



## 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, 22,000 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 given to the Kiwanis International Foundation (KIF), KIF makes grants to UNICEF, and UNICEF works with their 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 percent of the budget will be used for fundraising-related expenses. This is a common, if not low, percentage for campaigns of this magnitude.

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

UNICEF continues to carry out MNT elimination efforts in countries such as Cambodia, where MNT is on the brink of elimination. Funds raised by the Kiwanis family will fill the funding gap and help ensure MNT will be eliminated in the 38 countries where it remains a threat.

7. **Will there be special recognition for individuals and clubs?**

Kiwanis International will honor and recognize both individual donors and clubs at various gift levels. Complete details about campaign gift recognition opportunities will be available on The Eliminate Project website, [www.TheEliminateProject.org](http://www.TheEliminateProject.org). Individuals and clubs that make a gift of US\$1,000 to The



Eliminate Project are eligible to receive a Hixson Fellowship. Those who give US\$2,000 are eligible to receive a Tablet of Honor.

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

The Walter Zeller Fellowship is a new, special recognition opportunity for The Eliminate Project. The Zeller Fellowship will honor 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 will help to communicate campaign suggestions throughout the timeline. However, each club will choose the method of fundraising that works best for them. Clubs are encouraged to use a combination of fundraising methods, 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

*We are currently exploring the option of establishing accounts in other regions, including Canada.*