

RESOLUTION 21R-30

To request the RI Board to consider ensuring that the Rotary brand is adequately protected and that there is no association of the brand with firearms or ammunition

Proposer(s): District 7040, Canada and USA

1 WHEREAS, one of RI's central tenets is the promotion of world peace and
2 understanding, and

3
4 WHEREAS, RI strongly promotes peace through its ongoing support of peace
5 fellowship programs, which are awarded by The Rotary Foundation. Such
6 fellowships are designed to foster a peace-oriented worldview in the recipients,
7 and

8
9 WHEREAS, peace and conflict resolution is one of Rotary's seven areas of focus,
10 and

11
12 WHEREAS, RI was a founding partner of the United Nations and remains a
13 strong supporter of that organization in its efforts to promote world peace, and

14
15 WHEREAS, innocent people of all ages fall victim to armed conflict, and

16
17 WHEREAS, Rotarians should always be conscious of the importance of the
18 Rotary logo, and of its impact upon the public perception of our organization, and

19
20 WHEREAS, advertising and social media play a critical role in the public
21 perception of Rotary, and

22
23 WHEREAS, Rotarians should always be mindful of gender and religious
24 affiliation in their overall efforts to promote peace through diversity and
25 inclusivity, and

26
27 WHEREAS, Rotarians must always be conscious of the Rotary brand and
28 endeavor to protect it from any negative associations

29
30 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
31 International consider ensuring that the Rotary brand, including any marks or
32 logos, is adequately protected in its use by Rotarians, particularly as regards
33 fundraising or special events, and that there shall be no association of these
34 marks and logos with firearms or ammunition.

(End of Text)

FINANCIAL IMPACT

- 1 If implemented, this resolution would have no substantial impact on RI. The RI
- 2 Board already has policies in place concerning the protection and integrity of the
- 3 Rotary brand, as referenced throughout Rotary Code of Policies Article 34, Rotary
- 4 Marks.