

Rotary Areas of Focus



Rotary clubs serve communities around the world, each with unique concerns and needs. Rotarians have continually adapted and improved the way they respond to those needs, taking on a broad range of service projects. The most successful and sustainable Rotary service tends to fall within one of the following seven areas:

- Basic Education and Literacy
- Maternal and Child Health
- Peace and Conflict Prevention/Resolution
- Disease Prevention and Treatment
- Water, Sanitation and Hygiene
- Community and Economic Development
- Support the Environment

Rotary International and The Rotary Foundation recognize these areas of focus as organizational priorities, and there are countless ways that Rotarians can address these needs locally and internationally.

Rotary Monthly Themes

Every year Rotary International sets out themes for each month. In 2024/25 the themes are:

- Jul 2024 is Maternal and Child Health Month
- Aug 2024 is Membership and New Club Development Month
- Sep 2024 is Basic Education and Literacy Month
- Oct 2024 is Community Economic and Development Month
- Nov 2024 is Rotary Foundation Month
- Dec 2024 is Disease Prevention and Treatment Month
- Jan 2025 is Vocational Service Month
- Feb 2025 is Peacebuilding and Conflict Prevention Month
- Mar 2025 is Water, Sanitation, and Hygiene Month
- Apr 2025 is Environmental Month
- May 2025 is Youth Service Month
- Jun 2025 is Rotary Fellowships Month.