

WHY ARE GOALS IMPORTANT?

The Rotary Foundation is a large and successful international organization. Its many accomplishments are achieved 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 achieved through sustained action and the commitment of Rotarians. Each year, the Rotary International president chooses a theme that embodies the intentions of Rotarians, and the trustee chair and trustees of The Rotary Foundation set goals for the Foundation.

Goal setting helps us determine our priorities, get organized, make big decisions, and realize our dreams. Goals have a power of their own when they are specific, manageable, and achievable. Goals can motivate us and foster commitment. Clearly stated goals provide a framework for measuring achievement and can be modified by experience to reflect what an organization has accomplished.

This brochure places the goals approved by the Trustees into the hands of Rotarians. I hope that you will carry it with you and refer to it as you plan service projects, assign DDF spending, and organize fundraising activities.

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



THE ROTARY FOUNDATION



EVERY
ROTARIAN
EVERY
YEAR

GOALS 2007-08



BHICHAIRATTAKUL

Bangkok, Thailand

My fellow Rotarians:

I am writing to you as a friend, no matter where you live or what position you hold in Rotary, to seek your continued full support in promoting the programs of our Foundation.

All areas of our Foundation's endeavors — administration, investments, programs, fundraising — are equally important, and we will expend every effort and use all available resources for the optimum development of each.

However, in order to expedite the work that lies ahead, we have chosen four goals that will help us make *Rotary Shares* a reality.

Like Arch C. Klumph, who had the dream "to do good in the world," I have some dreams to share with you. I sincerely hope that you will join me in making them a reality.

Let me thank each of you for your generous support of The Rotary Foundation, and let us always keep in mind that our Foundation will be an effective instrument only if *Rotary Shares* and Rotarians care.

Yours sincerely,

Bhichai Rattakul

Trustee Chair

The Rotary Foundation, 2007-08

Goals 2007-08

The Rotary Foundation of Rotary International is a conduit of world understanding. It serves as an instrument of peace and humanitarian service by bringing people together and helping them better understand one another and their respective cultures, philosophies, and traditions.

During 2007-08, The Rotary Foundation goals will be:

1. Polio eradication **is** realistic
2. Every Rotarian, Every Year
A promise to be fulfilled
3. Rotary Centers for International Studies in peace and conflict resolution
Peace is possible!
4. Reconnecting with Rotary Foundation alumni
Our forgotten assets