
DISTRICT SECRETARY'S UPDATE

The Crocus campaigns

In a previous Update I fell into the trap of believing there was only one Crocus campaign and reported that DG Dorothy had ordered some crocuses which I assumed was for selling to you for planting. My mistake. There are two campaigns and Dorothy has ordered the fabric (or silk) buttonholes. Confused? So was I - you'd have a rude awakening in the Spring if you planted those. As a consequence I made some enquiries and got even more confused until Vaughan at the Rotary Foundation clarified the matter and Steve Munns gave me a copy of David Prichard's article for the 1080 News which succinctly sets out what the two campaigns are about. My thanks to him in particular for digging me out of a hole.

Purple4Polio in District 1080

This next Rotary Year will be the 100th Anniversary of Our Rotary Foundation and a critical year for Polio. As 8 cases of Polio have occurred in Pakistan and 2 in Afghanistan already this year, the target of a Polio-free World by 2018 has needed to be revised back to 2019. This is because certification of a polio free world requires three years without a single case. It is estimated that this extra year will cost \$1.5 billion and we are all being asked to raise more money this year.

Remember Rotary started this programme in 1985, we have vaccinated 2 billion children and saved over 13 million children contracting polio. Please help raise the funds required and remember that every pound we raise will be matched by a further two pounds from the Bill & Melinda Gates Foundation.

To mark this centenary year and the critical need for more polio funding, we are rebranding the campaign "Purple4Polio" and putting emphasis on the colour purple, which you might know symbolises the immunisation of each child as their little finger is dyed purple after receiving the drops. We would like to use the colour purple in everything we do for fundraising this year.

So what are we doing this year?

1. Planting PURPLE crocuses for awareness.
2. Selling PURPLE crocus buttonholes for awareness and fundraising
3. Holding street collections on or around World Polio Day (October 24th)
4. Watch this space for more fundraising ideas with a PURPLE theme

1. PURPLE crocuses are available through your District costing £85 for 5000 corms. They will be planted across RIBI in large swathes and with a standardised SIGN highlighting your Club, Rotary and Purple4Polio. The long term aim is to associate the colour PURPLE with both POLIO and ROTARY. They will need to be planted around October and the Royal Horticultural Society is joining us in this campaign. Talk to me to find out how to work with the RHS. Orders need to be in during May and by May 28th LATEST. Contact point for orders is:

endpolionow@rotary1080.org.uk (I know I should get this rebranded to purple4polio@rotary1080.org.uk !!). We need to know your CLUBNAME, your CONTACT DETAILS incl name, email, telephone, any other Organisation you are linked with (eg School, RHS), Number of BOXES required and the TOTAL COST.

2. RIBI are ordering some 50,000 new buttonhole PURPLE crocuses. Our District has ordered 1500 as a start. These come in "counter boxes" of 50 at a cost of £18 per box plus a small component of delivery costs. This works out at around 36p per crocus and you can expect an average gross income of £1 per crocus, yielding around 64p which will be trebled by the Gates Foundation to £1.92 PER CROCUS SOLD. If you would like to buy some of these crocuses, please contact

endpolionow@rotary1080.org.uk by the end of May or earlier. We need to know your CLUBNAME, your CONTACT DETAILS incl name, email, telephone, Number of BOXES required and the TOTAL COST. You will be required to repay District before delivery. If more than our pre-ordered number be needed, we will order more but there will be a delay.

3. Please plan now to book the best street location for your Club on the weekend of October 24th (World Polio Day) and plan to have the colour PURPLE in a big way, some polio literature, maybe a polio teddy bear to raffle (these are available from Jannine's at www.endpolionowguernseyshop.org/shop.php) and some crocuses for sale. Please talk to me with your ideas on endpolionow@rotary1080.org.uk.

4. Watch This Space for more fundraising ideas. To do this I invite all Clubs to share with me their Purple4Polio fundraising activities and I will publicise these to stimulate and inspire other clubs in their activities. Please contact me on (you've guessed it) endpolionow@rotary1080.org.uk.

And to keep abreast of what is happening in Polio, look at Facebook:

www.facebook.com/pages/End-Polio-Now/78976274836

AND FINALLY I would love to hear from anyone who would like to assist me in this upcoming Purple4Polio year and I wish you a very successful year in your Club!

David Prichard

District 1080 Purple4Polio Coordinator

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