

THE NEW YORK DISTRICT OF CIRCLE K INTERNATIONAL PRESENTS

THE GUIDE TO ERADICATING MNT: The Eliminate Project



Contents

EliMiNaTe 101	3
Fundraising	4
Recognition	7
Resources	9

ELIMINATE maternal/neonatal tetanus



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ELiMiNaTe 101

The Eliminate Project is an effort to eradicate maternal and neonatal tetanus (MNT). MNT kills thousands of babies and their mothers annually. The disease causes newborns extreme pain, as they are sensitive to light and touch.

What is MNT?

In 21 countries around the world, maternal and neonatal tetanus (MNT) can quickly turn the joy of childbirth into tragedy. MNT kills one baby every eleven minutes. Its effects are excruciating — tiny newborns suffer repeated, painful convulsions and extreme sensitivity to light and touch. There is little hope of survival. And tetanus kills mothers too.

Who suffers from MNT?

MNT is caused when tetanus spores, found in soil everywhere, come into contact with open cuts during childbirth. The disease strikes the poorest of the poor, the geographically hard to reach and those without health care.

Can MNT be stopped?

Yes! MNT is highly preventable. Just three doses of a 60-cent immunization protect mothers, who then pass on the immunity to their future babies. Together, Kiwanis and UNICEF can stop this disease.

Why hasn't MNT been eliminated already?

UNICEF has helped to successfully eliminate MNT in many countries. But in 21 countries in Africa, Asia, Europe and North America, it still strikes babies and mothers who have little or no access to health care — either because they are poor, live in remote areas or are caught in humanitarian emergencies. More funds and resources are needed to reach all babies and mothers at risk.

What will it take to eliminate MNT from the Earth?

More than 100 million mothers and their future babies must be immunized. This requires vaccines, syringes, safe storage, transportation, thousands of skilled staff and more. It will take US\$110 million — and the dedicated work of UNICEF and every member of the Kiwanis family.

Why focus on this issue?

It is unacceptable that innocent newborns and their mothers suffer and die from MNT when it can be prevented so easily. This is also an amazing opportunity to reach the poorest, most neglected mothers and babies with lifesaving health care. Developing delivery systems for MNT vaccines will blaze a trail to provide additional desperately needed services to these marginalized families.

What is the Eliminate partnership?

Hand in hand, Kiwanis and UNICEF will eliminate MNT and change the world. Kiwanis' commitment, vision and strength in reaching communities and leaders will help wipe out this cruel, centuries-old disease and pave the way for other interventions. UNICEF has staff working in the most isolated corners of the globe and an unbeatable supply chain.



Fundraisers

Shots for tots

Host an event that's sure to be a big win for everyone—a basketball, football, soccer or even corn hole competition at your school.

- Consider having an individual version of each competition, e.g., a free-throw contest.
- Require advance registration to ensure you'll have enough participants for your event.
- Raise more funds by charging spectators admission and selling refreshments.

Skate to eliminate

Get your fellow students to strap on some skates and participate in a skate-a-thon. Host this at either the ice rink or roller rink—whatever's more popular with your crowd.

- Motivate your skaters with competitions, contests and prizes.
- Find a pizzeria to supply food during the event.
- Check to see if the rink requires skaters to sign a waiver. If so, distribute those with your forms ahead of time.

Fun Food Fridays

The week's end deserves to be celebrated. Organize a snack cart to deliver popcorn, cookies or other tasty treats to sell at school on Fridays.

- Get students involved with a "Decorate the Food Cart" contest. Winning class gets a Friday of free snack foods.
- During warmer months consider renting a refrigerated cart and selling frozen treats.
- Always enlist a duo to run the cart: One handles foods; the other handles money.
- Avoid food allergens and cross-contamination of ingredients during food prep—especially with tree nuts, meat and dairy.

Rethink costume contests

Host a Halloween costume contest—with a twist. The "costume" is actually a white T-shirt that members and friends can decorate as they please. Hand out prizes for the most creative designs. Charge a \$2 entry fee.

Scavenger Hunt

Plan a scavenger hunt where teams race to solve a series of clues or collect a list of items to win the grand prize.

- Consider a photo/video hunt so there's no actual collecting of items.
- Remember: The teams must stay together the entire time—no splitting up.
- The first team to find the most items on the list or solve all the clues wins.

Cinema Eliminate

Turn your school into a movie theater. Show a timeless classic with wide appeal.

- Download a video from The Eliminate Project collection at www.TheEliminateProject.org/resources.
- If your movie night is slated for outdoors, be sure to reserve an indoor backup venue in case of inclement weather.
- Have movie-goers bring their own chairs or blankets to avoid a lot of setup.

Floral Fundraiser

Sell white and blue-tipped carnations for students and faculty to purchase to raise funds and awareness.

- Schedule sale hours toward the end of the school day so students won't have to carry around bouquets all day.
- Set up separate tables on sale day:
- One for students picking up prepaid orders, and the other for day-of purchases.
- Have a check box on pre-order forms for students who want flowers "delivered" to a special person during school.



Host “Cookies for Coins”

Bake Halloween cookies and sell each for 60 cents (the cost of one tetanus vaccination). Or to avoid all the change you can sell two for one dollar and take any coin donations!

Noodles and Doodles

Host a pasta dinner and student-art silent auction to raise funds and spirits of Rembrandts-in-the-making.

- Print “adult”, “child”, and “senior” on your tickets, so the ticket taker can circle the corresponding recipient on the ticket as an “order” for the kitchen staff.
- Stage a server/runner near the door to fill carry-out orders.
- Serve pasta family-style at the tables to avoid food waste.

Host a Dance-a-thon for Eliminate

Put your best foot forward with this fun fundraising idea. Hosting a dance is an exciting way to spread awareness and raise necessary funds for The Eliminate Project.

- Collect money from dancers on the day of the dance.
- Rotate groups of dancers to allow breaks

Karaoke Talent Show

Collect monetary donations from audience members as “votes” for their favorite contestant.

- Collect donations to hear the club president, a principal or other influential person sing.
- Consider teams (e.g., men vs. women, cheerleaders vs. basketball players).

Dress up a pumpkin

Invite club members and community members to participate in a pumpkin-decorating contest. Ask pumpkin patch owners to donate pumpkins, then assign a pumpkin to each person or group. Once they’ve been decorated, place them where people often pass by and ask people to vote for their favorite. Charge US\$1 per vote. The pumpkin with the most votes wins a prize.

Battle of the bakers

Spice up your average bake sale with some friendly competition. Host a dessert bake-off among students, and recruit faculty as the official judges. Donations can be accepted for entries and the tasty treats can be sold for US\$1.80 after the judging. Who knew saving lives could be a piece of cake?

Spelling bee

Similar to your traditional school spelling bee, but this one has a Kiwanis spin. Select spelling words related to the campaign to educate participants and the audience. Designate an emcee to read facts about The Eliminate Project, using the contestant’s spelling word in the sentence. Charge per contestant and/or per spelling word.

Guess the number

Fill a large jar with candy corn. Display at a club meeting and let club members guess how many pieces of candy corn the jar contains. Charge US\$1 per guess. The winner gets the jar of candy.



Trick-or-Treat for UNICEF

Scare up some funds and fun this Halloween by participating in Trick-or-Treat for UNICEF. It’s a great opportunity to collect donations instead of candy or to bring club members together for a fabulous event or party. All money collected by Kiwanis-family members through Trick-or-Treat for UNICEF will once again support The Eliminate Project and help save moms and babies from maternal and neonatal tetanus. You can raise funds door-to-door, host a trunk-or-treat, zombie walk, horror fest, pumpkin smash, “Twilight” dance, haunted house or even an old-fashioned pumpkin pie baking (or eating) contest...or come up with your own idea!

- Order your trick-or-treat UNICEF boxes at the Kiwanis family store.
- Fill out the gift form for the eliminate project for Kiwanis-family members.



Circle K International pairs the love holiday (Valentine's Day) with a life-giving mission (The Eliminate Project).

ElimiDate

In the spirit of Valentine's Day, host a fun speed-dating event to connect students across campus. Participants pay an admission and are then paired up in a series of quick dates (five-to-seven minutes). A bell or timer rings when time is up, and participants move to their next one-on-one conversation. This matchmaking process is the perfect opportunity to meet new people, make new friends—or a love connection—and help save lives.

A bachelor/ Bachelorette Auction

Select a date, time and location with a potential stage. Book the venue. Come up with a layout for the night and give it to the venue in advance. Create a budget to cover decorations and refreshments. Set an admission price to cover the cost of the event and help you to raise much-needed funds. And pick a theme like "It's Raining Men" and "Soul Men". Set up a table in a high-traffic area on campus. Ask students to participate. You may need to screen to narrow down the applicants (15 to 30 is a good number). Ask participants to complete a form with their name, email, phone, major, year, hobbies, talents, etc. Don't forget to have them sign a waiver with a disclaimer that your club is not responsible for actions of the participants. Speed date or auction yourself at your own risk.

Sell Valentine's Day Cards

Create a card template with the "Show your Love, Save a Life" logo and sell them to raise money for the campaign. The great thing about Valentine's Day cards: They can be given to anyone—significant others, friends, family or Kiwanis-family members. Plan to sell the cards a few weeks before Valentine's Day as well as the day before and on February 14.

Sell origami foam roses in blue

Instead of selling real roses that can wilt, create origami foam roses and advertise that they will last forever. Consider adding chocolates to the side. To save money, ask a local grocery store or chocolate maker to donate items or sell them at a reduced price to maximize funds raised for The Eliminate Project.

Sell flower/candy grams to club members

The grams can be small, for US\$0.60 each, or three for US\$1.80 or US\$2. Coordinate with other Kiwanis-family clubs implement this fundraiser and raise even more money to help moms and babies. Who doesn't love candy grams?!

For the complete SLP fundraising resource check out www.TheEliminateProject.org/resources.

Once you've collected all of your donations, send a check or money order (made payable to the Kiwanis International Foundation) and your completed gift form to:

The Eliminate Project: Campaign Office
Kiwanis International Foundation
3636 Woodview Trace
Indianapolis, IN 46206 USA
ATTN: name of your fundraiser (ex. Trick-or-Treat or show your love, save a life)

Be sure to write your club name or club number on the memo line of the check.

It's important to send your check directly to the Kiwanis International Foundation so we can keep track of all funds raised by Kiwanis-family clubs. This year, the Service Leadership Program goal is to raise more than US\$1 million. We need help from you and your club!

Recognition

With governments and partners, UNICEF has established an action plan. Your gift 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.

GLOBAL SERVICE SOCIETY: per-member average recognition, expressed in terms of human impact.

- Diamond:** US\$2,500 >1,300 lives saved or protected
- Platinum:** US\$1,500 >800 lives saved or protected
- Gold:** US\$1,000 >550 lives saved or protected
- Model Club:** US\$750 >416 lives saved or protected
- Silver:** US\$500 >275 lives saved or protected
- Bronze:** US\$350 >190 lives saved or protected

SERVICE LEADERSHIP PROGRAMS: GLOBAL SERVICE SOCIETY

Donation per-member average: US\$50 (Gold); US\$25 (Silver); US\$10 (Bronze)

Lives saved/protected: 27 (Gold); 12 (Silver); 5 (Bronze)*

Idea: Set a donation challenge for your club and go for the gold!

What SLPs receive: Certificate and Kiwanis-family banner patch corresponding with per-member average. Gold Clubs will be eligible for pins for each club member.

IMPACT 100 - US \$180 gift with more than 100 lives saved or protected

IMPACT 175 - US \$300 gift with more than 175 lives saved or protected

IMPACT 350 - US \$625 gift with more than 350 lives saved or protected

Walter Zeller Fellowship - US \$1,250 gift with more than 690 lives saved or protected

100% Participation Award - clubs with 100% of membership who make a personal gift to The Eliminate Project receive a banner patch.

Gifts made in honor of another include a special postcard to inform the recipient of your generosity in their name. Postcards will be mailed to the recipient if a mailing address is provided.



NEW FOR CLUBS: UNITY AWARD

Donation: Kiwanis club US\$500+, SLP club US\$500+

Lives saved/protected: 555+

Idea: Partner with your sponsoring Kiwanis club to raise US\$1,000 in total and double your lifesaving impact.

What Kiwanis Clubs receive: Unity Award patch

What SLP clubs receive: US\$500 + US\$500 means the SLP club will be eligible for the 1K Club recognition (see below).

Note: Kiwanis club funds need to be credited to the SLP club to be eligible for this recognition.

FOR CLUBS: 1K CLUB

Donation: US\$1,000+

*Lives saved/protected: 550+**

Idea: Plan a unique fundraiser to rally your club to raise US\$1,000

What clubs receive: An annually themed 1K Club banner patch, special recognition at district conventions and recognition in The Eliminate Project communications

BANNER PATCHES

Clubs that raise and submit more than US\$250 by December 31 will receive a special banner patch. So don't forget to send in the funds you raise by the deadline!

As of 8/31/15: Circle K International has raised \$350,895.21, with 13,773 members we have a funds raised per member average of \$7.72!

Maricel Busalin knew something was wrong when her 5-day-old baby girl stopped feeding and began to turn blue. Maricel rushed her daughter to the hospital from her village in the Philippines. The diagnosis: neonatal tetanus. Maricel had given birth at her home with an attendant. The hilot used sterilized scissors to snip the umbilical cord but smeared coconut oil on the cut causing the tetanus infection. Maricel could only watch as her daughter died. "As much as possible I wanted it to be me instead of my child suffering," she says. The mother of four had not been vaccinated previously because she feared needles too much. Maricel overcame her fear and received three doses of the tetanus toxoid vaccination to protect her future children.



Resources



There are many resources that you can find on the eliminate website to help you raise awareness and funds for the Eliminate Project!

<http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/home.aspx>

- Original photos
- Artwork and graphics
- Speech outlines
- PowerPoint presentations
- Videos
- Eliminate Logos
- Social Media Toolkit
- Eliminate Campaign progress map
- Maternal and Neonatal tetanus elimination updates
- Eliminate Week Resources
- Facebook Cover photos

