

# The Roots of Rotary

## **Vision Statement of Rotary International**

Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves.

# The Core Values of Rotary

Rotary's Core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an important component because they drive the intent and direction of the organization's leadership.

## **Service**

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of the mission. Through the plans and actions of individual clubs, we create a culture of service throughout the organization that provides unparalleled satisfaction for those who serve.

## **Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

## **Diversity**

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

## **Integrity**

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

## **Leadership**

We are a global fellowship of individuals who are leaders in their fields of endeavour. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the **Object of Rotary** and **The Four-Way Test**, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining integrity in human relations.

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.

## **The Four-Way Test**

The test, which has been translated into more than 100 languages, asks the following questions:

**Of all the things we think, say or do**

- 1. Is it the Truth?**
- 2. Is it Fair to all concerned?**
- 3. Will it build Goodwill a Better Friendships?**
- 4. Will it be Beneficial to all concerned?**

## Avenues of Service

For years, Rotary's commitment to **Service Above Self** has been channeled through the Avenues of Service, which form the foundation of club activity.

- **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. Observed each October.
- **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. Rotarians can support International Service by sponsoring a project in another country, seeking international project partners to support projects in their own communities, or by personally volunteering at an international project site.
- **New Generations Service** recognizes the positive change implemented by youth and young adults through leadership development activities as RYLA ( Rotary Youth Leadership Academy), Rotaract, Interact, and Earlyact, service projects, and creating international understanding with Rotary Youth Exchange.



# ROTARY CODE OF CONDUCT



## As a Rotarian, I will

1. Exemplify the core value of integrity in all behaviors and activities
2. Use my vocational experience and talents to serve in Rotary
3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
5. Promote recognition and respect for all occupations which are useful to society
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship

