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;
- **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.

**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.