

**TRF Priorities and Measurable Goals for 2015-16**  
**As approved at October 2014 Trustees Meeting**

*In support of Rotary's strategic plan to support and strengthen clubs, focus and increase humanitarian service, and enhance public image and awareness, the following priorities for The Rotary Foundation are proposed for the three year period beginning 1 July 2015. The measurable goals for each priority will be subject to change each year as progress is made toward achieving the priorities.*

***Priority 1. End polio – Now and forever***

Goals:

- A. No new cases caused by transmission of the wild polio virus.
- B. Meet the Gates challenge to secure contributions of \$35 million per year for End Polio Now.
- C. Publicize Rotary's role in the eradication of polio.
- D. Review Rotary's advocacy for polio eradication with a view to such advocacy being replicated in other humanitarian programs.

***Priority 2. Strengthen Rotarians' knowledge, engagement, and financial support of The Rotary Foundation***

Goals:

- A. Encourage clubs to learn more about Foundation programs by utilizing new and effective types of communications at their weekly meetings.
- B. Assure that all districts are involved in Global Grants and that at least 25% of all clubs are involved in such grants.
- C. Increase the number of clubs achieving the Every Rotarian, Every Year fundraising level by at least 15% in all districts.
- D. Increase the contributions received for the Annual Fund by at least 3% in all districts.

***Priority 3. Increase the quality and impact of Rotary's humanitarian service effort through Foundation grants and the six Areas of Focus***

Goals:

- A. Increase the total expenditures for Global Grants by at least 10% worldwide.
- B. Increase the number of Global Grant scholarships to at least one for all districts and an increase of at least 15% in such scholarships worldwide.
- C. Increase the number of Vocational Training Teams to at least 100 teams worldwide.
- D. Measure and evaluate Global Grants for sustainability, simplicity, and effectiveness.

***Priority 4. Enhance the image and awareness of the Foundation's record of achievements, particularly the success of PolioPlus and its 100 year record of doing good in the world***

Goals:

- A. Plan and implement a centennial celebration for the Foundation's 100<sup>th</sup> anniversary in 2016-17.
- B. Promote Rotary's focus on peace by scheduling an international conference for Rotarians and other prospective supporters, including government officials, non-governmental organizations, and charitable foundations.
- C. Develop at least two new Foundation initiatives to recognize and publicize the need for membership growth in clubs and districts and the positive impact on service.
- D. Increase the public awareness of Rotary by non-Rotarians as shown by their contributions to the Foundation and their participation in Rotary projects.