

# REPORT TO THE 2015 CONVENTION FROM JOHN HEWKO GENERAL SECRETARY



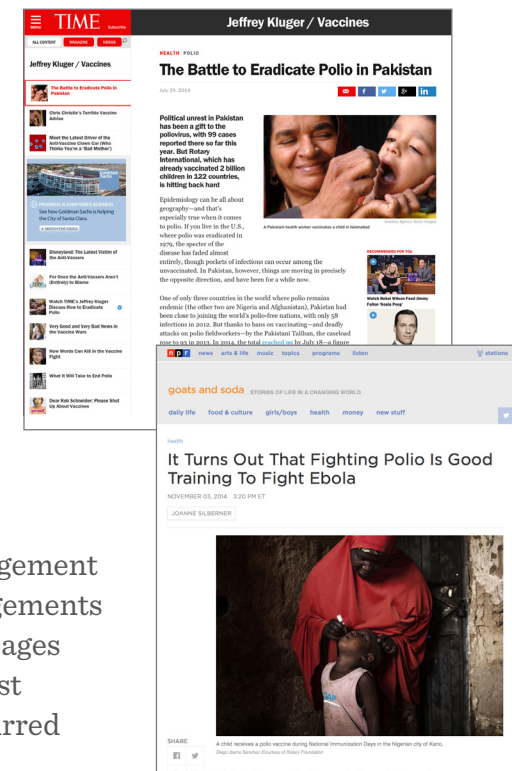
It has been another exceptionally busy year for

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

We have been developing and implementing strategies to tell the world who we are and what we do more effectively.

- Recognition of Rotary's contribution to ending polio continues to increase, with [global media coverage](#) in hundreds of news outlets, including Time, the New York Times, Forbes, BBC, Reuters, Agence France-Presse, Al Jazeera, and others. Between January and March, endpolio.org received nearly 68,000 visits and generated over 107,000 page views.
- The social media team is expanding public engagement with Rotary through key digital channels. Engagements on the Rotary and End Polio Now social media pages have increased by 33 percent, and the two highest engagement scores versus our competitors occurred in March.



## MEMBERSHIP DEVELOPMENT

Our membership currently totals more than 1.2 million, up from 1.18 million in early 2014. We continue to see steady growth in Latin America, Southeast Asia and Africa, and our 16 regional membership plans are designed to increase and retain membership worldwide.

- More than 110,000 Rotarians have received a new member sponsor pin since the membership recognition program began in July 2013.
- As a result of the Alumni Database Migration project, we now have access to almost 300,000 Rotary alumni to support greater conversion of program participants into members and support Rotary's strategic plan through increased capacity for service.
- Rotary will launch its member benefit program — Rotary Global Rewards — in July. This program is designed to enhance member retention and acquisition and will provide Rotarians with discounts on products and services such as hotels and car rentals. The program will be available in My Rotary on Rotary.org.
- Many Rotarians have benefited from the five-part Membership Matters! webinar series. In addition, we are incorporating best practice recommendations for membership development — developed from research, pilot programs and surveys — into training materials for district governors.

### *Telling Rotary's Story continued*

- As part of the Strengthening Rotary initiative, we have updated 87 percent of publications, promotions, and events with Rotary's new visual identity and are revising them to incorporate Rotary's voice. More clubs and districts are adopting the new brand, as seen in the steady increase of regional websites, magazines, and other communications vehicles displaying Rotary's visual identity and voice. You can do it too with the materials in the [Rotary Brand Center](#).



- We are currently reviewing all the publications we produce and eliminating the ones that are not serving Rotarians.





## POLIO ERADICATION

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

- Rotary and its [global partners](#) are on the verge of stopping the transmission of polio in Nigeria, where no cases have been reported since July 2014, and in all of Africa, which has no reported cases since August 2014.
- The number of polio cases in Pakistan has decreased by more than half compared to the same time last year.
- Rotary has played an important role in bringing type 3 polio close to eradication worldwide, with the last case reported in Nigeria in November 2012. The elimination of type 3 polio, once confirmed, would leave only type 1 to contend with.
- Through the [End Polio Now: Make History Today](#) campaign, we are on target to reach our fundraising goal of \$35 million for polio eradication. 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 receive an additional \$70 million from the Gates Foundation.
- Rotary, working together with its partners, secured the full \$294 million needed for global polio eradication activities in 2014. We are also working to obtain up to \$300 million in additional commitments from governments to reduce the \$1.5 billion

funding gap through 2018. The U.S. government approved \$217.8 million for the Centers for Disease Control and Prevention's and USAID's global polio eradication activities for fiscal year 2015.

- Rotary's investments in the polio eradication infrastructure helped Nigeria stop the outbreak of the Ebola virus. The polio surveillance network played a vital role in tracking and identifying Ebola cases.





## THE ROTARY FOUNDATION

Support for our Foundation has been impressive, with contributions to our [Annual Fund](#) on pace to exceed last year's record-setting achievement. If every Rotarian makes an annual contribution before 30 June, we are sure to reach our worldwide goal of \$123 million.

- As of 1 April, almost 70 percent of Rotary clubs had contributed to the Foundation.
- Our donor base continues to broaden — 5 percent of Foundation donors are not Rotarians. Our goal is to reach 10 percent.
- Our [Endowment Fund's](#) net assets (\$355.9 million) and commitments (\$640 million) are a combined \$995.9 million through April, leaving \$4.1 million to reach the \$1 billion goal by 2017. [Let us know](#) if you want to create a lasting legacy to our Foundation by contributing to the Endowment Fund.



## ROTARY GRANTS

More and more Rotarians are using district and global grants to carry out projects, boosting our capacity to support Rotary's six areas of focus.

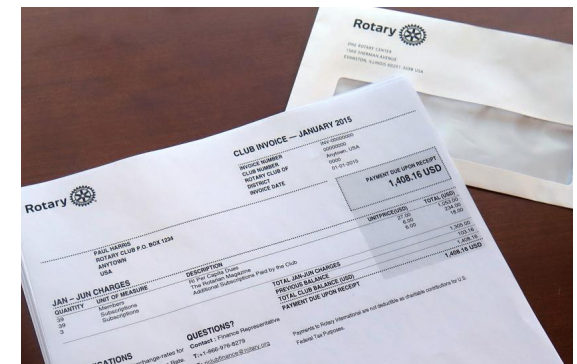
- The highest amount of grant spending as of April has supported the disease prevention and treatment area of focus. The second highest amount has supported water and sanitation efforts, followed by economic and community development, basic education and literacy, maternal and child health and peace and conflict prevention/resolution.
- Through April, 451 district grant applications had been approved. More than one in five Rotary clubs have participated in a district grant project, completing over 9,200 activities.
- Through April, 826 global grant applications had been approved, a 36-percent increase in approvals compared to a year ago. Learn more about Rotary grants [here](#).



## FINANCIAL SUSTAINABILITY

The funding model developed by The Rotary Foundation Trustees becomes effective on 1 July and will ensure sufficient funding for annual operations and sufficient operating reserves even in difficult economic times.

- In 2014, The Rotary Foundation earned a top rating of four stars from Charity Navigator, one of the leading rating agencies for U.S.-based charities. ★★★★★
- Rotary clubs now receive a one-page invoice that replaces a complex eight-page report and clearly states the amount owed. The new invoicing system, which began in January, has received a widespread, enthusiastic response from club officers and costs 64 percent less to produce. More than two-thirds of the clubs paid their January invoice within 30 days of receipt.



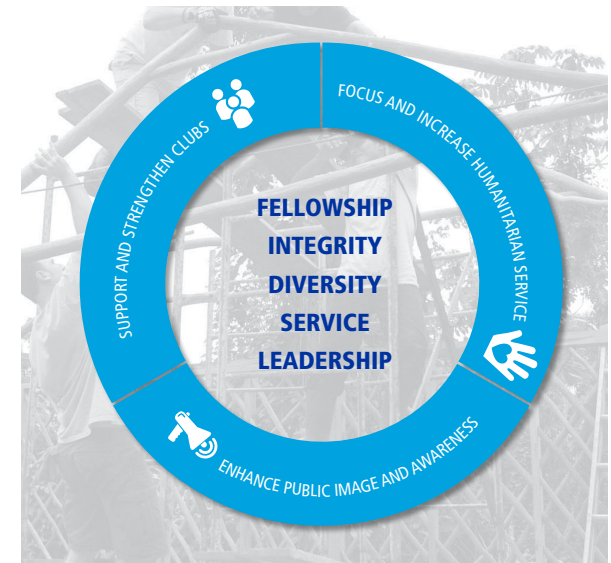
## ONLINE TOOLS AND RESOURCES

More and more Rotarians are using the range of online tools and resources available through [My Rotary](#) to strengthen their clubs' and Rotary's image.

- More than 14,700 Rotary clubs – 43 percent – have adopted [Rotary Club Central](#) to help set and track their annual goals for membership, service and Foundation giving.
- [Rotary.org](#) has more than 253,000 active registered users and averages more than 770,000 visits per month.
- Rotarians have posted more than 8,900 projects on [Rotary Showcase](#) since it launched in 2012. These projects reflect Rotarian contributions of more than 6.8 million volunteer hours and over \$98.2 million in cash contributions.
- Forty-five percent of clubs and 47 percent of districts have adopted strategic plans.

The image displays two screenshots of Rotary's online tools. The left screenshot shows the 'Rotary Club Central' interface, featuring a navigation menu with options like 'Club View', 'District View', and 'Global View'. A 'Trends' section contains a bar chart titled 'Membership Trends 2010-15' showing membership levels for July, June, and Total Retention across five years (2010-11 to 2014-15). The right screenshot shows the 'Rotary Showcase' interface, which includes a 'Making a difference' section with a description of Rotary's impact and a 'SHOWCASE HIGHLIGHTS' section featuring a photo of a group of people and details for a project titled 'Launch Rotary Day at GK Manggahan Kawanon MGVP Que'.

## Financial Sustainability continued



- We are finalizing a process for identifying and prioritizing strategies for delivering the Secretariat's global products and services. In March, we sent an online survey about the process to nearly 68,000 Rotarians and Rotaractors. Their input, along with direction from Rotary senior leaders, will be used to identify the top strategies and develop an implementation plan for 2015-16 and beyond.
- An upgrade has been made to PeopleSoft, the system foundation for all financial recording and reporting, which will allow Rotary to continue to improve processing over time.