

RESOLUTION 23R-19

To request the RI Board to consider designating the current official motto “One Profits Most Who Serves Best” as a Rotary ideal

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

1 WHEREAS, “Service Above Self” and “One Profits Most Who Serves Best” are both
2 currently recognized as Rotary’s official mottos. The latter may be less relevant now,
3 however, as people of increasingly diverse values have become involved in Rotary
4 activities and are no longer seeking to profit personally from their membership or
5 are looking to volunteer only in a limited capacity, and
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7 WHEREAS, those who believe in traditional values may support “One Profits Most
8 Who Serves Best”
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10 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
11 International consider designating the current official motto “One Profits Most Who
12 Serves Best” as a Rotary ideal.

(End of Text)

PURPOSE AND EFFECT

13 Rotary senior leaders often state that “Service Above Self” does not mean seeking
14 service opportunities requiring self-sacrifice but rather searching out
15 opportunities for service at one’s own capacity in the everyday world.
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17 The RI Board has adopted a new DEI code of conduct that reflects Rotary’s core
18 values. The motto “One Profits Most Who Serves Best” may appear outdated or
19 incompatible with this change.
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21 By designating “One Profits Most Who Serves Best” as an ideal or core value of
22 Rotary and grouping it together with similar sentiments expressed in the Four-
23 Way Test, the Object of Rotary, and the Five Avenues of Service, we can preserve
24 Rotary’s tradition while simultaneously ensuring that RI remains diverse and
25 open in its membership.

FINANCIAL IMPACT

26 If implemented, this resolution would have no substantial financial impact on RI.