the world of Polio.

Since Rotary pledged in 1985 to immunize all the world's children against polio, it has been working with the World Health Organization, United Nations Children's Fund (UNICEF) and the US Centres for Disease Control and Prevention to do just that.

Thanks to the work of Rotary more than two billion children have been immunized against polio worldwide.

Joining in the campaign now is Microsoft Founder Bill Gates who through his charity, the Bill and Melinda Gates Foundation, has donated US\$355m to Rotary to help in the battle to eradicate polio.



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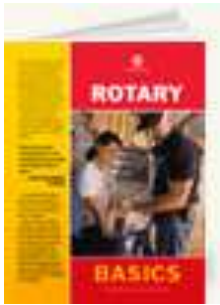


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Rotary International's matching effort in response is called Rotary's US\$200 Million Challenge, which must be completed by 30 June 2012. Already half of that amount has been raised by Rotarians around the world.

Bill Gates has praised Rotary for providing the volunteers, advocates, and donors who have helped bring about the 99 percent decline in the number of polio cases. "The world would not be where it is without Rotary, and it won't get where it needs to go without Rotary," he said.

## **Rotary Basics**



With all of the recruitment activities planned for February including RIBI'S Membership Recruitment Campaign and Thanks for Life, it is timely to remind Rotarians about Rotary Basics. This excellent publication offers information for new and not-so-new members on a whole range of topics including the organisation and guiding principles of Rotary, responsibilities of club membership, The Rotary Foundation and RI programmes.

It can be accessed online by ctrl+clicking [here](#). If you follow this link you will also be able to view a very good short video overview. Hard copy versions can also be purchased at 30p each from Rtn. Jeff Matthews whose contact details can be found by ctrl+clicking [here](#).

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