THE ELIMINATE PROJECT
FINAL REPORT
Over the years, The Eliminate Project provided countless significant moments — causes for celebration, reasons to shed tears and opportunities to come together. Through it all, one conviction remained at the core of the campaign: No child should ever die from a preventable disease.

Now that The Eliminate Project has come to a close, we are pleased to share the report that follows — because everything in it is a result of that first principle.

When the Kiwanis family began the project in partnership with UNICEF, the vaccine for maternal and neonatal tetanus (MNT) had existed for decades. But newborn babies in 39 countries were suffering slow and painful deaths, with millions of others at risk, simply because they did not have access to quality healthcare services.

It was an unacceptable fact in the world. Our partnership with UNICEF was an opportunity to change that fact — and to change the world. Eleven years later, we can look back with pride at what we’ve accomplished. But we should also remember that initial excitement and keep the determination to eliminate MNT in the countries where it remains a threat.

As you read this report, we hope you’ll take pride in what Kiwanis has accomplished. We also hope you’ll remember the mothers and babies in countries where the work we’re funding continues.

Kids need Kiwanis. The Eliminate Project stands as a continuing, worldwide testament to what we can achieve when we keep that truth close to our hearts.

With this report, we honor the memory of Dr. John Button, 2014-15 Kiwanis International president, John E. Mayfield, 2017-18 Kiwanis Children’s Fund president, and all Kiwanians who dedicated their lives to giving mothers and babies around the world the opportunity to live healthy lives. May their influence continue.
HOW THE ELIMINATE PROJECT STARTED

The fight was not new. But in 2010, a crucial phase was beginning. And Kiwanis International was a critical addition.

Maternal and neonatal tetanus had long been identified as a threat to millions of mothers and babies. It was — and is — a deadly disease. It’s also excruciatingly painful, preventing even the comfort of a mother’s touch.

But MNT is preventable. In fact, UNICEF and partners had been working for years to transport the vaccine to vulnerable and under-served communities around the world.

By 2010, however, the disease was still a threat in more than three dozen countries — including some of the world’s poorest and hardest-to-reach locations. To get there, UNICEF found itself needing the funds that would help healthcare workers provide lifesaving vaccines and education to at-risk women.

So began The Eliminate Project.

Announced at the 2010 Kiwanis International Convention in Las Vegas, Nevada, USA, the campaign was a partnership among UNICEF, UNICEF USA and Kiwanis International. The goal was to raise more than US$100 million to save and protect the lives of millions of mothers and babies. And, one day, to eliminate MNT from the face of the Earth.

Partners in progress

Kiwanis and UNICEF already had a history of success together. In 1994, the organizations had partnered for Kiwanis International’s first Global Service Project — during which the Kiwanis family would ultimately raise and leverage more than US$105 million to significantly reduce the prevalence of iodine deficiency disorders.

The leading preventable cause of mental and developmental disabilities, IDD presented the right fight for Kiwanis. With a mission to serve kids and improve lives, we seized the opportunity to help children be healthier, happier and more productive.

As a result of its work, Kiwanis was recognized as a leader in global health. And because of the campaign’s success, millions of kids have been able to receive services to not only survive, but thrive.

In 2010, that experience served as inspiration. Kiwanis and UNICEF launched The Eliminate Project with a massive but attainable goal: to change the world, again.
OUR IMPACT

To fight MNT, Kiwanis galvanized its worldwide network of clubs and volunteers to raise money and educate communities. All of that inspiration was manifest at every level of the Kiwanis family — from K-Kids to longtime Kiwanians and everyone in between.

Club gifts and personal donations. Fundraising events and organized drives. Hundreds of initiatives, large and small, local and international.

All together, it was a massive effort to protect the most intimate bond on Earth — the connection between a mother and her baby. For so many women, vaccination is the moment when they gain a previously unimagined confidence in their babies’ health and their families’ future.

But it’s more than a moment.

By facilitating the education and training that spreads knowledge of safe birthing practices, The Eliminate Project contributed to the sustainability of elimination. Over the past decade, countries have transformed the culture around childbirth, helping societies empower women to take greater control of their children’s well-being — and their own.

Change that endures

For families in 27 countries, the childbirth experience is safer and there is less fear about losing their babies to preventable disease. And it has stayed that way: None of the nations in which MNT was eliminated has suffered a recurrence of the disease.

In fact, five countries — Algeria, Djibouti, Cameroon, Timor Leste and Indonesia — independently asked the World Health Organization for revalidation. And all five have been successfully revalidated.

Thanks in part to The Eliminate Project, that progress is poised to continue around the world.

By supporting the campaign, Kiwanians helped save and protect generations of lives through:

- **Healthcare workers and skilled attendants.** By 2018, the percentage of women having access to deliveries by skilled birth attendants stood at 81% — up from 56% in 2000.

- **Prenatal healthcare and education.** In addition to immunization, medical attention and safe practices perpetuate good health. We helped facilitate routine healthcare visits for pregnant women and practical knowledge for clean delivery and umbilical cord care.

- **Transportation.** In many places, vehicles now bring women and health workers to each other for prenatal care — eliminating the miles of walking that many pregnant women had to undertake.

- **Other advances.** As with many medical and scientific improvements, progress has helped bring other health care advances. For example, the tetanus vaccination shot now includes diphtheria vaccine — preventing another illness that plagues underserved populations.

Kiwanians have helped to strengthen health care systems in countries so MNT elimination can be sustained. The ongoing effort also includes routine immunizations of kids, increasing access to healthcare attendants and follow-up surveys.

In all these ways, the impact of The Eliminate Project endures — along with the fight to create systems that provide lifesaving access everywhere in the world.
The World Health Organization estimates 787,000 newborns die annually of neonatal tetanus.

The 42nd World Health Assembly calls for the elimination of neonatal tetanus by 1995. Due to the slow implementation of recommended strategies, the target date for the attainment of elimination by all countries is postponed.

Burkina Faso, China, Guinea-Bissau, Tanzania and Timor Leste eliminate MNT.

Kiwanis awards its first grants to UNICEF. Ghana, Liberia and Senegal eliminate MNT.

Kiwanis International creates a formal partnership with the U.S. Agency for International Development. Madagascar eliminates MNT.

An estimated 49,000 newborns die of tetanus. Cameroon, Côte d’Ivoire, Gabon, Iraq, Lao People’s Democratic Republic and Sierra Leone eliminate MNT.

An estimated 200,000 newborns die from neonatal tetanus.

An estimated 58,000 babies die from tetanus.

At the 95th annual Kiwanis International Convention in Las Vegas, Nevada, Kiwanis International President Paul Palazzolo and UNICEF USA Ambassador Téa Leoni announce the organizations are joining forces to eliminate maternal and neonatal tetanus through a historic initiative called The Eliminate Project.

The COVID-19 pandemic forces a pause in immunization campaigns in the first half of the year. MNT remains a threat in 12 countries: Afghanistan, Angola, Central African Republic, Guinea, Mali, Nigeria, Pakistan, Papua New Guinea, Somalia, South Sudan, Sudan and Yemen.

Chad and the Democratic Republic of the Congo eliminate MNT.

Equatorial Guinea, Indonesia and Niger eliminate MNT.

An estimated 58,000 babies die from tetanus.

An estimated 25,000 newborns die from tetanus. Kenya eliminates MNT.

The number of infants dying of MNT falls to 30,848. Ethiopia, Haiti and the Philippines eliminate MNT.
PARTNERS AND ADVOCACY

With the launch of The Eliminate Project in 2010, Kiwanis International renewed its partnership with UNICEF and UNICEF USA. After our previous campaign to battle iodine deficiency disorders, we knew firsthand what the partnership meant: the potential for change on a global scale.

UNICEF is present in more than 190 countries and territories, giving it a unique level of influence. That clout creates access with trusted people — from local elders to government officials.

As a partner, Kiwanis also worked to bring state attention to MNT and the need for action. In the United States, Kiwanis executives and the president of Key Club International met with federal lawmakers. They and other Kiwanis family members also testified before the U.S. Congress about the effects of the disease.

Because of our advocacy, the United States appropriated US$6 million, and the United States Agency for International Development provided more than $21 million in in-kind support to fight maternal and neonatal tetanus.
Kiwanis International gratefully acknowledges the remarkable support The Eliminate Project received from all clubs and members. The following businesses, clubs, foundations and members played a critical role in our efforts to save and protect millions of babies from maternal and neonatal tetanus.

LEAD DONORS
The following donors made gifts of at least US$100,000 to The Eliminate Project.

Anonymous (5)

Barney & Carol J. Barnett within the GiveWell Community Foundation
Ceres Charitable Foundation
Ted & Lynn Coons
Brian G. & Miki Cunat
Downey Kiwanis Foundation
Eliminate.ch Verein
Geraldine Hammar

DECEASED

David & Eva Curry
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Trent & Amy Cowles
Kim & Heather Conrad
Chih-Wei Chuang
Gerald P. & Linda D. Christiano
Charles E. & Edna T. Brundage
Wei-Ching Chang
Fred Lah & Adeline Chan
William B. Cater & Deborah P. Carter
Cape Coral Kiwanis Foundation, Inc.
Dr. John* & Deborah Button
David & Janet Butler
Glenelle & Nettles Brown
Brian & Kristen Bowers
Atsuko Aono
Anonymous
Ava Adams
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Atsuko Aono
Donna & David Batelaan
Greg & Lisa Beard
William J.* & R. Jean Beard
David E. Booker
Birmingham Kiwanis Foundation
David E. Booker
Dale & Mary Bowen
Bill & Eve Harrigan
William J.* & R. Jean Beard

MAJOR DONORS
The following donors made gifts of US$25,000 to US$99,999 to The Eliminate Project.

John Dane*
Milford & Lenora Hanna
Tan Sia Tee Hock Seng
Kiwanis Foundation District
Switzerland-Liechtenstein
Richard* & Mary Langdon
Angus S. Lamond
Dr. Carl H. & Nancy Linge
Lucy & Eleanor S. Upton Charitable Foundation
Kiwanis of Nashville Foundation
Neil H. & Sarah E. Klock
Judy Kramer
La Carnda Kiwanis Foundation
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Kiwanis Club of New York City, Inc.
Kiwanis Club of New York City, Inc.
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* Deceased
OUR DONORS

400K CLUBS
The following clubs gave at least US$400,000 to The Eliminate Project.

- Kiwanis Club of Kuala Lumpur, Malaysia
- Kiwanis Club of Palo Alto, California-Nevada-Hawaii

300K CLUBS
The following clubs gave from US$300,000 to US$399,999 to The Eliminate Project.

- Kiwanis Club of Cincinnati, Ohio
- Kiwanis Club of Lincoln-Northeast, Nebraska-Iowa

200K CLUBS
The following clubs gave from US$200,000 to US$299,999 to The Eliminate Project.

- Kiwanis Club of Columbus, Ohio
- Kiwanis Club of Des Moines, Nebraska-Iowa
- Kiwanis Club of Evansville-Green River, Indiana
- Kiwanis Club of Glendale, California-Nevada-Hawaii
- Kiwanis Club of Indianapolis, Indiana

100K CLUBS
The following clubs gave from US$100,000 to US$199,999 to The Eliminate Project.

- Kiwanis Club of Alexandria, Louisiana-Mississippi-West Tennessee
- Kiwanis Club of Alpine, Rockford, Illinois-Eastern Iowa
- Kiwanis Club of Ann Arbor, Michigan
- Kiwanis Club of Atlanta, Georgia
- Kiwanis Club of Barne, Eastern Canada and Caribbean
- Kiwanis Club of Basel Merian, Switzerland-Liechtenstein
- Kiwanis Club of Birmingham, Alabama
- Kiwanis Club of Bloomington, Illinois-Eastern Iowa
- Kiwanis Club of Bowling Green, Kentucky-Tennessee
- Kiwanis Club of Cape Coral, Florida
- Kiwanis Club of Carefree, Southwest
- Kiwanis Club of Cheatham County, Kentucky-Tennessee
- Kiwanis Club of Chester, New York
- Kiwanis Club of Cheyenne, Rocky Mountain
- Kiwanis Club of Chinatown, New York City, New York
- Kiwanis Club of Columbus, Georgia
- Kiwanis Club of Dover, New Jersey
- Kiwanis Club of Downey, California-Nevada-Hawaii
- Kiwanis Club of Edmonton, Western Canada

- Kiwanis Club of Elgin, Illinois-Eastern Iowa
- Kiwanis Club of Fordham, Bronx, New York
- Kiwanis Club of Forest City-London, Eastern Canada and Caribbean
- Kiwanis Club of Ft. Lee, Capital
- Kiwanis Club of Greensboro, Carolinas
- Kiwanis Club of Hsin Chuang, Taiwan
- Kiwanis Club of Hui Hsin, Pan Chiao City, Taiwan
- Kiwanis Club of Huntsville, Alabama
- Kiwanis Club of Iowa City-Old Capitol, Nebraska-Iowa
- Kiwanis Club of Jupiter Reggio Calabria, Italy-San Marino
- Kiwanis Club of Kuala Lumpur, Malaysia
- Kiwanis Club of Lakeland, Florida
- Kiwanis Club of Lancaster, Pennsylvania
- Kiwanis Club of Mei Hsin, Taipei Hsien, Taiwan
- Kiwanis Club of Nagoya, Japan
- Kiwanis Club of Napa, California-Nevada-Hawaii
- Kiwanis Club of Nashville, Kentucky-Tennessee
- Kiwanis Club of Norfolk, Nebraska-Iowa
- Kiwanis Club of Northmount, Calgary, Western Canada

Kiwanis Club of Ottawa, Eastern Canada and Caribbean
Kiwanis Club of Peoria, Illinois-Eastern Iowa
Kiwanis Club of Raleigh, Carolinas
Kiwanis Club of Richmond, Capital
Kiwanis Club of Ridgeway, Eastern Canada and Caribbean
Kiwanis Club of Russellville, Missouri-Arkansas
Kiwanis Club of San Antonio Army Residence Community Golden K, Texas-Oklahoma
Kiwanis Club of Statesboro, Georgia
Kiwanis Club of Taichung Port Nu, Taichung Hsien, Taiwan
Kiwanis Club of Toronto, Eastern Canada and Caribbean
Kiwanis Club of Tie Fang, Chang Ho City, Taiwan
Kiwanis Club of Waverley, Victoria, Australia
The Kiwanis family would like to thank The Eliminate Project Campaign Committee members who led the organization’s volunteer and fundraising efforts. Kiwanis is grateful for their dedication to serving mothers and babies around the world.

Campaign committee chairman
Randy DeLay

Vice chairman, Americas
David Curry

Vice chairman, Americas
Dr. John Button*

Vice chairwoman, Asia Pacific
Adeline Chan

Vice chairman, Europe
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Gabriele Neumayr-Stof
Martin Poesen
Ronald Smith
Taizo Yokoyama

We would also like to express our gratitude to the members who served as Kiwanis Children’s Fund district coordinators and advocates, leading education and fundraising efforts in the Kiwanis districts.

KIWANIS SOURCES
Kiwanis Children’s Fund
(Formerly Kiwanis International Foundation)
US$64,774,797*

Other Kiwanis
US$4,045,709

*Includes US$7,319,159 raised by Service Leadership Programs

GOVERNMENT SOURCES
United States
US$27,166,920*

Canada
US$1,847,078

* Based upon actual appropriations secured for FY 2018, 2019, 2020 and 2021 plus estimates derived by Kiwanis International from USAID’s own programming in countries where MNT was or remains a threat to women and babies. USAID works to support select countries expanded access to routine healthcare for women, babies and children.

UNICEF SOURCES
UNICEF USA
US$20,241,547

UNICEF Canada
US$937,651

TOTAL
US$119,013,702

All numbers and figures are based on the end date of The Eliminate Project, December 31, 2020.

* Deceased