

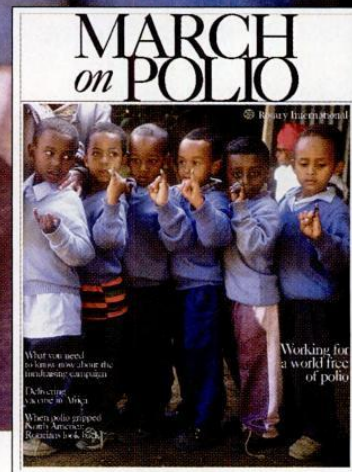


Polio Eradication Fundraising Campaign

OVERVIEW: Clubs in more than 120 countries participated in the PEFC, which ended 30 June. Rotary surpassed its goal of US\$80 million by more than \$31 million.

HISTORY: The campaign was launched to help close a \$275 million gap in the funding needed to eradicate polio by 2005. To date, Rotarians have committed more than \$500 million to the effort.

FUNDS RAISED: Nearly \$111.5 million in cash, commitments, District Designated Fund allocations, and government matching funds.



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Even though the campaign truly was a worldwide effort, Scott points to the estimated \$50 million contribution from U.S. clubs and districts. "If not for Rotary and the United States, this [polio eradication] initiative would really be in financial straits," he says.

Lou Piconi, chair of the North American PEFC Committee, notes the contributions of young people in Interact and Rotaract clubs. Their efforts included bike-a-thons, raffles, and car washes. "It was absolutely refreshing and laudable to see young people choose to support children all over the world," he says.

Worldwide, Rotarians' optimism and strong sense of commitment

and responsibility came through loud and clear, says Past RI President Luis Giay, chairman of the International Polio Eradication Fundraising Campaign Committee. "I never doubted for a moment the final outcome," he says. "When Rotarians are faced with a challenge, they always respond generously."

The results of RI's second major fundraising campaign aimed at polio eradication are particularly gratifying to Rotary's leaders, since districts and clubs set their own goals. This grassroots effort was strongly supported by 2002-03 RI President Bhichai Rattakul and the Trustees of The Rotary Foundation. "[Rattakul] had what he called a

'bottom up' philosophy, in which he did not want to dictate to any group or club in any nation what the leadership felt the goal should be," Pigman explains.

In Hong Kong, that kind of entrepreneurial spirit translated into Walk for a Polio-Free World, an event organized by the Rotary Club of Bayview Sunshine. Leaders from the club and District 3450 (Hong Kong, Macau, and Mongolia) transformed a kindergarten parent-teacher gathering last November into a 3-mile walk at Victoria Peak.

"The concept of walking to raise funds for charity is well-established here," says Dr. Raymond Wong, Hong Kong's PolioPlus National

Advocacy adviser, who helped organize the event. More than 1,000 children and their parents participated. Churches, police, other area nongovernmental organizations, and local media provided strong support for the effort.

The event was music to the organizers' and walkers' ears — literally. Mahmood Ramjumn, a past president of the Rotary Club of Admiralty and a noted composer and singer in Hong Kong, China, and Chinese-speaking communities elsewhere in the world, wrote songs about polio eradication specifically for the event. A kindergarten choir accompanied by an orchestra sang and danced to his compositions.