

# Rotary Focus Works.



Since 1905, Rotary has been connecting and empowering committed, visionary leaders and supporting their pursuit of a common goal: taking action to create a better world.

We always aim high, but we know that to get results, we need to work at the grassroots level. Through more than 35,000 clubs and 1.2 million Rotarians worldwide, Rotary has tackled some of the world's most pressing societal challenges by taking them on at the local level — a personal, hands-on approach that has proven effective over and over.

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To maximize its local and global impact, Rotary focuses its humanitarian efforts in six areas:

Providing clean water, sanitation, and hygiene

Supporting education

Fighting disease

Saving mothers and children

Growing local economies

Promoting peace

By providing a framework that clubs can use to direct their unique service efforts, these areas of focus allow us to determine needs and allocate resources efficiently and effectively. That in turn focuses the actions of Rotarians where they are needed most: in initiatives that profoundly change people's lives every day.

We can't do it alone.

To achieve sustainable solutions, we partner with organizations, companies, and government agencies that offer the expertise, access, and scale that can propel Rotarian initiatives to long-term success. Past and present partners include UNICEF, USAID, CDC, World Vision, Save the Children, CARE, health and education ministries, international corporations, and many more. The Rotary model pulls together the right partners, the right people, and the right structure — and the financial and resource support that makes everything we do possible — to leverage the power of local Rotarian efforts.









**AREA OF FOCUS:**

**PROVIDING CLEAN WATER,  
SANITATION, AND HYGIENE**



# ROTARY IN ACTION: WATER IN AFRICA

Samuel Obour, a member of the Rotary Club of Sunyani Central, Ghana, has spearheaded several water projects there, including some that used grants from The Rotary Foundation to install latrines at a primary school in Sunyani, as well as a washing station and toilets at a busy rural market.

“We have so many people traveling from villages to the market. There was no [sanitation] facility of convenience,” says Obour. Market-goers would eliminate outdoors and feces entered the water supply, he says, causing dysentery and diseases like Buruli ulcer.

The effort is providing villages, schools, and clinics with clean water by installing boreholes and sanitation facilities, offering hygiene training, and advocating to ensure that water, sanitation, and hygiene services are provided for the long term. The benefits of a comprehensive program like this one extend beyond health, even boosting children’s chances of receiving a good education — or any education, for that matter.

“Children wake up very early, sometimes 4 a.m., to go miles away to fetch water,” Obour says. “Without water, children are not able to attend school, [or] some have to go to school late. With water nearby, the burden is lifted. Children can spend more time being children. Families can spend more time being families. And life can take on a new kind of normalcy.”

## AREA OF FOCUS: PROVIDING CLEAN WATER, SANITATION, AND HYGIENE

The statistics are alarming. Worldwide, one person in every 10 does not have access to safe water, and 2.3 billion people lack access to adequate sanitation. One consequence: 900 children under age five die each day from diarrheal diseases.

In 1907, while Paul Harris served as its president, the first Rotary club initiated its first public service project: the construction of public toilets in Chicago. Since then, Rotary service projects have been addressing water, sanitation, and hygiene (WASH) needs for more than a quarter of a century.

Since its launch of global grants, Rotary has invested \$33 million in nearly 500 water and sanitation projects, making this area of focus our second largest in terms of global grant activity and dollars spent from 2013 to 2015.

The Rotary water and sanitation portfolio features two notable programs: the WASH in Schools Target Challenge and the Rotary-USAID Partnership. The WASH in Schools Target Challenge officially launched in January 2016 in the pilot countries of Belize, Guatemala, Honduras, India, and Kenya. Fueled by resources from The Rotary Foundation, the challenge seeks to improve the quality of education through teacher training and curriculum enhancement while improving access to safe water, sanitation facilities, and hygiene programming.

This model encourages Rotarians to develop comprehensive projects of high quality rather than high volume. Any construction or improvement of water and sanitation infrastructure must be accompanied by skill building for teachers and students, hygiene education, behavior change programming, and financial, operations, and maintenance planning. This way, Rotarians can build on projects they've already started and relationships they've already established to reach the goals of the Target Challenge. If successful, this model will enhance the quality of Rotarian WASH in Schools projects, foster collaboration between clubs, and increase engagement between Rotarians and governments.

The Rotary-USAID Partnership brings together USAID's technical expertise and the Rotary network of grassroots volunteers to boost access to infrastructure, strengthen delivery of water and sanitation services, promote hygiene education, and mobilize communities and resources in developing countries. This unique partnership focuses on three countries: Ghana, Madagascar, and Uganda. Utilizing the talents of each organization, the Rotary-USAID Partnership supports programs at a scale of up to \$4 million per country and leverages our strength in advocacy to improve water and sanitation services in Africa.



Every \$1 invested in water and sanitation nets a return of \$4.30 in reduced health care costs and greater productivity.







AREA OF FOCUS:  
**SUPPORTING  
EDUCATION**

# ROTARY IN ACTION: THE “SOUNDS” OF LEARNING

Children are born learning, and their educational experiences during the first five years of life dramatically shape later success in school. Helping children develop language and reading skills early is the aim of a Rotary project in Puerto Rico that has used the Souns language and reading approach with more than 10,000 preschool children since 2011.

The project is led by members of the Rotary Club of Rio Piedras, Puerto Rico; the Rotary Club of Peachtree City, Georgia; and the Rotary Club of Henry County, Georgia, all in the United States. Funded in large part by grants from The Rotary Foundation, it brings materials into classrooms and supports comprehensive teacher and parent training.

Souns is a research-based intervention shaped by Montessori teachings. Children play with a set of plastic letters in small groups or one on one with a teacher. Instead of teaching children the names of letters, educators focus on exploring the sounds that letters make. As the children’s letter-sound awareness — and enthusiasm — grows, they are encouraged to use those sounds to practice building words.

Souns has also been used in programs in California, Colorado, Georgia, Illinois, Oregon, and South Africa. The long-term results of these projects are still being studied, but the programs report gains in the quality of instruction children receive and in the emerging literacy skills of participating children as they develop a lifelong love of reading and learning.



## AREA OF FOCUS: SUPPORTING EDUCATION

Education is a powerful force for good. Rotary members put that force to work, recognizing the essential role of basic education in economic development, health, peace, and stability.

Today, 57 million children of primary school age are not in school, and 250 million children are not receiving the high-quality education that they need to master basic academic skills — even though half of them have spent at least four years in school. An even greater challenge is that 774 million adults worldwide (two-thirds of them women) can't read or write.

Through programs that support education, we build communities' capacity to provide high-quality education through schools and community-based education and literacy

programs. Our goals are to improve learning outcomes, reduce gender disparity in education, and increase adult literacy rates by enhancing the skills and resources in the community.

Rotary projects develop educators' skills in instruction, assessment, and curriculum use. They complement that capacity building with investment in the materials and facilities that are most effective in improving learning outcomes.

These efforts are supported by global grants from The Rotary Foundation and carried out in collaboration with local communities, ministries of education, and project partners.

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"A majority of the kids [who come to us] can't read, even if they have been to school. We teach basic education and social skills and prepare our students for jobs."

— Kristian Wale, director of The Shaftesbury Centre, in Queensland, Australia, host of the Rotary-funded Shaftesbury Rodeo Academy's literacy and mathematics program





Rotary



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# "FIGHTING DENGUE FEVER PROJECT"

2010-2015

KELURAHAN KADIPIRO, SURAKARTA  
PORSELENISASI 2517 BAK  
PEMANTAUAN JENTIK 2517 BAK  
SELAMA 35 BULAN

## KERJASAMA:

ROTARY CLUB WESTPORT - D7980  
ROTARY CLUB SOLO KARTINI - D3420  
THE ROTARY FOUNDATION  
DINAS KESEHATAN KOTA SURAKARTA

AREA OF FOCUS:  
**FIGHTING  
DISEASE**



# ROTARY IN ACTION: INDONESIA DENGUE STORY

Families in Indonesia know that dengue fever is a threat that doesn't discriminate by class or religion. Dengue is a disease that is transmitted by mosquitos that flourish in tropical urban environments like Solo. There is no effective vaccine, and treatment options are limited. Some victims experience only mild symptoms, but others experience sudden high fevers, severe headaches, joint and muscle pain, fatigue, nausea, and vomiting. Most recover; but for a few, dengue is fatal.

The Rotary Club of Solo Kartini partnered with the local ministry of health in Surakarta, Indonesia, and the Rotary Club of Westport, Connecticut, USA, to lead an ongoing effort to prevent the spread of dengue by interrupting the breeding cycles of carrier mosquitos. The mosquitos that drive dengue prefer urban areas and man-made water sources. As an inland city of more than 500,000 in Central Java, Surakarta offers prime conditions for outbreaks.

Grant funding from The Rotary Foundation supported the group's work to cover dark cement tubs — a common fixture in many Indonesian households — with white ceramic tile so mosquito larvae are more visible. Inspectors continue to monitor larvae and advise homeowners on proper draining and cleaning methods. To date, the project has provided more than 3,500 homes with the materials they need to reduce the risk of illness or death from dengue fever.

## AREA OF FOCUS: FIGHTING DISEASE

Of the 56 million global deaths in 2012, 38 million — or 68 percent — were attributed to noncommunicable diseases like cancer, diabetes, and cardiovascular and chronic lung diseases. Even more devastating is the disproportionate rise of these diseases in lower-income populations and countries. The critical need for disease prevention and treatment programs is impossible to ignore.

Rotary International and The Rotary Foundation work to promote health by improving the skills of local health care professionals, funding programs that prevent disease and injury, supporting public education to stem the spread of diseases, strengthening community health

infrastructure, and advancing academic studies for health professionals.

In the past five years, The Rotary Foundation has awarded more than \$48 million in global grants to 787 disease prevention and treatment initiatives.

There is power in bringing together complementary organizations to attack difficult challenges. We continuously seek relationships that can help us do even more. Rotary partnerships with the Bill & Melinda Gates Foundation, UNICEF, CDC, and the World Health Organization, among others, have generated world-changing results for millions of people.





"It's one thing to hear about the work being done.  
But [not] until you see the profound change made  
in the lives of the people who get their vision back or  
have a cleft palate surgery do you see how wonderful it is."

— Celso Reyes, of the Rotary Club of Torreón, Coahuila, Mexico







**AREA OF FOCUS:**

**SAVING MOTHERS  
AND CHILDREN**

# ROTARY IN ACTION: HEALTH SCREENING IN MEXICO

It looked like an abandoned building — to most. But the members of the Rotary Club of Ajijic, Jalisco, Mexico, saw a safe haven. A soup kitchen. A place where impoverished women from the Tepehua community in Chapala, Mexico, could access much-needed health care services. They saw a potential home for the Tepehua Community Center.

In its first year, the center's soup kitchen fed over 200 women and children each Friday. That presence helped Rotary members build trust within the community. Before long, they had each family register and communicate its needs. That community input revealed the need for a women's health clinic.

When an early screening program tested 67 women for sexually transmitted diseases (STDs) and other gynecological issues and only five women had normal results, the Rotary club and the community center's board determined that local women would benefit from a health care program that addresses STDs, family planning, and cancer.

The project gained support from abroad when the Rotary Club of Lincoln, California, USA, partnered with them through a Rotary Foundation grant to establish a comprehensive maternal health program at the center. In its first 15 months, the program provided 1,000 breast exams and Pap tests (cervical smears), and 800 women attended family planning and counseling sessions.

“Through the maternal health program, women and girls are taking charge of their own destiny,” says Moonyeen King of the Rotary Club of Ajijic. “Maternal health and family planning will be passed to the next generation.”

## AREA OF FOCUS: SAVING MOTHERS AND CHILDREN

Each year, nearly 303,000 women die of causes related to pregnancy and childbirth or during the six weeks after a baby's birth. Childbirth is the most common cause of death among women in developing countries. In 2015 alone, nearly 6 million children died before reaching age five. That's more than 16,000 deaths per day, and many of them were caused by preventable diseases and conditions.

These statistics are simply unacceptable, and Rotary members worldwide are working to make a difference by supporting activities and training that improve maternal health and reduce child mortality for the youngest children. Our members improve access to essential medical services for mothers and children. These efforts aim to reduce the number of children under age five who die

each year because of malnutrition, inadequate health care, and poor sanitation.

Rotarians work hand in hand with leading organizations such as Save the Children and UNICEF to implement lifesaving programs that are changing the future for hundreds of thousands of people each year. Rotary-led programs teach women how to prevent mother-to-infant HIV transmission, how to breast-feed, and how to protect themselves and their children from disease. We strengthen and support women and families by providing the comprehensive health education, immunizations, birthing kits, and mobile health clinics that keep them healthy and safe.





“When [the] hospital got damaged and we had to evacuate, it was an absolute calamity. We didn’t know what to do. Without our donors, including Rotary, who came to our aid from the start, I don’t know how we would have managed.”

— Malik Goonewardene, head of obstetrics and gynecology, University of Ruhuna in Galle, Sri Lanka







AREA OF FOCUS:

**GROWING LOCAL  
ECONOMIES**

# ROTARY IN ACTION: LAUNCH DETROIT

Levi Johnson Jr. makes a mean barbecue sauce.

In 2010, amid Detroit's economic crisis, Johnson was laid off from his job. "Nineteen years on the job and I was faced with being out of work," he reflects. "I said, 'Well, I'm going to have to dig deep within myself and see what I can do.' That's how I wound up getting serious about this sauce business."

Johnson is one of 13 entrepreneurs working with Launch Detroit, a project of Rotary District 6400 (encompassing parts of Michigan, USA, and Ontario, Canada) that provides microloans and free business education to small-business owners and pairs them with Rotarian mentors. "When I heard what Rotarians were talking about doing, it sounded like it was tailored to where I was trying to go. It was that spark that I needed."

The Launch Detroit planning committee granted Johnson a \$1,000 loan that he used to sign on with a local business that manufactures and distributes craft condiments. The company is working with Johnson to adjust the recipe for wider distribution and test the sauce for USDA approval, aiming to get his product on more store shelves. Johnson's Rotarian mentor is helping him bring his sauce into high-end suburban sandwich shops.

"I've still got a lot to learn, but I'm closer to my goal than I've ever been," Johnson says. "When you have somebody who's willing to get behind you, somebody who believes in what you're doing, there's no reason not to succeed."



## AREA OF FOCUS: GROWING LOCAL ECONOMIES

Fostering entrepreneurship and economic capability and creating job opportunities in impoverished communities can lead to significant, positive change. Economic self-sufficiency not only provides fundamentals like food, water, shelter, and sanitation but also leads to better education and health, which can profoundly alter a person's outlook.

From 1990 to 2015, the number of people living in extreme poverty worldwide dropped by more than 50 percent — from 1.9 billion to 836 million. While those numbers prove that positive change is possible, they also show that the challenge has not yet been met.

- 22 Through the economic and community development area of focus, The Rotary Foundation aims to reduce poverty and increase employment opportunities by investing in job growth, advancing economic and community development studies, and

building the capacity of individual and community-based entrepreneurs.

Our members empower women and men living in poverty by offering vocational training, mentorship, access to well-paying jobs, and loans.

The Rotary approach to economic development is guided by a powerful belief: that effective humanitarian organizations operate at the intersection of commerce and cause. Rotary is able to channel worldwide resources and expertise into targeted, community-focused objectives. Rotary members are involved in their communities, so they are acutely aware of specific local development and investment needs. And being a part of the community means that members have a vested interest in the long-term success of the economic development projects we fund.





“[The Autonomy, Liberation Through Movement program] opened new doors for me. I thought that because I’m disabled, I would never be able to do anything. But I realized that I could still learn new skills.”

— Gilberto Beltran Montero, beneficiary of a Rotary-supported program that builds and repairs wheelchairs and custom wheeled devices for the disabled







AREA OF FOCUS:  
**PROMOTING  
PEACE**



# ROTARY IN ACTION: CREATING PEACE IN KENYA

For decades, the small pastoral communities in northern Kenya have been caught in a cycle of violence and distrust. Tribes have shed blood over scarce resources and the theft of livestock.

Former Rotary Scholar Monica Kinyua and her twin sister, Jane Wanjiru, founded the Children Peace Initiative (CPI) Kenya to end the fighting by building friendships between children from different tribes. The sisters used a Rotary global grant sponsored by Rotarians in San Diego, California, USA, and the Rotary Club of Nairobi, Kenya, to conduct one of several peace camps for children and their teachers in Baragoi, Samburu County, a particularly dangerous area. The peace camps have helped reduce violence in the region, Kinyua says.

“Children have never before been involved directly in conflict resolution,” she says. “This role has been reserved for men. Through the CPI Kenya program, children are directly participating in intercommunity peace and coaching their parents and influencing the communities to live peacefully with each other.”



## AREA OF FOCUS: PROMOTING PEACE

Each year, armed conflict and persecution displace, injure, or kill millions of people. More than 90 percent of them are civilians, and half are children. Rotary members are committed to addressing the forces that fuel this conflict.

How do you build a world that has more hope, less poverty, and fewer people who are desperate enough to fight? Rotary believes the answer lies in forging connections. Each week, across the globe, more than 35,000 Rotary clubs bring together women and men who have diverse perspectives and backgrounds, uniting them around a shared purpose.

Rotary members undertake efforts that

26 deepen cultural understanding and promote coexistence. Using grants from The Rotary Foundation, Rotary clubs invest in projects that address the causes of conflict, including

poverty, inequality, ethnic tension, lack of access to education, and unequal distribution of resources.

Rotary also frequently hosts international peace symposiums. Our influence is magnified by our 60-year collaboration with the United Nations and partnerships with organizations such as the U.S. Peace Corps, the Institute for Economics and Peace, and Mediators Beyond Borders.

The Rotary Peace Centers program, established in 2002, is one of our most significant peacebuilding efforts. Each year, Rotary grants academic fellowships to up to 100 peace fellows from around the world. These bright and dedicated professionals learn how to promote cooperation and resolve conflict.





"Advocating for people is not about speaking for them,  
but giving them a platform so they can speak for themselves."

— Erinma Bell, CEO and co-founder of CARISMA and a former Rotary Peace Fellow







**Possibilities  
are all around us.**

**We see potential  
in unexpected places.**

**When Rotary  
and communities  
come together,  
that's when  
real change happens.**

**WE ARE ROTARY.**

**WE ARE PEOPLE  
OF ACTION.**





Rotary

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