

Rotary International

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Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

There are over 32,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto Service Above Self, Rotary's main objective is service — in the community, in the workplace, and throughout the world.

The Object of Rotary

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.

Mission

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Moving toward the future

In 2001-02, Rotary International began developing a strategic plan to guide the organization as it entered its second century of service. In June 2007, the Board of Directors approved the RI Strategic Plan 2007-10, which identifies seven priorities:

- Eradicate polio.
- Advance the internal and external recognition and public image of Rotary.
- Increase Rotary's capacity to provide service to others.
- Expand membership globally in both numbers and quality.
- Emphasize Rotary's unique vocational service commitment.
- Optimize the use and development of leadership talents within RI.
- Fully implement the strategic planning process to ensure continuity and consistency throughout the organization.