



ROTARY'S AREAS OF FOCUS



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For more than 100 years, Rotarians have joined together from all continents, cultures, and industries to take action in our communities and around the world. With a commitment to achieving lasting change, we work together to empower youth, enhance health, promote peace, and most important, advance the community. While Rotarians can serve in countless ways, Rotary has focused its efforts in six areas, which reflect some of the most critical and widespread humanitarian needs:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

Rotarians planning new service projects are encouraged to consider these areas and the many opportunities for innovative projects. This publication provides an introduction to each area, as well as suggestions on how Rotarians and their service partners can address these needs both locally and internationally.





ROTARY FOUNDATION GLOBAL GRANTS AND THE AREAS OF FOCUS

All Rotary clubs and districts are eligible to apply for global grants from The Rotary Foundation to support sustainable activities with high-impact outcomes in one or more of the six areas of focus. These activities may include humanitarian projects, scholarships, and vocational training teams. Prospective global grant-funded projects should include a plan for monitoring and evaluating using the measures established by the Foundation for each area. Learn more about the criteria for global grants in each area by reading the goals listed in the following pages or by consulting www.rotary.org/grants.

ROTARY SHOWCASE

Interested in learning about how other clubs are making an impact in Rotary's areas of focus? See Rotary Showcase (www.rotary.org/showcase), a tool that lets you view, share, and publicize Rotary service projects. Find inspiration from other Rotarians' success stories and add your own project to show the world how *your* club is making a difference.



PEACE AND CONFLICT PREVENTION/RESOLUTION

RESPONDING TO CONFLICT

20,000 people are maimed or killed by land mines each year.

WHAT YOU CAN DO

Identify triggering or accelerating factors in the conflict and work to mitigate them.

42 million people are currently displaced by armed conflict or persecution.

WHAT YOU CAN DO

Provide relief to refugees or internally displaced persons (IDPs) who have fled areas of conflict.



WHAT YOU CAN DO

Offer support to marginalized groups within society that are at risk of violence or persecution.

WHAT YOU CAN DO

Help children who have been orphaned, injured, or traumatized by conflict.

90% of casualties in armed conflicts are civilians, at least half are children.

TIPS FOR SUCCESS

- 1 Plan service projects to engage all community stakeholders, including women, marginalized populations such as ethnic or religious minorities, and opposing sides in conflicts.
- 2 Understand and be respectful of the laws and customs of all communities in which you serve.

WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- ☐ Train local adult and youth leaders to prevent and mediate conflict.
- ☐ Support long-term peace-building in areas affected by conflict.

PREVENTING CONFLICT/BUILDING PEACE



WHAT YOU CAN DO

Incorporate conflict resolution and mediation strategies in service projects

involving local schools, orphanages, workplaces, and community centers.

WHAT YOU CAN DO

Recruit candidates for a Rotary Peace Fellowship.

Up to 100 peace fellowships are offered annually at Rotary Peace Centers at universities around the world.

WHAT YOU CAN DO

Pursue projects that **address the underlying structural causes of conflict**, including poverty, inequality, ethnic tensions, lack of access to education, and unequal distribution of resources.

300,000 child soldiers

(boys and girls under age 18) are believed to be involved in conflicts around the world.

WHAT YOU CAN DO

Participate in fellowship and service activities with Rotary clubs in other parts of the world to promote understanding and peace.

TIPS FOR SUCCESS

- 1 Use role-playing and sports to teach children and young adults socially appropriate ways of dealing with conflict.
- 2 As a component of service projects, train community leaders in strategies to prevent and mediate conflict, such as facilitating community dialogue and initiating alternative dispute resolution.
- 3 Partner with Rotary Peace Fellows and other conflict-prevention experts and organizations.



DISEASE PREVENTION AND TREATMENT

DISEASE PREVENTION

1 billion people

suffer from neglected tropical diseases such as dengue fever and leprosy each year.

WHAT YOU CAN DO

Support health education programs that explain how diseases are spread, and promote ways to reduce the risk of transmission.

WHAT YOU CAN DO

Help immunize people against infectious diseases.

TIPS FOR SUCCESS

- 1 Consult with Rotarians who have medical or public health expertise.
- 2 Reach out to local and regional hospitals, clinics, universities, and ministries of health to avoid duplicating efforts and to take advantage of local resources.
- 3 Enlist community workers and health and medical volunteers to perform immunizations.
- 4 To ensure that your projects are as effective as possible, design programs that are evidence based, age appropriate, and medically accurate.

WANT A GLOBAL GRANT?

TARGET ONE OF THESE GOALS

- ☐ Improve the capacity of local health care professionals.
- ☐ Enhance local communities' health infrastructure.
- ☐ Prevent physical disability resulting from disease or injury.



HEALTH CARE

57 countries have fewer than 23 health workers for every 10,000 people.

WHAT YOU CAN DO

Sponsor continuing education and training for health workers through support of scholarships, stipends, and public recognition.

2.4 million additional doctors, nurses, midwives, and other skilled caregivers are needed worldwide.

TIPS FOR SUCCESS

- 1 Work with local health centers to develop programs that attract health workers with a variety of skills. A shortage in a particular skill area can burden health center staff and limit the care available.
- 2 Ensure that training facilities are located where the workforce lives and works in order to improve retention rates.

1 in 6 people worldwide cannot pay for health care.

100 million people are pushed into poverty each year because of medical costs.

WHAT YOU CAN DO

Improve and expand access to low-cost and free health care in underserved areas.

TIPS FOR SUCCESS

- 1 Focus on providing long-term support for community health centers.
- 2 Partner with global health systems to increase access to equipment, facilities, and the latest health care programs.
- 3 Incorporate innovative technologies such as mHealth, which can be accessed on mobile wireless devices, to extend the reach of health centers.

- Limit the spread of communicable diseases and reduce complications from noncommunicable diseases.
- Educate and mobilize communities to help prevent the spread of major diseases.
- Support studies related to disease prevention and treatment.



WATER AND SANITATION

SANITATION AND HYGIENE

2.5 billion people lack access to adequate sanitation facilities.

WHAT YOU CAN DO

Improve sanitation facilities by providing toilets and latrines that flush into a sewer or safe enclosure.

TIPS FOR SUCCESS

- 1 Avoid prescribing a solution for a community. Instead, work with the community to determine what is most appropriate.
- 2 Remember sanitation and hygiene: Very few people die from thirst; millions die from preventable waterborne diseases.

3,000 children die each day from diarrheal diseases caused by lack of sanitation and unsafe water.

WHAT YOU CAN DO

Promote good hygiene habits through education. Proper hand washing with soap and water can reduce diarrhea cases by up to 50 percent.



WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- ☐ Provide equitable community access to safe water and improved sanitation and hygiene.
- ☐ Educate communities about safe water, sanitation, and hygiene.

IMPROVE ACCESS TO WATER AND WATER QUALITY



WHAT YOU CAN DO

Implement rainwater harvesting systems to collect and store rainwater for drinking or recharging underground aquifers.

TIPS FOR SUCCESS

- 1 Work with the community to establish a water committee and a fee system to allow for ongoing operation and maintenance of the water system.
- 2 Before digging or drilling a new well, plan carefully to ensure that the water will be safe and the well is environmentally sustainable.
- 3 Utilize government-approved technology and equipment so that spare parts and repair work will be readily available.

WHAT YOU CAN DO

Build wells to extract groundwater from underground aquifers.

6 hours per day is spent by women in some rural parts of Africa collecting water from a remote source.

WHAT YOU CAN DO

Provide home water treatment capability through the use of filters, solar disinfection, or flocculants, to make drinking water safe.



783 million people don't have clean drinking water.

WHAT YOU CAN DO

Promote low-cost solutions, such as chlorine tablets or plastic bottles that can be exposed to sunlight, to improve water quality.

- Strengthen the ability of communities to develop, fund, and maintain sustainable water and sanitation systems.
- Support studies related to water and sanitation.



MATERNAL AND CHILD HEALTH

CHILD HEALTH CARE



WHAT YOU CAN DO

Provide immunizations and antibiotics. Measles, malaria, pneumonia, AIDS, and diarrheal diseases are the leading causes of death in children under five.

WHAT YOU CAN DO

Promote good nutrition, including encouraging breastfeeding for most women. Children who are fed breast milk are stronger and less vulnerable to disease than those who are not.

7 million children

under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation.



WHAT YOU CAN DO

Prevent mother-to-infant HIV transmission by encouraging the use of antiretroviral drugs and formula feeding.



WANT A GLOBAL GRANT?

TARGET ONE OF THESE GOALS

- ☐ Support studies related to maternal and child health.
- ☐ Reduce the maternal mortality and morbidity rate.



ANTENATAL CARE AND CHILDBIRTH

REPRODUCTIVE HEALTH

215 million women

who would prefer to delay or avoid
childbearing lack access
to safe and effective
contraception.

TIP FOR SUCCESS

Be culturally sensitive to
the community's beliefs
surrounding contraception.
By doing so, you will foster
a good working relationship
and better meet the needs of
the community.

WHAT YOU CAN DO

**Provide education
about — and access
to — contraceptives**

for use in maternal
health projects. Meeting
the unmet need for
contraception alone could
reduce the number
of maternal deaths by
nearly one third.

WHAT YOU CAN DO

**Provide
birthing kits**
to health
professionals.

1 in 39 women

in sub-Saharan Africa die due to
pregnancy or childbirth-related
complications.

80% of maternal deaths could
be prevented with access to reproductive health services and
trained health care workers.

TIPS FOR SUCCESS

- 1 Ensure sustainability by
empowering the local
community to take ownership
of health training programs.
- 2 Consult Rotarians who are
trained in maternal and
newborn health care such as
midwives, obstetricians, and
gynecologists.
- 3 Partner with outside
organizations with expertise in
maternal and child health.

WHAT YOU CAN DO

**Support
accredited
training
programs** for
health professionals.



- Reduce the mortality and morbidity rate for children under age five.
- Improve access to essential medical services and trained health care providers for mothers and their children.



BASIC EDUCATION AND LITERACY

TEACHER TRAINING

WHAT YOU CAN DO

Provide teacher training and needed classroom supplies.



1.7 million additional teachers are needed worldwide

to meet the goal of universal primary education.

WHAT YOU CAN DO

Send a vocational training team to offer curriculum development training in rural communities.

TIPS FOR SUCCESS

- 1 Develop long-term relationships with teachers to ensure that they have access to the latest training and materials.
- 2 Consult with education officials to design teacher training programs and curriculums.

WANT A GLOBAL GRANT?

TARGET ONE OF THESE GOALS

- ☐ Reduce gender disparity in education.
- ☐ Increase adult literacy.

WHAT YOU CAN DO

Volunteer in a classroom or after-school program.



SUPPORTING STUDENTS

WHAT YOU CAN DO

Promote student enrollment and prevent health-related absences by sponsoring school meal programs and providing safe drinking water and sanitation facilities.

WHAT YOU CAN DO

Support concentrated language encounter (CLE) literacy programs. These low-cost text- or activity-based immersion programs can be effective with adults as well as children.



67 million children worldwide are not in school.

WHAT YOU CAN DO

Develop an **adult literacy program**.

WHAT YOU CAN DO

Serve as a mentor to students in your community.

775 million people over the age of 15 — 64 percent of them women — are illiterate.

TIPS FOR SUCCESS

- 1 Remove barriers to girls' education caused by cultural attitudes, safety concerns, and the need for girls to contribute to the household economy. Gender equality is vital to sustainable community development.
- 2 Involve students, parents, teachers, and administrators to ensure support for your endeavors.
- 3 Partner with local community organizations that can offer advice and resources to help you organize a CLE program.

- Strengthen the capacity of communities to support basic education and literacy.
- Support studies related to basic education and literacy.



ECONOMIC AND COMMUNITY DEVELOPMENT

WHAT YOU CAN DO

Partner with a local microfinance institution (MFI) to create access to financial services and provide financial infrastructure in the community.

INCOME GENERATION AND SAVINGS



WHAT YOU CAN DO

Promote the development of mobile banking resources in partnership with an MFI. Cell phones, which can be used to make deposits and transfer funds, can increase access to banking systems in developing communities.

190 million people are funding activities through microfinance.

TIPS FOR SUCCESS

- 1 When supporting service projects in a developing community, purchase goods and supplies locally to help stimulate the economy and avoid unnecessary shipping fees.
- 2 Establish a Rotary Community Corps (RCC) and empower members to take action. RCC members are in a unique position to identify barriers to the community's economic progress and develop sustainable solutions.

WANT A GLOBAL GRANT?
TARGET ONE OF THESE GOALS

- ☐ Develop opportunities for productive work.
- ☐ Reduce poverty in underserved communities.

JOB CREATION AND ENTREPRENEURSHIP

1.4 billion people — nearly half of them employed — live on less than US\$1.25 a day.

WHAT YOU CAN DO

Partner with a cooperative that provides training, joint economic ventures, and ownership of assets to its members through a democratic structure.

WHAT YOU CAN DO

Provide equipment or supplies to a cooperative to increase production and sales in the local market.

WHAT YOU CAN DO

Send a vocational training team to teach business leaders in developing communities how to create a business plan and maintain accurate financial accounting.

TIP FOR SUCCESS

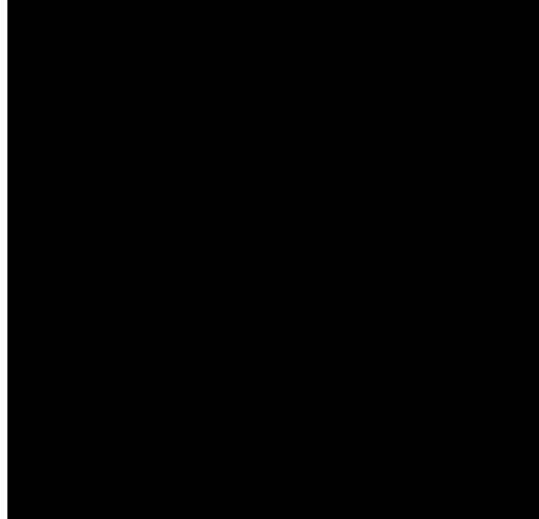
Support entrepreneurs and small businesses in developing communities. The success of local business leaders can multiply employment opportunities in the community.

WHAT YOU CAN DO

Expand vocational training opportunities, including job placement programming, at local nonprofit organizations.



- ☐ Support studies related to economic and community development.
- ☐ Build the capacity of entrepreneurs, leaders, organizations, and networks in the community.



ADDITIONAL RESOURCES

www.rotary.org/areasoffocus

www.rotary.org/grants

Communities in Action: A Guide to Effective Projects (605). Available for download at www.rotary.org or for purchase at shop.rotary.org; covers community assessments, collaborating with others, project planning, sustainability strategies, and evaluation methods.



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