

Rotary



H KINDERGARTEN

**Better  
Together**



# Who We Are

Rotary International is an organization made up of more than 1.2 million leaders who join together to bring positive, lasting change to communities around the world. Rotary club members, known as Rotarians, tackle some of the world's toughest challenges, such as eradicating polio, fighting other diseases, promoting peace, providing clean water, improving health, supporting education, and growing local economies. In more than 200 countries and geographical areas, our members exchange ideas, forge lifelong relationships, and invest in service projects that make a lasting impact.

The force of our global membership base means that we can make an enormous impact. Rotarians are known for their service, integrity, and leadership. When you partner with Rotary, you form an alliance with one of the largest and most respected service organizations in the world — trusted in our communities for more than 100 years.

## BY THE NUMBERS

**1.2 million** Rotarians

**55-65** Median age

**70%** Employed

**35,600+** Clubs

**200** Countries and geographical areas

**241,400+**  
Rotaractors (age 18-30)

**508,100+**  
Interactors (age 12-18)

## WHERE ROTARIANS ARE



## ROTARY'S DIGITAL REACH

 **1.1 million**  
Web visits monthly

 **1.2 million**  
Facebook fans

 **480,000**  
Twitter followers

# How We Work

Our service projects are designed and implemented by members of community-based Rotary clubs, who often partner with other organizations to ensure sustainability and maximize the results of their work. The generous support of Rotarians, corporations, foundations, governments, and others enables The Rotary Foundation, Rotary International's charitable arm, to provide grants that fund important service projects, scholarships, and training. Over the past 70 years, The Rotary Foundation has invested more than \$3.7 billion in the humanitarian activities of Rotary members, not including the generous contributions directed to our top organizational priority, the worldwide eradication of polio. In this way, The Rotary Foundation turns contributions into meaningful grants that transform lives.

The Rotary Foundation consistently earns high ratings from organizations that scrutinize the efficiency and effectiveness of nonprofits.

## RECOGNITIONS



Charity Navigator:  
**four-star rating**  
for more than 10 years



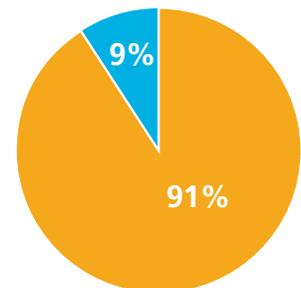
Charity Watch:  
**A+ rating**



**"2016 World's  
Outstanding  
Foundation"**  
The Association of  
Fundraising Professionals

## EXPENDITURES

We direct **91%** of our spending to mission-critical programs and grants, far exceeding the benchmark that independent charity-rating services use to recognize high efficiency.



■ Programs  
■ Operations



## ROTARY'S LEADERSHIP IN POLIO ERADICATION

Rotary launched its polio immunization program, PolioPlus, in 1985. In 1988, Rotary became a spearheading partner of the Global Polio Eradication Initiative (GPEI), along with the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention. The Bill & Melinda Gates Foundation later joined the initiative. In the year when the GPEI was launched, there were 350,000 cases of polio in 125 countries. Eradicating this disease is Rotary's top priority.

The Rotary Foundation has committed over \$1.7 billion, including matching funds from the Gates Foundation, to eradicate this paralyzing disease. Globally, we have helped to vaccinate 2.5 billion children, preventing 16 million cases of the disease and the deaths of 1.5 million children. Today, through the efforts of the GPEI partners and Rotary's PolioPlus program, we have reduced polio cases by 99.9 percent. When children are no longer paralyzed by it, polio will become the only human disease other than smallpox to be eradicated.

# Our Causes

The work of Rotary begins at the local level, addressing each community's unique concerns. While Rotary members serve in countless ways, we focus our efforts on six key areas that encompass some of the most critical and widespread humanitarian needs:

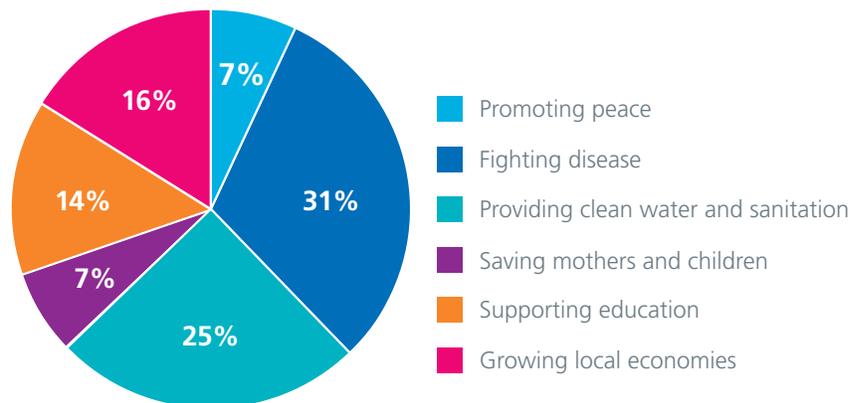
- Promoting peace
- Fighting disease
- Providing clean water
- Saving mothers and children
- Supporting education
- Growing local economies

Rotary's global grants program supports projects in these areas that are designed to be effective and sustainable. Rotary brings together community leaders, local cooperating organizations, and other knowledgeable partners and draws on their experience to ensure the most beneficial outcomes.

Since the launch of the global grants program in 2013, Rotary has spent over \$275 million, funding more than 4,200 projects around the world.

## OUR PROJECTS

---





# Project Spotlight

## THE GUATEMALA LITERACY PROJECT

Guatemala's central and western highlands have some of the most extreme systemic poverty, illiteracy, and inequality in the Western Hemisphere. For many children, the only way to break out of these conditions is education.

Since 1997, Rotary and the nonprofit organization Cooperative for Education have established over 250 literacy programs in rural Guatemalan schools. The Guatemala Literacy Project provides schools in central and western Guatemala with badly needed teacher training, textbooks, libraries, computer labs, and instruction. The program's goal is to ensure that every child in Guatemala grows up with both traditional and technological literacy.

The program has succeeded. The dropout rates among its students is estimated to be 46 percent lower than those of other students. Teachers also report that students in the program demonstrate higher levels of analytical and critical thinking skills than other students. The impact on graduates of the program has been significant, with 95 percent finding a job or continuing their education in high school. Work to improve lives in the central and western highlands isn't finished, but Rotary programs like the Guatemala Literacy Project are helping to bring an end to the cycle of poverty.

# Our Vision

We envision a world where the basic needs of every person are met.

We envision a world where the only limits on what every man, woman, and child can accomplish are their own imaginations. Mothers and their children grow stronger; everyone can read; access to a sanitary toilet is a given; war and disease are no more.

We envision a world where people engage in peaceful dialogue, creative thinking, modern ingenuity, healthy curiosity, and sincere appreciation for the uniqueness of each person and each culture.

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



# Let's

# Work

# Together

By leveraging support from corporations, foundations, local and international nonprofits, and governments, Rotary extends the reach of each contribution. We have earned the trust of many and are proud to partner with global leaders, including the Bill & Melinda Gates Foundation, the United Nations, UNICEF, and the U.S. Agency for International Development.

## **WHY PARTNER WITH US?**

The need is great. We can accomplish more together.

Together we can make an even bigger difference so others can enjoy a better future. Won't you consider joining us to help people and communities globally? You and your organization can benefit in numerous ways.

### **Do Good in the World and Gain Exposure**

- Support sustainable solutions to critical global problems
- Show your values in action
- Build positive brand recognition
- Demonstrate your organization's commitment to social responsibility
- Elevate your brand with new audiences

### **Benefit Your Organization**

- Take advantage of potential tax benefits
- Increase your customer base
- Network with global community leaders

### **Engage Your Employees**

- Motivate your staff by offering incentives to raise funds
- Publicize your Rotary involvement
- Demonstrate your company's commitment through workplace giving and matching gifts

# Join Us Today

Your partnership with Rotary can be tailored to fit your philanthropic and marketing goals. Together, we can combine our strengths to achieve the greatest results. We'll publicize your support to maximize your benefits. We offer a variety of partner opportunities.

## **Corporate Philanthropy**

Contribute funds to one of Rotary's six causes or to polio eradication. When you support one of our causes, we can expand upon current successful and sustainable projects to increase our impact.

## **Sponsorships**

Influence our community of leaders at events and programs including World Polio Day and the Rotary International Convention, held in a different world-class city each year. With members on all continents, Rotary is one of the few organizations that can provide sponsors with true global reach.

## **Cause Marketing**

Build customer trust and loyalty by aligning your brand with Rotary's important work. Customized campaigns offer consumers the opportunity to support Rotary through purchase-triggered donations, point-of-sale campaigns, and other options. This is an effective way to engage customers in a worthy cause, boost sales, and enhance your corporate image.

## **Employee Matching Gifts**

Align corporate support with your employees' passions, and encourage them to support Rotary's good work. By matching employees' donations to The Rotary Foundation, you can directly help to improve the lives of people in need.

## **Rotary Global Rewards**

Rotary Global Rewards, our member benefits program, can improve your bottom line by expanding your market share. You will have the ability to post offers for Rotary members on the Rotary Global Rewards website and reach a new customer base.

Let's begin a conversation about the unique opportunities  
Rotary offers. Visit us at [rotary.org/partnerships](https://rotary.org/partnerships) or write us at  
[partnerships@rotary.org](mailto:partnerships@rotary.org).



Rotary



**Rotary International  
World Headquarters**  
One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA  
[partnerships@rotary.org](mailto:partnerships@rotary.org)

**South Pacific and Philippines Office**  
Rotary International  
Level 2, 60 Phillip Street  
Parramatta, NSW 2150  
Australia  
[risppo@rotary.org](mailto:risppo@rotary.org)

**South Asia Office**  
Rotary International  
Pullman/Novotel Commercial Tower  
First Floor, Asset No. 2, Hospitality District  
Aerocity (Near IGI Airport)  
New Delhi 110037, India  
[risao@rotary.org](mailto:risao@rotary.org)

**Europe/Africa Office**  
Rotary International  
Witikonstrasse 15  
CH-8032 Zurich, Switzerland  
[eao@rotary.org](mailto:eao@rotary.org)

© 2018 Rotary International

516-EN-US—(418)