Foundation Goals for 2013-14

- 1. Eradicate polio and make our dream of a polio-free world real.
- Successfully launch our new grants model, putting our transformative Future Vision Plan into practice worldwide.
- Engage in innovative projects and creative partnerships that help build a more just and peaceful world.
- 4. Build ownership and pride in our Foundation by supporting the Annual Fund, the Permanent Fund, and the PolioPlus Fund.



THE ROTARY FOUNDATION



GOALS 2013-14



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 enable Rotarians to advance world understanding, goodwill, and peace is a lofty goal that can only be met through sustained action and the ongoing 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 crucial decisions, and realize our dreams. When they are specific, manageable, and achievable, goals have the power to motivate and to foster commitments. Clearly stated goals provide a framework for measuring achievement and can be modified by experience to reflect an organization's accomplishments.

This brochure is a tool to place The Rotary Foundation goals into the hands of Rotarians. Rotarians can refer to this when asking for donations, planning their service projects, assigning their DDF spending, or organizing their fundraising activities.

We are all in the business of serving humanity. By setting our goals, and following through on them, we can continue to make progress towards a better world.



My fellow Rotarians,

The Trustees of The Rotary Foundation have set these goals for the 2013-14 Rotary year.

Our first goal is to eradicate polio and make our dream of a polio-free world real. Eradicating polio remains our highest priority. It is the

corporate program of both Rotary International and The Rotary Foundation. Until the world is declared polio-free, this must remain our number one goal.

Our second goal is to successfully launch our new grants model, putting our transformative Future Vision Plan into practice worldwide. The global launch of the new grants model is a turning point in the history of The Rotary Foundation. It will completely transform the way Rotarians interact with The Rotary Foundation.

Our third goal is to engage in innovative projects and creative partnerships that help build a more just and peaceful world. The Foundation encourages Rotarians to help fulfill our mission to advance world understanding, goodwill, and peace by working with our grants and programs. The success of PolioPlus has shown us that by partnering with others, we can accomplish far more than we would working alone.

Our fourth goal is to build ownership and pride in our Foundation by supporting the Annual Fund, the Permanent Fund, and the PolioPlus Fund. Rotarians support their Foundation because they know what we accomplish through our grants and projects. But those grants or projects cannot happen without contributions. Rotarians support the Foundation through the following funds. (1) The Annual Fund — or Every Rotarian, Every Year — keeps our grants and projects alive. (2) The Permanent Fund provides support for the Foundation in the future. This year we will see a new emphasis and a dynamic, new approach to help build our Permanent Fund. (3) The PolioPlus Fund is necessary if we are going to eradicate polio. We will still need contributions until the world is declared polio-free.

Sincerely,

Q. K. Lee

Dong Kurn Lee Rotary Club of Seoul Hangang Chair, The Rotary Foundation Trustees, 2013-14