

The Object of Rotary

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:

The development of acquaintance as an opportunity for service

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

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

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

The Benefits of Rotary

*Rotarians gain recognition for themselves and their business or profession by participating in an organization dedicated to an ideal of service.

*Rotarians acquire friendly contacts and a warm welcome in every important city in the world. As one Rotarian exclaimed, "On the day I joined Rotary, I acquired 1.2 million friends!"

*Above all, Rotary offers the opportunity to serve and give back to the local and world community.

"He profits most who serves best" was the first motto of Rotary International, approved at the second Rotary Convention in August of 1911. This and "Service Above Self" were the official mottos of Rotary until 1989, when "Service Above Self" was established as the principal motto of Rotary.

Slightly modified from a 1910 speech by Ben Collins, President of the Rotary Club of Minneapolis, "Service Above Self" best explains the philosophy of unselfish volunteer service.



THE 4-WAY TEST OF THE THINGS WE THINK, SAY, OR DO....

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

The Rotary 4-way test is one of the most widely printed and quoted statements of business ethics in the world. It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-way test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became President of Rotary International during 1954-55. The 4-way Test was adopted by Rotary in 1943 and been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians.



P.O. BOX 246
RANCHO SANTA FE, CA.92067

AN INVITATION TO BE MY GUEST FOR
LUNCH AT A MEETING OF THE CLUB
ON ANY WEDNESDAY AT 12:00 NOON

*
RANCHO SANTA FE GOLF
CLUBHOUSE

5827 VIA LA CUMBRE
RANCHO SANTA FE, CALIFORNIA

ROBIN CHAPPELOW
MEMBERSHIP CHAIR

(858) 449-5798

(Name of Rotarian extending the invitation)

"Service Above Self"

What is Rotary?

Rotary is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

There are approximately 1.2 million Rotarians in over 34,000 clubs located in over 200 countries and geographical areas... virtually every free country in the world.

Rotarians volunteer their efforts to improve the quality of life in their own communities and beyond their communities' borders. The world's Rotary clubs meet weekly and are non-political, non-religious, and open to all cultures, races, gender and creeds. Club membership represents a cross-section of local business and professional leaders.

Rotarians initiate community projects that address many of today's most critical issues, such as violence, drug abuse, youth, AIDS, hunger, the environment, and illiteracy. Rotary clubs are autonomous and determine service projects based on local needs.

The Rotary Foundation of Rotary International was created in 1917, and supports Rotary's efforts to further world understanding and peace. Through the foundation, Rotarians sponsor international education and humanitarian programs, where some \$90 million is invested annually.

PolioPlus is Rotary's commitment to the global eradication of polio. Through the efforts of Rotary and its partners, more than 99% of the children worldwide have been immunized since 1985. In 2011, there was not one single case of Polio in India. Of equal significance is the huge volunteer army mobilized by Rotary International for getting out the citizenry, vaccine transport and immunization activities.

Avenues of Service

Since 1927, the program of Rotary has been carried out on four avenues of service which closely mirror the four parts of the Object of Rotary currently there is now a fifth avenue of service called New Generations: Club Service includes the scope of activities that we Rotarians undertake in support of our club, such as serving on committees, proposing individuals for membership, and meeting attendance requirements. Vocational Service focuses on the opportunity that our Rotarians have to represent their professions as well as their efforts to promote vocational awareness and high ethical standards in business.

Community Service includes activities undertaken to improve the quality of life in our community. These include promoting literacy, helping the elderly or disabled, and providing opportunities for local youth.

International Service describes the activities that we Rotarians undertake to advance international understanding, goodwill and peace. New Generations recognizes the positive change implemented by youth and young adults involved in leadership development activities, community and international service projects and exchange programs that foster world peace.

Our Rancho Santa Fe Rotary club...

Chartered in February of 1959, our Rancho Santa Fe Rotarians have been serving this community and beyond for over 50 years. As of March of 2012, we have 88 members.

Our projects include:

- *Provide grants to many local charities such as an abused children's home (Casa de Amparo), Kids Korps which develops programs for giving by local youth, alcohol recovery programs, safe graduation nights, International Relief Teams, Family Literacy Fund, San Pasqual Academy for foster children, Women's Resource Center and many more organizations.
- *Established a Rotaract Club for the "Lost Boys of Sudan" and assisted them with scholarships and education funds.
- *Providing funds and members for Water for So.Sudan to drill water wells in So. Sudan. 247 wells now serve over 500,000 people and have saved the lives of over 10,000 children!
- *High school students sent to the Rotary Youth Leadership Awards (RYLA) camp
- *Three Rotary Scholarships are provided to the children of farm workers in Colima, Mexico along with individual sponsorships for younger children. Over 56 students have graduated from college!
- *We coordinate with the Rosarito Beach Rotary Club in a joint project of purchasing groceries and blankets that are distributed to the needy chosen by a local church in January of each year.
- *Support of the Rotary Foundation through Paul Harris fellowships and sustaining memberships.
- *Provide scholarships for deserving students graduating from local high schools.

How do we pay for these projects? For starters, we have fundraisers during the year, including the Fall Festival in Rancho Santa Fe and a Taste of Rancho Santa Fe. We charge \$ 25.00 for lunch, all of which goes to cover the expenses for lunch. Weekly attendance is encouraged and Rotarians can make up missed meetings at more than 68 locations in San Diego County or in over 200 countries worldwide.

There is a one-time initiation fee of \$ 200.00 that is waived for existing Rotarians joining our club from other locations.

Then there are dues and "recognitions"...fines.

Our annual dues, including lunches, are \$1,380, which are paid quarterly. This amount includes \$100 for the Rotary Foundation and includes one ticket annually to our Taste of Rancho Santa Fe Fundraising Event, lunches & socials. A guide of \$ 115 per month is reasonably accurate.

What is this fining? Well, it's just a great way to recognize our fellow Rotarians on their birthdays, anniversaries, when they've done something noteworthy, or maybe just for fun!

What do we do at these meetings? Our meetings begin with lunch and fellowship, followed by the flag salute, invocation, and maybe a song. Then we introduce visiting Rotarians and guests, make a few announcements, talk about Rotary, and maybe "recognize" a few members. This is followed by our 30 minute "program", which is presented by a speaker on a topic of interest to our community and our members. Meetings sometimes end with a raffle drawing for money which is often donated back to the club. Our goals are fun, fellowship, and service through Rotary.

What's expected of our members? A vital part of Rotary is fellowship, with regular attendance being essential to a strong and active Rotary club. **This is not a lunch club** although networking is part of our social gatherings. If you're just looking for some place to eat, this is not the organization for you. The Rancho Santa Fe Rotary club is a service club in which all its' members actively participate.

How do I join Rotary? An important distinction between Rotary and other organizations is that membership is by invitation. Accepting a luncheon invitation from a Rancho Santa Fe Rotarian is the first step, so come join us for lunch!! The first lunch is complimentary and from there on "special guests" pay for their meals.