

Rotary
Club of Calgary
Heritage Park



Strategic Plan

2022 - 2025

About Rotary

Rotarians are leaders from all continents, cultures, and occupations who work together to tackle some of the world's biggest challenges, both locally and globally. We are united by our common values and our vision for the future as we focus on specific projects that will reach those communities most in need. We adopt the motto of *Service Above Self*.

Rotary International is the world's first service Club organization, with more than 1.2 million Rotarians in 35,000+ Rotary Clubs worldwide.

Vision of Rotary International

"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

The Four-Way Test

Followed by Rotarians worldwide in their business and professional lives, The Four-Way Test was created by Rotarian Herbert J. Taylor in 1932 as a nonpartisan and non-sectarian ethical guide for Rotarians to use for their profession and professional relationships. It has been translated into more than 100 languages and used by organizations and individuals throughout the world.



THE ROTARY 4-WAY TEST

1

Is it the **truth**?

2

Is it **fair** to all concerned?

3

Will it build **goodwill**
and better **friendships**?

4

Will it be **beneficial**
to all concerned?

About Rotary Club of Calgary Heritage Park

Rotary Club of Calgary Heritage Park is a vibrant club of people with common goals who meet every Friday at 7:00 a.m. at Gunn's Dairy Barn in Heritage Park. Our focus is community service, fellowship, and fun.

There are 13 clubs in Calgary, 18 in the greater Calgary Area and about 1,000 Rotarians. Our club was chartered on February 23, 1999 with 30 original charter members, becoming the 11th club chartered in Calgary at that time.

Foundational Elements

Our Club Vision:

As a vibrant and diverse club, we work together and take action to create a positive lasting impact in our communities, locally and abroad.

Our Club Mission:

We serve our local and global communities through service, fellowship, connection, and leadership to improve the lives of others.

What we focus on:

- **Service** to our local and global communities to make the world a better place.
- **Fellowship** and fun are key tenets of our club.
- Making **Connections** and collaborating with others to support community projects and Rotary programs.
- **Leadership** through connecting, supporting, mentoring, and sharing expertise.

Our Core Values:

Rotary's Core Values help define our conduct and serve as guiding principles for our Rotary Club of Calgary Heritage Park's goals, objectives, and actions:

SERVICE

Dedicating passion, time, and experience to help others

FELLOWSHIP

Building lifelong relationships

DIVERSITY

Welcoming and valuing all people and perspectives

INTEGRITY

Conducting ourselves in an ethical, honest, and trustworthy manner

LEADERSHIP

Inspiring people to make a difference

STRATEGIC DIRECTION

Key Priority Areas



For each of the key priority areas identified, the Club has determined 3-year strategies that contribute to the progress of that priority. Strategies can be reviewed annually to ensure continued relevance.

Priority 1: The Rotary Club of Calgary Heritage Park has a vibrant, diverse, adaptive, and engaged membership

How we define...

Vibrant – RCCHP is an energetic and fun club, and our members are eager to come together, whether for meetings, social events, fundraisers, sweat equity or community projects.

Diverse – RCCHP membership reflects our community in diversity of thought, vocation, and background.

Adaptive – while staying true to our values, the RCCHP will regularly evaluate how we can best serve the community and is willing to adapt and change to stay relevant.

Engaged – all RCCHP members are actively involved in various areas of our club and district, contributing to our success.

STRATEGIES: (How)

1. Seek out and support members whose values align with Rotary and provide a broad perspective of the community we serve (*member recruitment*)
2. Build a membership engagement strategy that is supportive and adaptive to members' diverse passions, backgrounds and interests in Rotary and community service (*member retention*).
3. Facilitate opportunities for Club members to serve together through community service projects, Rotary fundraisers and social events.
4. Continue focusing on being an energetic and fun Club where members are eager to participate.

Priority 2: The Rotary Club of Calgary Heritage Park supports local and global service projects that focus on community need and impact.

How we define...

Community need - the gaps between what services currently exist in a community and what should exist.

Impact - RCCHP strives to increase our impact on the communities we serve by focusing on the issues and projects that matter most. These are guided by community needs assessments.

A *community needs assessment* is a review of the community's needs based on the community's strengths, challenges, needs and assets. It is an essential first step in planning an effective project.

Strategies (How):

1. Focus on fewer projects with more impact
2. Explore how we as a Club can be more impactful with the money we allocate
3. Assess how projects meet community needs and deliver measurable impact

Priority 3: The Rotary Club of Calgary Heritage Park connects and collaborates with others to maximize impact.

How we define...

Connects – RCCHP shares information, ideas, and resources with others, within and external to our club.

Collaborates – RCCHP members work with others where there are common goals.

Impact – the RCCHP maximizes the effect of an endeavour on an identified community need.

Strategies (How):

1. Investigate opportunities to share information, ideas, and resources between Club Committees to maximize impact
2. Explore opportunities to work with other Rotary Clubs to maximize impact
3. Engage with other organizations or communities to identify impactful projects that address community needs

Priority 4: The Rotary Club of Calgary Heritage Park purposefully increases the awareness of Rotary and our impact on communities.

How we define...

Awareness – While being sensitive to privacy concerns, the RCCHP ensures all members, partner organizations, donors and the public are kept informed of what RCCHP is, who we support, and what actions we take to address important community needs.

Strategies (How):

1. Increase awareness of Rotary by showcasing RCCHP's completed projects and their impact to our members and community
2. Promote Rotary projects / impact through events, news stories and social media platforms for increased visibility

Priority 5: The Rotary Club of Calgary Heritage Park effectively fundraises to increase community impact and enhance awareness of RCCHP and Rotary.

The RCCHP designs fundraisers:

- To incorporate the club's desire to work together and have fun
- To be more impactful by focusing on a few major fundraisers that leverage everyone's abilities
- To leverage members' contacts and sponsorships from the community

Strategies (How):

1. Focus fundraising efforts on fundraising events that leverage resources and utilize Rotarians abilities, in order to maximize funds raised for impactful community projects
2. Provide opportunities for members to donate financially to Club fundraising efforts in a variety of ways including tax deductible options were appropriate

ACTION PLANS

Our Club Committees will determine specific annual action plans (including timelines, measurable targets, and resources) required to contribute to the progress of each priority and strategy identified.

MEASUREMENT AND EVALUATION

The Rotary Club of Calgary Heritage Park is committed to ongoing evaluation and continuous improvement.

Our Commitment

- Annual review of strategic plan with measurable targets and indicators
- Club feedback on Rotary Club of Calgary Heritage Park's planning priorities
- Regular review of project impact reports to ensure effectiveness
- Integrate strategic goals and priorities into Rotary Club of Calgary Heritage Park board meeting discussions and decision-making