



## What is Rotary?

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 166 countries.

Rotary club membership represents a cross-section of the community's business and professional men and women. The world's Rotary clubs meet weekly and are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

The main objective of Rotary is service — in the community, in the workplace, and throughout the world. Rotarians develop community service projects that address many of today's most critical issues, such as children at risk, poverty and hunger, the environment, illiteracy, and violence. They also support programs for youth, educational opportunities and international exchanges for students, teachers, and other professionals, and vocational and career development. The Rotary motto is "Service Above Self."

Although Rotary clubs develop autonomous service programs, all Rotarians worldwide are united in a campaign for the global eradication of polio. In the 1980s, Rotarians raised US\$240 million to immunize the children of the world; by 2005, Rotary's centenary year and the target date for the certification of a polio-free world, the PolioPlus program will have contributed US\$500 million to this cause. In addition, Rotary has provided an army of volunteers to promote and assist at national immunization days in polio-endemic countries around the world.

The Rotary Foundation of Rotary International is a not-for-profit corporation that promotes world understanding through international humanitarian service programs and educational and cultural exchanges. It is supported solely by voluntary contributions from Rotarians and others who share its vision of a better world. Since 1947, the Foundation has awarded more than US\$1.1 billion in humanitarian and educational grants, which are initiated and administered by local Rotary clubs and districts.

## 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:

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;



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

## The Rotary Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

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 Four Avenues of Service

Based on the Object of Rotary, the Four 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.

## How Rotary Is Organized?

Rotary is organized at club, district, and international levels to carry out its program of service. Rotarians are members of their clubs, and the clubs are members of the global association known as Rotary



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International. Each club elects its own officers and enjoys considerable autonomy within the framework of the standard constitution and the constitution and bylaws of Rotary International.

Clubs are grouped into 529 Rotary districts, each led by a district governor who is an officer of Rotary International and represents the RI board of directors in the field. Though selected by the clubs of the district, a governor is elected by all of the clubs worldwide meeting in the RI Convention.

A 19-member board of directors, which includes the international president and president-elect, administers Rotary International. These officers are also elected at the convention; the selection process for choosing directors and the nominating committee for president are based on zones, each of which comprises approximately 15 districts. The board meets quarterly to establish policies.

While the Rotary International president is the highest officer of RI, the chief administrative officer of RI is the general secretary, who heads a staff of about 600 persons working at the international headquarters in the Chicago suburb of Evanston, Illinois, USA, or in one of seven international offices around the world.