



To: The Eliminate Project's fundraising campaign team

From: The Eliminate Project Campaign Chairman

CC: Robert Kissane
Bernadette Lane
Daniel Nisbet
Tiffany Lake and staff

Date: January 1, 2012

Re: CAMPAIGN PROGRESS REPORT #11

The eleventh 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 approaching month.

Within the last month, The Eliminate Project's fundraising campaign primary goal was to expand the base of leadership by recruiting division coordinators. The secondary goal was to continue to generate activity on various platforms throughout the holidays. The campaign continues to progress with a consistent increase in funds raised and volunteers recruited.

RECENT ACCOMPLISHMENTS

- Raised US\$657,807 since the last report, bringing the current total raised to US\$8,008,821 for The Eliminate Project
- Recruited 54% of division coordinators which totals 462 new campaign volunteer leaders who have joined The Eliminate Project campaign team. This brings the total amount of volunteer leaders to more than 700 Kiwanis members who have committed to four years of volunteerism to eliminate maternal and neonatal tetanus.
- Provided 12 individual orientations for the remaining multi-division coordinators who were unable to attend the previously scheduled orientations.
- Secured 6 new Model Clubs within the last month for a total of 58 Model Clubs providing US\$110,806 in new funds from Model Club pledges. The total committed by all Model Clubs is more than US\$1.5 million.
- In total, the campaign has secured US\$1,231,000 in total documented funds raised by Lead and Major Gifts and US\$200,000 in verbal commitments.
- The International Women's Committee has collaborated to establish a plan for the Mother's Day/International Woman's Day initiative for The Eliminate Project which consists of a special, limited edition Mother's Day/International Woman's Day Walter Zeller broach/pendant and an electronic postcard to invite Kiwanis members to give in honor of a special mother

STATISTICAL SNAPSHOT
As of January 4, 2012

Funds Raised	Total	Increase Since November 20	# Commitments (Documented and Verbal)	Avg. Gift Amount	% of Goal Attained
Total Raised (Pledged or Paid)	\$8,008,821	\$657,807	4,755	\$1,684	7.3%
KI Documented	\$6,788,987	\$718,251	4,684	\$1,449	6.2%
KI Verbal	\$219,834	N/A	71	\$3,096	0.2%
US Fund for UNICEF	\$1,000,000	0	1	\$1,000,000	0.9%
Cash Paid	\$3,828,855	\$311,177	4,684	\$817	3.5%

Club Progress	Total	Increase Since November 20	# Commitments (Documented and Verbal)	Avg. Gift Amount	New Commitments since November 20
Model Clubs	\$1,577,020	\$110,806	58	\$27,190	6
100K Clubs	\$800,000	\$100,000	8	\$100,000	1

Individual Progress	Total	Increase Since November 20	# Commitments (Documented and Verbal)	Avg. Gift Amount	New Commitments since November 20
Lead Gift Donors	\$750,000	\$0	6	\$125,000	0
Major Gift Donors	\$681,000	\$28,000	25	\$27,240	1
Zeller Fellows (\$1,250+)*	\$2,265,044	\$23,021	1217	\$1,861	18

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