

RESOLUTION 23R-15

To request the RI Board to consider establishing corporate partnerships that can support Rotary's service activities globally

Proposer(s): Rotary Club of Osaka, District 2660, Japan

1 WHEREAS, in recent years, RI has established partnerships with the United
2 Nations, the World Health Organization, and UNICEF, as well as other
3 nongovernmental organizations, to implement service activities and is focused on
4 strengthening those relationships, and

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6 WHEREAS, as a natural result of such partnerships, RI's service activities have
7 become more robust, especially those relating to the seven areas of focus. Costs for
8 this expanded activity are also rising, however, and Rotary members bear a
9 disproportionate share of the financial burden

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11 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
12 International consider establishing corporate partnerships that can support
13 Rotary's service activities globally.

(End of Text)

PURPOSE AND EFFECT

14 Many private sector companies support the concept of corporate social
15 responsibility. Not only is this displayed on their mission statements, but it is also
16 an ethical standard they put into practice by returning a portion of corporate
17 profit to the community.

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19 It is likely that a significant number of these corporations would be interested in
20 supporting service activities by leveraging Rotary and its global network of clubs
21 and volunteers.

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23 Cultivating such partnerships with corporations that are willing to offer their
24 support on a purely philanthropic basis for Rotary's service activities on a global
25 scale could help to considerably elevate the profile of Rotary.

FINANCIAL IMPACT

26 If implemented, this resolution could have a financial impact on RI which cannot
27 be determined at this time. Cost would be dependent on the scope and extent of
28 support provided by the RI Board to accomplish this goal.