



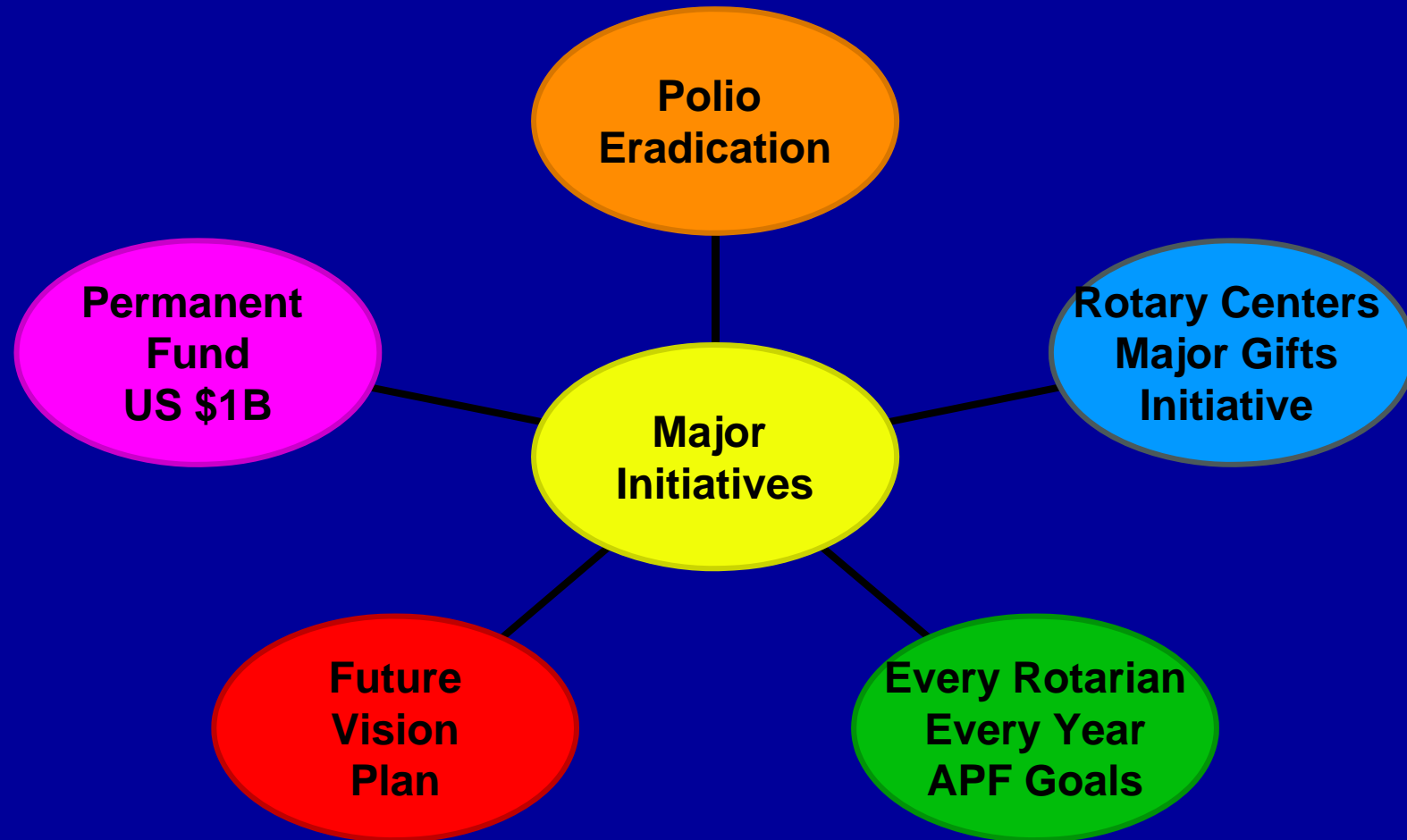
The Rotary Foundation's Future Vision Plan

**Preparing for the Foundation's
Second Century of Service**

10/30/2009



Major Initiatives





Why the Future Vision Plan?

- Preparing for the Rotary Foundation Centennial
- Immense growth
- Relevance in philanthropic world
- Evolving organization
- Rotarian feedback
- Sustainability, significance, simplification



“2017 Vision”

A Premier Foundation

- Polio eradicated
- Inundation of requests for strategic partnerships with NGOs and others
- Nobel Peace Prize awarded to Rotary or program alumnus
- Authority on critical issues (e.g., water)
- A top 50 foundation (high Charity Navigator rating)
- PF value = \$800M
- APF growth ~ \$153M
- Increased and diversified giving
- Fewer transactions, reduced staff, efficient and effective
- All Rotarians, clubs, and districts active in fundraising and programs



Rotarians' Interests— Surveys & Focus Groups

- Simplify and focus program menu
- Balance—global and local
- Focus on significant and sustainable outcomes
- Increase sense of ownership—shifting decisions locally
- Be recognized as first-choice partner for global projects



Rotary Foundation Motto & Mission

Doing Good in the World

...to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty



Excerpts from Mission *Areas of Focus*

Goodwill and Peace

1. *Peace and Conflict Prevention/Resolution*

Health

2. *Disease Prevention and Treatment*
3. *Water and Sanitation*
4. *Maternal and Child Health*

Education

5. *Basic Education and Literacy*

Alleviation of Poverty

6. *Economic and Community Development*

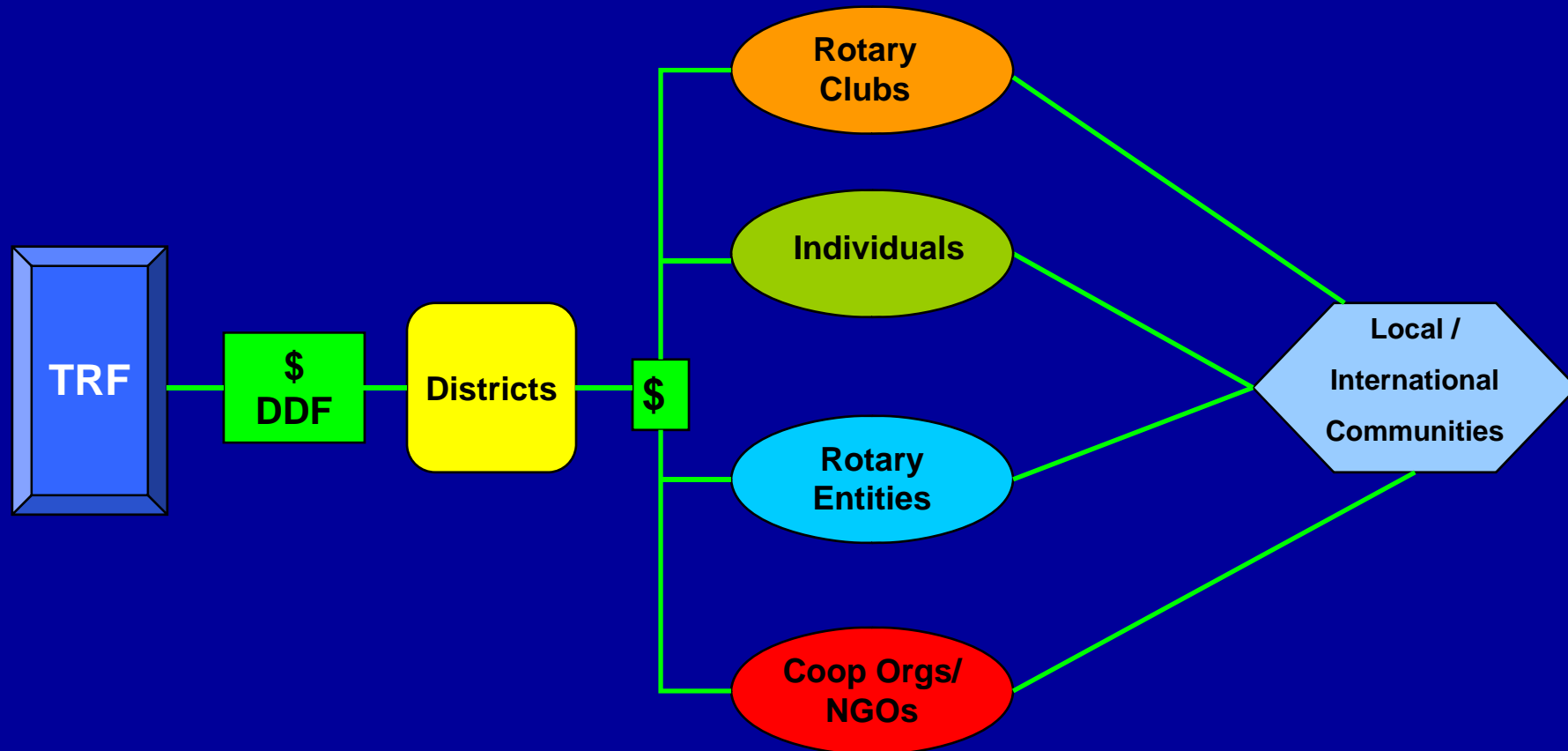


Grant Names

- A. Rotary Foundation District Grants
- B. Rotary Foundation Global Grants



District Grants





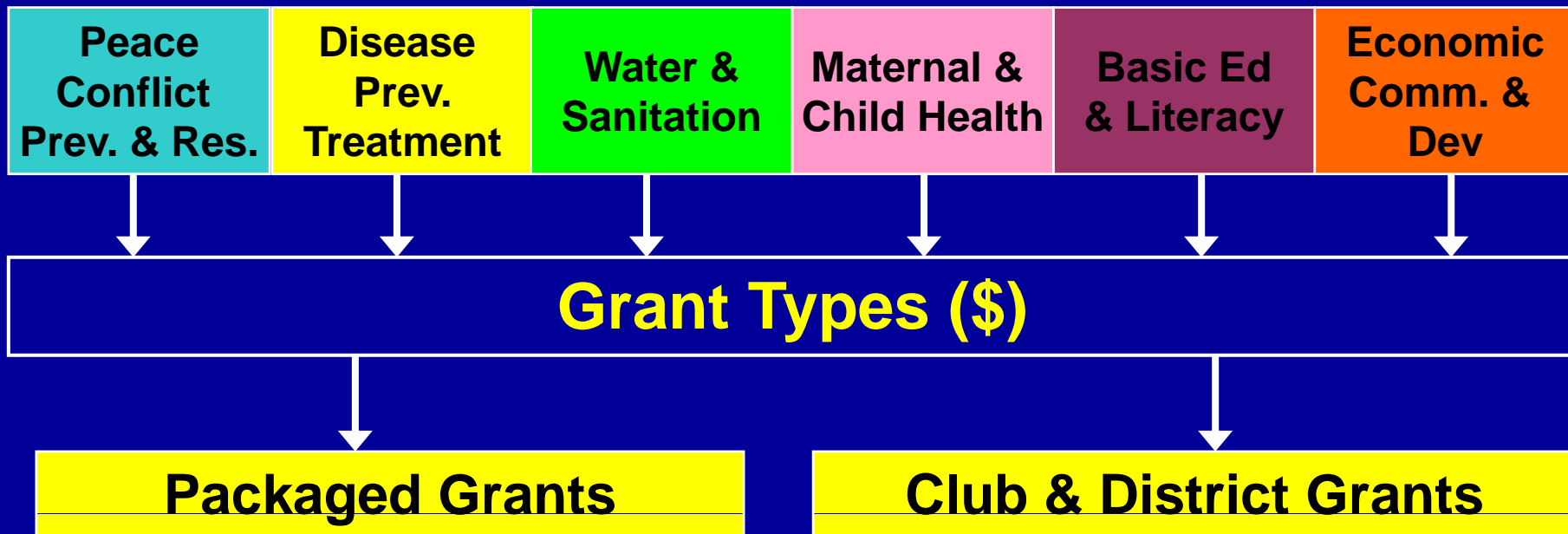
District Grants

- Simple, flexible, innovative
- Educational and humanitarian projects / activities consistent with mission
- Smaller activities and projects
- Local decision making with broader guidelines



Global Grants

Areas of Focus





Global Grants

- Long-term projects / activities achieving specific qualitative standards
- Rotarian participation
- Larger grant awards
- Sustainable outcomes
- Educational and humanitarian related
- International partnerships required



Qualification

- Clubs and districts must be qualified to receive Rotary Foundation funds
- Ensures proper legal, financial, and stewardship controls of grants
- Qualification process is simple
- Goal for every district to become qualified
- Districts will be trained to qualify their clubs



Transition Plan Summary by Current Program

District Grants

Activities currently funded by:

- Rotary Grants for University Teachers
- Ambassadorial Scholarships (cultural, multi-year, academic year)
- Group Study Exchange
- Regional Scholar Seminar Grants
- District Simplified Grants
- Smaller Matching Grants
- Volunteer Service Grants
- Disaster Recovery

Global Grants

Activities currently funded by:

- Academic-Year Ambassadorial Scholarships
- Group Study Exchange
- Larger Matching Grants
- 3-H Grants
- Rotary Centers for International Studies



Examples of Activity

District Grants

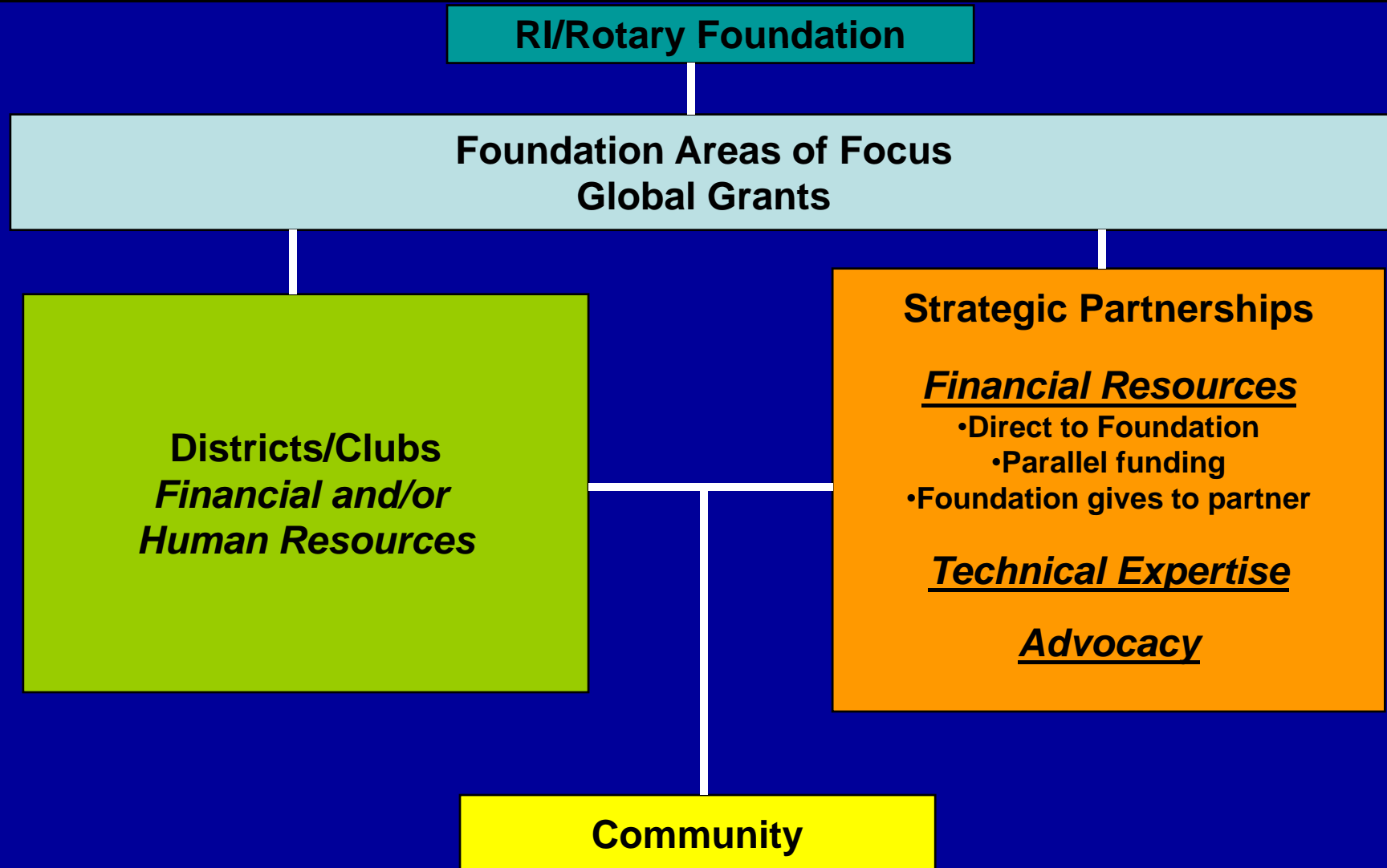
- Exchange of mixed profession vocational training teams with another district
- International travel for local doctor to volunteer at a clinic
- Scholarship for student to attend local university for one semester
- Donation of art supplies to assist local youth after-school program
- *Shelterbox* containers sent in response to natural disaster in another district

Global Grants

- International safe drinking water, sanitation, and hygiene education project
- Sponsorship of *Rotary Scholar* to study abroad in a water environmental engineering master's degree program
- International malaria project to distribute bed nets and malaria treatment in conjunction with area hospital
- *Rotary GSE Team* sent abroad to participate in 8-week workshop to learn teaching methods to address adult illiteracy

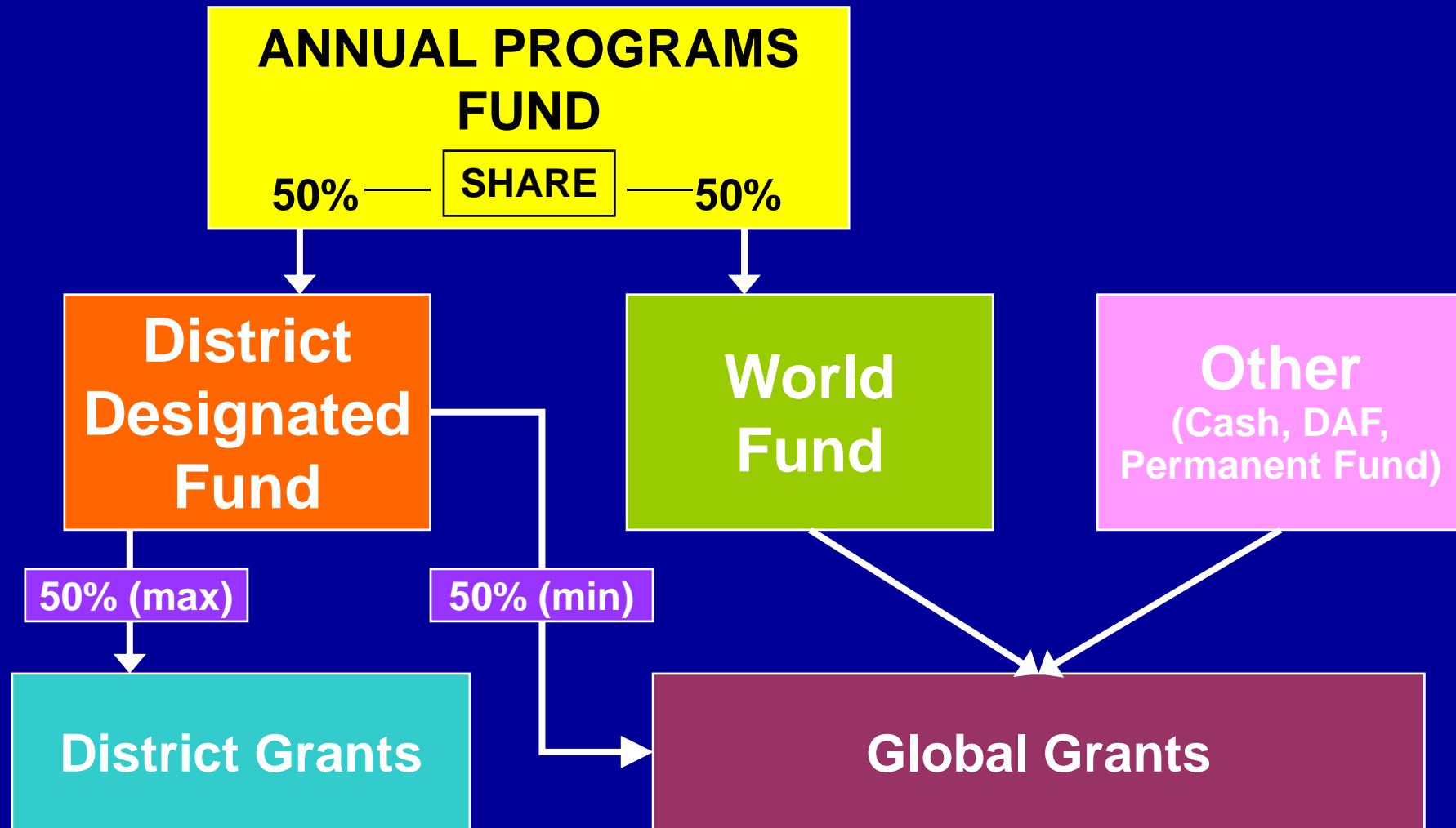


Strategic Partnership Model





Distributable Funds





Funding Attributes

District Grants

- Block grant
- District administers
- General TRF guidelines
- Creativity and accountability
- Local and DDF funding only
- Up to 50% DDF- No min or max \$ limits

Global Grants

- DDF, World Fund, cash flow through, PF earnings, named gifts
- Larger awards (min. \$15K) and project costs
- WF match of DDF, cash, and DAF
- Streamlined stewardship and accountability



Timeline

2008-09
2009-10

- Communicate and promote to Rotary world
- Select, train & qualify up to 100 pilot districts
- Educate DGEs, DRFCs, RRFCs on new grant model

Planning & Preparation

2010-11

- Begin awarding grants to pilot districts
- Update on pilot to Trustees
- Last year for some program awards

1

yr

2011-12

- Continue awarding grants to pilot districts
- Evaluation reported to Trustees
- Final pilot evaluation to Trustees

2

yr

2012-13

- Continue awarding grants to pilot districts
- Final pilot evaluation
- Adjust grant model
- Qualify and train all districts

3

yr

2013-14

- Begin awarding new grants worldwide
- Phase out remaining programs

full rollout



Pilot Application & Training

- All districts worldwide invited to apply
- District application process complete June 2009
- Online process
- Agreement of DG, DGE, DGN, DRFC
- Agreement of $\frac{2}{3}$ clubs in districts
- Training within 2009-10 RI training cycle
- Involves DGE, DRFC, RRFC



Selecting Pilot Districts

- Diverse cross-section
- Diverse grant activity (small and large)
- Reporting and stewardship practices
- Limited history of election / appointment disputes
- Effective committees
- No probation / suspension



Phase Out Plan

- Operate two grants structures in parallel during pilot
- Six current award types available for last time worldwide in 2010-11
- Remaining old grant types available for last time in 2012-13
- Pilot districts close out old grants by end of 2013-14, first year of new structure globally
- Non-pilot districts close out old grants by end of 2018-19, six years later.



Opportunities & Challenges

Opportunities for Pilot Districts

- Provide input into the refinement of new structure
- Receive specialized Foundation support and service
- Access to more funds for use at district's discretion

Challenges for Pilot Districts

- Agree to 3-year commitment with need for flexibility as rules are defined and unanticipated issues arise—no withdrawal
- “Super-user” districts may have less access to funds for some international grant activities



Closing

- Simplify, align outcomes, increase ownership, and provide resources to support the goals
- “Enable Rotarians to advance world understanding, goodwill, and peace” *Rotary Foundation Mission Statement*
- We stand at a moment of unequalled opportunity



Thank You

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