

Thanks to the generosity of the Bill and Melinda Gates Foundation every **£1** Rotary gives for Polio immunisation will be increased to **£3**.

Wear a Crocus and  
**End Polio Now**

What does a Crocus cost  
and how much can it Raise?

Cost / Crocus: £0.36

Average Donation / Crocus: £1.00

Gates Foundation Contribution: £2.00

Total for Polio Immunisation: **£3.00**  
(8 x Return on Investment)

Street Collection Box  
Holds 100 Crocuses  
Cost: £36  
Potential to Raise: £300



## How to Order?

Crocus boxes can be ordered via  
your District Foundation Chair

For more information about the Rotary Crocus:

[www.rotarycrocus.com](http://www.rotarycrocus.com) [facebook.com/rotarycrocus](https://www.facebook.com/rotarycrocus)

**END  
POLIO  
NOW**





# The Rotary Crocus

**Here's a tried and tested way for every Club to raise funds and awareness for Rotary and the End Polio Now Campaign.**

Since its launch in 2012, it has raised around **£1 million** for End Polio Now



## How it Works:

Fabric crocus buttonholes are offered to members of the public in return for a donation. When donors wear their Crocuses they become walking adverts and trigger countless conversations about Rotary and the End Polio Now Campaign.

Each Crocus comes on an information card which tells the story of the eradication program and Rotary's pivotal role in it. It provides the wearer with the answer to the question 'that's a nice flower, what's it for?'

The Crocus was chosen as the purple colour matched the dye painted on the fingers of children who have been immunised against Polio.



## How to Use the Crocus

**The Crocus is ideal to support Rotary Day, World Polio Day or any other fundraising occasion.**

### Public Collections:

Outside supermarkets, shopping centres, garden centres and hospitals.

### Schools:

The Crocus has been a huge hit with school children. As well as fundraising with the Crocus, it also provides an introduction to learning about Polio and the End Polio Now Campaign.

### And don't forget...

to use the Crocuses at all your Club calendar of events – at meetings, as gifts to visiting Rotarians, when you visit other Clubs as well as any other events your Club organises.

## How to Use this Brochure

Please use this brochure to show to your Rotary colleagues and build support for using the Crocuses in your Club and District.

**The Crocus has the potential to become the instantly recognizable symbol of Rotary, representing our greatest achievement, the eradication of Polio.**



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