

REPORT TO THE 2014 CONVENTION FROM JOHN HEWKO GENERAL SECRETARY



It has been
another
exceptionally
busy year for

the Secretariat staff, as
we continue our efforts
to support *your* efforts.
I am pleased to share just
a few highlights of the work
going on at Rotary offices
worldwide.

TELLING ROTARY'S STORY

For the past few years, we have been developing and implementing strategies to more effectively tell the world who we are and what we do. One of our major efforts in this area is the Rotary Brand Center, launched on Rotary.org in January.

- The [Rotary Brand Center](#) enables Rotarians to easily access materials that use the new Rotary voice and visual identity guidelines. For example, you can customize your club logo, create a marketing brochure, or give your newsletter a fresh look.
- Feedback has been positive, with many Rotarians praising the Brand Center as a great way to create a unified and professional look on logos and documents without hiring a designer or purchasing expensive software.
- Rotary is creating digital guidelines as a resource to help clubs, districts, and others create consistent digital experiences across websites, social media pages, and other digital media.
- In the first few months of operation, the Brand Center has served over 38,000 unique visitors.



Rotary



MEMBERSHIP DEVELOPMENT

After dipping to 1.18 million last year, our current membership total is 1.2 million.

- Since the Board recognized the need to regionalize our recruitment and retention strategies, we have launched 16 regional membership plans around the world. While the plans are unique, they share common goals and objectives designed to increase and retain membership.
- The plans also include strategies to strengthen clubs by increasing diversity and improving public awareness of Rotary.
- We launched a new member sponsor recognition program in July 2013. So far, more than 25,000 Rotarians have earned a pin.



POLIO ERADICATION

Our top organizational priority continues to be the eradication of polio. We have exciting news to share on this front.

- In March, the [World Health Organization](#) certified the Southeast Asia Region as polio-free after three years of no new polio cases in India. This is an enormous accomplishment, as India was home to half of the world's new polio cases just five years ago.
- There are still many challenges, including three polio-endemic countries: Afghanistan, Nigeria, and Pakistan. As of 23 April, there has only been one case of polio reported in Nigeria this year.
- We kicked off our campaign to [End Polio Now: Make History Today](#). The Bill & Melinda Gates Foundation will provide a \$2 match for each \$1 we spend on polio, up to \$35 million per calendar year through 2018. So if we spend \$35 million in a given year, we will get an additional \$70 million from the Gates Foundation.
- More than 90,000 people from 170 countries have added their photo to Rotary's World's Biggest Commercial to support the fight to end polio.
- We have received an unprecedented amount of [media coverage](#) for our role in the fight to end polio. This coverage includes more than 400 stories with significant, positive Rotary messaging. Stories were featured in top-tier media outlets around the following milestones: World Polio Day 2013, India three years polio-free, Southeast Asia polio-free, among others. Rotary has also been featured in top global media around the ongoing engagement of our celebrity Rotary polio ambassadors.





We continue our efforts to broaden our donor and partnership base.

- Contributions to our [Annual Fund](#) are currently on pace to exceed last year's record-setting achievement. If every Rotarian makes their annual contribution before 30 June, we are sure to reach our worldwide goal of \$120 million.
- As of 1 May 2014, we reached an all-time record of 71 new members who qualified for the Arch Klumph Society.
- Our [Endowment Fund](#) will provide more than \$11.9 million in spendable earnings to support programs of The Rotary Foundation in 2014-15. [Let us know](#) if you want to create a lasting legacy to our Foundation by contributing to the Endowment Fund.
- Because of the continued generosity and support of polio eradication efforts, Rotary received the first installment of \$70 million from the Gates Foundation match this Rotary year.

ROTARY'S NEW GRANT MODEL

Our new grant model, formerly called Future Vision, has received positive feedback.

- Since launch of the new grant model this past July, the highest amount of grant spending has been within the disease prevention and treatment area of focus. The second highest area of spending has been in economic and community development, followed by water and sanitation, basic education and literacy, peace and conflict prevention/resolution, and maternal and child health.
- As of March, 421 district grant applications had been submitted and 388 had been approved. Also, 792 global grant applications had been submitted as of March and 430 had been approved; 35 of these were vocational training teams, and 126 were scholarships.
- The current processing time for grant applications is 60 days. During the pilot, it was 195. Learn more about the new grant model at www.rotary.org/grants.



FINANCIAL SUSTAINABILITY

We are working hand in glove to support the Trustees in securing the future of the Foundation.

- The new funding model developed by the Trustees will ensure that there are sufficient funds for annual operations and sufficient operating reserves even in tough financial times.
- We have implemented the new Secretariat monthly reporting policy to allow Rotary to be financially nimble and flexible enough to fund changing priorities.
- We have designed a process for examining the key needs of Rotary, not only for a single year but years into the future. We will begin to implement this process in 2015.

A MAJOR UPGRADE FOR ROTARY.ORG

In August, we launched a new [Rotary.org](https://www.rotary.org) with customized experiences for the general public and for members.

- For Rotarians, the new site provides a gateway to a range of online tools and resources, such as a customized dashboard and profile; Rotary Showcase, which lets you browse completed club and district projects, and share your own; Rotary Ideas, a crowdsourcing tool to solicit support for ongoing projects; and Rotary Club Central, which helps you set and track your annual goals for membership, service, and Foundation giving.
- Clubs and districts are using Rotary tools to strengthen their clubs and Rotary's image — 92% of districts and 42% of clubs set goals in Rotary Club Central in 2013-14. Since Rotary Showcase launched in 2012, Rotarians have posted more than 3,600 community projects, reflecting donations of \$63 million. We are working to make sure that more Rotarians know about these new tools and how to use them.
- The site has more than 216,000 active registered users and transitioned accounts. It averages more than 708,000 visits per month.
- In April, Rotary.org won three prestigious EXCEL Awards, including the top award for general website excellence. EXCEL Awards recognize excellence and leadership in nonprofit association media, publishing, and communications.
- Feedback and suggestions from Rotarians and other users are gathered and reviewed on a daily basis. We will continue to improve functionality and add new features over the next two years.

