Rotary
Club of Peterborough Kawartha

Strategic Plan 2019 to 2022

The vision of the Rotary Club of Peterborough Kawartha is to be recognized for our commitment to "Service Above Self" and enjoying fellowship while making a difference in our local and global community.

Objectives

The Object of Rotary is to encourage:

- The building of relationships as an opportunity for service with humour, fellowship and hard work.
- The application of the ideal of service and the use of high ethical standards in each Rotarian's personal, business, and community life.
- The advancement of international understanding, goodwill, and peace through a world fellowship of persons united in the ideal of service.

Four Way Test

Rotary is built upon the principles of the Four Way Test, by which all Rotarians interact in their daily lives, by considering the following in all things we think, say and 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?

Membership

Recognizing that club dynamics change the larger the club grows, the preferred Club size of the Rotary Club of Peterborough Kawartha is to maintain a membership of 45 – 50. The Membership Committee shall:

- Develop a membership recruitment & retention program.
- Implement a "PASSPORT program" to help guide new members.
- Continue to promote individual, corporate, family and under 35 memberships.
- Leverage our membership in the Greater Peterborough Chamber of Commerce by hosting an Open House.
- Follow up on membership leads from Rotary International.

Meeting Format

The Program Committee is encouraged to continue with quality speakers and work with the Community Services Committee to continue with 3-4 small projects each Rotary year. The Board shall arrange for a discussion at a future Club Assembly whether or not the format should be changed to "Bi-Weekly" meetings.

NOTE: While it is the prerogative of the President as to the formality of our meetings, including Toasts, Invocations and Land Acknowledgement, the Rotary Club of Peterborough Kawartha shall always recite the Four Way Test and sing our National anthem "O Canada" at the start of each meeting.

Fundraising

In order to accomplish the work of Rotary and the projects of our club, our annual fundraising goal shall be set at $2,000 per member.

The Board shall arrange for a discussion at a future Club Assembly:
- Is the number of fundraising projects still acceptable?
- The development of a 5 year fundraising plan - how much money do we need to raise and what do we want to spend our fundraising dollars on?

Foundation

Recognizing that the Rotary Foundation is key to the work that Rotary is able to accomplish around the world, including our fight to eliminate Polio, our goal is to have "Every Rotarian Every Year" making a donation to the Foundation. Our long term goal is to have between 75 – 100% of our members achieving Paul Harris Fellow status.

Committees

Each year the President shall establish the necessary number of committees to conduct the business of the club. Each committee shall develop their own annual goals and budget and submit them to the Board for approval. The Board shall monitor the goals and report back to the membership in November and May as to the progress of the Strategic Plan.

Each committee shall have a chair and a vice-chair who will serve a 2 year term. New members are expected to serve on committees and be given the opportunity for committee leadership within 3 years of joining the club.

International Service – World Community Services Committee
(See Appendix II for detailed Committee Strategic Plan)

One of the 5 Avenues of Service, the Rotary Club of Peterborough Kawartha shall:
- Select multi-continental projects to support and participate in.
- Research and select an Indigenous/Inuit focused project to support.

Youth Services - New Generations Committee

One of the 5 Avenues of Service, Rotary Club of Peterborough Kawartha shall:

- Participate in local, District and International New Generations programs.
- Continue to support our TASSS Interact Club.
- Evaluate our joint youth exchange program involvement with the Rotary Clubs of Peterborough & B.E.L. and bring back a recommendation to the membership.
- Continue to send students to Rotary Programs.
- To support a Student Bursary Program.

Vocational Services Committee

One of the 5 Avenues of Service, the Rotary Club of Peterborough Kawartha shall:

- Plan 3 – 4 off-sites per year.
- Four Way Test promoted/publicized throughout the community e.g. Community Centres, YMCA, businesses, schools and members.
- Classification Talks – new members and Mini-Classification Talks for seasoned members.
- In consultation with the School Boards revisit a "Mock" Interview program.

Community Service Committee

One of the 5 Avenues of Service, the Rotary Club of Peterborough Kawartha shall include ideas for community based services:

- Continue to look for hands on projects rather than just writing cheques.
- Continue supporting initiatives relative to food insecurity for the disadvantaged.
- Transition from being a reactive organization to being proactive through community consultations including working with the City and Country of Peterborough and other organizations.

Club Service

One of the 5 Avenues of Service, the Rotary Club of Peterborough Kawartha shall:

- Develop a comprehensive promotional strategy (Public Relations Committee).
- Continue with strong weekly programs (Program Committee)
- Develop a "Formal" Budget Process which will include detailed committee plans (Finance Committee)

Appendix I – SWOT Analysis

Strengths
- Well established
- With committed members
- Good male to female
- People involved at the club and district levels
- Strong financially
- Good/successful fundraisers
- Good partnerships
- All members belong to at least one committee
- 75% are PH Fellows
- Good succession plans
- Democratic process for club commitments

Weaknesses
- People sit at same tables
- Lack of diversity
- Lack of younger members
- Resistant to change
- Content with status quo

Opportunities
- Do more with other clubs
- Do more hands on projects locally/internationally
- Do something significant with Indigenous/Inuit peoples
- Show and give younger adults employable skills
- Do more environmental projects and advocacy
- Expand the Buddy Bench program in the schools
- Expand the profile of a scholarship project in high schools

Threats (Challenges)
- Inability to attract younger members
- Not engaging new members
- Boring meetings – not motivational
- Doing the same thing and expecting different results
- Retention – loss of long term members
- Too much expected – not willing to commit
- Expense to operate i.e. attendance

Appendix II – World Community Services Strategic Plan

Projects:
- Determine the number of current projects that the WCS Committee will continue to fund
- For how long does the Committee want to fund any one project – 3 years/5years…?
- Determine the number of new projects that the Committee wants to develop and fund
- Pursue new projects
- Determine whether the Committee wants to support and fund projects on 2 of 5/3 of 5 continents
- Discuss proximity of projects with the opportunity of a hands-on experience for Club members
- Discuss partnering with Rotary club(s) in the vicinity of the project
- Discuss need for sustainable projects

Project Report Form:
- Develop a reporting form that can determine the progress of a project, e.g. Stage 1, Stage 2, and Stage 3. In this way, the WCS Committee can keep appraised of the development of the on-going project.

Indigenous/Inuit Focus:
- The Committee will continue to pursue projects in the Indigenous/Inuit communities with the idea that opportunities can be developed that can provide projects that are sustainably and are needed in the designated communities.

Committee Structure:
- Work on diversifying the Committee by bringing in new members to broaden the scope of project ideas and actions.