A LETTER FROM THE UN FOUNDATION PRESIDENT

Dear Partners and Friends:

You are saving lives!

Thank you for being a part of the United Nations Foundation’s Nothing But Nets campaign, which provides individuals—from CEOs to youth, professional athletes to faith leaders—the opportunity to join in the global fight against malaria by sending a net and saving a life with a $10 contribution.

One of the most cost-effective and simple approaches to combat malaria is through the use of long-lasting insecticide-treated bed nets, which can prevent malaria transmission by creating a protective barrier against mosquitoes at night, when the vast majority of transmissions occur. It costs $10 to buy and distribute a bed net and to educate the recipient on its use.

In 2008, supporters of the Nothing But Nets campaign have saved millions of lives. With the funds raised, the life-saving bed nets distributed, the number of supporters reached, and the raised profile of malaria, 2008 proved to be a successful year for Nothing But Nets and, ultimately, the global effort to prevent malaria.

Building on the momentum of what began halfway through 2006, Nothing But Nets raised nearly $25 million by the end of 2008 from over 100,000 individuals and distributed over 2 million bed nets to areas of greatest need in Africa. Nothing But Nets is linking its partners and individuals to the global movement to support the work of the United Nations to end malaria deaths by 2015.

As always, these achievements could not have been possible without our unique set of partners who are helping us reach diverse communities to spread the message that malaria kills and nets save lives.

In addition to our partners, we have put the full force of the UN Foundation, including the Global Partnerships, Public Affairs, and Finance and Grants teams, behind this campaign to ensure its success. I would especially like to acknowledge the commitment of Elizabeth Gore, Adrianna Logalbo, and Amy DiElsi, and also thank the UN Foundation’s Chairman Ted Turner and our Board of Directors for their continued support of this important effort.

Our team often travels to Africa to see the impact these nets are having on the lives of families. We have personally seen the joy in the parents who are now able to protect their children. Thanks to you, malaria rates are going down and lives are being saved. We look forward to continuing to work together to prevent malaria in the years to come.

Malaria kills. Send a net. Save a life.

Thank you for your support,

Timothy E. Wirth
President, United Nations Foundation
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I. EXECUTIVE SUMMARY

In 2008, the UN Foundation’s Nothing But Nets campaign continued its impressive growth, building and strengthening partnerships, attracting broader support, channeling new media, and, most importantly, working with United Nations agencies such as UNICEF, the UN Refugee Agency (UNHCR), and the World Health Organization (WHO) to deliver more than 1.5 million long-lasting insecticide-treated bed nets to prevent malaria in Africa.

NEARLY $25 MILLION RAISED

Nothing But Nets eclipsed its ambitious 2008 fundraising goals, raising more than $7 million from over 40,000 different individual donors, more than three-fourths of whom donated through the Nothing But Nets Web site. Both of these represent significant increases over the fundraising totals of each of Nothing But Nets’ two previous years. With a $10 contribution funding the purchase, distribution, and education on the use of each bed net, Nothing But Nets raised nearly $25 million by the end of 2008 and has provided more than 2.5 million bed nets since 2006 to those in Africa who most need them.

OVER 2 MILLION NETS DISTRIBUTED

Nothing But Nets continued to work with the Measles Initiative to distribute bed nets through national integrated health campaigns. In 2008 alone, we delivered more than 1.5 million nets in countries, including a distribution with UNHCR to Nakivale Refugee Camp in Uganda. In November, Nothing But Nets participated in the Côte d’Ivoire integrated health campaign. A delegation of 30 United Methodists from Texas, who had helped to raise $1 million for nets, traveled to Côte d’Ivoire, along with representatives of the UN Foundation, The United Methodist Committee on Relief, and United Methodist Communications, to help distribute the nets.

A DIVERSE PARTNERSHIP

The life-saving work of Nothing But Nets, of course, would not be possible without the vibrant partnerships that the campaign has nurtured. Spanning professional sports leagues, faith-based organizations, corporations, and foundations, Nothing But Nets’ partners were vital contributors to our 2008 successes. We strengthened our long-term partnerships with organizations like NBA Cares, The United Methodist
Church, and MLS W.O.R.K.S., and built exciting new relationships with organizations such as Junior Chamber International, Orkin, Inc., the Union for Reform Judaism, and United Airlines. The participation of this diverse array of partners ensured the success of Nothing But Nets’ major initiatives in 2008—including our event-filled City Tours, the first annual World Malaria Day, and our continued media and fundraising outreach.

CHAMPIONS HELP SPREAD THE BUZZ

By engaging new supporters, Nothing But Nets has both increased its donation base and raised its campaign profile. Through its multiple fundraising Champions, from ESPN columnist and Nothing But Nets inspiration Rick Reilly to eight-year-old star fundraiser Katherine Commale, and its diverse set of partners, Nothing But Nets continues to engage the dedicated supporters whose voices have brought sizable constituencies to join the global effort to prevent malaria.

RAISING THE PROFILE

Nothing But Nets’ impressive media campaign in 2008 reached millions of people—more than double our media coverage from the previous year. This coverage was headlined by Reilly’s appearance on The Colbert Report in September, which led to Nothing But Nets’ most impressive fundraising month, and Commale’s front-page story in The New York Times in May. Nothing But Nets also generated tremendous online success, particularly through the NET-Raiser system, which attracted more than 3,000 new NET-Raisers and raised over $500,000, and “Deliver the Net,” an online game that doubled traffic to the Nothing But Nets Web site. In addition, Nothing But Nets enhanced its presence on social networking sites such as Facebook and MySpace and will continue to get out its message with new media, especially through Twitter and our innovative text-messaging based “Text to Give” program.

NOTHING BUT NETS CITY TOURS

In 2008, we traveled to seven U.S. cities—Dallas, Denver, New York City, Indianapolis, Philadelphia, Atlanta and Los Angeles—to excite and engage business leaders, city officials, faith leaders, students, athletes, youth, and sports fans to help raise funds and awareness to prevent malaria. During the city stops, we announced our partnership with pop sensation the Jonas Brothers, received a proclamation from Colorado Governor Bill Ritter, Jr., and participated in Major League Soccer’s MLS Cup activities in Los Angeles. Nothing But Nets is fortunate to work with dedicated partners and Champions who help to engage their local NETworks in this life-saving campaign.
II. ABOUT THE UN FOUNDATION

The UN Foundation, a public charity, was created in 1998 with entrepreneur and philanthropist Ted Turner’s historic $1 billion gift to support UN causes and activities. The UN Foundation is an advocate for the United Nations and a platform for connecting people, ideas, and resources to help the United Nations solve global problems. We build partnerships, grow constituencies, mobilize resources, and advocate policy changes to support the United Nations’ work for individual and global progress. The UN Foundation’s work—focused on select global problems—is decreasing child mortality, improving disaster relief, protecting diverse cultures and environments, creating a clean energy future, empowering women and girls, and improving U.S.–UN relations.

III. ABOUT THE UN FOUNDATION’S NOTHING BUT NETS CAMPAIGN

The UN Foundation’s Nothing But Nets is a global, grassroots campaign to raise awareness and funding to combat malaria, one of the largest killers of children in Africa. With a $10 contribution, Nothing But Nets provides individuals—from CEOs to youth, professional athletes to faith leaders—the opportunity to join the global fight against malaria by sending a net and saving a life.

The UN Foundation launched Nothing But Nets in 2006. Inspired by sports columnist Rick Reilly, hundreds of thousands of people have joined the campaign. Through a diverse set of partners, including the National Basketball Association’s NBA Cares, the people of The United Methodist Church, Sports Illustrated, Vh1,
Major League Soccer’s MLS W.O.R.K.S., the Women’s National Basketball Association, the Union for Reform Judaism, Wasserman Foundation, Junior Chamber International, Orkin, Inc., and United Airlines, among others, the Nothing But Nets campaign reaches out to the American public, building a grassroots movement to help achieve the UN goal to end malaria deaths by 2015.

Every $10 contribution to Nothing But Nets covers the cost of purchasing a long-lasting insecticide-treated bed net, distributing it, and educating communities on its use. Nothing But Nets leverages the existing health delivery platform of the Measles Initiative—a partnership of the American Red Cross, the U.S. Centers for Disease Control (CDC), the UN Foundation, the World Health Organization (WHO), and the United Nations Children’s Fund (UNICEF)—which has successfully reduced measles cases by 91% in Africa in less than five years, as well as the UN Refugee Agency (UNHCR) and faith-based partners to distribute bed nets along with other much needed health interventions.

IV. WORKING WITH THE UNITED NATIONS

The UN Foundation’s Nothing But Nets campaign works directly with the United Nations and its agencies to implement the distribution of bed nets. Working in partnership with the Measles Initiative, funds raised through the Nothing But Nets campaign are leveraged to purchase and distribute bed nets during national vaccination campaigns. The UN Foundation works with UNICEF and WHO to ensure that bed nets are integrated into the national campaigns, such that children are not only receiving a measles or polio vaccine, but also a life-saving bed net. In 2008, the UN Foundation and its Nothing But Nets campaign partnered with UNICEF and WHO on integrated measles campaigns in Côte d’Ivoire and the Central African Republic, delivering over 1.5 million nets.

In 2008, the UN Foundation launched a partnership with UNHCR to protect refugees from malaria in Africa, where the disease is the number one killer of refugees. On September 26, 2008, at the Clinton Global Initiative, the UN Foundation through its Nothing But Nets campaign launched an appeal to raise funds for 275,100 bed nets for refugees living in 27 camps in Uganda, Kenya, Tanzania, and Sudan, where the malaria burden is highest. By the end of 2008, Nothing But Nets had raised nearly $2 million toward the goal and funded the distribution of 17,500 bed nets in Nakivale, Uganda.
V. NEARLY $25 MILLION RAISED

By the end of 2008, Nothing But Nets had raised nearly $25 million to purchase and distribute life-saving bed nets to areas of greatest need in Africa.\(^1\) A breakdown of these funds illustrates that the vast majority of funds raised were from individual, grassroots donors.

<table>
<thead>
<tr>
<th>Total Funds Raised (2006-2008):</th>
<th>$24,841,636</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds Raised from Individuals:</td>
<td>$16,141,636</td>
</tr>
<tr>
<td>Gates Foundation Matching Grant:</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>Charity Projects Entertainment Fund - American Idol Grant:</td>
<td>$5,700,000</td>
</tr>
<tr>
<td>Total Number of Donors (2006--2008):</td>
<td>103,378</td>
</tr>
</tbody>
</table>

2008 was a landmark year for fundraising for this young campaign, as Nothing But Nets raised more funds from more individual donors than during either of the previous two years. Below is a breakdown of funds raised per year from individuals.

| Individual Funds Raised 2008: | $7,260,556 |
| Total Donors 2008: | 41,072 |
| Individual Funds Raised 2007: | $6,036,868 |
| Total Donors 2007: | 30,194 |
| Individual Funds Raised 2006: | $2,844,212 |
| Total Donors 2006: | 33,703 |

\(^1\) As of April 30, 2009, the Nothing But Nets campaign has raised over $27 million since it was launched in 2006.
As illustrated in the graphs below, there were specific periods during 2008 when Nothing But Nets recorded higher levels of funds raised as well as a higher number of donations. These monthly differences are a result of the various activities Nothing But Nets was engaged in throughout the year, including partner activations, City Tours, media attention, World Malaria Day, and holiday giving. These activities are outlined in the pages that follow.
VI. OVER 2 MILLION NETS DISTRIBUTED

By the end of 2008, the Nothing But Nets campaign had distributed more than two million long-lasting insecticide-treated bed nets in the following countries:

<table>
<thead>
<tr>
<th>Year</th>
<th>Country</th>
<th>Number of nets distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Nigeria</td>
<td>150,000</td>
</tr>
<tr>
<td>2007</td>
<td>Zimbabwe</td>
<td>7,125</td>
</tr>
<tr>
<td></td>
<td>Democratic Republic of Congo</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>Chad</td>
<td>40,000</td>
</tr>
<tr>
<td></td>
<td>The Republic of Congo-Brazzaville</td>
<td>210,887</td>
</tr>
<tr>
<td></td>
<td>Gabon</td>
<td>180,000</td>
</tr>
<tr>
<td></td>
<td>Mali</td>
<td>133,000</td>
</tr>
<tr>
<td>2008</td>
<td>Côte d’Ivoire</td>
<td>855,000</td>
</tr>
<tr>
<td></td>
<td>Central African Republic</td>
<td>740,000</td>
</tr>
<tr>
<td></td>
<td>Mozambique</td>
<td>20,000</td>
</tr>
<tr>
<td></td>
<td>Nakivale Refugee Camp, Uganda</td>
<td>17,500</td>
</tr>
</tbody>
</table>
Upcoming distributions include Burundi, Cameroon, Djibouti, Ethiopia, Guinea, Liberia, Rwanda, Sierra Leone, Sudan, Tanzania, and Zambia.
VII. FEATURED DISTRIBUTION: CÔTE D’IVOIRE

From November 11-17, 2008, Nothing But Nets participated in a national integrated health campaign in Côte d’Ivoire to protect children under the age of five against measles, malaria, Vitamin A deficiency, and intestinal worms.

The UN Foundation’s Nothing But Nets supported this campaign with a total of 855,000 life-saving bed nets. To plan and implement this distribution, the UN Foundation worked with various partners, including the Government of Côte d’Ivoire, The United Methodist Church in Côte d’Ivoire, UNICEF, WHO, the CDC, the American Red Cross, Population Services International, the Texas Annual Conference of The United Methodist Church, United Methodist Communications, and the General Board of Global Ministries.

The 855,000 bed nets were distributed at more than 1,200 distribution points in 18 districts throughout Côte d’Ivoire. The UN Foundation supported a delegation of 30 United Methodist pastors and lay leaders from Texas, led by Bishop Janice Huie, who traveled to Côte d’Ivoire to participate in the campaign. Moreover, The United Methodist Church in Côte d’Ivoire, led by Bishop Benjamin Boni, mobilized hundreds of volunteers to support the distribution efforts. This campaign provided an important step forward in leveraging faith-based capacity to support bed net distributions and follow up.
The strength of the Nothing But Nets campaign lies in its diverse set of partners, which brings together multimedia organizations, professional sports leagues, faith-based and civil society organizations, corporations, and foundations. These partners are key to the success of the campaign, for it is through partnerships that Nothing But Nets has been able to reach broad-based, mass constituencies and engage diverse segments of the American public in this global effort to prevent malaria.

In 2008, the UN Foundation sought to deepen its relationship with the founding Nothing But Nets national partners, including the National Basketball Association’s NBA Cares, Sports Illustrated, and the people of The United Methodist Church. As well, several new key partners, including Junior Chamber International, Orkin, Inc., and United Airlines, joined the campaign to support the effort to prevent malaria deaths in Africa. The following provides a snapshot of the ways in which Nothing But Nets partners worked with the campaign to raise awareness and funds to prevent malaria in 2008.

As a founding partner in the Nothing But Nets campaign, the National Basketball Association’s NBA Cares has continued to support Nothing But Nets in raising awareness about the issue of malaria to NBA and Women’s National Basketball Association (WNBA) fans and leveraging teams and players as key champions for the cause. Highlights include:

• Leading up to the first-ever World Malaria Day on April 25, 2008, NBA Cares leveraged every NBA team to raise awareness about malaria and Nothing But Nets during the last month of the regular season. This included information booths and public service announcements during the games and promotion of the campaign on team Web sites. Moreover, NBA Commissioner David Stern joined the Nothing But Nets campaign during the UN Foundation Board Luncheon at the United Nations Headquarters in New York, expressing the League’s continued commitment to this important cause.

• On September 26, 2008, NBA Commissioner David Stern joined the UN Refugee Agency’s High Commissioner, Antonio Gutteres, the UN Foundation’s Chief Operating Officer, Kathy Calvin, and star youth fundraiser, Katherine Commale, to announce the commitment of $2 million from the UN Foundation for UNHCR and launch the public appeal to raise 275,100 bed nets for refugees living in 27 camps in East Africa. Commissioner Stern’s participation was significant in illustrating the NBA’s ongoing support of this partnership to provide life-saving bed nets to people most vulnerable to malaria.
NBA and WNBA teams are key partners in the Nothing But Nets campaign. In each City Tour market the local NBA team and/or WNBA team was engaged, including the Dallas Mavericks, Denver Nuggets, Indiana Fever, Indianapolis Pacers, Philadelphia 76ers, Atlanta Hawks, and Los Angeles Sparks. Moreover, the Nothing But Nets campaign received incredible support from WNBA Cares in 2008. In Washington, D.C., Washington Mystics player Nakia Sanford joined the campaign for a youth event at a local Boys and Girls Club in July 2008. The Atlanta Dream hosted several in-arena nights and joined Nothing But Nets at the Atlanta Zoo in June 2008. The Chicago Sky, Seattle Storm, San Antonio Silver Stars, and Detroit Shock are among the several other teams that supported Nothing But Nets throughout their 2008 season.

As a founding partner in the Nothing But Nets campaign, the people of The United Methodist Church (UMC) have contributed significant energy and funds to this campaign. With over nine million members in the United States, The United Methodist Church provides a mass constituency of supporters. In 2008 alone, United Methodists contributed over $2 million to purchase and distribute bed nets, including funds sent through the United Methodist Church’s Advance. Major highlights from 2008 include:

• The United Methodist Church is a cornerstone of the Nothing But Nets City Tours. Faith events have proven to be one of the strongest and most compelling events as lay leaders and faith leaders come together to discuss the issue of malaria and how the faith community is taking a leadership role in ending malaria. The United Methodist Church played a significant role in each of the six City Tours in 2008, including Dallas, Denver, Indianapolis, Philadelphia, Atlanta, and Los Angeles.

• As the national spokesperson for The United Methodist Church for the Nothing But Nets campaign, Bishop Thomas Bickerton has been able to promote the importance of this effort at various events including City Tours, World Malaria Day, and The United Methodist Church General Conference.

• From November 11-17, 2008, the Nothing But Nets campaign and The United Methodist Church participated in a national integrated health campaign to protect children under the age of five in Côte d’Ivoire against measles, malaria, Vitamin A deficiency, and intestinal worms. This campaign culminated nearly two years of fundraising for bed nets on the part of members of the Texas Annual Conference.
under the leadership of Bishop Janice Huie. In total, the Texas Annual Conference raised over $1 million for life-saving bed nets for children in Côte d’Ivoire.

• The UN Foundation continues to work closely with United Methodist Communications (UMCOM) and the General Board of Global Ministries (GBGM) around Nothing But Nets and the United Methodist Church’s Global Health Initiative. Specifically, Nothing But Nets coordinates with UMCOM on engaging Conferences and churches in the campaign and coordinates with GBGM on net distribution efforts.

Junior Chamber International (JCI) joined the Nothing But Nets campaign in spring 2008 to bring the issue of malaria to its worldwide network of nearly one-quarter of a million members—young leaders in 115 countries and territories. As JCI had adopted a resolution to support the UN Millennium Development Goals in 2003, JCI approached the UN Foundation to partner in the Nothing But Nets campaign to focus its efforts to combat malaria. JCI has set a goal to raise $10 million to fund the purchase and distribution of one million long-lasting insecticide-treated bed nets by 2015. Throughout 2008, JCI and the UN Foundation partnered around specific opportunities to promote the Nothing But Nets campaign to JCI members, including the General Conference at the United Nations and the World Congress in Delhi, India. By the end of the year, JCI national organizations had raised over $80,000 for Nothing But Nets.

MLS W.O.R.K.S. is Major League Soccer’s community outreach initiative dedicated to addressing important social issues affecting young people. Nothing But Nets’ partnership with MLS W.O.R.K.S. was launched by MLS Commissioner Don Garber on July 1, 2007, during a Chicago Fire home game at Toyota Park. In 2008, MLS W.O.R.K.S. and Nothing But Nets were able to expand their partnership to include the following activities:

• In January 2008, MLS players Diego Gutierrez, Dwayne De Rosario, Kevin Hartman, Jose Burciaga Jr., and Bakary Soumare performed a skills exhibition in front of 25,000 fans during the Kick It 3v3 Championships in Orlando, Florida. These players also hosted a private meet-and-greet at Disney’s “Wide World of Sports” Complex to raise awareness for Nothing But Nets. This inaugural partnership event has led to a deepened relationship with Kick It and Disney’s “Wide World of Sports” such that the partnership continues in 2009.
• Long-term League partner Makita Industrial Power Tools joined MLS W.O.R.K.S. and the fight against malaria by committing 10,000 bed nets ($100,000) through the Makita "Team Up for Nets" challenge. Diego Gutierrez of the Chicago Fire kicked off the effort by challenging the fans from each MLS team to compete to save at least 1,000 lives as part of the Makita "Team Up for Nets" challenge. Makita hosted title nights in every market, incorporating Nothing But Nets into the half-time presentation. In addition to the $100,000 contribution, Makita donated an additional $5,000 on behalf of the LA Galaxy and their fans for winning the challenge. Approximately 2,500 additional lives were saved by MLS teams and their fans through this initiative.

• On World Malaria Day, April 25, 2008, D.C. United player Ben Olsen attended a ceremony at the White House to commemorate the day, while Diego Gutierrez and Dwayne De Rosario attended events in Chicago and Houston, respectively. Additionally, MLS Commissioner Don Garber personally reached out to more than 225,000 fans, staff, and teams to mark World Malaria Day and help raise funds and awareness for Nothing But Nets. Commissioner Garber also joined the Nothing But Nets partners during a UN Foundation Board Luncheon at the United Nations Headquarters in New York to commit to the League's ongoing support for Nothing But Nets.

• Nothing But Nets was featured at MLS Cup, Major League Soccer's championship game, on November 23, 2008, in Los Angeles. MLS W.O.R.K.S., the LA Galaxy, and Nothing But Nets hosted a youth clinic with MLS players Diego Gutierrez, Dwayne De Rosario, and Nick Garcia. Over 100 youth soccer players participated in this great event the day before MLS Cup. During MLS Cup, the Nothing But Nets campaign provided fans the opportunity to send a net and save a life prior to and during the game.
In 2008, Orkin, Inc. launched its Fight the Bite campaign (FTB) to benefit Nothing But Nets. Orkin set out clear objectives, which included raising $100,000 for Nothing But Nets; increasing mosquito service sales over 2007 sales using Orkin’s Customer Net Drive (for every mosquito service sold between April 1 and August 31, 2008, Orkin donated $10 to Nothing But Nets); and engaging employees and consumers through Orkin’s NET-Raiser teams. On April 1, 2008, Orkin, Inc. announced its commitment to Nothing But Nets and over the course of the year supported Nothing But Nets in several ways, including:

• Creation of employee toolkits for 320 of Orkin’s 400 branch locations (5,069 employees) offering mosquito control services, including lesson plans, posters, and incentive programs to encourage branch participation.
• Fight the Bight Backyard Party for Atlanta Home Office employees, where Nothing But Nets shared the specific impact of Orkin-purchased nets on the children in Côte d’Ivoire.
• Participation in Nothing But Nets events including World Malaria Day and the Atlanta City Tour.

In 2008, Orkin’s FTB campaign raised $134,478 for Nothing But Nets. In turn, Orkin was also able to increase its mosquito service sales by 34.7% over the previous year.

The Union for Reform Judaism (URJ) joined the Nothing But Nets campaign in fall 2007. URJ is engaging its 1.5 million members in the issue of malaria and has set a goal to raise funds to purchase and distribute 50,000 bed nets ($500,000). Throughout 2008, URJ and Nothing But Nets deepened their relationship to achieve this goal. Highlights from 2008 include:

• Working with Nothing But Nets, URJ updated their Web site on Nothing But Nets and developed new materials, including flyers and pamphlets, in an effort to get broader support and commitment from their community. In addition, URJ and the Nothing But Nets campaign have worked closely together to supply co-branded materials, such as t-shirts, sweatbands, and sample nets to engaged individuals and congregations.

• URJ has been a significant partner in helping the UN Foundation and its Nothing But Nets campaign raise funds to purchase and distribute life-saving bed nets to refugees in Africa—the population most vulnerable to malaria. In October 2008, URJ fully funded the
purchase and distribution of 17,500 bed nets through Nothing But Nets for the Nakivale Refugee Camp in Uganda. Nothing But Nets conducted an observation trip with URJ representatives in February 2009.

- To engage the broader Jewish community in the Nothing But Nets campaign, URJ developed a strategic media campaign with both paid advertisements and earned media in key Jewish print publications and web news sources around the country. The successful media campaign was targeted around Chanukah, December 22-29. In addition, URJ developed a Nothing But Nets Chanukah e-card to distribute to congregants leading up to the holiday. Overall the media campaign received a great response and was largely successful in helping URJ reach their goals for the Nothing But Nets campaign.

**UNITED**

As a direct result of the Chicago City Tour in July 2007, Nothing But Nets was able to form a partnership with United Airlines in 2008. United Airlines became the official airline sponsor of the Nothing But Nets campaign, offering $10,000 in travel certificates (which the campaign is leveraging as incentives for its grassroots supporters) and both print and video ad space. In July 2008, United Airlines’ Hemispheres magazine had a full-page Nothing But Nets print ad. The airline will begin showing a Nothing But Nets 30-second public service announcement on flights in 2009.

**Vh1** has been a significant multi-media partner for the Nothing But Nets campaign, helping the campaign to reach a mass audience with the simple message that nets save lives. While the Vh1 public service announcement (PSA) launched in November 2007, it was leveraged throughout 2008 by NBA and MLS teams, as well as by other Nothing But Nets partners and the campaign itself during presentations and speaking appearances. The mosquito from the Vh1 PSA has now taken on a life of its own, with appearances at Nothing But Nets events, specifically as a part of the City Tour. Vh1 was also a significant participant in Nothing But Nets’ activities in New York City around World Malaria Day.
Throughout 2008, Nothing But Nets maintained support from funding partners who are critically important to the campaign. Alongside the UN Foundation investment, these funding partners have invested in the infrastructure of the campaign to enable Nothing But Nets to deepen its existing partner relationships as well as reach out to new supporter networks. Moreover, these funders enable the full amount from every $10 donation to go directly to the purchase, distribution, and education on the proper use of a bed net. Funders include the Blue Sky Foundation, ExxonMobil, the Mark J. Gordon Foundation, and the Wasserman Foundation. The Bill & Melinda Gates Foundation continues to be supportive of the campaign and in 2008 provided an additional matching grant of $80,000 tied to The United Methodist Church’s General Conference.
NOTHING BUT NETS JOINS MLS W.O.R.K.S. AT KICK IT
IX. CHAMPIONS HELP SPREAD THE BUZZ

The Nothing But Nets campaign is privileged to have a diverse group of Champions who help spread the message that malaria kills and nets save lives. By lending their voice to Nothing But Nets, Champions are able to encourage their friends, fans, and constituencies to join the global effort to prevent malaria. Below is a list of highlights from 2008:

• **Bishop Thomas Bickerton:** United Methodist Bishop Thomas Bickerton joined the Nothing But Nets campaign on nearly every City Tour throughout 2008, speaking at faith-based events as well as attending other local events, such as youth workshops and business luncheons. Bishop Bickerton also joined the campaign for World Malaria Day. Bishop Bickerton attended a luncheon hosted by the United Nations Foundation Board members at the United Nations.

• **Tom Cavanagh:** As a result of a more personal experience with malaria, television star Tom Cavanagh came to the Nothing But Nets campaign in summer 2008, willing to raise funds for bed nets through his networks. In August 2008, Tom hosted the Cavanagh Classic, a charity basketball tournament in Rucker Park in New York City.

• **Katherine Commale:** Starting at age five, Katherine Commale has been raising funds for Nothing But Nets with her family “one bed net at a time.” In 2008, at just seven years old, Katherine not only surpassed $80,000 raised, she also began to be recognized around the country for her impressive efforts. On April 27, 2008, Katherine spoke to the Bishops and delegates gathered at The United Methodist Church’s General
Conference in Fort Worth, Texas. Just a few weeks later, Katherine was featured on the front page of *The New York Times*. In September 2008, Katherine joined NBA Commissioner David Stern, UNHCR High Commissioner Antonio Guterres, and the UN Foundation’s Kathy Calvin to announce a *Nothing But Nets* commitment to UNHCR during the Clinton Global Initiative. That same day, Katherine and her mother were interviewed live on CNN.

- **Gavin DeGraw**: In November 2008, platinum recording artist Gavin DeGraw approached the *Nothing But Nets* campaign and began to promote *Nothing But Nets* to his fans through his various networks. By the end of the year, Gavin’s NET-Raiser team had already raised over $5,000. Gavin regularly spoke to his fans through video blogs to encourage them to send nets and save lives.

- **Luol Deng**: During his 2007-2008 season with the Chicago Bulls, Sudan native Luol Deng pledged to donate $50 per shot to the *Nothing But Nets* campaign. Through his foundation, Luol Deng has provided significant funds to help *Nothing But Nets* send nets to children and refugees in Africa.

- **Dwayne De Rosario**: In January 2008, MLS All-Star Dwayne De Rosario joined MLS W.O.R.K.S. and *Nothing But Nets* in Orlando, Florida for the first annual Kick It *Nothing But Nets* challenge. In recognition of World Malaria Day, Dwayne gathered with Houston-area partners, including the Mayor’s office, ExxonMobil, and the Houston Children’s Museum to recognize the day. On July 17, 2008, Dwayne hosted an All-Star party in Toronto to benefit *Nothing But Nets*. Finally, Dwayne joined *Nothing But Nets* at events surrounding MLS Cup, including a business luncheon as well as a youth clinic.

- **DeSagana Diop**: Dallas Maverick DeSagana Diop pledged to donate $100 for every blocked shot during his 2007-2008 season. ExxonMobil committed to matching these funds and in April 2008 presented a check for $20,000 at the Mavericks final regular season game.

- **Diego Gutierrez**: In 2008, former MLS athlete Diego Gutierrez participated in several *Nothing But Nets* events as well as League-wide activations with MLS W.O.R.K.S. In January 2008, Diego joined MLS W.O.R.K.S. and *Nothing But Nets* in Orlando, Florida for the first annual Kick It *Nothing But Nets* challenge. In recognition of World Malaria Day, Diego joined local Chicago partners, including the Lieutenant Governor, the Chicago Sky, and the Chicago Bulls, at a press conference to recognize the day. Furthermore, throughout the 2008 season, Diego supported the Makita “Team Up for Nets Challenge” in which the League sponsor hosted Title Nights in each MLS market to raise awareness and funds for bed nets. Finally, Diego joined *Nothing But Nets* at events surrounding MLS Cup, including a business luncheon as well as a youth clinic.

- **Jonas Brothers**: Pop sensation the Jonas Brothers approached the *Nothing But Nets* campaign as a part of their Change for the Children initiative. *Nothing But Nets* was a featured charity on the Jonas Brothers’ Web site as they challenged their fans to contribute to various organizations. The Jonas Brothers donated $10,000 to *Nothing But Nets*. 
• **Sam Perkins:** NBA legend Sam Perkins joined the *Nothing But Nets* campaign in New York City for World Malaria Day. Attending the World Malaria Day Eve Reception at MTV as well as the business luncheon at the New York Stock Exchange, Sam was able to represent the League during these important events.

• **Rick Reilly:** As the inspiration behind *Nothing But Nets*, Rick Reilly continues to be engaged in the campaign, even as his career took him from *Sports Illustrated* to ESPN. Rick’s appearance on *The Colbert Report* on September 15, 2008, helped the campaign raise over $1 million during that one month alone.

• **Ruth Riley:** WNBA All-Star Ruth Riley continued to support *Nothing But Nets* in 2008 through her team the San Antonio SilverStars, which hosted a "*Nothing But Nets*" in-arena night as well as a 5K fun-run to raise funds for bed nets.

• *Nothing But Nets* is honored to have other great champions supportive of the campaign, including Nakia Sanford (Washington Mystics), Ben Olsen (D.C. United), Kyle Korver (Utah Jazz), and 12-year-old Kevin Vernimb among many others.

**X. RAISING THE PROFILE**

In 2008, we magnified the profile of *Nothing But Nets* through high-level and far-reaching media outreach. We more than doubled our media coverage with over 870 stories including a front page article in *The New York Times*, a CNN feature on star supporter Katherine Commale, and Rick Reilly’s appearance on *The Colbert Report*.

Highlights from the 320 news articles include:


• Magazines: *ESPN The Magazine*, *Time for Kids*, and *Marie Claire*;
• News services and wires: The Associated Press, ReliefWeb, and Reuters AlertNet;
• Religious outlets: The Jewish Exponent, Jewish Telegraphic Agency, Religious Action Center, The Christian Post, and Worldwide Faith News; and

Highlights from the 33 broadcast features include:

• Television outlets: CNN, ESPN, Vh1, CNBC, Fox Soccer Channel, Monde Visione, and affiliates including CBS2 News Chicago, ABC6 in Philadelphia, CBS9 in Washington, D.C., Fox4 in Dallas, and Fox31 in Denver, among others;
• Major news and television shows: Comedy Central’s The Colbert Report and CNN’s Newsroom; and
• Radio stations: Sirius FamilyNet Radio, The Heart 103.2, 750 WSB, Life-Net News and Radio, CBS affiliates, ESPN affiliates, and Clear Channel are among the radio stations that have covered the campaign.

Highlights from the 488 blog hits include:

• ForeignPolicyBlog.com
• GlobalHealthForum.org
• UNDispatch.com
• Forbes.com
• Soccernet.com
• SpotlightOnCharity.com
• MLSnet.com
• DiseaseAndDevelopment.com
• OurSportsCentral.com
• TheAgitator.net
• NBA.blogspot.com
• Philanthropy.com

To read the full 2008 press coverage report, please visit www.NothingButNets.net/2008pressclips.
XI. WWW.NOTHINGBUTNETS.NET

The Nothing But Nets Web site was created in 2006 as the hub for the campaign, to host information as well as interactive features to engage new and existing supporters.

Over the course of 2008, the Nothing But Nets online supporter list grew from 20,000 to over 30,000 email addresses. Nothing But Nets sent 37 emails to update supporters on the campaign, report back on net distributions, and invite supporters to take action.

The Nothing But Nets Web site also hosts the unique, interactive NET-Raiser system, an online fundraising tool through which individuals can create a team, recruit their friends and family to join their team, set a fundraising goal, and track their progress. Currently 4,583 NET-Raiser teams and 8,540 NET-Raisers are raising awareness and funds for long-lasting insecticide-treated bed nets. In 2008 alone, Nothing But Nets signed on 3,252 new NET-Raisers and raised $552,768.28 through the NET-Raiser system.

One of the biggest online accomplishments in 2008 was the creation of the online game “Deliver the Net.” The purpose of this game was to provide individuals with a unique way to interact with the campaign. Players could deliver nets “virtually” to children and women in Africa. Thanks to the support from Vestergaard Frandsen, Nothing But Nets was able to ensure that for each unique player, a real net would be sent to Africa in the player’s name, making it easier than ever to send a net and save a life. Overall, 16,000 people played the game and Web traffic doubled in April 2008 compared to traffic for April 2007.

The graph below illustrates the peak months for the Nothing But Nets campaign in terms of Web traffic. In 2008, we had more than 376,000 unique visits to the Web site.

<table>
<thead>
<tr>
<th>2008 Online Traffic</th>
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<tbody>
<tr>
<td>Jan</td>
</tr>
<tr>
<td>35,809</td>
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<td>63,691</td>
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World Malaria Day

Colbert Report

NOTHING BUT NETS CAMPAIGN
FAMILY SIGNS MESSAGES OF HOPE ON CITY TOUR

UN FOUNDATION CHAIRMAN TED TURNER WITH ATLANTA CITY TOUR PARTNERS
XII. NOTHING BUT NETS CITY TOURS

On April 25, 2007, Nothing But Nets launched a national City Tour to work with local partners to bring the campaign to communities around the country. We have now traveled to more than 16 cities. The goal of each City Tour is to bring together a diverse set of existing and local partners and their constituencies to create a city-wide commitment to Nothing But Nets through fundraising and education. We expect that each City Tour will result in deepened relationships with local partners, an increased profile of the campaign in the general public and the press, and, ultimately, additional funds raised for Nothing But Nets. City Tours can also result in new partnerships at both the local and national levels.

In 2008, Nothing But Nets traveled to seven cities including Dallas, Denver, New York City, Indianapolis, Philadelphia, Atlanta, and Los Angeles. In fall 2008, Nothing But Nets brought on an additional staff person to focus on the implementation of the City Tours. In addition, the campaign began to work with Ignition, an experiential marketing firm, to explore new ways to garner brand exposure within these markets. Through opportunities such as the creation of a 50 bed net display, bringing to life our mosquito mascot—Mozzie, and passing out coffee with malaria messaging, we were able to garner more than 4,000 new supporters. Highlights from each of the City Tours are listed below.

**Dallas, Texas**

From February 5-7, 2008, Nothing But Nets traveled to Dallas, Texas to work with its partners, including ExxonMobil, the Dallas Mavericks, FC Dallas, The United Methodist Church, and several student organizations, to excite and engage the people of Dallas in the campaign. Nothing But Nets and its partners hosted the following events:

- Nothing But Nets was nominated for the PR News Non-Profit Awards in December 2008 for its online game “Deliver the Net.”
- In September 2008, Nothing But Nets added a new interactive feature to its Web site to make it easy for individuals to learn about the impact of malaria on refugees. Specifically, this flash feature highlighted the countries Nothing But Nets was targeting—Uganda, Kenya, Tanzania, and Sudan—with photos, stories, and maps to show the impact of each $10 contribution.
- Nothing But Nets has increased its visibility online through the Facebook and MySpace networks. The campaign has membership and groups within the two online social networks, and receives feedback and support through users of these networks.
• Faith Leaders’ Luncheon with Bishop Alfred Norris and the North Texas Annual Conference of The United Methodist Church
• Business Luncheon in partnership with ExxonMobil, bringing together corporate executives and philanthropists across the Dallas-Fort Worth area
• In-Arena Night with the Dallas Mavericks
• Malaria Workshop at Travis Middle School featuring the Dallas Mavericks’ DeSagana Diop, Dr. Ken Lindemann with ExxonMobil, and Dallas City Council Member Angela Hunt

Denver, Colorado
From March 26-29, 2008, the Nothing But Nets campaign traveled to Denver, Colorado to work with its partners, including the Denver Nuggets, the Colorado Rapids, and The United Methodist Church, among others, to excite and engage the people of Denver in the campaign. Nothing But Nets and its partners hosted the following events:

• Press conference with Governor Bill Ritter, Jr. and UN Foundation President Timothy E. Wirth, in which Governor Ritter announced a city-wide commitment to combating malaria and proclaimed the week of March 24, 2008 “Nothing But Nets Week” in Denver, Colorado
• Faith Leaders Luncheon with Bishop Warner Brown, Jr. and Bishop Thomas Bickerton in partnership with The Rocky Mountain Annual Conference of The United Methodist Church
• Malaria Workshop for youth from local Boys and Girls Clubs in partnership with the Denver Nuggets and Colorado Rapids
• In-Arena Event with the Denver Nuggets
• Malaria Workshop at the University of Denver featuring Dr. Ken Lindemann with ExxonMobil and Denver Nuggets Community Ambassador Mark Randall
• In-Stadium Event with the Colorado Rapids

Indianapolis, Indiana
From July 24-25, 2008, the Nothing But Nets campaign traveled to Indianapolis, Indiana to engage local partners, including the Indiana Pacers, the Indiana Fever, The United Methodist Church, and the Jonas Brothers, among others, to excite and engage the people of Indianapolis in the campaign. Activities in Indianapolis included:

• Malaria Workshop in partnership with the Indiana Pacers and the Indiana Fever, featuring Nothing But Nets Champion Sam Perkins, Indiana Pacers Legend Darnell "Dr. Dunk" Hillman, and Democratic Republic of Congo native and Indiana Fever player Bernadette Ngoyisa
• Press conference with the Jonas Brothers to announce their Change for the Children Foundation’s $10,000 commitment to Nothing But Nets
• Jonas Brothers concert at which Nothing But Nets reached out to fans to engage them in the campaign
• Faith Leaders Breakfast with Bishop Mike Coyner and Bishop Thomas Bickerton in partnership with the Indiana Area of The United Methodist Church
• In-Arena Night with the Indiana Fever

Philadelphia, Pennsylvania
From October 1-3, 2008, Nothing But Nets traveled to Philadelphia, Pennsylvania to engage local partners including The United Methodist Church and the Mayor’s office, among others, to excite and engage the people of Philadelphia in the campaign. Nothing But Nets and its partners hosted the following events:

• Rally to kick off the City Tour and highlight the week’s events, which was co-hosted by the Mayor’s Office of Faith-Based Initiatives represented by Chairman Stanley Straughter who proclaimed Nothing But Nets week in Philadelphia
• Malaria Seminar at the University of Pennsylvania featuring Dr. Akhil Vaidya, Professor of Microbiology and Immunology at Drexel University College of Medicine, and Dr. David Roos, Professor of Biology at the University of Pennsylvania
• Malaria Workshop at Mann Elementary School
• United Methodist Church Dinner with Bishop Peggy Johnson of the Eastern Pennsylvania Conference of The United Methodist Church, featuring Nothing But Nets Champions Lynda and Katherine Commale

Atlanta, Georgia
From October 20-24, 2008, Nothing But Nets traveled to Atlanta, Georgia to work with local partners including The United Methodist Church, Orkin, Inc., the Atlanta Dream, the Atlanta Hawks and the CDC, among others, to excite and engage the people of Atlanta in the campaign. Nothing But Nets and its partners hosted the following events:

• In-Arena Night with the Atlanta Hawks
• Malaria Workshop at the Ron Clark Academy featuring former Atlanta Hawks player Charlie Criss
• Rally and press conference with Chairman and Founder of the UN Foundation Ted Turner, Mayor Shirley Franklin, who announced Nothing But Nets week in Atlanta, and Councilman Kwanza Hall, among other local partners
Los Angeles, California

From November 11-23, 2008, Nothing But Nets traveled to Los Angeles, California to work with local partners and, leveraging the timing of the MLS Cup, excite and engage the people of Los Angeles in the campaign. Nothing But Nets and its partners hosted the following events:

- Malaria Youth Workshop with 235 Global Classroom students from the greater Los Angeles area in partnership with the University of California at Los Angeles (UCLA) and the United Nations Association (UNA), featuring Chris Klein and Julian Valentin of the LA Galaxy and Ambassador William Luers from UNA-USA
- Inter-faith Luncheon with The United Methodist Church and the Union for Reform Judaism

- Business Luncheon, co-hosted by the UN Foundation, the Wasserman Media Group, and Major League Soccer’s MLS W.O.R.K.S., featuring Casey Wasserman, President of the Wasserman Foundation and Chairman and CEO of Wasserman Media Group, and Nothing But Nets Champion Diego Gutierrez of the Chicago Fire
- MLS W.O.R.K.S. Media Cup fundraiser for Nothing But Nets
- Youth clinic with MLS W.O.R.K.S. and the LA Galaxy featuring Nothing But Nets Champions Diego Gutierrez and Dwayne De Rosario
- Education activities throughout the stadium during MLS Cup
XIII. WORLD MALARIA DAY

The UN Foundation and its Nothing But Nets campaign leveraged the first-ever World Malaria Day (formerly Africa Malaria Day) to raise awareness about malaria and provide a means for individuals, partner organizations, and the wider malaria community to engage in a global effort to prevent the disease. With a diverse set of tactics and through strong partnerships, the UN Foundation was able to hold major events and activities in four cities across the United States—New York City, Houston, Chicago, and Washington, D.C.

The campaign engaged thousands of new supporters and re-engaged thousands of existing supporters through targeted approaches, both online and offline. Specifically, on April 2, 2008, the Nothing But Nets campaign launched an online game, “Deliver the Net.” Players could deliver nets “virtually” to children and women in Africa, and with support from Vestergaard Frandsen, Nothing But Nets was able to ensure that for each unique player, a real net would be sent to Africa in their name, making it easier than ever to send a net and save a life.

In addition to the online game, Nothing But Nets provided its supporters with other opportunities to get involved on World Malaria Day. Specifically, new and existing supporters were encouraged to hold a Nothing But Nets NETS Challenge during the week of World Malaria Day (April 21-27) to raise awareness and funds for malaria prevention. Over 350 events were held across the country.

While Nothing But Nets reached out to its supporters about World Malaria Day through its Web site, emails, and blogs, the campaign sent an appeal to 37,829 Nothing But Nets donors in late April requesting renewal of previous donations. The appeal included a match from an anonymous donor. In total 2,250 donations totaling $323,000 were received—a 5.9% response rate.

In order to re-engage communities around World Malaria Day, Nothing But Nets focused on cities with strong partner networks. Specifically, Nothing But Nets engaged its partners in Houston, Chicago, and
Washington, D.C. to raise awareness locally for World Malaria Day. In both Houston and Chicago, local partners held press conferences to recognize World Malaria Day, while in Washington, D.C., several universities, including Georgetown University and American University, hosted World Malaria Day events. D.C. United’s Ben Olsen attended the White House ceremony to proclaim Malaria Awareness Day in the Oval Office.

Finally, the Nothing But Nets campaign implemented a number of high-profile activities in New York City to raise awareness about malaria and Nothing But Nets. On April 23, 2008, UN Foundation President Timothy E. Wirth and the UN Foundation Board of Directors hosted a luncheon with partners of the Nothing But Nets campaign to discuss new commitments to malaria prevention. Participants included NBA Commissioner David Stern, MLS Commissioner Don Garber, Bishop Thomas Bickerton with The United Methodist Church, Glen Rollins, President and COO of Orkin, Inc., Mikkel Vestergaard Frandsen, CEO of Vestergaard Frandsen, Secretary General Edson A. Kodama of Junior Chamber International, Dr. Regina Rabinovich of the Bill & Melinda Gates Foundation, and Rick Reilly, national spokesperson for Nothing But Nets, among others. This event was followed by a press conference in which the UN Foundation, along with its partners, formally announced the commitments to combating malaria leading up to World Malaria Day.

On the eve of World Malaria Day, Nothing But Nets hosted a reception in partnership with MTV and Vh1, inviting area donors and partners to join the campaign, and Rick Reilly, who thanked them for their support. MTV News Correspondent John Norris emceed the event with the UN Foundation’s Elizabeth Gore. Rick Reilly highlighted the work of youth around the country to combat malaria.

On World Malaria Day itself, Nothing But Nets was all over New York City, from "street teams" at the morning shows to a youth event at New York University to a luncheon at the New York Stock Exchange. In partnership with the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria, the UN Foundation hosted a luncheon at the New York Stock Exchange to engage the business community in a dialogue about malaria prevention. Elizabeth Gore emceed the event, with keynote remarks from UN Foundation Chairman Ted Turner and Rick Reilly. Following the luncheon, Ted Turner, Rick Reilly, NBA legend Sam Perkins, and Mozzie the Mosquito rang the closing bell at the New York Stock Exchange to close the market on April 25—World Malaria Day.

In addition, Nothing But Nets joined President George Bush at an event at a Boys and Girls club in New Haven, Connecticut. NBA Athlete Charlie Villanueva and WNBA athlete Tamika Raymond also attended.

Nothing But Nets generated significant media leading up to, on, and following World Malaria Day; engaged the UN Foundation’s partners on the issue of malaria through new commitments; and raised over $1.1 million in additional funding for life-saving bed nets to prevent malaria.

XIV. LONG-TERM OUTLOOK: 2009 AND BEYOND

The UN Foundation continues to support and leverage its Nothing But Nets campaign to support the fulfillment of the UN goal to reach 80% coverage of bed nets in Africa by 2010, as well as to reach near-zero malaria deaths by 2015. As such, the Nothing But Nets campaign continues to work with its partners to engage their constituents around the country and the world in the global effort to prevent malaria.

In 2009, the Nothing But Nets campaign is working with UNHCR to raise funds for life-saving bed nets for over one million refugees in 15 African countries. By World Malaria Day 2009, the campaign had raised funds for the 275,000 bed nets needed for Kenya, Tanzania, Uganda, and Sudan. Nothing But Nets is continuing to raise funds to cover the full need for bed nets for refugees in Africa this year—another 346,000 bed nets.

As a key strategy toward achieving this goal, Nothing But Nets is implementing new City Tours in 2009, working with national and local partners and their constituencies to create an ongoing city-wide commitment to Nothing But Nets through fundraising and awareness raising across the United States. The campaign will continue to bring the issue of malaria and the solution of the bed net to life through "experiential activations" in City Tour markets, such as a 50 bed net display that is set up in public places to attract attention and generate interest among potential supporters.

Nothing But Nets is engaging new partners to extend our reach to new audiences, from youth to faith-based groups to fans. Specifically, Nothing But Nets is working with the Boy Scouts of America, Lutheran World Relief, and the two Lutheran Church bodies, Evangelical Lutheran Church in America (ELCA) and Lutheran Church – Missouri Synod (LCMS), among others. These partnerships will roll out over the course of 2009 and 2010.

In addition, the campaign continues to leverage new social media tools, such as Facebook and MySpace, and increasingly Twitter, to engage new and existing supporters alike in unique ways. Nothing But Nets has started using Text to Give, an innovative program that enables individuals—no matter where they are—to send a net and save a life through their mobile phones. As one of a handful of initiatives utilizing this new platform, Nothing But Nets is positioning itself to be at the forefront of this opportunity.

As the UN Foundation looks ahead and we approach the 2010 targets for the Millennium Development Goals, the UN Foundation and its Nothing But Nets campaign are working closely with its partners to leverage key opportunities to support the United Nations in reaching these important goals and, ultimately, save lives.