



### Key Messages

- Malaria Kills. Nets save lives. Send a net. Save a life. Visit [www.NothingButNets.net](http://www.NothingButNets.net) to donate and learn more.
- *Nothing But Nets* – a global, grassroots campaign to save lives by delivering long-lasting insecticide-treated nets to prevent malaria – has engaged over 70,000 individuals, raised more than \$20 million; and distributed over 700,000 nets to date.
- Every 30 seconds a child dies from malaria. And every day 25 million pregnant African women risk severe illness and harm to their unborn children from a malaria infection.

### About Nothing But Nets

- *Nothing But Nets* is a global, grassroots campaign to save lives by delivering long-lasting insecticide-treated nets to prevent malaria, a leading killer of children in Africa.
- Inspired by former *Sports Illustrated* columnist Rick Reilly, tens of thousands of people have joined the campaign that was created by the **United Nations Foundation** in May 2006. Founding campaign partners include the **National Basketball Association's NBA Cares, The People of the United Methodist Church, and Sports Illustrated. Other partners include VH1, The Mark J. Gordon Foundation, AOL Black Voices, The Wasserman Foundation, Major League Soccer's MLS W.O.R.K.S., the Women's National Basketball Association, and Rotarians' Action Group on Malaria.**
- A donation of \$10 to *Nothing But Nets* covers the cost of purchasing a long-lasting insecticide-treated bed net, distributing it and educating communities on its use.
- Bed net distributions are organized and implemented by the Measles Initiative, a partnership led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, the World Health Organization, and UNICEF.
- To date, *Nothing But Nets* has raised more than \$20 million and distributed more than 700,000 nets to children and their families in Africa. More than 70,000 individuals have become involved, including professional athletes, youth and corporate CEOs.

### About Malaria

- While malaria has largely been eradicated in the United States, between 350 and 500 million people are still infected each year, mostly in Africa. More than one million of those infected die from the disease. Seventy-five percent of those deaths are children under the age of five. Every day, 25 million pregnant women risk severe illness and harm to their unborn children from a malaria infection.
- One of the most cost-effective and simple approaches to combat malaria is through the use of insecticide-treated bed nets, which can prevent malaria transmission by 50 percent and up to 90 percent in areas with high coverage rates. It costs \$10 to buy and distribute a bed net and to educate the recipient on its use. According to the World Health Organization's World Malaria Report 2005, only three percent of children under five in Africa sleep under a long-lasting, insecticide-treated net.
- Bed nets work in two ways. They stop mosquitoes from biting during the night and spreading the disease, and the insecticide on the net kill the mosquitoes when they land on it, stopping them from flying on to find their next victim.

### Campaign Milestones

- In July and August 2007, *Nothing But Nets* raised \$400,000 through an emergency appeal to send more than 40,000 insecticide-treated nets to protect families living in 15 temporary camps along the Chad-Sudan and Chad-Central African Republic border. The long-lasting insecticide-treated nets will help prevent the transmission of malaria among the 200,000 refugees and internally displaced people living in the camps due to the ongoing crisis in Darfur.
- The Webby Awards, the leading international honor for Web sites, named *Nothing But Nets* for the best Charitable Organizations Nonprofit Web site of 2007 in the annual People's Voice voting.

- On November 30, 2007, the Measles Initiative announced that it surpassed its goal reducing global measles deaths by 68% since 2000. The success of the Measles Initiative demonstrates the power of partnerships and offers a superb model for addressing global health challenges. The success also demonstrates the effectiveness of this integrated health delivery platform.

### **Additional Background**

- *Nothing But Nets* launched its national grassroots campaign on Malaria Day - April 25, 2007 in Miami, Florida. *Nothing But Nets*' partners – including the United Nations Foundation, United Methodist Church, the National Basketball Association's NBA Cares, the WNBA, and Major League Soccer's MLS W.O.R.K.S. – have been working together over the past several months to launch major events in cities across the United States including Chicago, Houston, Minneapolis and St. Paul, Detroit, Dallas and Washington, DC.
- *Nothing But Nets* was one of eight charities featured on American Idol's "Idol Gives Back" – a two-night television special event that aired on national television on April 24 and 25, 2007 to help raise awareness and funds for children living in extreme poverty in Africa and America. The program raised over \$75 million to help eradicate poverty and prevent diseases such as malaria; \$6 million benefited *Nothing But Nets*.
- Rick Reilly released his new book titled, HATE MAIL FROM CHEERLEADERS AND OTHER ADVENTURES FROM THE LIFE OF REILLY. This new collection of Reilly's favorite columns over the past six years includes "Nothing but Nets"—the column that started it all. A portion of proceeds from sales of the book will be donated to *Nothing But Nets*.

### **Partnership:**

- As part of our grassroots efforts, on January 5, 2007, we hosted an in-arena promotion on the Campaign – including airing a short PSA – at the Chicago Bulls/New Jersey Nets game. This was the first of more than 20 in-arena promotions that the NBA is conducting in support of *Nothing But Nets*, including a Miami Heat in-arena night during the April 29, 2007 playoff game against the Chicago Bulls.
- On June 14, WNBA president Donna Orender and Washington Mystics president and managing partner Shelia Johnson, launched the WNBA Cares – *Nothing But Nets* Partnership during a reception on Capitol Hill. The Washington Mystics kicked-off the first of many in-arena promotions on Friday, June 15, 2007, at the Verizon Center in Washington, D.C. Throughout the 2007-2008 seasons, players, and fans are coming together to combat malaria together through pre-game and half-time presentations, auctions, and contests.
- MLS commissioner Don Garber launched the partnership between Major League Soccer's MLS W.O.R.K.S. and *Nothing But Nets* on July 1, 2007 during a Chicago Fire game at Toyota Park. The announcement kicked-off a series of in-stadium events which include pre-game and half-time presentations, auctions, and contests. During these events this past year, MLS W.O.R.K.S. also promoted its *Nothing But Nets* Sweepstakes which offered supporters of *Nothing But Nets* the chance to win a trip for two to MLS Cup 2007 in Washington, D.C. on November 18, 2007. Thousands of people entered and the check was presented to *Nothing But Nets* during the MLS Cup 2007.
- *Nothing But Nets* was featured at the NBA All-Star Jam Session – a fan experience and trade show for 250,000 youth and families running from Thursday, February 15 to Monday, February 19 in Las Vegas, NV. Also during All-Star, five NBA All-Star players, represented by the Wasserman Media Group, donated funds to the Campaign. NBA All-Star Joe Johnson donated \$1,000 per basket made in Sunday's All-Star game. Mike Miller and Jason Kapono donated \$100 for every shot made in the Foot Locker 3-Point Shootout. Kapono won the shootout. And Jordan Farmar and Brandon Roy shot for the charity as well during the T-Mobile Rookie Challenge & Youth Jam. Arn Tellem, President of WMG Management, matched Joe Johnson's contribution bringing the grand total to \$38,000.
- In 2007, VH1 teamed up with *Nothing But Nets* to create a :30 and :45 public service announcement as part of its partnership with the grassroots campaign to raise awareness about malaria and to engage the American public in malaria prevention. The PSA features an irritating human-sized mosquito walked around New York City and the VH1 offices to annoy tourists, New Yorkers and even actors from VH1's "Best Week Ever" series. The PSA launched on November 2, 2007 and is being shown on VH1, VH1 Classic, VH1 Soul, VH1.com, and on Jumbo Trons at NBA, WNBA, and MLS games throughout 2007 and 2008 through

the Nothing But Nets partnership with NBA Cares, WNBA Cares and MLS W.O.R.K.S. As of December 31, 2007, the PSA aired over 1,000 times on the VH1 channels.

- At a press conference on the steps of Houston's City Hall on September 18, 2007, the Campaign announced a partnership with the Texas-based ExxonMobil Foundation, one of the largest private sector donors to malaria research and prevention. The partnership will help *Nothing But Nets* expand its network of supporters.

### **Observation trips to Africa:**

- From January 19-31, 2007, NBA Legend Sam Perkins, Women's WNBA star Ruth Riley of the San Antonio Silver Stars, and United Methodist Bishop Thomas Bickerton, traveled to Nigeria and Angola where they met with families, health care workers, and visited clinics to see first-hand the effects of malaria and how the campaign is contributing to malaria prevention.
- In November 2006, Rick Reilly and representatives of the campaign traveled to Nigeria to visit with families who had received the first shipment of more than 150,000 long-lasting, insecticide-treated nets.
- From June 9-15, 2007, *Nothing But Nets* joined the Baltimore-Washington Conference of the United Methodist Church on their bi-yearly visit to their partner church, the Zimbabwe Episcopal Area of the United Methodist Church in Mutare, Zimbabwe. *Nothing But Nets* joined the United Methodist Church in its efforts to help raise awareness about malaria and distributed life-saving insecticide-treated nets.
- From November 16-19, 2007, *Nothing But Nets* traveled to Gabon to observe the free distribution of nearly 240,000 long-lasting insecticide-treated bed nets (LLINs), providing full coverage for the country where malaria is the second leading cause of death in children under five.
- From December 13-19, 2007, *Nothing But Nets* traveled with key allies in the fight against malaria, including the U.S. President's Malaria Initiative (PMI), the Canadian Red Cross, and Malaria No More, to distribute a total of over 2 million nets to families in Mali. *Nothing But Nets* representatives including Diego Gutierrez (Chicago Fire, MLS W.O.R.K.S.), Dwayne De Rosario (Houston Dynamo, MLS W.O.R.K.S.), and Ruth Riley (San Antonio Silver Stars, WNBA Cares) joined the team in Mali to help distribute bed nets. In addition to the distribution of nets, the integrated health campaign, led by the Malian Ministry of Health, provided measles and polio vaccinations, de-worming medication and vitamin A supplements—the first time in Mali that these five health interventions were delivered at the same time. Photos, blogs, and video from the trip can be found at [www.NothingButNets.net](http://www.NothingButNets.net).