

# ROTARY

Standing up for communities, locally and globally



Rotary International  
in Great Britain & Ireland

## Join Rotary and support your community



There's so much you can do...



### Organise events

Days out for disadvantaged children, fun sports competitions for disabled people, fêtes, vintage car rallies, music concerts, sponsored bike rides, dragon boat races and fun runs...

### Support local charities

Cancer centres, hospices for terminally ill children and adults, young carers and mistreated animals...

### Develop school links

Encourage fundraising projects to broaden awareness of community issues; organise educational programmes such as drug and health awareness, and careers advice...



### Encourage young people

Rotary's Young Chef, Young Musician, Youth Speaks and Young Photographer competitions are just some of the activities you could get involved in.

### Make a world of difference

Help organise and support life-changing projects, from sending emergency aid to disaster-hit regions, to travelling to India to immunise children against polio.

### Club life

There are over 1,850 Rotary clubs across Great Britain and Ireland, each with its own unique personality. They meet on different days of the week, at different times and are involved in a range of different projects and activities.

*So, it's important that you go along to one or more of your local clubs (see [www.ribi.org](http://www.ribi.org)), so that you can meet members and find out about what they do – and they can learn about how you would like to contribute to the life of the club.*

## Open up a world of opportunities

The enormous sense of achievement you'll experience in helping your local community and other communities around the world will be matched only by the fun you'll have doing it!

Right now, we're looking for more men and women of all ages and backgrounds to join our network of Rotary clubs throughout Great Britain and Ireland, to use their energy, talents and professional skills to make a real difference to the lives of others.

Interested in joining? If you'd like to 'give something back', Rotary can give you the chance you've been waiting for.

To find out about how to join Rotary – including details of open events and clubs near your home or where you work – visit our website and discover how you can make a world of difference, with Rotary.

### Why join?

The chance to give something back If you enjoy helping others, joining Rotary gives you the chance to do something really worthwhile. What's more, as a Rotary member, you'll benefit from being

part of a large, internationally trusted organisation committed to ensuring that your work in helping local and overseas communities is well organised, productive and rewarding.

### Fun and friendship

Rotary membership is a whole lot of fun! Every club arranges parties and activities that provide a welcome distraction from hectic business life and the chance to forge new friendships with a host of like-minded people who share common goals.

### Business opportunities

Rotary was founded over 100 years ago as a business networking club – and this is still a key part of Rotary life. Ethical practice is encouraged as a core aspect of our philosophy, and with members drawn from all sectors of business and professional life, the opportunities to network are literally endless. So while you put something back into the community, your business life benefits too.

### Personal growth and development

As well as improving cultural and social awareness, membership of Rotary can

help develop leadership, public speaking, social, business, personal and vocational skills. That's why so many private and public sector organisations actively encourage employees to join their local Rotary club.

### The chance to learn

Through guest speakers at club meetings, you'll learn more about a huge range of fascinating subjects, from the eradication of polio and malaria to child and school disability programmes. And at our national and regional conferences, we regularly welcome top speakers from the worlds of business, sport and entertainment.

### A worldwide community

Join Rotary, and you won't just be a member of your local club – you'll belong to a vast international family of 1.2 million Rotarians worldwide. Wherever you are, at home or abroad, one of our 34,000 clubs is nearby, waiting to give you a warm welcome. And, because of this strong common bond, many a travelling Rotarian in need of a local doctor, lawyer, dentist, hotel or other service has found assistance through the Rotary network.

For more information, visit [www.ribi.org](http://www.ribi.org)



Working on International projects



Rotary Kids Out Day, great fun and smiles all the way

## Giving something back

Rotarians are active, enthusiastic men and women of all ages and from all walks of life. They all share a common interest in friendship, making a difference and having a great time in the process. Ask any Rotarian what they get out of Rotary and each will give a different answer. Some enjoy the social aspect, others appreciate business networking opportunities and all love the chance to give something back to the community, but one thing remains constant, every Rotarian has fun!

There is a broad range of activities for members, including fundraising, working with young people, coming up with ideas to help communities at home and abroad as well as hosting and taking part in fantastic social events. You could find yourself helping to co-ordinate one of the many youth competitions provided by Rotary, building a school for children in Africa or helping to support the many life-saving disaster response projects which were created by Rotary clubs. The sky is the limit.

Rotary clubs are communities in themselves. As a result, Rotarians

fully understand the aspirations of the community that they live in. Sometimes this help can be charitable giving and sometimes it can be more hands-on. The list of charitable work carried out by Rotary clubs across the world is impressive and Rotarians are passionate about and proud of what their clubs have achieved in recent years. You may already volunteer in your community and want to explore new opportunities to further help your local good causes.

Every year, Rotary clubs in Great Britain and Ireland are encouraged to take part in Rotary Kids Out Day, an



Rotary Young Chef competition is one of many youth competitions

event aimed at providing entertainment for disadvantaged children and one of Rotary's many initiatives. International work is also undertaken by Rotary members. Wells, pumps and equipment are regularly shipped to and constructed in areas where there is little or no safe access. You might be part of the team that provides the means to safe, clean water in a remote overseas village.

Thanks for Life is one of Rotary's biggest successes of recent times. This project supports Rotary's End Polio Now campaign, the worldwide initiative to eradicate polio. On Rotary Day, 23rd February, Rotarians across the country work with communities to raise awareness and funding to continue this life-saving drive to bring an end to the disease. Since 1985, when Rotary launched End Polio Now, billions of children have been spared from being crippled by the virus thanks to free vaccines in endemic countries provided and administered by Rotarians. Members travel to India twice a year and help with one of the many National Immunisation Days. The more people who make this journey, the more children can be spared from this terrible disease.

Rotarians also organise Christmas parties for disadvantaged people in the local community, support local community renewal projects

and promote literacy and numeracy through mentoring projects. Rotary also supports conflict resolution and provides opportunities for students to study world understanding and peace through the Peace Scholarship programme. In addition, there are international educational and cultural exchanges for young people. On graduating, most students find roles that help bring peace to troubled areas and encourage greater understanding between cultures.

The first Rotary club was formed in Chicago in 1905 by lawyer Paul P Harris. Today, there are more than 34,000 Rotary clubs in more than 200 countries with more than 1.2 million members, all making a difference each and every day. Whenever a Rotarian travels, they are sure to find a warm welcome and friendship from fellow members.

If Rotary clubs across Great Britain and Ireland are to continue their excellent and much-needed work and expand its service to communities at home and abroad, we need you. Your knowledge, talent and energy to carry out ambitious projects will touch the lives of thousands of people. Each new Rotarian brings a range of personal and professional resources and skills that can greatly strengthen Rotary and the ability of clubs to successfully help and be part of communities and the world.



Rotary's End Polio Now campaign, the worldwide initiative to eradicate polio

# Rotary in your area

With 1,850 Rotary clubs across Britain and Ireland, there is bound to be at least one club near to where you live or work. As Rotary clubs are communities within communities, their members fully understand the needs of the local area and, in many cases, are already active through their own profession or volunteer work. This results in great ideas and a ready supply of willing volunteers. In many instances, Rotary clubs come together to create large community events.



RIBI is an official partner of BBC Children in Need



Giving local children a great day out

There are some great examples in **North Hampshire and Surrey borders**. Ten Rotary clubs used their networks and expertise to mount a Kids Out event for about 1,000 underprivileged children and their guardians and parents. The local clubs all combined their expertise and energy to give a memorable day out to young people.

As an official partner of **BBC Children in Need**, Rotary clubs were determined to be creative and get everyone involved. Amongst the many exciting events, there was mascot mayhem, music and entertainment with the **Rotary Club of Horsham**, complete with Pudsey Bear as a special guest. Across the country, over £100,000 was raised by Rotary clubs with plans to be official partners again in 2012.

To raise funds for local homeless charity, Michael House, six members of the **Rotaract Club of Bournemouth, Hampshire**, experienced 24 hours living on the streets. As well as eating at a soup kitchen, visiting the YMCA, selling the Big Issue and asking shopkeepers for food due to be thrown away, they spent a long, cold and wet night sleeping on cardboard outside a church. Having had their eyes

well and truly opened, the following day the club hosted presentations highlighting the plight of the homeless and celebrating the hard work undertaken by local support organisations. Enough food and gifts were raised at their Rotaract Community Lunch to benefit 40 local homeless people.

Many club projects not only help communities, they rely on communities. Thanks to great relations between local Rotary clubs and primary schools across **Sutton**, youngsters raised hundreds of pounds after being inspired by **Thanks for Life**, the campaign to help eradicate polio from the world. A range of enterprising events were held including Christmas fundraisers, cake sales and buying and planting purple crocuses. Over £4,000 was raised, money that will save thousands of children's lives from polio and help continue the worldwide vaccination effort.



Rotary supports children all over the world

Children are at the heart of many Rotary initiatives. **Rotary clubs in Kent, South East London and East Sussex** teamed up to help young carers in their area. Many children lose their childhood as they take on carer roles for their family. The clubs sponsored these youngsters to enjoy a break away on an historic barge and

also travelled with them. The barge sails around **London** and beyond. Other clubs in the area are helping to set up homes for Romanian children, with special needs, who are threatened with homelessness as institutions are closed down.

Being in a Rotary club provides a ready supply of willing volunteers. Kate Secker from **Norfolk** had completed many incredible charity focused challenges on her own, including riding 350km across the Great Wall of China for MENCAP and trekking across Nepal for the same charity. A few years ago, Kate joined the **Rotary Club of Norwich St Edmund** and a new world of opportunities opened up. By coming under the umbrella of Rotary, Kate found herself working with like-minded people. Although a hugely successful charity fundraiser, Kate soon discovered more could be achieved as part of a group. Kate is just as active and has already taken a team of youngsters on a Group Study Exchange visit to America.



Rotary in Grantham is making a splash for charity

Ideas grow within Rotary. **The Rotary Club of Grantham, South Lincolnshire**, has made a splash by running the Swimathon for 22 years, raising thousands of pounds for local causes and encouraging people to get fit. Now, thanks to a vibrant social media campaign, this event has gone global with participants grabbing their goggles in 15 countries to help Rotary's **End Polio Now** campaign. Paralympic swimmers from Team GB are also taking part. By swimming a hundred metres, entrants will not only help save children from this crippling virus but will also help set a new Guinness World Record.

Rotary clubs often come to the rescue of remote communities who cannot help themselves. In Africa, the survival of a woman in labour depends upon the distance and time she must travel to get to skilled emergency medical care. Transportation may be unavailable, unaffordable or take too long. If a woman in desperate need of assistance reaches a major health centre at all, the hours or even days of delay are likely to mean that it is too late to save her and her baby. Rotary clubs across **Lincolnshire, Bedfordshire, Northamptonshire and Leicestershire** are pooling resources to source a fleet of



eRanger motorbike in action

20 eRanger motorbikes, which have special side cars to carry patients to hospital, saving time and lives. Over 30 clubs are involved with providing these life-saving bikes, which are the only means of fast transport.

Rotarians are incredibly resourceful, applying their skills and areas of expertise to maximise opportunities to help. In **Chelmsford**, Rotary volunteers literally got their hands dirty when they cleaned up the aftermath of the **V-Festival**. The field that was used as a campsite was returned to normality as hundreds of abandoned tents were gathered up and sold by Rotary, raising over £4,000. The project featured on **Blue Peter** programme with presenter Helen Skelton.



Douglas Paterson found friendship with Rotary

**Douglas Paterson** has been on the crest of a new wave since joining Rotary. After moving to **Denny, Stirlingshire**, he was impressed by the strong sense of community in the town. Clearly keen to get involved with the community, he was soon spotted by a work colleague, a member of **Denny Rotary Club**, who invited him along to a meeting. Douglas is continually amazed by the positive impact made by Rotary not only at home but also worldwide. Rotary has given Douglas instant friendship, a sense of belonging and an opportunity to engage with his community.



## Rotary can benefit your business

You may well have heard of Rotary International, the world's largest voluntary service organisation with its network of clubs. But the chances are you won't know much about it or what it does. And you probably won't think it has much relevance to you or your business. Well, actually, it does. For 27-year-old Sarah (1), joining Rotary was a natural move after she had experienced many of the benefits of membership through the Rotary Youth Leadership Awards (RYLA) scheme. She felt it would go hand-in-hand with her work and enable her to be more involved in her community. Sarah believes it has also opened up a new chapter in her social life and improved her opportunities for networking. Sarah says,

*"I have always been keen on community projects and fund-raising, and I think that is where I can best contribute to the club's activities."*

### Business networking

Rotary was originally established, more than 100 years ago, for networking purposes. It was only when it grew into a large, powerful force that its founders realised that it also had the power to help local communities and others less fortunate. Among the 55,000 members in 1,850 Rotary clubs across Great Britain and Ireland, there is a high proportion of business men and women, like local solicitor, Jo (2) and, because members of Rotary believe in high ethical business standards, there is a level of mutual trust and respect that can open doors to business opportunities.

Not only is this the case within your own club, but also when two members wearing the distinctive Rotary 'wheel' lapel pin meet each other – anywhere in the world – there is immediate empathy.

### Staff development

Your employees can benefit enormously – not only will they mix with experienced business people and hear from interesting

visiting speakers, they will also learn valuable skills.

These will include event management, public speaking, organising, time management and budget control – the sort of skills that would otherwise make a big dent in your employee training budget.

Teamwork and leadership development are key aspects of Rotary and your staff will grow in confidence and maturity as they learn valuable 'soft' skills, such as how to motivate and get the best out of others, as well as themselves. Alison (3), says,

*"The day after I've been to my Rotary club is when I'm most lively and inspired to get on with things. It just sets me up for the rest of the week. I used to be a bit worried about what other people would think of me, being a member of Rotary, but now I'm really proud of it."*

### Corporate Social Responsibility

Whatever definition you use, CSR is all about companies acting responsibly, ethically, legally and with respect for the community and the environment, all of which are in keeping with Rotary's own guiding principles.

Being responsible Rotarians and



Suffolk Rotarian Sarah

getting involved in your community will inevitably enhance your and your company's standing with your customers.

### Fun and fulfillment

As Jim (4), a Northamptonshire club member, has found out, helping others less fortunate and benefiting your community through worthwhile events and projects is incredibly fulfilling!

If you doubt that, just have a look at the video 'Why Rotary?' at [www.ribi.org](http://www.ribi.org) and hear what Jim and others have to say on the subject.

And because clubs are close-knit teams of like-minded people, they have great social lives together too. All Rotary clubs have an extensive programme of social

events, many of which are designed to include other members of Rotarians' families too.

These are in addition to enjoyable fund raising events such as dragon-boat racing, go-karting, sponsored bike riding, pancake racing or simply going round together collecting unused spectacles to send off to people who need them in Africa.

Whatever you get up to in Rotary, you tend to have a great deal of fun!

### Find out more

So, forget the misconceptions that Rotary is just for retired, white males who simply enjoy long, leisurely lunches and write the odd cheque for charity. (That's how market research suggests people tend to perceive the typical Rotarian, anyway.)

Rotary is for men and women of all ages from 18 upwards, regardless of religion or ethnicity. Clubs meet to suit their members – before work, lunchtime, after work or even at weekends - and make good use of their time because they are busy people.

The key thing is that, as a Rotary club member, like Kathy (5), you want to use your skills, energy and sense of humour to give something back to your community.

*"It's not about 'doing good' - I hate that term," says Kathy. "It's just about being a real part of your local community and giving something back."*

And by giving, you'll be amazed at what you get back in return! To find out more, and to find a club near you or even about starting your own new Rotary club with your colleagues and friends, go to [www.ribi.org](http://www.ribi.org)