

## WEEK 26 FOUNDATION MINUTE – THE OBJECT OF ROTARY

Rotarians influenced by the Object of Rotary have made their families, businesses, communities and the world better. What they did is a by-product of who they are, and the impact the Object of Rotary had on them personally. Some clubs recite the Object of Rotary at their meetings.

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.