



STRATEGIC PLAN 2023-2026

VALUES

- ◆ Service
- ◆ Friendship
- ◆ Diversity
- ◆ Integrity
- ◆ Leadership

VISION

To grow a vibrant diverse Club, that is welcoming to all who positively contribute to improving the lives of others through active community service and engagement reflecting Rotary's motto of "Service Above Self."

MISSION

Creating opportunities to make a difference in our community, nationally and internationally by uniting our skills through service and fellowship.

KEY FOCUS AREAS

- LOCAL -

Engaging Youth



Protecting the Environment



Supporting Education



Addressing Poverty & Food Security



- INTERNATIONAL -

Water, Sanitation, and Hygiene



Maternal and Child Health

STRATEGIC PRIORITIES & OBJECTIVES*

INCREASE OUR IMPACT

- Build stronger community connections through awareness initiatives focused on publishing and partnerships.
- Expand our financial capacity to optimize our services and better support projects that are near and dear to our hearts.

EXPAND OUR REACH

- Engage the younger generations in ways that are meaningful to them to help build passion for service and contribution.
- Boost member recruitment by connecting with and serving those who may wish to join our Rotary family.

ENHANCE PARTICIPANT ENGAGEMENT

- Gain a deeper understanding of our people and their passions.
- Expand opportunities for fellowship and fun.
- Enhance our member experience by improving the onboarding process and offering valuable resources.

INCREASE OUR ABILITY TO ADAPT

- Ensure successful succession by streamlining our structure and enhancing administrative practices.
- Leverage available resources to optimize our efforts and build capacity.

* Priorities set in alignment with Rotary international's Rotary Action Plan