



## Frequently Asked Questions

1. **Why did Kiwanis International choose maternal and neonatal tetanus?**

Kiwanis International chose to eliminate maternal and neonatal tetanus (MNT) because there is already a proven action plan in place, the results are measurable and Kiwanis could partner with a successful organization. In addition, Kiwanis will be a leader and global health advocate on this issue.

2. **Why is combating MNT so important now?**

Every day in the developing world, 19,000 children die of preventable causes—before reaching their fifth birthday. The United Nations and other organizations have made it a priority to decrease this number. Kiwanis International is eliminating a disease that kills one baby every nine minutes. By targeting the poorest, most underserved women and children on Earth, The Eliminate Project will pave the way for other interventions that will boost maternal health and child survival.

3. **What about sustainability?**

A woman who receives three doses of tetanus vaccine is protected against tetanus for the majority of her childbearing years. When an immunized mother gives birth, she passes her immunity along to her child. The baby will require booster shots to remain protected. A portion of the funds raised by the Kiwanis family will be devoted to ongoing education and sustainability efforts.

4. **How will the funds be used?**

Funds are directed to Kiwanis International Foundation (KIF), KIF grants to UNICEF, and UNICEF works with partners in each country to direct funds to the MNT elimination efforts specific to each country.

5. **What percentage is taken out for fundraising expenses?**

Approximately 10.4 percent of the budget will be used for fundraising-related expenses. This is a common, if not low, percentage for campaigns of this magnitude. Additionally, funds raised will be granted to support the education and engagement of Kiwanis members on global health issues which will account for another 4.3 percent of total funds. This means that no more than 15 percent of funds will be kept for fundraising costs or program needs, and a minimum of 85 percent of funds raised will be delivered to UNICEF.

6. **What is happening with elimination efforts as we prepare our fundraising campaign?**

UNICEF continues to carry out MNT elimination efforts. Funds raised by the Kiwanis family will fill the funding gap and help ensure MNT will be eliminated in the 31 countries where it remains a threat.

7. **What is the status of Kiwanis International Foundation's Charity Navigator rating?**

Kiwanis International Foundation has improved its rating from a zero to nearly a three out of four stars since April 2011. The Foundation continues to strive toward excellence in all rating categories. The



foundation has received Guidestar.com's highest rating, that of Valued Partner in Philanthropy, and has improved our Better Business Bureau standing as well.

**8. Will there be a new recognition piece for The Eliminate Project?**

Kiwanis International will honor and recognize both individual donors and clubs at various gift levels. Complete details about campaign gift recognition opportunities are available on The Eliminate Project website, [www.TheEliminateProject.org](http://www.TheEliminateProject.org).

The Walter Zeller Fellowship is a special recognition opportunity for The Eliminate Project. The Zeller Fellowship honors those who make a gift of US\$1,250 (or pledge over two consecutive years) to The Eliminate Project. Individuals and clubs will have the option to receive a Hixson in lieu of a Zeller Fellowship.

**9. How will clubs raise funds?**

The campaign plan is extended over a four-year timeline to allow for every club to mobilize their support. There are several layers of leadership that help communicate campaign suggestions. However, each club will choose the method of fundraising that works best for them. Clubs are encouraged to use a combination of methods from the Kiwanis Way of Fundraising, including individual member gifts, club treasury support, club foundation gifts (where available), club fundraising events and corporate/community gifts sought locally by the club.

**10. Where should we send gifts to The Eliminate Project?**

Kiwanis International wants to streamline the collection of funds and make the process as accommodating as possible for Kiwanis family members around the world.

Please make your gift payable to the Kiwanis International Foundation and designate the gift to The Eliminate Project. Please send your gift to:

Kiwanis International Foundation  
The Eliminate Project: Campaign Office  
3636 Woodview Trace  
Indianapolis, IN USA 46268