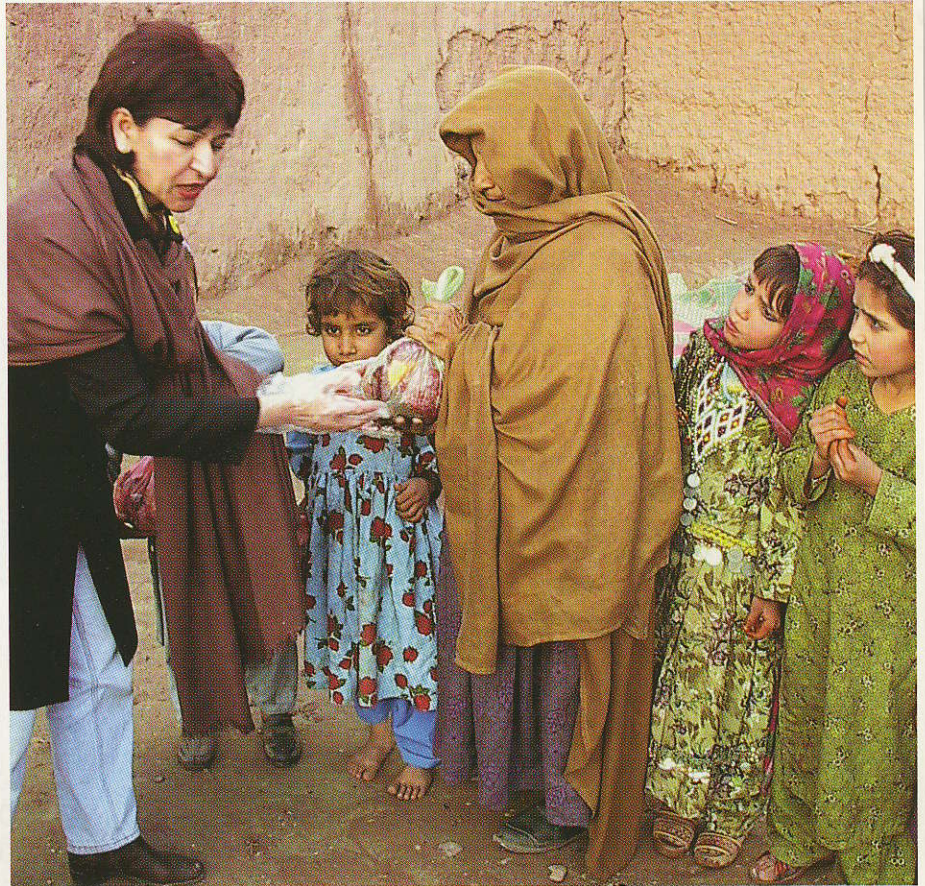


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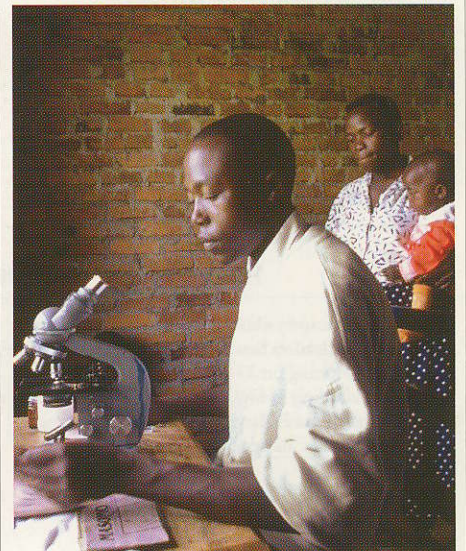
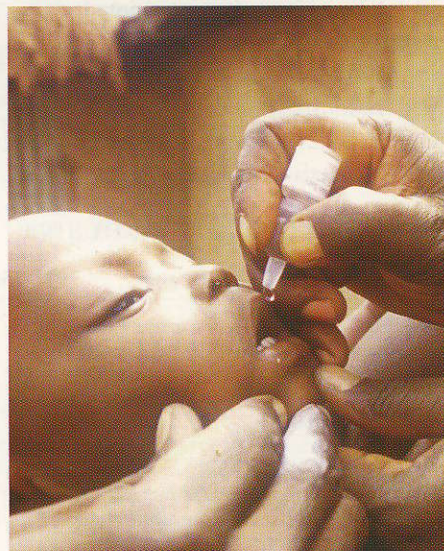
BASICS

ROTARY INTERNATIONAL, *the world's oldest and most prestigious service club organization, comprises some 30,000 clubs in more than 160 countries. Its members form a global network of business and professional leaders who volunteer their time and talents to serve their communities and the world. Rotary's motto, Service Above Self, exemplifies the humanitarian spirit of the organization's more than 1.2 million members. Strong fellowship among Rotarians and meaningful community and international service projects characterize Rotary worldwide.*

Rotary enjoys a rich and sometimes complex tradition and organizational structure, with many programs and customs that can be confusing to new and even not-so-new members. The following pages offer a basic Rotary education – the fundamental knowledge that will make every member better informed about Rotary and proud to be a Rotarian.



“The more I learn about Rotary, the more I love Rotary.” – Michael P. Slevnik, USA



“Rotary is the best way to make the world a better place.”

— ANN KENDALL, USA

A Rotary education

Test your Rotary knowledge

1. What is the largest private international scholarship program?
2. What was the first Rotary service project?
3. What is Rotary International's service organization for secondary school-age youth?
4. How much money (in US\$) will Rotary have contributed to polio eradication by 2005?
5. What is the latest region of the world to be declared polio-free?
6. Rotary International is the world's oldest service club organization. (True or false)
7. Every dollar contributed to The Rotary Foundation is spent on humanitarian and educational programs. (True or false)
8. U.S. Rotarians make up half of Rotarians worldwide. (True or false)
9. Almost 50 Rotarians helped draft the United Nations charter. (True or false)
10. The first Rotary club to be chartered in a non-English-speaking country was in Cuba. (True or false)

Answers on back page.



RI PHOTO LIBRARY

The organization of Rotary Rotarians are members of Rotary clubs, which belong to the global association Rotary International (RI). Each club elects its own officers and enjoys considerable autonomy within the framework of Rotary's constitution and bylaws.

Clubs are grouped into 530 Rotary districts, each led by a district governor, who is an officer of RI. The district administration, including assistant governors and various committees, guides and supports the clubs. Effective clubs strive to sustain or

increase their membership base, participate in service projects that benefit their own community and those in other countries, support The Rotary Foundation financially and through program participation, and develop leaders capable of serving in Rotary beyond the club level.

The 19-member RI Board of Directors, which includes the RI president and president-elect, meets quarterly to establish policies. Traditionally, the RI president, who is elected annually, develops a theme and emphasis for the year.

“Rotary lets you give something back, in the knowledge that you belong to the largest family of givers.”

— DEANNA ANN DUGUID, INDONESIA

THE ROTARY TIMELINE

1905	1906	1910-11	1911-13	1915-16	1916-17
Chicago attorney Paul Harris organizes first Rotary meeting on 23 February, leading to formation of the Rotary Club of Chicago.	Rotary Club of Chicago provides a public toilet outside City Hall, Rotary's first community service project.	Paul Harris elected first president of National Association of Rotary Clubs at the first Rotary Convention.	Clubs formed in Canada, Great Britain, and Ireland; organization name changes to International Association of Rotary Clubs. <i>The National Rotarian</i> magazine launched.	Club chartered in Cuba, the first non-English-speaking Rotary country.	President Arch Klumph proposes establishing an endowment fund, precursor of The Rotary Foundation.

ROTARY BASICS

While the RI president is the organization's chief executive, the active managing officer is the **RI general secretary**, who heads a staff of about 600 people at World Headquarters in the Chicago suburb of Evanston, Illinois, USA, and in the seven international offices in Argentina, Australia, Brazil, India, Japan, Korea, and Switzerland. The RI in Great Britain and Ireland (RIBI) office, in England, serves clubs and districts in that region.

"Thanks to Rotary, my efforts to make the world a better place are multiplied. I'm no longer alone."

— FERNANDO AGUIRRE PALACIOS, ECUADOR

projects and can volunteer their time and talents where they are most needed.

To keep clubs strong, every Rotarian must share the responsibility of **bringing new people into Rotary**. Even new members can bring guests to meetings or invite them to participate in a service project. The value of Rotary speaks for

itself, and the best way to spark the interest of potential members is by letting them experience fellowship and service firsthand.

Keeping members interested in Rotary is another responsibility. Good club fellowship and early involvement in service projects are two of the best ways to sustain the club's membership.

Rotary's guiding principles

Throughout Rotary's history, several basic principles have been developed to guide Rotarians in achieving the ideal of service and high ethical standards.

The **Object of Rotary**, first formulated in 1910, and adapted throughout the years as Rotary's mission expanded, provides a succinct definition of the organization's purpose and the individual club member's responsibilities.

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 acquaint-

tance 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 **classification principle** ensures

that each club's membership profiles the business and professional composition of its community. Under this system, each member's classification is based on his or her business or profession; the number of members holding that classification is limited according to the size of the club. The result is professional diversity,

which enlivens the social atmosphere of the club and provides a rich resource of occupational expertise to carry out service projects.

The four **Avenues of Service**, based on the Object of Rotary, 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.

"What a joy it is to open my e-mail every day and find friendly messages from Holland, Honduras, India, Mexico, and Ghana."

— CAROLYN A. SCHUETZ, USA

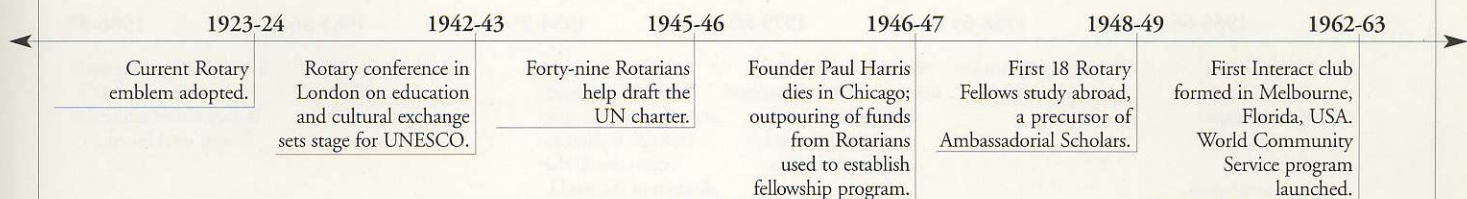
Responsibilities of membership

What Rotarians get out of Rotary depends largely on what they put into it. Many membership requirements are designed to help members more fully enjoy their Rotary experience.

The club is the cornerstone of Rotary, and **attending weekly meetings** allows members to enjoy their club's fellowship and enrich their professional and personal knowledge. If members miss their own club's meeting, they are encouraged to expand their Rotary horizons by **attending make-up meetings** at any Rotary club in the world – a practice that guarantees Rotarians a warm welcome in communities around the globe. For meeting places and times, consult the *Official Directory* or the Where Clubs Meet section on RI's Web site (www.rotary.org).

Regular attendance helps members fulfill another important responsibility – **participating in club service projects**. Members learn about their club's involvement in local and international

THE ROTARY TIMELINE

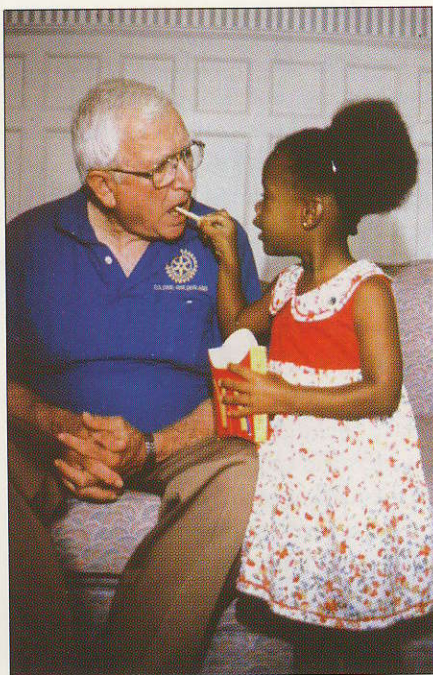


ROTARY BASICS

THE 4-WAY TEST

Of the things we think, say or do

- 1) Is it the TRUTH? 2) Is it FAIR to all concerned?
- 3) Will it build GOODWILL and BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?



♦ 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.

The 4-Way Test, followed by Rotarians worldwide in their business and professional life, was created by Rotarian Herbert J. Taylor in 1932. It has since been translated into more than 100 languages.

RI Programs

The following programs and service opportunities are designed to help Rotarians meet needs in their own

communities and reach out to assist people in need worldwide:

Interact Rotary clubs organize and sponsor this service organization for youth ages 14 to 18; more than 8,300 clubs in 109 countries.

Rotaract Rotary clubs organize and sponsor this leadership, professional development, and service organization for young adults, ages 18 to 30; more than 7,200 clubs in 152 countries.

Rotary Community Corps (RCC) Rotary clubs organize and sponsor these groups of non-Rotarians who work to improve their communities; almost 4,500 RCCs in 68 countries.

Rotary Fellowships International recreational, vocational, and health-related groups open to all Rotarians and spouses sharing common interests; approximately 75 fellowships.

Rotary Friendship Exchange Rotarians and their families make reciprocal visits to other countries, staying in each other's homes and learning about the culture firsthand.

Rotary Volunteers While every Rotarian is a volunteer, hundreds of those with special skills and experience volunteer their services abroad for short periods every year, via RI.

Rotary Youth Exchange Clubs and districts sponsor and host students ages 15 to 19 who travel abroad for an academic year or an extended holiday; about 7,000 a year.

Rotary Youth Leadership Awards (RYLA) Clubs and districts sponsor seminars to encourage and recognize leadership abilities of youth and young adults ages 14 to 30.

World Community Service (WCS) Rotary clubs and districts form international partnerships to provide assistance with a service project to a club or district in another country; many such projects receive funding from Rotary Foundation Humanitarian Programs grants.

Menu of Service Opportunities RI recommends that clubs planning service activities consider nine major needs or concerns: Children at Risk, Disabled Persons, Health Care, International Understanding and Goodwill, Literacy and Numeracy, Population Issues, Poverty and Hunger, Preserve Planet Earth, and Urban Concerns.

"The ability to conduct business with people you know hold the same ethical views is simply priceless."

-LARRY JACKA, AUSTRALIA

"Membership in Rotary is the 'power of one' multiplied many times over by the programs of Rotary International."

-HARRIET SCHLOER, USA

THE ROTARY TIMELINE

1965-66	1968-69	1979-80	1984-85	1985-86	1986-87
Matching Grants and Group Study Exchange programs begin.	Rotaract program launched.	Foundation grant to immunize five million Philippine children against polio sets stage for PolioPlus.	Rotary launches PolioPlus program and campaign to raise US\$120 million to immunize all the children of the world.	Membership tops one million.	Rotary Village Corps program (now Rotary Community Corps) established.

ROTARY BASICS

The Rotary Foundation

The Rotary Foundation of RI is a not-for-profit corporation that receives contributions totaling more than US\$70 million annually and distributes some \$65 million each year in support of humanitarian and educational programs implemented by clubs and districts. Contributions from Rotarians go to the Foundation's **Annual Programs Fund**, which provides grants and awards through Foundation programs, and the **Permanent Fund**, an endowment from which only the earnings are spent in support of Foundation programs, ensuring the long-term viability of the Foundation.

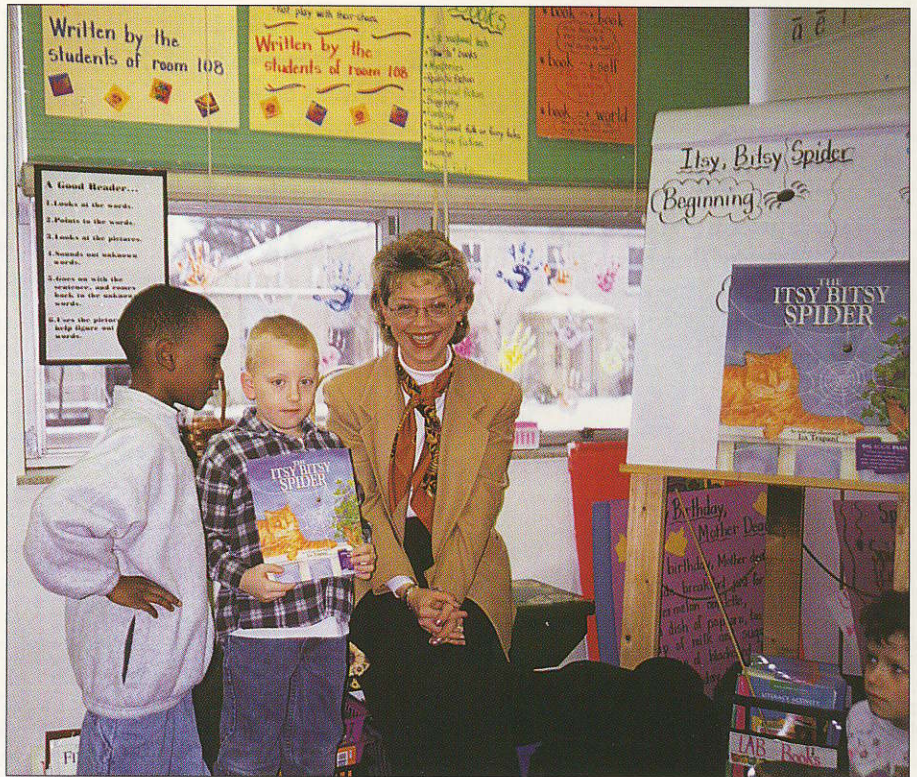
Every dollar contributed by Rotarians funds the humanitarian and educational programs that enable Rotarians to extend their service internationally. Clubs and districts apply for and receive Foundation grants to carry out many worthy projects worldwide.

The Rotary Foundation's mission is to support the efforts of Rotary International in the fulfillment of the Object of Rotary, Rotary's mission, and the achievement of world understanding and peace through local, national, and international humanitarian, educational, and cultural programs.

Humanitarian Programs

Humanitarian Programs grants enable Rotarians to increase their support of international service projects that provide water wells, basic shelters, medical care, literacy classes, and other essentials to people in need. Rotarian participation is key to the success of these projects.

Blane Community Immunization



Grants provide U.S. Rotary clubs and districts up to \$1,000 in matching funds to provide immunizations in their communities.

Community Assistance Program awards enable Rotary districts to use their District Designated Fund (DDF) for service projects in their own countries.

Discovery Grants subsidize the planning activities for international service projects.

Grants for Rotary Volunteers subsidize the travel and general expenses of Rotarians, Foundation alumni, and Rotaractors to assist

areas of the world that require their expertise.

“By joining Rotary, you are opening a window to the people of the world...through the programs and projects of The Rotary Foundation.”

— TONY QUINN,
GREAT BRITAIN

Helping Grants support humanitarian projects in non-Rotary countries or where participation of local Rotarians is limited.

Matching Grants for International Humanitarian Projects assist Rotary clubs and districts in carrying out World Community Service projects with clubs in another country.

New Opportunities Grants support projects that advance Rotary ideals but do not meet eligibility criteria of existing Foundation programs.

THE ROTARY TIMELINE

1987-88	1988-89	1994-95	1998-99	2000-01	2001-02
Through the PolioPlus Campaign, Rotarians raise US\$247 million.	First women join Rotary. Rotary returns to Hungary and Poland.	Western Hemisphere declared polio-free.	Rotary Centers for International Studies in peace and conflict resolution established.	Western Pacific region declared polio-free.	Europe declared polio-free. Rotary announces US\$80-million campaign to complete the global eradication of polio by 2005.

ROTARY BASICS

NEW HUMANITARIAN GRANTS STRUCTURE

Effective 1 July 2003, The Rotary Foundation Trustees have adopted a new structure that will organize Humanitarian Programs grants into four categories:

- ◆ DISTRICT SIMPLIFIED GRANTS, which will allow districts to use part of their DDF to support service activities currently covered by various other grant programs
- ◆ INDIVIDUAL GRANTS, which will replace Grants for Rotary Volunteers and Discovery Grants
- ◆ MATCHING GRANTS
- ◆ BLANE COMMUNITY IMMUNIZATION GRANTS

Educational Programs

Educational Programs are designed to promote international understanding by bringing together people from different countries and cultures. Rotarians participate in these programs by hosting scholars, leading Group Study Exchange teams, and other activities.

Ambassadorial Scholarships are awarded to students to serve as ambassadors of goodwill while studying in countries other than their own.

Rotary World Peace Scholarships are awarded to individuals for study at the Rotary Centers for International Studies in peace and conflict resolution.

Group Study Exchange is an exchange program between districts in different countries for business and professional men and women ages 25 to 40.

Rotary Grants for University

Teachers are awarded to higher education faculty to teach abroad in an academic field of practical use to people in a low-income country.

PolioPlus –

The final drive to a polio-free world

The **PolioPlus** program

provides funding for vaccine and transportation for mass immunization campaigns as well as support for social mobilization, surveillance, and laboratories to help carry out the final stages of global polio eradication.

Goal: To eradicate polio worldwide by 2005, Rotary's centennial

Major partners in the Global Polio Eradication Initiative: Rotary International, World Health Organization, UNICEF, U.S. Centers for Disease Control and Prevention

Achievements:

- ◆ Rotarians raised US\$247 million between 1985 and 1988 for polio eradication. As of 1 January 2002,

Rotary has committed more than \$462 million to global polio eradication, and that figure should exceed \$500 million by 2005.

- ◆ Polio cases have declined more than 99 percent, from 350,000 cases in 1985 to 600 in 2001.

◆ Polio has been eradicated in the Western Hemisphere (1994), the Western Pacific region (2000), and Europe (2002).

- ◆ More than two billion children have been immunized against polio since 1985.

◆ Hundreds of thousands of Rotarians have mobilized to help immunize children, deliver vaccine, promote

“I want to salute Rotary International for its extraordinary leadership in the fight against polio.”

– KOFI ANNAN,
UN SECRETARY-GENERAL

National Immunization Days, and conduct surveillance for the disease – despite poor infrastructure, extreme poverty, and conflict in many countries.

Benefits of eradication: Humanity would be spared immeasurable suffering by polio victims, and an estimated \$1.5

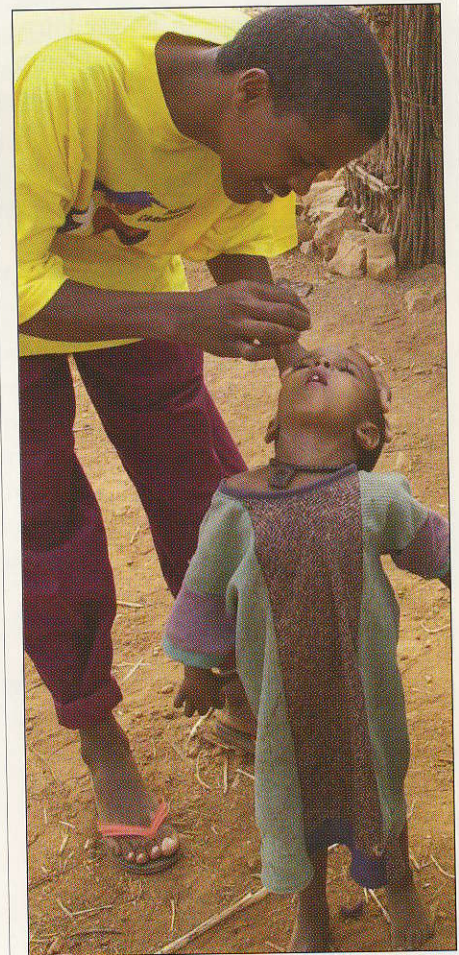
billion per year would be saved.

Main obstacle: \$275 million is needed to fund remaining polio-eradication needs.

Strategy: A one-year campaign – **Fulfilling Our Promise: Eradicate Polio** – was launched on 1 July 2002 with the goal of raising US\$80 million, with funds being matched by the Bill & Melinda Gates Foundation, the United Nations Foundation, and the World Bank.

“Giving to The Rotary Foundation is a high priority. How else could I have an impact on so many people in all corners of the world, while knowing that my dollars are under the constant watch of dedicated Rotarians so that maximum good is accomplished.”

– RICHARD H. BROWN, USA



“Rotary makes you feel great and makes others happy through your work.”

— ALI AKHTAR, PAKISTAN

Taking pride in your Rotary membership

ROTARIANS DEDICATE their time and talents not just to polio eradication but to hundreds of worthy causes both locally and internationally. Here are just a few of the humanitarian and peacemaking activities for which Rotarians are known worldwide.

Rotary's life-changing medical missions

Rotarian physicians in several European countries have formed Rotary Doctor Banks, which send their members to remote locations in Africa for two or more months at a time. Every year, more than 400 doctors reach some 10,000 patients who have no access to hospitals and would otherwise receive no medical care.

Rotaplast (Rotary Plastic Surgery) is a volunteer medical project involving 230 U.S. Rotary clubs and nearly 1,000 medical team volunteers. One of several such Rotary-sponsored programs, Rotaplast missions have provided thousands of children in needy communities around the world with reconstructive surgery to correct cleft palates and other facial deformities.

Through the Gift of Life program initiated by Rotary clubs and districts, desperately ill children are brought to the United States to receive lifesaving heart surgery unavailable in their own country.

The world's largest, most international private scholarships program

The Rotary Foundation's Ambassadorial Scholarships program sends 1,100 scholars to study abroad every year, preparing many of them for careers in diplomacy, government, and international relations.

Since 1947, more than 30,000 men and women from 100 nations have been Rotary scholars. Among the many who have achieved distinction in their fields are U.S. journalist Bill Moyers, German architect Helmut Jahn, and Sadako



“We've been hungry, and we know what it's like to live in fear of death. Today, I'm another person, much happier because I'm able to help others,” says Golbery Mendes, a member of the Interact Club of Campinas-Alvorada, São Paulo, Brazil. After almost dying twice from drug overdoses, Mendes found shelter at a children's home supported by a Rotary Foundation grant. He is shown here performing an antidrug skit for slum children in Campinas.

Ogata, Japan's special adviser on Afghanistan and former UN High Commissioner for Refugees.

The gift of literacy

More than half of all 30,000 Rotary clubs have joined the fight against illiteracy, which plagues one billion people worldwide, by running book drives, tutoring children, or repairing dilapidated schools.

The Lighthouses for Literacy project has been highly effective in elementary schools, adult literacy classes, and programs designed for street children. This innovative teaching method has produced remarkable results in Brazil, Egypt, South Africa, Thailand, and other countries.

The goal of sustainable development

Rotarians ensure lasting development by providing small loans in cash or in kind to poor entrepreneurs and by supporting integrated community development schemes.

In Uganda, a Rotary-assisted micro-credit project supplies dairy cows to members of a women's cooperative; the co-op then donates the first calves born to their

animals to other women. In Ecuador, a Rotary-supported revolving loan fund enabled women to start a thriving catering service. In the Philippines, small loans help villagers start tailoring, pedicab, and other businesses.

Working with youth

Since Rotary's earliest days, Rotarians have taken a special interest in developing the potential of young people, acting as tutors and mentors, taking proactive measures to help at-risk children, and sponsoring such youth-related programs as Interact, Rotaract, RYLA, and Youth Exchange.

Almost 90 years of disaster relief

Since 1913, when U.S. Rotary clubs responded to the plight of flood victims in the American Midwest, Rotarians have volunteered their time and resources to provide relief and rebuild communities laid waste by natural disasters.

Many disaster-related Rotarian initiatives are the result of clubs and districts aiding victims in their community. However, over the years, RI and its Foundation have supported efforts aimed at emergency assistance and long-term reconstruction of devastated communities.



District, regional, and international meetings
Several key meetings bring Rotarians together to share ideas, celebrate successes, enjoy fellowship, and plan for the future. The largest of these meetings, the RI Convention, is held in May or June in a different part of the Rotary world each year. This lively four-day meeting features speeches by world and Rotary leaders, spectacular entertainment reflecting the local culture, and unparalleled opportunities to experience the true breadth of Rotary's international fellowship.

Presidential conferences are held in different parts of the world each year to address issues determined by the RI president, generally focusing on the region in which the conference is held. These conferences provide the backdrop for spirited discussion and opportunities to form international service partnerships.

Rotarians are encouraged to attend their district conference, an annual motivational meeting that showcases club and district activities. A family event, the district conference mixes fellowship with learning and allows Rotarians to become

more directly involved with charting their district's future.

The changing face of Rotary

The genius of Rotary has been its ability to respond to the needs of the day, from child welfare to refugee relief to rural development.

At both the local and international levels, a

“I would like to think that the pioneering days of Rotary have only just begun. ...Rotary simply must continue to pioneer or be left in the rear of progress.”

— Paul Harris, THE ROTARIAN
February 1945

cornucopia of creative Rotary programs has emerged, from initiatives that help at-risk youths to humanitarian grants designed to diminish poverty.

Changes have also occurred within Rotary. In the 1980s, female business and professional leaders began to join the organization's ranks. Rotary has become increasingly international, with two-thirds of today's Rotarians living outside the United States.

Technology is also trans-

forming the way and speed with which Rotarians communicate with one another, promote their activities,

and engage in Rotary business. Rotary clubs are changing their meeting times and places to make membership more convenient and relevant to today's demanding professional and personal schedules. Rotary clubs meet throughout the day at a variety of common venues including restaurants, libraries, and museums, as well as a homeless shelter and a boat, and, in keeping with Rotary's earliest tradition, members' workplaces.

Some far-reaching changes are in the experimental stage. The 2001 Council on Legislation authorized a three-year pilot project whereby RI may charter up to 200 Rotary clubs that deviate from the Standard Rotary Club Consti-

tution. The pilot clubs have altered their meeting frequency, relaxed attendance rules, and offered new types of membership, including corporate and family memberships, in an effort to attract and retain members. One new model is a cyber club. If such pilot clubs prove successful, the 2004 Council on Legislation could adopt policies mak-

ing these innovations permanent.

For more information about Rotary, visit www.rotary.org.

“After attending the [RI] Convention in Chicago in 1980, I ceased being a member of Rotary and became a Rotarian. I realized then what a truly international organization Rotary is.”

— BRIAN TAYLOR, USA

QUIZ ANSWERS

1. Rotary Ambassadorial Scholarships
2. A public toilet outside Chicago's City Hall
3. Interact
4. About US\$500 million
5. Europe
6. True
7. True
8. False
9. True
10. True