



[www.rotary.org](http://www.rotary.org)

**R**otary International, the world's first service club organization, is made up of nearly 33,000 clubs in more than 200 countries and geographical areas. Its members form a global network of business and professional leaders who volunteer their time and talents to serve their communities and the world.

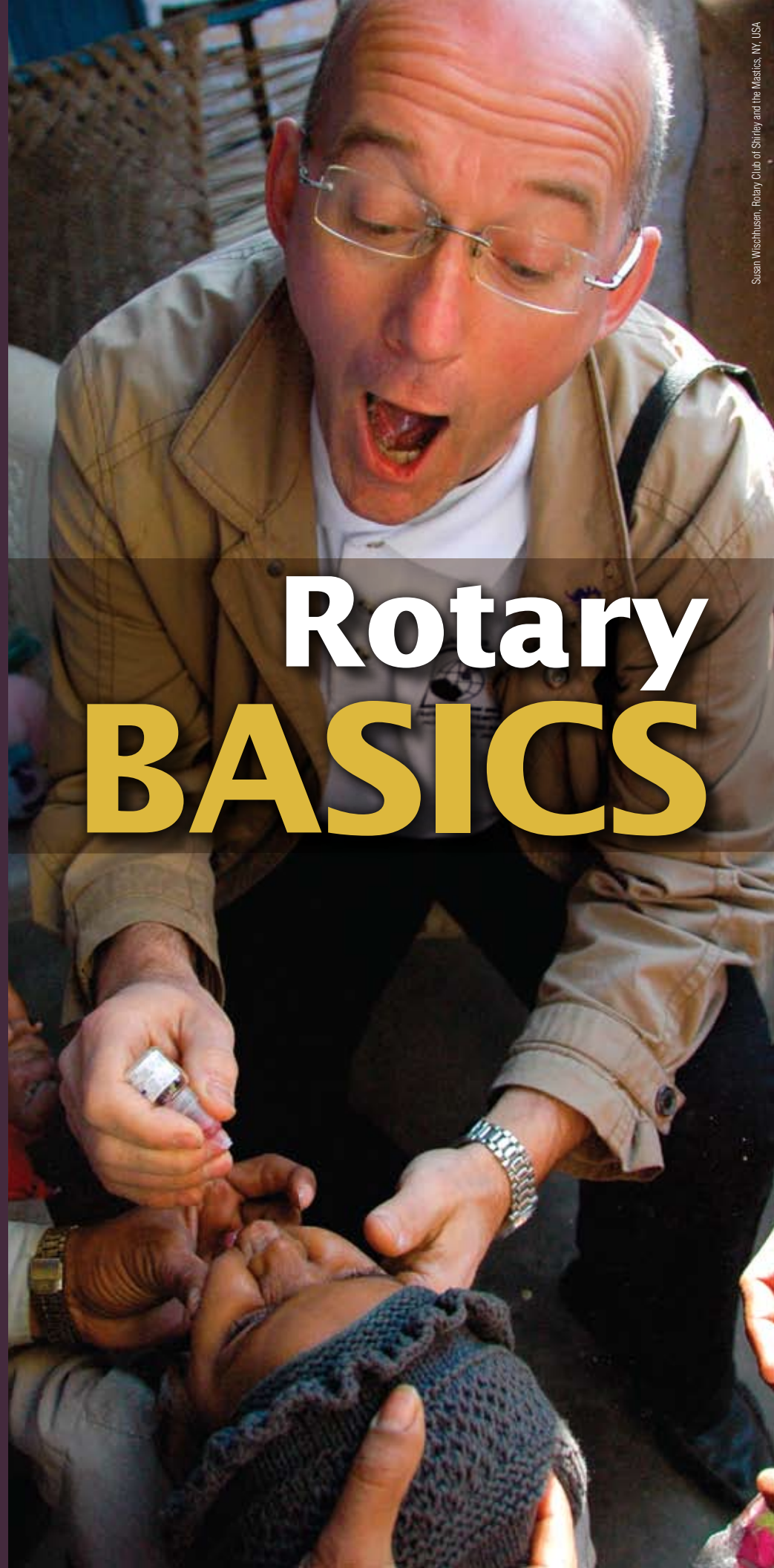
Rotary's motto, *Service Above Self*, exemplifies the humanitarian spirit of the organization's more than 1.2 million members.

*"The more I learn about Rotary, the more I love Rotary."*

— **Michael P. Slevnik, USA**

Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide.

Rotary enjoys a rich and sometimes complex tradition and organizational structure, with many programs that can be confusing to new and even not-so-new members. The following pages offer a basic Rotary education — the fundamental knowledge that will make every member better informed about Rotary and proud to be a Rotarian.



# Rotary BASICS

## The Organization of Rotary

Rotary is essentially a grassroots organization, with most of its service efforts being carried out at the club level. The district and international structure is designed to support the clubs and help them provide more service in their local communities and abroad.

**Clubs** Rotarians are members of Rotary clubs, which belong to the global association Rotary International (RI). Each club elects its own officers and enjoys considerable autonomy within the framework of Rotary's constitution and bylaws.

**Districts** Clubs are grouped into 534 RI districts, each led by a district governor, who is an officer of RI. The district administration, including assistant governors and various committees, guides and supports the clubs.

**RI Board** The 19-member RI Board of Directors, which includes the RI president and president-elect, meets quarterly to establish policies. Traditionally, the RI president, who is elected annually, develops a theme and emphases for the year.

**The Secretariat** Rotary International is headquartered in the Chicago suburb of Evanston, Illinois, USA, with seven international offices in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. The office for RI in Great Britain and Ireland (RIBI), located in England, serves clubs and districts in that region. The Secretariat's chief operating officer is the RI general secretary, who heads a 650-member staff working to serve Rotarians worldwide.

## Responsibilities of Club Membership

The club is the cornerstone of Rotary, where the most meaningful work is carried out. All effective Rotary clubs are responsible for four key elements: sustaining or increasing their membership base, participating in service projects that benefit their own community and those in other countries, supporting The Rotary Foundation of RI financially and through program participation, and developing leaders capable of serving in Rotary beyond the club level.



Courtesy Mark Pearson/Shutterstock

### 1905

Chicago attorney Paul Harris organizes first Rotary meeting on 23 February, leading to formation of the Rotary Club of Chicago.

### 1906

Rotary Club of Chicago provides a public toilet outside City Hall, Rotary's first community service project.

### 1910-11

Paul Harris elected first president of National Association of Rotary Clubs at the first convention.

### 1911-13

Clubs formed in Canada, Great Britain, and Ireland; organization name changes to International Association of Rotary Clubs.

### 1915-16

Club chartered in Cuba, the first non-English-speaking Rotary country.



What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to help members more fully participate in and enjoy their Rotary experience.

**Attendance** Attending weekly club meetings allows members to enjoy their club's fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community. Club meeting times vary to accommodate members' family and professional commitments. Some clubs meet during the traditional time of the lunch hour, while others meet in the early morning, after work, or in the evening.

If members miss their own club's meeting, they're encouraged to expand their Rotary horizons by attending make-up meetings at any Rotary club in the world — a practice that guarantees Rotarians a warm welcome in communities around the globe. Find meeting places and times in the *Official Directory* or through the Club Locator at [www.rotary.org](http://www.rotary.org).

In some cases, Rotarians can make up meetings by participating in a club service project or attending a club board meeting or a Rotaract or Interact club meeting. Members can also make up online at one of several Rotary e-clubs.

**Service** All Rotary clubs share a key mission: to serve their community and those in need throughout the world. By participating in club service projects, members learn about their club's involvement in local and international projects and can volunteer their time and talents where they are most needed.

**Membership recruitment and retention** To keep clubs strong, every Rotarian must share the responsibility of bringing new people into Rotary. Even new members can bring guests to meetings or invite them to participate in a service project. The value of Rotary speaks for itself, and the best way to spark the interest of potential members is by letting them experience fellowship and service firsthand.

Keeping members interested in Rotary is another responsibility. Good club fellowship and early involvement in service projects are two of the best ways to sustain the club's membership.

The ideal composition of a Rotary club reflects the community's demographics, including professions, gender, age, and ethnicity. Such diversity enriches every aspect of the club's fellowship and service.



“The RI Convention put the Rotary in this Rotarian.”

— Eric Marcus, USA

## Rotary's Guiding Principles

Throughout Rotary's history, several basic principles have been developed to guide Rotarians in achieving the ideal of service and high ethical standards.

**Object of Rotary** First formulated in 1910 and adapted through the years as Rotary's mission expanded, the Object of Rotary provides a succinct definition of the organization's purpose as well as the club member's responsibilities.

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST** The development of acquaintance as an opportunity for service;

**SECOND** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

### 1916-17

President Arch Klumph proposes establishing an endowment fund, precursor of The Rotary Foundation.

### 1942-43

Rotary conference in London on education and cultural exchange sets stage for UNESCO.

### 1945-46

Forty-nine Rotarians help draft the UN Charter.

### 1946-47

Founder Paul Harris dies in Chicago; outpouring of funds from Rotarians used to establish fellowship program.

### 1948-49

First 18 Rotary Fellows study abroad, a precursor of Ambassadorial Scholars.



**THIRD** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

**Classification principle** By assigning each member a classification based on his or her business or profession, this system ensures that the club's membership reflects the business and professional composition of its community. The number of members holding a particular classification is limited according to the size of the club. The goal is professional diversity, which enlivens the club's social atmosphere and provides a rich

**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. It has since been translated into more than 100 languages and is used by organizations and individuals throughout the world.

**Of the things we think, say or do**

- 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?

resource of occupational expertise to carry out service projects and provide club leadership.

**Avenues of Service** Based on the Object of Rotary, the Avenues of Service are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- ❖ **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.
- ❖ **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- ❖ **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- ❖ **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

## RI Programs

RI's programs and service opportunities are designed to help Rotarians meet needs in their own communities and reach out to assist people in need worldwide.

**Interact** Rotary clubs organize and sponsor this service organization for youth ages 14-18; more than 11,200 clubs in 162 countries and geographical areas.

**Rotaract** Rotary clubs organize and sponsor this leadership, professional development, and service organization for young adults ages 18-30; more than 7,100 clubs in 163 countries and geographical areas.

**Rotary Community Corps (RCC)** Rotary clubs organize and sponsor these groups of non-Rotarians who work to improve their communities; more than 6,100 RCCs in 76 countries and geographical areas.

**Rotary Fellowships and Rotarian Action Groups** Rotary Fellowships (groups geared to vocational and recreational interests) and Rotarian Action Groups (groups focused on humanitarian service activities) compose Global Networking Groups, which are open to all Rotarians, spouses of Rotarians, and Rotaractors; more than 90 groups.

● **1962-63**

First Interact club formed in Melbourne, Florida, USA. World Community Service program launched.

● **1965-66**

Special Grants (now Matching Grants) and Group Study Exchange programs begin.

● **1967-68**

First Rotaract club formed in Charlotte, North Carolina, USA.

● **1978-79**

Health, Hunger and Humanity (3-H) Grants begin.

● **1979-80**

Foundation grant to immunize six million Philippine children against polio sets stage for PolioPlus.

**Rotary Friendship Exchange** Rotarian teams or individuals, who may be accompanied by their families, make reciprocal visits to other countries, staying in each other's homes and learning about different cultures firsthand.

**Rotary Volunteers** Rotarians and other skilled professionals are provided opportunities to offer their services and experience to local and international humanitarian projects.

**Rotary Youth Exchange** Clubs and districts send and host students ages 15-19 who travel abroad for cultural exchanges of one week to a full year; about 8,000 a year.

**Rotary Youth Leadership Awards (RYLA)** Clubs and districts sponsor seminars to encourage and recognize leadership abilities of youth and young adults ages 14-30.

**World Community Service (WCS)** Rotary clubs and districts from two different countries form partnerships to implement community service projects. ProjectLINK (formerly known as the WCS Projects Exchange) at [www.rotary.org](http://www.rotary.org) features descriptions of projects seeking an international partner or volunteer and examples of successful completed projects.

**Menu of Service Opportunities** RI recommends that clubs planning service activities consider nine major needs or concerns: Children at Risk, Disabled Persons, Health Care, International Understanding and Goodwill, Literacy and Numeracy, Population Issues, Poverty and Hunger, Preserve Planet Earth, and Urban Concerns.

## The Rotary Foundation

The Rotary Foundation of RI is a not-for-profit corporation whose mission is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

### Financial Support

In the year ended 30 June 2007, The Rotary Foundation received contributions totaling US\$133.1 million and spent \$118.9 million in support of humanitarian and educational programs implemented by clubs and districts.

Contributions from Rotarians go into one of three main funds:

- ❖ **Annual Programs Fund**, which provides grants and awards through Foundation programs
- ❖ **Permanent Fund**, an endowment from which only a portion of the earnings are spent in support of Foundation programs, ensuring the long-term viability of the Foundation
- ❖ **PolioPlus Fund**, which supports Rotary's dream of a polio-free world

Every dollar contributed by Rotarians funds the humanitarian, educational, and cultural programs and program operations. Clubs and districts apply for and receive Foundation grants to carry out many worthy projects worldwide. The Every Rotarian, Every Year initiative, designed to encourage worldwide annual per capita giving of \$100 or more, supports vital Foundation programs.

“Rotary is a completely new angle of friendship, one that's not private and one that's not strictly business.”

— **Susanne Prah-Landzo, Bosnia-Herzegovina**



#### ● 1984-85

Rotary launches PolioPlus program and campaigns to raise US\$120 million to immunize all the children of the world.

#### ● 1987-88

Through the PolioPlus campaign, Rotarians raise US\$247 million. First women join Rotary.

#### ● 1988-89

Rotary returns to Hungary and Poland.

#### ● 1994-95

Western Hemisphere declared polio-free.

#### ● 1998-99

Rotary Centers for International Studies in peace and conflict resolution established.





## Educational Programs

These programs promote international understanding by bringing together people from different countries and cultures.

**Ambassadorial Scholarships**, an international program for university-level studies, sends about 800 students each year to serve as ambassadors of goodwill while abroad.

**Rotary World Peace Fellowships** are awarded to individuals for study in master's degree programs at the Rotary Centers for International Studies in peace and conflict resolution.

**Rotary Peace and Conflict Studies Program** is a short-term certificate program for study at the Rotary Center for Peace and Conflict Studies in Thailand.

**Group Study Exchange** is a short-term cultural and vocational exchange program between districts in different countries for non-Rotarian professionals ages 25-40.

**Rotary Grants for University Teachers** are awarded to higher-education faculty to teach abroad in an academic field of practical use to people in a low-income country.

## Humanitarian Grants Program

Humanitarian grants enable Rotarians to increase their support of international service projects that provide water wells, medical care, literacy classes, and other essentials to people in need. Rotarian participation is key to the success of these projects.

**Matching Grants** assist Rotary clubs and districts in carrying out humanitarian projects with clubs in other countries.

**District Simplified Grants** enable districts to support service activities or humanitarian endeavors that benefit local or international communities.

**Volunteer Service Grants** support the travel of qualified Rotarians and their spouses as they plan needed projects or provide essential services in a community.

**Health, Hunger and Humanity (3-H) Grants** fund long-term, self-help, and grassroots development projects that use a sustainable, integrative approach to address humanitarian needs.

## PolioPlus

The PolioPlus program provides funding for mass immunization campaigns as well as support for social mobilization, surveillance, and laboratories to help carry out the final stages of global polio eradication. Rotarians have raised funds that amount to more than \$650 million in support and provided hundreds of thousands of volunteer hours. Rotary is a spearheading partner with the World Health Organization, UNICEF, and U.S. Centers for Disease Control and Prevention in the initiative to eradicate polio worldwide. As a result of their efforts, two billion children under age five have received the polio vaccine, five million people who might otherwise be paralyzed are walking today, 500,000 new cases

## Did you know?

- ❖ Rotary Foundation Ambassadorial Scholarships is the world's largest, privately funded scholarship program.
- ❖ The Rotary Foundation has contributed more than \$1.8 billion in program awards and operations since 1947.
- ❖ Rotarians have established a host of organizations dedicated to various humanitarian causes, including ShelterBox, HungerPlus, Gift of Life, and Rotary Doctor Bank.
- ❖ Providing vitamin A supplements during polio National Immunization Days has averted an estimated 1.5 million childhood deaths since 1998 — testimony to the “plus” in PolioPlus.
- ❖ RI representatives work with many major international organizations, including the UN and several of its agencies, the Organization of American States, the Council of Europe, and the African Union.

### 2000-01

Western Pacific region declared polio-free.

### 2001-02

Europe declared polio-free.

### 2002-03

Rotary launches a second polio eradication fundraising campaign to help fill a critical funding need. Rotarians raise over US\$129 million.

### 2004-05

Clubs celebrate Rotary's centennial by launching hundreds of community projects and contributing thousands of volunteer hours.

### 2006-07

The Rotary Foundation recognizes the millionth Paul Harris Fellow.

of polio are prevented each year, and the number of polio cases has declined by 99 percent worldwide.

## Rotary's US\$100 Million Challenge

Rotary's leadership in the polio eradication effort was recognized in 2007 with a \$100 million challenge grant from the Bill & Melinda Gates Foundation. The funds must be spent during the 2008 calendar year on immunization and other polio eradication initiatives and matched within three years. Rotary's US\$100 Million Challenge is a three-year fund-raising effort to match the grant. Each of the nearly 33,000 Rotary clubs in the world is being asked to raise at least \$1,000 annually for the challenge, which ends 31 December 2010. The \$200 million generated by the grant and match will be a vital catalyst to help achieve Rotary's top goal of ending polio worldwide.

## Key Meetings

Several key meetings bring Rotarians together to share ideas, celebrate successes, enjoy fellowship, and plan for the future.

**RI Convention** The RI Convention, the largest Rotary meeting, is held in May or June in a different part of the Rotary world each year. This lively, four-day event features speeches by world and Rotary leaders, spectacular entertainment reflecting the local culture, and unparalleled opportunities to experience the true breadth of Rotary's international fellowship.

**District conferences** Rotarians are encouraged to attend their district conference, an annual motivational meeting that showcases club and district activities. A family event, the district conference mixes fellowship with learning and allows Rotarians to become more directly involved with charting their district's future.

## The Future

Eradicating polio is the number one priority for Rotary International, but Rotary clubs worldwide will continue to address the critical issues of health and hunger, water management,



“Rotary has taught me how an ordinary citizen from a small town can be a world citizen.”

— Raj Ghuman, India

and literacy through projects at both the local and global level. Inviting more business and community leaders to join Rotary and forming new clubs in underserved parts of the world also remain high priorities for the organization. With more than 100 years of experience in providing service to communities worldwide, Rotary stands ready to respond to the needs of an ever-changing world.

● 2007-08

Rotary receives US\$100 million grant from the Gates Foundation to help eradicate polio.

“The Rotary Foundation is the cement that binds every one of us together.” — Calum Thomson, Scotland



"Thanks to one persistent Rotarian who did not know the meaning of 'Thank you, but no,' I am now a member of the Rotary family."

— Sylvia Byers, Australia



*Find out more about  
Rotary and its service work  
at [www.rotary.org](http://www.rotary.org).  
You can read the latest news,  
order publications, register for  
the international convention,  
contribute to The Rotary  
Foundation, and conduct other  
Rotary business.*



"It has made each move a bit easier for me and my family, knowing there were Rotary friends waiting for us in the next city. Today, our Rotary friends circle the globe." — Russ M. Miller, China