



# Kiwaniis®

[www.kiwaniis.org](http://www.kiwaniis.org)

## Kiwaniis International Key Messages

### Mission

“Serving the children of the world”

### Defining statement

Kiwaniis International is a global organization of volunteers dedicated to changing the world one child and one community at a time.

### Boilerplate (use in news releases and publications)

#### **About Kiwanis International**

Founded in 1915, Kiwanis International is a global organization of members dedicated to serving the children of the world. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14-18, Builders Club for students age 11-14, Kiwanis Kids for students age 6-12 and Aktion Club for adults living with disabilities, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas. For more information about Kiwanis International, please visit [www.kiwaniis.org](http://www.kiwaniis.org).

### Elevator speech (use to verbally describe Kiwanis)

Kiwaniis International is a global organization of members dedicated to serving the children of the world. Kiwanis and its family of clubs—nearly 600,000 members strong—annually raise more than US\$100 million and dedicate more than 18 million volunteer hours to strengthen communities and serve children. Members of every age attend regular meetings, experience fellowship, raise funds for various causes and participate in service projects that help their communities. Members also make an impact throughout the world by participating in Kiwanis International’s new global campaign for children, The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.

### Global Campaign for Children

The Eliminate Project, Kiwanis International’s global campaign for children, will save or protect millions of mothers and their future babies. In partnership with UNICEF, Kiwanis is eliminating MNT, a disease that kills one baby every nine minutes, by vaccinating women of childbearing age. UNICEF and its partners have already eliminated MNT in 20 countries, and Kiwanis’ pledge to raise US\$110 million will help fund the elimination of the disease in the countries that remain at risk.

The Kiwanis family is uniting to make a positive difference in the world on behalf of children. In its first global campaign, the worldwide service project for IDD, Kiwanis worked to virtually eliminate iodine deficiency disorders, the leading preventable cause of mental disability. In just one decade, the percentage of the world’s population consuming iodized salt rose from less than 20 percent in 1990 to 70 percent in 2000. UNICEF has hailed Kiwanis’ IDD project as one of the greatest public health triumphs of the 20<sup>th</sup> century.