The work of Rotary begins in the community,
and every community has its own unique needs
and concerns. While we serve in countless
ways, we’ve focused our efforts in six key
areas to maximize our impact. These areas
encompass some of the world’s most critical and
widespread humanitarian needs, and we have a
proven record of success in addressing them:
• Peace and conflict prevention/resolution
• Disease prevention and treatment
• Water and sanitation
• Maternal and child health
• Basic education and literacy
• Economic and community development

Rotary is made up of three parts: Our clubs, Rotary International, and The Rotary Foundation. Together, we work to make lasting change in our communities and around the world.

Rotary Club guiding principles include the Four-way Test (Truth, Fairness, Goodwill, and Friendship). Other principles involve Rotary’s commitment to Service above Self, which is channeled through Five Avenues of Service: Club, Vocational, Community, International, and New Generations.

Club service works to strengthen fellowship of members through training and hospitality. Clubs have serious topics to work toward, so having various social events that bring members and their guests informally and for fun, contributes to genuine fellowship.

Vocational Service encourages members to serve other people through their vocations, education, skillsets, which encourages high ethical standards. October is Vocation Service Month when the many club service projects are celebrated.

Community Service is exactly what the name implies — projects and activities each club undertakes to improve community life. There are many projects in the Santa Ynez Valley in which all four Rotary Club volunteers have been involved: Sunny Fields Park, Senior Centers, scholarships, and more.

International Service volunteers work to expand the Rotarians’ humanitarian work around the world. This important service promotes understanding and peace, sponsors projects in other countries and works with international partners to support projects in their communities.

Youth Service works to engage youths and young adults in leadership roles. Rotary Youth Leadership Awards (RYLA) is a training program for young people, ages 14 to 30. The award emphasizes leadership and citizenship. Rotaract is an International Youth Program is for ages 18 to 30 while Interact focuses on international service for youths 12 to 18

**IDEAS for Implementing the Five Area of Service**

**Club Service**• Serving on committees or in other club leadership positions
• Contributing significantly to the implementation of the club’s long-term membership
development plan
• Fostering communication among club members and with the community, through social or
other media coverage of club activities

**Vocational Service**

• Mentoring a young person for success in vocational pursuits
• Organizing a vocational service discussion or group workshop to inspire others to take action
• Teaching other club members more about their vocation by giving a talk.

**Community Service**

• Leading the planning and implementation of a sustainable local service project
• Securing a partnership with a corporate, governmental, or nongovernmental entity to work
on a project together
• Volunteering in community service projects

**International Service**

• Leading the planning and implementation of a sustainable international service project in one
of Rotary’s six areas of focus
• Coordinating the club’s participation in a local or international project fair
• Supporting a service project in another country as a Rotarian Action Group volunteer adviser

**Youth Service**

• Leading the planning and implementation of a service project that supports the development
of young people in the community
• Participating in a youth exchange or RYLA event
• Sponsoring an Interact or Rotaract club or fostering a connection between club members and
members of a local Interact or Rotaract club