

# RESOLUTION 17R-19

To request the RI Board to consider officially recognizing Rotary Kids

**Proposer(s):** District 4420, Brazil

**Endorsed by:** District 4420 through an annual district conference, Águas de Lindóia, São Paulo, Brazil, 25-28 May 2017

1 WHEREAS, the world is extremely global, and

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3 WHEREAS, the period from six to eleven years of age is fundamental to the  
4 formation of their character, and

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6 WHEREAS, pre-adolescents are becoming more and more interactive, with quick  
7 and easy access to communication media, which influences educational and even  
8 professional opportunities, and

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10 WHEREAS, Rotary needs to adjust itself to this rapid change, at the risk of  
11 suffering an inevitable quantitative and qualitative step backward for our  
12 association, and

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14 WHEREAS, there's a pressing need to encourage continuity in the Interact and  
15 Rotaract programs, as well as to solidify Rotary's future, and

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17 WHEREAS, according to its 2016 website statistics, Rotary Kids has already been  
18 established in 239 Rotary clubs, located in various areas of the world; promotes  
19 monthly gatherings for children between six and eleven years of age, under the  
20 exclusive responsibility of the Rotary club sponsor; relies on the participation of  
21 thousands of family members, friends, and colleagues; and, most importantly,  
22 does this with no risk to RI, and

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24 WHEREAS, the Rotary club sponsors of Rotary Kids promote greater integration  
25 within their communities and thus have seen a significant increase in  
26 membership as well as contributions to The Rotary Foundation

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28 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary  
29 International consider officially recognizing Rotary Kids as a structured program  
30 of RI for children aged six to eleven years old.

(End of Text)

## PURPOSE AND EFFECT

31 Approval of this proposal will rejuvenate Rotary's public image, lending more  
32 visibility to Rotary programs and activities. It will also strengthen Rotaract,

1 Interact, the Youth Exchange program, and other programs for young people.  
2 The integration of families will substantially increase our membership and  
3 fundraising to The Rotary Foundation. Finally, Rotary Kids is a true infusion of  
4 oxygen for the very necessary survival of our institution.

#### **FINANCIAL IMPACT**

5 If implemented, this resolution would result in an increase in expenses for RI. If  
6 Rotary Kids is administered as a structured program (similar to Interact),  
7 expenses are estimated to be at US\$145,000 per year for one staff person,  
8 production of materials and postage. In addition, there is an initial cost of  
9 US\$20,000 for global trademark searches and registration.