Dear\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Our Healdsburg Rotary Club is launching its 2024 donation campaign to eradicate polio from our world. We call it Green Hair Day because on St. Patrick’s Day many of our members will dye their hair green ([click below to see video](https://drive.google.com/file/d/1ObnuZ81eOUg7TCEcAykyCnl2nHuJKqTI/view?usp=sharing)) and parade around our town plaza to encourage people to donate to this very important initiative. Last year our club was able to raise almost $90,000. due to generous donations from friends and family and a 2:1 matching gift from the Bill and Melinda Gates Foundation .

Rotary International started the Polio Plus Program in 1985 with a goal to eliminate polio from the world. In 1988, the Global Polio Eradication Initiative(GPEI) was started with other global partners including WHO, UNICEF, CDC, Global Alliance for Vaccines and Immunization(GAVI) and the Bill and Melinda Gates Foundation. We are getting closer to our goal each year. In 1988, there were 350,000 cases of paralytic polio in the world due to the wild polio virus. In 2022, there were 30 cases and in 2023, 12 cases. All the paralytic cases due to wild polio virus occurred in Pakistan and Afghanistan where the wild virus remains endemic. Paralytic cases from circulating vaccine-derived cases dropped from 581 in 2022 to 447 in 2023 due to new strategies including use of a new vaccine. Although we have not eradicated polio yet, approximately 20,000,000 cases of paralytic polio were prevented since the start of GPEI.

Your donation will be extremely valuable in our quest to eradicate polio from the world. The donation is tax deductible because the Rotary International Foundation is an 501(c)(3) non-profit organization. If you wish to donate by credit card, please go to our website at [www.healdsburgrotary.org](http://www.healdsburgrotary.org) and scroll down to the green rectangle that includes a Green Hair Day “Donate” button. After clicking on “Donate”, please write in “Polio Plus” and my name in the description box. If you prefer to send a check, please make it out to the **Rotary Foundation** and mail it to Healdsburg Rotary Club, PO Box 671, Healdsburg, CA 95448. On the memo line, please write Polio Plus and my name. The Bill and Melinda Gates Foundation will give a 2:1 match to triple your donation.

Go to <https://cdn2.webdamdb.com/md_PFPxbyLG4647.mp4?1579703641> to watch a 22-second video by Bill Gates.

Please consider helping us on this important initiative.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

VIDEO LINK: <https://drive.google.com/file/d/1ObnuZ81eOUg7TCEcAykyCnl2nHuJKqTI/view?usp=sharing>