

RESOLUTION 19R-14

To request the RI Board to consider officially recognizing RotaKids clubs

Proposer(s): District 9570, Australia

Endorsed by: District 9570 through an annual district conference, Biloela, Queensland, Australia, 7 April 2019

1 WHEREAS, Rotary’s fifth Avenue of Service is Youth Service; therefore, it is
2 imperative to give all youth an opportunity to develop themselves and engage in
3 service, irrespective of age and background, and

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5 WHEREAS, Interact is a recognized and successful program of RI. Additionally,
6 there are existing RotaKids, Rotary Kids, EarlyAct, and Futuract clubs operating
7 at least 229 clubs successfully in 29 countries, and growing rapidly, that are
8 strongly supported by Rotarians, schools, families, and children worldwide, but
9 they are not recognized as an official part of Rotary, and

10
11 WHEREAS, basic education and literacy are one of Rotary’s six areas of focus.
12 RotaKids gives students the opportunity to further develop literacy, numeracy,
13 confidence, and leadership skills through authentic situations outside the walls of
14 a classroom, and

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16 WHEREAS, RI has invested significantly in creating a uniform international
17 Rotary brand; RotaKids clubs are currently using multiple names for this
18 program and logos that are not consistent with the Rotary brand, and

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20 WHEREAS, children are considered ‘sponges’ and it is in their primary schooling
21 that their view of the world is being shaped. This is a critical age, one at which
22 they can best benefit from exposure to the needs of others and to the concept of
23 making a difference through service, even as they are building confidence and
24 learning leadership skills that will benefit the students and the communities they
25 will serve in the future, and

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27 WHEREAS, RotaKids clubs grow the Rotary brand in schools and the broader
28 community through parents and teachers, who are all potential Rotarians, and

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30 WHEREAS, if children have not been exposed at home to the idea that we can
31 help others and make the world a better place, RotaKids provides them with this
32 insight and empowers the next generation to make a positive difference, and

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34 WHEREAS, RotaKids helps build awareness of the needs of our local and global
35 communities among students, parents, and teachers, which benefits the larger
36 community, and

1 WHEREAS, there will be a cost incurred to RI for branding and management of
2 RotaKids clubs, but such funding can be seen as a significant investment in the
3 future of Rotary

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5 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
6 International consider officially recognizing RotaKids, or such representative
7 name as the Board determines, as a structured program of RI for children six to
8 twelve years of age.

(End of Text)

PURPOSE AND EFFECT

9 RI President Mark Maloney has indicated that the growth of Rotary will be his
10 primary emphasis in 2019-2020. RI's recognition of RotaKids as an official
11 program of RI will do just that. Many thousands of existing RotaKids and their
12 families will become part of the extended Rotary family around the world.

13
14 The extension of Rotary's fifth Avenue of Service to children between the ages of
15 six and twelve creates a logical progression from RotaKids to Interact to Rotaract.
16 Further growth to Rotary will be achieved through recruitment of parents and
17 other family members who gain exposure to Rotary through RotaKids. The
18 current strong growth in Interact and in the RotaKids world is in direct contrast
19 to the struggle to maintain numbers in Rotary clubs. Nelson Mandela has said,
20 "Education is the most powerful weapon which you can use to change the world."
21 Teaching RotaKids the value of service, peace, and leadership perfectly fits
22 Rotary's vision of creating lasting change.

23
24 None other than Abraham Lincoln once observed that it is best to "Teach the
25 children so it will not be necessary to teach the adults." RI has spent
26 considerable money and resources in educating and training the adults on
27 growing Rotary, with little to show for it. The amount of money necessary to
28 brand and register RotaKids will be an investment in the long-term future of
29 Rotary.

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31 Should RI determine not to officially recognize RotaKids, the movement will
32 continue to flourish, but with several different names, having little connection to,
33 or in actual competition with RI. It is far better to take immediate action to bring
34 this wonderful Rotary club initiative within the family of RI. Having one name,
35 one brand and similar objectives, RotaKids will play an important role in growing
36 Rotary and creating lasting change.

FINANCIAL IMPACT

37 If implemented, this resolution would result in an increase in expenses for RI. If
38 RotaKids is administered as a structured program (similar to Interact), expenses

1 are estimated to be at US\$150,000 per year for one staff person, production of
2 materials, and postage. In addition, there is an initial cost of US\$20,000 for
3 global trademark research and registration.