

2024-25 ANNUAL GOALS

ROTARY'S VISION STATEMENT

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



GOALS FOR PRIORITY 1 — INCREASE OUR IMPACT

1. Eradicate polio and highlight Rotary's role.
2. Increase the overall number of clubs and individual Rotary members giving to The Rotary Foundation whilst increasing contributions to the Annual Fund and PolioPlus, and building the Endowment Fund to \$2.025 billion by 2025.
3. Enable and measure effective club, district, and international programs and projects particularly in Rotary's areas of focus.

GOALS FOR PRIORITY 2 — EXPAND OUR REACH

1. Strengthen existing and develop new partnerships to elevate Rotary's global profile.
2. Establish and nurture new, innovative clubs and participant engagement channels.
3. Raise awareness and understanding of Rotary and Rotary members as people of action.

GOALS FOR PRIORITY 3 — ENHANCE PARTICIPANT ENGAGEMENT

1. Enhance member engagement tools that support Rotary's core values through personal growth, leadership development, service, and networking opportunities.
2. Reduce the number of new members leaving within their first year of membership.
3. Increase collaboration among participants particularly Rotary and Rotaract clubs.
4. Further Rotary's commitment to diversity, equity, and inclusion within our clubs, our leadership, and throughout the family of Rotary.

GOALS FOR PRIORITY 4 — INCREASE OUR ABILITY TO ADAPT

1. Review Rotary's programs and offerings to ensure their relevance and effectiveness.
2. Support and encourage the use of virtual connectivity to optimize in-person meetings, training, fundraising, and service projects.
3. Continue to review Rotary's service delivery and volunteer leadership structure to improve effectiveness, responsibility, and accountability.

DIVERSITY, EQUITY, AND INCLUSION CODE OF CONDUCT

This code of conduct reflects our core values and explains the responsibility that comes with being a Rotarian and Rotaractor, which includes members from nearly every country in the world, speaking more than 100 different languages. We are committed to upholding and evolving this code as our organization grows.

Like our core values, we expect Rotarians and Rotaractors to exemplify this code of conduct as they interact with one another, Rotary program participants, alumni, project partners, and members of the community. This code of conduct applies at all club, district, zone, and Rotary International meetings, trainings, events, and anywhere else a member represents Rotary and on My Rotary and social media.

EXPECTATIONS

All club members and other participants including Rotary program participants, alumni, project partners, and representatives of Rotary are expected to comply with this code of conduct, be considerate and contribute to a collaborative, inclusive, positive, and healthy environment in which all are respected and valued.

Use respectful language

- When you first meet someone, introduce yourself and explain how you would like to be addressed, including your preferred pronouns (he/him/his, she/her/hers, they/them/theirs). Call others by their preferred name, rather than using a nickname that is easier to pronounce.
- When addressing larger groups, utilize gender neutral words to avoid gender assumption.
- Use active listening to deepen your understanding of others.
- Be conscious of language use and adapt depending on region. Some wording is acceptable in some cultures but unacceptable in others.
- Avoid slang or idioms that do not translate across cultures or be deliberate in explaining them to share our diverse cultures and languages.
- Speak plainly and avoid acronyms and jargon that not everyone may understand.
- If you are curious about someone's cultural background, faith, sexual orientation, gender, or another characteristic, ask if they are open to sharing more about themselves. Refrain from asking if the topic is not relevant to your conversation.
- Foster an atmosphere of intergenerational dialogue and avoid describing anyone by their age.

Be supportive

- Be an ally and advocate for others and be ready to intervene when you see a need.
- If you see or hear something inappropriate, address the behavior in a way to offer support to those affected.
- As a member of Rotary, uphold the code of conduct, build this culture within your club experience, and address any issues as they arise.

Foster a welcoming and inclusive environment

- Ensure every member and participant can fully engage in any meeting, event, or activity that you organize in person or online by offering an accessible venue, simultaneous interpretation, closed captioning and/or transcripts, and other resources as needed.
- Review any club or program traditions and stop or change activities that may be offensive or alienating to a specific group.
- Create a welcoming environment and include all in conversations, projects, and events.

- As much as possible, pay attention to nonverbal communication such as eye contact, facial expressions, tone of voice, personal space, gestures, and posture, and how it impacts your ability to engage with and relate to others.
- Know the important dates of various religions and schedule events and activities in a way that is inclusive and considerate of people who observe them.
- Be aware of people's dietary and health restrictions.
- Open opportunities for everyone to hold leadership roles in your club and district or engage with your community partners.

Celebrate diversity

- Increase your club's awareness, understanding, and acceptance of people with disabilities.
- Celebrate a variety of cultural events and religious observances, rather than continually conducting service projects or hosting events associated with a single culture or religion.
- Acknowledge and celebrate significant dates relevant to diversity.
- Avoid stereotyping and mocking any specific group.
- Acknowledge and celebrate different genders.

CODE OF CONDUCT QUESTIONS AND CONCERNS

For questions or concerns regarding the code of conduct or behavior that goes against the code of conduct, email dei.inquiries@rotary.org.

REPORT ADULT HARASSMENT ISSUES

Per the Rotary Code of Policies, Rotary currently maintains the following to report issues of harassment involving Rotarians or Rotaractors at meetings, events, or activities:

Rotary is committed to maintaining an environment that is free of any form of harassment, broadly defined as any conduct, verbal or physical, that denigrates, insults, or offends a person or group based on any characteristic* (age, ethnicity, race, color, disability, religion, socioeconomic status, culture, sex, sexual orientations, or gender identity).

If you are notified of any allegation of harassment involving an adult, or you feel you have been harassed, follow these steps:

1. If anyone's safety is in doubt, contact local law enforcement.
2. Notify a club officer (club president or secretary), district leader (district governor or district governor-elect), or zone leader (RI director).
3. Report the incident to Rotary International's Club and District Support team by contacting cds@rotary.org.
4. Any allegation of harassment or abuse that involves young people must be reported to Rotary International at youthprotection@rotary.org within 72 hours.

** Characteristics listed here are from the Rotary Code of Policies, Harassment-free Environment at Meetings, Events, or Activities. As the Rotary Code of Policies is updated, this Code of Conduct section will be updated.*