

## ROTARY KEY MESSAGES

(To use in your club's internal and external communications)

Rotary is an international humanitarian service organization.

- Rotary's 1.2 million members are business and professional leaders who volunteer their expertise, compassion and power to improve communities at home and abroad in more than 200 countries and geographical areas.
- Rotary is a worldwide network of 34,000 clubs comprised of inspired individuals who translate their passions into social causes that change lives and improve communities.
- Our track record of success is demonstrated by the millions of people who have achieved and sustained a better quality of life through Rotary

Rotary's top goal is to eradicate polio worldwide.

- Rotary, in collaboration with the World Health Organization, UNICEF, the Bill & Melinda Gates Foundation and national governments, is close to eliminating the second human disease in history after smallpox with a 99 percent reduction in polio cases worldwide since 1985.
- Rotary members have contributed more than \$1 billion dollars and countless volunteer hours to help immunize more than 2 billion children in 122 countries
- Rotary has raised more than \$200 million dollars to match a \$355 million dollar challenge grant from the Bill & Melinda Gates Foundation.

Rotary is on the forefront of tackling major humanitarian issues facing the world today.

- Maternal and child health, clean water and sanitation, literacy and disease prevention and treatment are among Rotary's top areas of focus.
- Rotary's goal-oriented, business model approach has attracted other organizations to partner with us to address these shared humanitarian priorities.

Rotary invests in people to generate sustainable economic growth.

- Rotary supports grassroots entrepreneurs and helps prepare young people and women for meaningful work.
- Rotary helps communities increase their capacity to support sustainable economic development.

Rotary builds peace and international understanding through education.

- Rotary's Peace Centers program offers graduate degrees and professional development certificates in peace studies to more than 110 applicants each year at seven campus-based centers worldwide.
- Today, more than 600 Peace Fellows are in key, decision-making positions in governments and organizations around the world.
- Rotary's Youth Exchange program fosters international goodwill by enabling 8,500 high school students to live and study abroad each year in 115 countries.