ELIMINATE
maternal/neonatal tetanus
Kiwanis | unicef

To: The Eliminate Project's International Committee
The Eliminate Project District Coordinators

From: The Eliminate Project Chairman

CC: The Eliminate Project campaign staff
Kiwanis International District Governors

Date: May 1, 2012

Re: CAMPAIGN PROGRESS REPORT

The fifteenth campaign progress report provides an overview of the campaign's recent accomplishments, a snapshot on funds raised to date, updates on major components of the campaign plan, and an outlook of the next several weeks. Within the last month, The Eliminate Project's fundraising campaign primary goals were to focus on club coordinator recruitment and orientation, prepare for Worldwide Report Day and advance the Model Club Challenge to secure 300 Model Clubs by the end of Kiwanis International Convention.

RECENT ACCOMPLISHMENTS

- Eliminated MNT in Guinea Bissau.
- Raised US$1,137,454 since the last report, bringing the current total raised to US$11,476,650 for The Eliminate Project.
- Recruited 83% of division coordinators and 11% of club coordinators which is approximately 800 club coordinators, bringing the total number of volunteers to more than 1,800 Kiwanis members who have committed to four years of volunteerism to eliminate maternal and neonatal tetanus.
- Design and implementation of Model Club Challenge to secure 300 Model Clubs tby the end of International Convention
- Secured 19 new Model Clubs within the last month for a total of 125 Model Clubs, which is an increase of 18% during the month of April. This provided US$418,750 in new funds from Model Club pledges. The total committed by Model Clubs is more than US$2.8 million.
- Secured 3 new 100K Clubs during the last month for a total of 16 100K Clubs.
- Continued to drive the International Women's Day/Mother's Day initiative for The Eliminate Project and awarded more than 100 Mother's Day Zellers.
- The Builders Club Mother's Day card contest was initiated and more than 1,600 cards were sold with Builders Club artwork, in support of The Eliminate Project.
- Deployed the donor field visit in the Philippines consisting of six prospective Lead Gift Donors.
- Promoted The Eliminate Project at the Governor Administrator Training Conference for Key Club and Circle K International.
- Completed search for Vice Chairman-Asia Pacific in selecting and training Adeline Chan

STATISTICAL SNAPSHOT

ELIMINATE
maternal/neonatal tetanus
Kiwanis | unicef

As of May 1, 2012

Funds Raised	Total	Increase Since March 31	# Commitments (Documented and Verbal)	Avg. Gift Amount	% of Goal Attained
Total Raised (Pledged or Paid)	$11,476,650	$1,137,454	6,778	$1,693	10.4%
KI Documented	$11,081,187	$484,248	6,743	$1,643	10.1%
KI Verbal	$395,463	N/A	35	$11,299	0%
US Fund for UNICEF	$1,000,000	0	1	$1,000,000	0.9%
Cash Paid	$5,116,661	$478,779	6,373	$802	4.7%

Club Progress	Total	Increase Since March 31	# Commitments (Documented and Verbal)	Avg. Gift Amount	New Commitments since March 31
Model Clubs	$3,255,020	$418,750	125	$26,040	19
100K Clubs	$1,600,000	$300,000	16	$100,000	3

Individual Progress	Total	Increase Since March 31	# Commitments (Documented and Verbal)	Avg. Gift Amount	New Commitments since March 31
Lead Gift Donors	$750,000	$0	6	$125,000	0
Major Gift Donors	$936,000	$100,000	33	$28,363	0
Zeller Fellows ($1,250+)*	$2,765,755	$86,330	1,607	$1,721	67

*Zeller Fellows listed here are not Lead or Major Gift Donors