

Thanks to the generosity of the Bill and Melinda Gates Foundation every **US\$1** Rotary gives for Polio immunization will be increased to **US\$3**.

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

Cost / Crocus: **US\$0.50***

Average Donation / Crocus: **US\$1.00**
(ranges from US\$1-US\$5)

Gates Foundation Contribution: **US\$2.00**

Total for Polio Immunization: **US\$3.00**
(6 x Return on Investment)

How to Order?

Crocus boxes and copies of this brochure can be ordered from **Russell-Hampton** (who are supporting the Rotary Crocus by providing their services free of charge)



Web: www.ruh.com

Email: orders@ruh.com Toll Free Phone: 800-877-8908

For more information about the Rotary Crocus:

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

Street Collection Box
Holds 100 Crocuses
Cost: US\$50*
Potential to Raise: US\$300



Counter-top Box
Holds 50 Crocuses
Cost: US\$25*
Potential to Raise: US\$150



Wear a Crocus and End Polio Now



*Crocus costs exclude sales tax on Kansas orders, S & H.

New to the US:

Here's a new way for every Club throughout the US to raise funds and awareness for Rotary and the End Polio Now Campaign.

Only launched in 2012 in the UK, it has already raised around **US\$500,000** 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 advertising 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 color matched the dye painted on the fingers of children who have been immunized 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 grocery stores, shopping malls, garden centers and hospitals.

Counter-top Collections:

In the businesses of Rotarians, doctor's offices, pharmacies, hospital waiting rooms, schools and shops.

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. You can also use it to help sign up collection sites. This way you know how many boxes you can place before you order.

You can order 50 copies of this brochure free of charge.

Rotary Crocus Ambassadors

The success of the Crocus is due to the passion of dedicated Rotarians who have promoted it to their Clubs and Districts. If you'd like to become a Rotary Crocus Ambassador to spread the word in your area, please visit **www.rotarycrocus.com/ambassadors**.

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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