

RESOLUTION 21R-15

To request the RI Board to consider officially recognizing Rotary Kids as a structured program of RI

Proposer(s): Rotary Club of São Paulo-Saúde, District 4420, Brazil

1 WHEREAS, behavioral professionals now believe that the increased precocity
2 and accelerated social development of pre-teen youth in our society is
3 attributable at least in part to their use of modern communications media. Those
4 within this precocious age group are already beginning to develop a sense of
5 social responsibility, and are receptive to volunteer-based activities, and
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7 WHEREAS, Rotary should be more closely aligned with directing such abundant
8 energy away from potentially harmful influences and into beneficial activity of
9 the type encouraged by Interact, Rotaract, and Rotary clubs, and
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11 WHEREAS, as provided by the Interim Rotary Kids Constitution, a young person
12 will remain under the full supervision of the adult who introduces him or her to
13 the sponsor Rotary club. This relationship is formalized in a document, signed by
14 the sponsor, in which he/she releases RI from any and all ties with the sponsored
15 child, and
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17 WHEREAS, the induction of young people into Rotary Kids clubs can bring about
18 substantial growth of the sponsor clubs, as well as in contributions to The Rotary
19 Foundation. As family and friends learn about our programs, they become active
20 in publicizing Rotary, interact within their communities, contribute to and
21 become members of Rotary, all of which has been demonstrated in the experience
22 of the hundreds of Rotary Kids clubs already in existence, and
23

24 WHEREAS, Rotary Kids and programs like it are already in existence throughout
25 the world, but they require the consistent oversight and support of RI in order to
26 create a positive public image for Rotary and to successfully perpetuate its ideals
27

28 IT IS RESOLVED by Rotary International that the Board of Directors of RI
29 consider officially recognizing Rotary Kids as a structured program of RI for
30 children six to eleven years of age.

(End of Text)

PURPOSE AND EFFECT

31 This proposal seeks to make Rotary Kids an official program of RI.

1 It will increase our membership and donations to The Rotary Foundation, and
2 revitalize the organization, thus helping to insure its survival into the future.
3 Unlike other Rotary programs, the Rotary Kids program exempts RI of all legal
4 responsibilities and assigns them exclusively to the youth sponsor.

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6 If officially recognized, the Rotary Kids program will provide Rotary with greater
7 visibility, new members, and thousands of donors.

FINANCIAL IMPACT

8 If implemented, this resolution would result in an increase in expenses for RI. If
9 Rotary Kids is administered as a structured program, expenses are estimated to
10 be at US\$226,000 per year for two staff members, production of materials, and
11 postage. In addition, there is an initial cost of US\$20,000 for global trademark
12 research and registration.

13
14 There is a significant risk to adopting and supporting a structured program for
15 children under 12 when considering youth protection policies, data privacy,
16 training, certification, liability insurance, and staff support.