

US\$1 = 1 Vaccination = 1 Life Saved

- 450 children die from measles every day
- Nearly 30% of children who contract measles suffer complications such as vision loss, hearing loss or brain damage
- Each dollar that you give to end measles could save the life of one child



## ■ OUR PARTNERS

Lions are proud to partner with organizations that are leading the effort to end measles. **Together, we are making measles history.**

### MEASLES INITIATIVE

*"The Measles Initiative is very excited and optimistic about our new partnership with Lions. With members in many Measles Initiative priority countries, Lions can provide an extremely valuable combination of social mobilization and organizational capability, with political advocacy, that complement our other partner organization activities." —Andrea Gay, Executive Director of Children's Health, United Nations Foundation*

### BILL & MELINDA GATES foundation

*"One of the challenges of the fight against measles, and of immunization in general, is that you've got to keep at it. You've got to be relentless, because children who need to be protected are born every day. You don't vaccinate once. You do it year after year. As long as you do, children are safe. But when you stop, children die." —William H. Gates, Sr., Co-chair and Trustee of the The Bill & Melinda Gates Foundation*



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For more information, updates and fundraising tools, please visit [www.lcif.org](http://www.lcif.org).

# ONE SHOT, ONE LIFE

## THE LIONS MEASLES INITIATIVE



Help Us Stop  
Measles Now.



## THE PROBLEM

Every year, a disaster quietly strikes thousands of families. While it may not be mentioned on the news or in your local paper, this disaster takes the lives of 450 children, daily. Measles is one of the world's most contagious diseases, but is easily prevented by a simple and inexpensive vaccine. Deaths associated with measles are a disaster that should never happen. Even so, the World Health Organization estimates that unless vaccination efforts are intensified, the number of children who suffer the blindness, hearing loss, brain damage and death caused by measles could increase considerably by 2013.

## THERE IS HOPE

The Measles Initiative was founded in 2001 upon the belief that even one death from measles is too many. Since its inception, the Initiative has vaccinated one billion children. This incredible achievement has resulted in a 24% worldwide reduction in child mortality. Every time a child is vaccinated, the Measles Initiative comes closer to achieving its goal of eradicating measles by 2020.

**For less than US\$1, a child can be immunized against measles for life, making the vaccine one of the most cost-effective health interventions available.**

## LIONS ARE ALREADY AT WORK

Lions have always been advocates of vulnerable populations – especially children.

The Bill & Melinda Gates Foundation recognizes the important role that Lions can play in helping every child to have the chance to live a healthy life. In 2010, the Gates Foundation provided LCIF with a grant that enabled Lions to support the work of the Measles Initiative through social mobilization and advocacy.

The results of this collaboration were astounding. In one short year, Lions and LCIF supported the immunizations of nearly 41 million children! Although great success has been achieved, **our work has only just begun.**



## THE GATES CHALLENGE

Lions are well-known for accepting difficult challenges. In October, 2011, the Bill & Melinda Gates Foundation called upon Lions to rise to a new challenge, when it awarded LCIF the single largest gift in its history: US\$5 million! The Gates Foundation will use this historic gift to match US\$1 for every US\$2 that Lions raise to help end measles. Together, LCIF and the Gates Foundation hope to raise a total of US\$15 million by June 30, 2012. One dollar will provide one vaccine to one child – and will give that child the chance to live a healthy life!



**YES! I want to help LCIF meet the Gates Challenge and save 450 children each day from death.**

Every gift that helps meet the challenge is MJF eligible.

Are you a Lion  yes  no

Individual or Club Name

\_\_\_ \$50 \_\_\_ \$100 \_\_\_ \$250  
\_\_\_ \$500 \_\_\_ \$1,000 \_\_\_ Other \$ \_\_\_\_\_

Enclosed is my check made payable to:  
Lions Clubs International Foundation

Or charge my:

Visa®  Mastercard®  American Express®

Name \_\_\_\_\_

Address \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_ Postal Code \_\_\_\_\_

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help us  
save  
lives?**

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