

## **Core Values**

Rotary's core values represent the guiding principles of organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

### **Service**

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

### **Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitations, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national and other boundaries.

### **Diversity**

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

### **Integrity**

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions and we conscientiously steward the resources entrusted to us.

### **Leadership**

We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the *Object of Rotary* and *The Four-Way Test*, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.

## **Object of Rotary**

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**F**irst: The development of acquaintance as a opportunity for service;

**S**econd: High ethical standards in business and professions, the worthiness of all useful occupations, and the dignifying of each Rotarian' s occupation as an opportunity to serve society;

**T**hird: The application of the ideal of service in each Rotarian' s personal, business, and community life; and

**F**ourth: The advancement of international understanding, goodwill, and peace