MEMBERSHIP DEVELOPMENT

We began this Rotary year with the second-highest membership figure in our history and we continue to exceed 1.2 million members. We have a tremendous opportunity to achieve our highest membership ever with your help, by making a special effort to attract new members and retain existing ones, especially those who may be at risk of leaving Rotary.

- New Membership Assessment Tools are available on My Rotary for identifying new club members, diversifying membership, and improving member retention, along with other resources to help clubs identify their strengths and weaknesses.
- The Board endorsed a long-term Membership Strategic Plan, alternative membership models are being studied, and an evaluation of the Regional Membership Plans is underway.

It has been another exceptional year for Rotary and our work improving communities around the world. Working together, as Rotarians in the field with support from your Secretariat, our efforts are reaping great rewards.
TELLING ROTARY’S STORY

We are telling the world who we are and what we do in clearer and more compelling ways.

• Recognition of Rotary’s contribution to eradicating polio continues to increase. Media coverage focused especially on stopping transmission of polio in Nigeria and all of Africa, World Polio Day, and progress in Pakistan. As of May, 34 top tier news stories featuring Rotary have been published this Rotary year, including coverage by the Associated Press, BBC, Time, the New York Times, USA Today, the Wall Street Journal, Deutsche Welle, and others. An additional 10 high-profile media stories spotlighted Rotary celebrity polio ambassadors, with coverage by CBS, People Magazine, and other outlets.

• Our Livestream event for World Polio Day 2015 drew more than 53,600 viewers, an increase of over 120 percent compared to 2014. By engaging our polio eradication ambassadors, the event reached an estimated 145 million supporters via social media. Rotary’s social media engagements (likes, favorites, shares, etc.) exceeded 620,000, over double the results for 2014.

• As part of our brand strengthening initiative, a new suite of templates and tools you need to prepare visual and digital materials is now available in one place in the Rotary Brand Center on our website. And we will be adding new resources to the Brand Center, including Rotary promotional videos and photos, as well as templates on how to organize events and conferences that are geared to a non-Rotary audience.

Membership Development continued

• Rotary launched its member benefit program — Rotary Global Rewards — on 1 July 2015, which is now open to both Rotarians and Rotaractors. As of 27 May there were more than 80,000 unique visits to the Rotary Global Rewards web page, over 20,000 members logged in to access the program, over 13,000 redeemed offers in the system, and 300 created offers for their own businesses.

ThisClose

Now is our chance to change the world. To make sure no child is disabled by polio ever again. Join in. Speak out. Donate. Be a part of history.
endpolio.org

WE ARE THIS CLOSE
TO ENDING POLIO

Kristen Bell

ROTARY GLOBAL REWARDS

endpolio.org

MY ROTARY

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#endpolio

I WANT TO

unicef

I WANT TO

#endpolio
**POLIO ERADICATION**

Our top organizational priority continues to be the eradication of polio, and we have played a critical role in the tremendous progress made this past year.

- Rotary and its global partners stopped the transmission of polio in Nigeria, where no cases have been reported since July 2014, and in all of Africa, which has had no reported cases since August 2014.
- The number of polio cases in Pakistan has decreased by more than 90 percent compared to the same time last year.
- Through the End Polio Now: Make History Today campaign, we are progressing toward our fundraising goal of $35 million for polio eradication. The Bill & Melinda Gates Foundation will provide a $2 match for each $1 we spend on polio, up to $35 million per calendar year through 2018. So if we spend $35 million in a given year, we will receive an additional $70 million from the Gates Foundation. We have received the $70 million in each of the first three years of the 2013–18 campaign.
- Rotary, together with its partners, is working to secure the $1.5 billion funding needed through 2019 to eradicate polio. For example, the U.S. government approved $228 million — an all-time high and increase of $10 million over the year before — for the global polio eradication activities of the U.S. Centers for Disease Control and Prevention and USAID for fiscal year 2015. In addition, the Canadian government is providing C$40 million over three years to UNICEF and the World Health Organization in support of Pakistan’s polio eradication program.

**THE ROTARY FOUNDATION**

- Contributions to the Annual Fund in support of our Foundation totaled $89.8 million as of 30 April, approximately 69 percent toward our worldwide goal of $130 million. If every Rotarian makes an annual contribution before 30 June, we can reach our goal.
- In 2015, The Rotary Foundation earned a top rating of four stars from Charity Navigator, the leading evaluator of U.S.-based nonprofits, and was listed as the fifth-best charity of the year in CNBC’s profile, “The Top 10 Charities Changing the World in 2015.”
- We are on schedule to complete the Major Gift Initiative’s $150 million endowment goal for the Rotary Peace Centers by June 2017, having raised more than $140 million to date.
- Promotion of The Rotary Foundation Centennial has begun, with the celebration to kick off at the 2016 Rotary Convention near Seoul, Korea.
More and more Rotarians are using district and global grants to carry out projects, boosting our capacity to support Rotary’s six areas of focus.

- As of May, 888 global grant applications had been approved, which is an increase of 7.5 percent compared to a year ago, and 459 districts are participating in a global grant. Learn more about Rotary grants on the **Apply for Grants** page.

- As of May, 459 district grant applications had been approved, enabling over 10,805 activities to be completed.

- The highest amount of grant spending has supported the disease prevention and treatment area of focus. The second highest amount has supported water and sanitation efforts, followed by basic education and literacy, economic and community development, maternal and child health, and peace and conflict prevention/resolution.

- The 2015-16 Grant Model Evaluation was completed — the largest programmatic evaluation Rotary has ever done — involving more than 100 site visits by the Cadre of Technical Advisers and reflecting responses from almost 6,000 Rotarians in 154 countries. The evaluation focused especially on the scope of the new grant model, and will enable us to determine what adjustments in the model might be needed to ensure maximum benefit of our work to the communities we serve.

- By the end of 2016, the **Rotary grant application tool** will be enhanced, providing a faster, more user-friendly experience, including the capacity to enter expenses for global grants in multiple currencies and other improvements.
ONLINE TOOLS AND RESOURCES

The number of Rotarians using the range of online tools and resources available through My Rotary continues to increase, helping to strengthen their clubs’ and Rotary’s image.

• More than 20,000 Rotary clubs — nearly 57 percent — have adopted Rotary Club Central to help set and track their annual goals for membership, service, and Foundation giving.

• Rotary.org has more than 390,000 active registered users and averages over 1.1 million visits per month.

• Use of Rotary Showcase has more than doubled, with more than 22,000 active projects posted. These projects reflect Rotarian contributions of more than 10 million volunteer hours and over $330 million in cash contributions.

FINANCIAL SUSTAINABILITY

Our strategic partnership with USAID through the RI-USAID International H2O Collaboration brings together USAID’s technical expertise and Rotary’s network of grassroots volunteers to boost access to clean water, sanitation, and hygiene in developing countries. Rotary and USAID have committed $4 million each to Ghana and Uganda for 2015-18.

• The Water, Sanitation, and Hygiene (WASH) in Schools Target Challenge was launched in January 2016 in two areas of focus: water and sanitation, and basic education and literacy. Rotarians in Belize, Guatemala, Honduras, India, and Kenya are working in the 2.5-year pilot to provide comprehensive water, sanitation, and hygiene services and improve educational outcomes.