

# 2011-12 Foundation Goals



1. Eradicate polio, our top priority
2. Build a sense of ownership of our Foundation among Rotarians through their contributions to the Annual Programs Fund, the Permanent Fund, and our Rotary Peace Centers
3. Continue our progress on the Future Vision plan and align our service projects with the six areas of focus:
  - ✦ Peace and conflict prevention/ resolution
  - ✦ Disease prevention and treatment
  - ✦ Water and sanitation
  - ✦ Maternal and child health
  - ✦ Basic education and literacy
  - ✦ Economic and community development

## THE ROTARY FOUNDATION



GOALS 2011-12

## WHY ARE GOALS IMPORTANT?

The Rotary Foundation is a large and successful international organization. Its many accomplishments are realized through the efforts of individual Rotarians, their clubs, and districts. Our mission to achieve world understanding and peace is a lofty goal that can only be met through sustained action and the commitment of Rotarians. Each year, the president of Rotary International chooses a theme as an embodiment of the intentions of Rotarians, and the chair of The Rotary Foundation Trustees expresses the goals for the Foundation.

Goal setting helps us determine our priorities, get organized, make big decisions, and realize our dreams. When they are specific, manageable, and achievable, goals have the power to motivate and to foster commitment. Clearly stated goals provide a framework for measuring achievement and can be modified by experience to reflect an organization's accomplishments.

This goals brochure is a tool to place the goals approved by the Trustees into the hands of Rotarians. Rotarians can carry this and refer to it when planning service projects, assigning their DDF spending, and organizing their fundraising.

We are all in the business of serving humanity. Let's continue to do it well together.



My fellow Rotarians,

The Rotary Foundation Trustees have set three goals that will direct our efforts in 2011-12.

First, we must finish the job of eradicating polio — our top priority. The end is near, but our experience tells us that any relaxation in our efforts will offer this virus new opportunities to damage young lives.

Second, we must recognize that all of us should share in the ownership and achievements of our great Foundation and we create that ownership through our continued financial support. The Annual Programs Fund, the Permanent Fund, and our Rotary Peace Centers are all important ways that Rotarians can invest in our Foundation's future.

Finally, we must continue to make our Foundation more effective and efficient through testing and refining our Future Vision Plan. Both pilot and non-pilot districts can work toward this goal in such ways as aligning their service projects with the plan's six areas of focus.

To fulfill our Foundation's mission of Doing Good in the World, we need the active participation and support of Rotarians worldwide. I thank each of you for your dedication to Rotary and your Foundation as we *Reach Within to Embrace Humanity*.

Sincerely,

A handwritten signature in dark ink, appearing to read 'W. B. Boyd'. The signature is written in a cursive, slightly stylized font.

William B. Boyd

*Rotary Club of Pakuranga*

Trustee Chair, The Rotary Foundation, 2011-12