

Purple4Polio

Rotary Club Briefing Purple4Polio Jam



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Wilkin & Sons Ltd. are helping Rotarians to raise £1,000,000 through Purple4Polio Jam!

You will have received the [electronic newsletter](#) announcing the very generous donation of a jar of Purple4Polio jam by Wilkin & Sons Ltd. for every single Rotarian completely free.

Each district, through their District Governor, has appointed a Jam Coordinator, and they will be arranging how, where and when the jars will be distributed within their district. The majority of deliveries to districts will be taking place around 22nd February.

[Special flyers](#) have been produced to go with each jar of jam and will be sent out by Wilkin & Sons Ltd. with each district delivery.

The two varieties of Purple4Polio Jam are Greengage and Early Rivers Plum and it will be luck as to which of these you receive.

Ideas for Using Your Purple4Polio Jam

The aim is to raise at least £20 per jar of jam. Each Rotarian, club and district can do whatever they choose with their jam but the hope is that each recipient of a jar of jam will make a suggested minimum donation of £2 for it. Once they have enjoyed the contents we are hoping the jars will be filled with loose change, or even £1/£2 coins, so hopefully at least £20 per jar, and brought back to the nearest Rotary club for donating to RFUK.

Please remember that the jam should not be 'sold', but attracting donations for it in whatever way your imagination creates is absolutely fine!

We would love as many clubs and districts to use some of the jam for Purple4Polio tea parties. As you are aware International Women's Day is on Wednesday 8th March and the more Purple4Polio tea parties happening simultaneously at 4pm on that day across the whole of RotaryGBI, the more awareness and publicity we will be able to generate.

This is just one idea for using your jam and there are many others.



Purple4Polio

Rotary Club Briefing

Purple4Polio Jam



What creative, unusual, exciting, unique, community building, stately home or venue will you choose for your tea party or for any other ways you will use the jam?

Who will you involve? Who will you invite (MPs, local politicians, celebrities, polio survivors, school children, youth groups, elderly)?

How will you attract donations to Purple4Polio?

How will you use this to attract new members?

How will you use this to tell the Rotary polio story?

Will you get recipients of the jam to organise their own tea parties and make further donations to Purple4Polio?

Will you provide a community service event using the jam?

Will you get Rotaract, Interact and RotaKids involved?

The only limitation on what you can do is your own imagination!

Rotary Polio Bear Picnics / Tea Parties

This is an idea we will be sending out more information about soon but we do know that [Rotary Polio Bear](#) is rather partial to jam sandwiches so lots of opportunity to get children and their families involved in fun activities when the weather improves!

Press Releases

We will be providing draft press releases for both Purple4Polio tea parties and for any other activities you do with the jam. The vast amount of publicity generated across RotaryGBI from the mass planting of crocus corms at the end of 2016 was unprecedented. Working together we can use the Purple4Polio Jam to make another big purple splash – and don't forget the crocus corm flowering too!



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Rotary Club Briefing

Purple4Polio Jam



What to do with the money raised

All monies raised should be routed to your Rotary club and sent to RFUK in the usual way. The [RFUK Club Contribution Form](#) now includes a new tick box for Purple4Polio Jam so please make sure you tick the right box and that the individual donor list and any new Gift Aid Forms for new donors are returned with it. This is really important so we can keep Wilkin & Sons Ltd. directors and staff up to date on how their jam is helping to make history.

Monies which are gift aided for the Purple4Polio jam will be allocated to the polio giving for the Rotary club concerned. As is the case for all individual gift aided donations to RFUK the Paul Harris credit points are allocated to the individual concerned.

Gift Aid for jam

£1.25 = £3.75

If the donor is a UK taxpayer (Rotarian or non Rotarian) their personal giving can be gift aided if they complete the [Gift Aid Form](#). The forms need to be returned, with the Purple4Polio jam donation to the Rotary club they are supporting through this campaign or sent directly to RFUK (Kinwarton Road, Alcester, B49 6PB).

This will turn every £1 donated in to £1.25 and this full amount will also be credited to the polio giving figures for the Rotary club concerned.

With the magic of Rotary, this £1.25 = £3.75 for End Polio Now as it is tripled by the Bill & Melinda Gates Foundation. This process happens automatically through RFUK and The Rotary Foundation.

Typhoo Tea

The Purple4Polio campaign has also attracted Typhoo Tea to come on board and help us. The details for the availability and distribution of the tea will be sent out in a separate Rotary Club Briefing in due course.



Purple4Polio

Rotary Club Briefing

Purple4Polio Jam



Tell us what you're doing

We would love to hear what you are doing with your jam!

Don't forget to tag our [Facebook](#) and [Twitter](#) accounts in any social media activity as well as sharing, liking and retweeting to help spread the word. You can also send any media or press reports via [email](#). The more the media channels can see that Rotary and Purple4Polio is generating interest the more interest it will generate!

Money, Money and More Money

Please remember - If we achieve the £1,000,000 Wilkin & Sons Ltd. directors and staff are aiming for that will become £3,000,000 with the trebling by the Bill & Melinda Gates Foundation!

Constructive suggestions, ideas and questions

Please contact RotaryGBI Polio Champion [Jannine Birtwistle](#).