Our goal is to raise **US$110 million** by 2015 to eliminate maternal and neonatal tetanus.

Join the Kiwanian International Foundation in raising funds to support The Eliminate Project.

**THE PATH TO SUCCESS**

**The Eliminate Project’s fundraising campaign**

Every nine minutes, a baby dies from tetanus. That short lifetime is marked by pain—with an extreme sensitivity to light, sound or contact that prevents even a mother’s touch. More than 100 million women and their future babies must be protected. This will cost roughly US$240 million. Already, millions have been committed. But a funding gap remains. Our Global Campaign for Children will raise US$110 million by 2015—filling that gap and making Kiwanis the world’s largest single donor to the elimination of maternal and neonatal tetanus.

In 1994, Kiwanians joined UNICEF and partners as the organization began its worldwide service project to virtually eliminate iodine deficiency disorders, the world’s leading cause of preventable mental disability. Kiwanians raised and leveraged nearly US$105 million for salt iodization, testing and monitoring, and for community outreach and education in developing nations. These funds are at work today in more than 103 countries, where nearly 80 million children will be born free of IDD this year. Funds from The Eliminate Project will have a similar impact.

**US$1.80** can save or protect a woman and her future babies.

**HOW THE FUNDS HELP**

With governments and partners, UNICEF has established an action plan. In places like Cambodia, that plan has achieved proven results. The US$110 million we raise through The Eliminate Project will support:

- **Immunization of women of reproductive age.** The vaccines will be administered through three properly spaced rounds of supplemental immunization activities in districts where mothers and newborns have limited access to prenatal care, immunization and skilled birth attendants.

- **Promotion of clean delivery practices.** The number of safe and healthy births will increase.

- **Immunization of pregnant women.** The tetanus toxoid or tetanus and diphtheria vaccine will be promoted as part of a package of interventions delivered during prenatal care visits or through outreach services.

- **Sustainability through education.** Funds will help maintain educational initiatives such as clean birthing practices established during The Eliminate Project.

- **Kiwanian education and organizational enhancement.** A small portion of funds raised will help educate the Kiwanis family on maternal and neonatal issues and help create Kiwanis-family service projects that support The Eliminate Project.

**CLUB IMPACT**

One gift can make a difference in the lives of many families. Imagine the impact you and your fellow club members can make together. After all, it’s the passion of local Kiwanis-family clubs that will add up to historic change. Your club can be a significant part of it. Choose a combination of fundraising methods—and multiply your club’s impact.

**STEPS TO SUCCESS**

We have the power to save or protect millions of lives—and to change the world for a second time. Here are the steps we can all take to reach The Eliminate Project’s ultimate goal:

- **Prepare.** Unite clubs and members for the challenges of our Global Campaign for Children.

- **Educate.** Learn about MNT—and spread the word among the Kiwanis family and in your community.

- **Advocate.** Eliminate MNT by advocating for the poorest families to lead the healthy lives they deserve.

- **Invest.** Participate in The Eliminate Project by giving—and encouraging others to give.

**FUNDRAISING CAMPAIGN TIMELINE**

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<th>Year</th>
<th>Lead</th>
<th>Inspire</th>
<th>Participate</th>
<th>Achieve</th>
<th>Celebrate</th>
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**This is our chance to change the world.**

Visit www.TheEliminateProject.org/Resources for more information and ideas.