



THE ELIMINATE PROJECT FINAL REPORT



FROM OUR LEADERS



PAUL PALAZZOLO
2009-10 Kiwanis
International president



ARTHUR RILEY
2020-21 Kiwanis
International president

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.



DR. JOHN BUTTON



JOHN E. MAYFIELD

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.

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.

OUR DONORS

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 mothers and babies from maternal and neonatal tetanus.

LEAD DONORS

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

Anonymous	Milford & Lenora Hanna	John E. Mayfield*
Barney & Carol J. Barnett within the GiveWell Community Foundation	Tan Sri Tee Hock Seng	Thomas J. McCorlew Jr.
Ceres Charitable Foundation	Kiwanis Foundation District Switzerland-Liechtenstein	O. Douglas Schumann*
Ted & Lynn Coons	Richard* & Mary Langdon	E.J. Szulwach
Brian G. & Miki Cunat	Angus S. Lamond	Tan Sri Vincent Tan Chee Yioun
Downey Kiwanis Foundation	Dr. Carl H. & Nancy Linge	John Tyner II
Eliminate.ch Verein	Lucy & Eleanor S. Upton Charitable Foundation	Weingartz Family Foundation
Geraldine Hammar*		Tomoko Yamaguchi

MAJOR DONORS

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

Ava Adams	John Dane*	Pin-Ching Hsieh
Anonymous (5)	William M. & Arlyce M. Daugherty	Yu-Tu Hsieh
Atsuko Aono	Kevin & Larissa Dean	Chin-Ming Hu
Donna & David Batelaan*	Thomas E. & Rosemary A. DeJulio	Huang Mei
Greg & Lisa Beard	A. James Dooley	James L. Hutcheson
William J.* & R. Jean Beard	Tom & Patty Dunham	Chia Sing Hwang & Chit Looi Phang
Birmingham Kiwanis Foundation	George & Helen Elkins	Kiwanis Indiana Foundation
David E. Booker	Patrick Farris	Robert & Dorianne Jarrett
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Brian & Kristen Bowers	Ron Forest	Brenda Leigh Johnson
Glenelle & Nettles Brown	Michael J. & Leigh A. Frailey	Tony* & Mim Kaiser
David & Janet Butler	L. Craig* & Constance Fulmer	Donnie & Jackie Kemp
Dr. John* & Deborah Button	Robert M. Garretson	Keith & Karen Kinsey
Cape Coral Kiwanis Foundation, Inc.	Ronald A. & Carrie S. Givens Sr.	Koshiro* & Fusae Kitazato
William B. Cater* & Deborah P. Carter	GlaxoSmithKline Biologicals-Belgium	Kiwanis Club Foundation of Menlo Park
Fred Lah & Adeline Chan	Glendale Kiwanis Foundation	Kiwanis Club of Anacortes, WA Foundation
Wei-Ching Chang	Charles & Emilia Gugliuzza	Kiwanis Club of Ann Arbor Foundation, Inc.
Chun-An Chao	R. Bruce & Joy Hammatt	Kiwanis Club of Huntsville Foundation
Charles E. & Edna T. Brundage Foundation	Bill & Eve Harrigan	Kiwanis Club of Lehigh Acres Foundation, Inc.
Ming-Chen Chen	In memory of Norman Harrison	Kiwanis Club of Madison Foundation
Gerald P. & Linda D. Christiano	Teng-Kuei Ho	Kiwanis Club of Montgomery Foundation
Chih-Wei Chuang	Jerry Ho	Kiwanis Club of Napa Foundation
Kim & Heather Conrad	The Hoover Foundation	Kiwanis Club of Texarkana Foundation
Trent & Amy Cowles	Tokio Horigome	Kiwanis Foundation of Indianapolis
Robert & Nancy Cressy	Kimiko Horii	
Stephen P. Cummings	Terrell & Cornelia "Connie" Horne	
David & Eva Curry	Hsiang-Chia Hsiao Li	
	Fu-Yu Hsieh	

Kiwanis France Mutual Aid Foundation	Stephen & Janet Page
Kiwanis of Nashville Foundation	Palo Alto Charitable Foundation
Neil H. & Sarah E. Klock	Ronald M. & Donna M. Parent
Judy Kramer	Robert A. & Donna Toni Parton
La Cañada Kiwanis Foundation	James & Zelma Paschal
Dato' Stewart LaBrooy	Lloyd Paulson*
Chang-Wei Lai	Pennsylvania Kiwanis Foundation, Inc.
Bernadette L. Lane	In memory of Melbert E. Peterson
Victor N. Legerton	Tony & Judalyn Petree
Yi-Fang Li Chiang	Sue Petrisin
Forest "Skip" Little & Charlet Long Little	Rick & Bonnie Poulton
Lynn Chun-Kuai Liu	Kanwal & Meenakshi Prashar
Adel Luzuriaga	Rick Pyfer
James & Dorothy Mann	Mark B. Rabaut
Marietta Golden K Kiwanis Foundation, Inc.	Raleigh Kiwanis Foundation, Inc.
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Jan & Robert Maxwell	Donald E. "Don" Ritter
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Frank & Jennie Mills	Wilbur C. & Lucy T. Sensing
Nebraska-Iowa Kiwanis District Foundation	Ta-Hua Shih
Norwich Pharmaceuticals (Alvogen, Inc.)	Shih Yu-Mei
Van & Betty Olmstead	Jay & Diane Shultz
O'Rear Crisp Charitable Foundation	Dr. Kellye Smith
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Toronto Convention & Visitor Association
Sheng-Ping Tsai
Yi-Hua Tsai
John & Roxanne Vanderheyden
Thomas A. Varner
In memory of Norma Washburn
White Castle System, Inc.
James A. White
Terry & Zenda White
Barry L. Winzeler*
Ryozo Yagi
Chien-Kung Yang
Takashi Yano
Ling-Chiao Yeh

* 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

Kiwanis Club of Memphis, Louisiana-Mississippi-West Tennessee

Kiwanis Club of Northside Naples, Florida

Kiwanis Club of Rockville, Capital

Kiwanis Club of Tokyo, Japan

Kiwanis Club of Utica-Shelby Township, Michigan

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 Barrie, 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 Juppiter Reggio Calabria, Italy-San Marino

Kiwanis Club of Kluang Mandarin, 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 Ridgetown, 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 Tse 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, Europe

Filip Delanote

Vice chairman, Americas

David Curry

Vice chairwoman, Service Leadership Programs

Sue Petrisin

Vice chairman, Americas

Dr. John Button*

Vice chairman, Service Leadership Programs

Jeffrey Wolff

Vice chairwoman, Asia Pacific

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Region coordinators

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Chin-Hsiang Lu
Peter Kimberley*
Judy Kramer

Peter Lux
Charles McIlravey
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.

* Deceased

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\$68,820,506

US\$29,013,998

US\$21,179,198

US\$119,013,702

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





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