

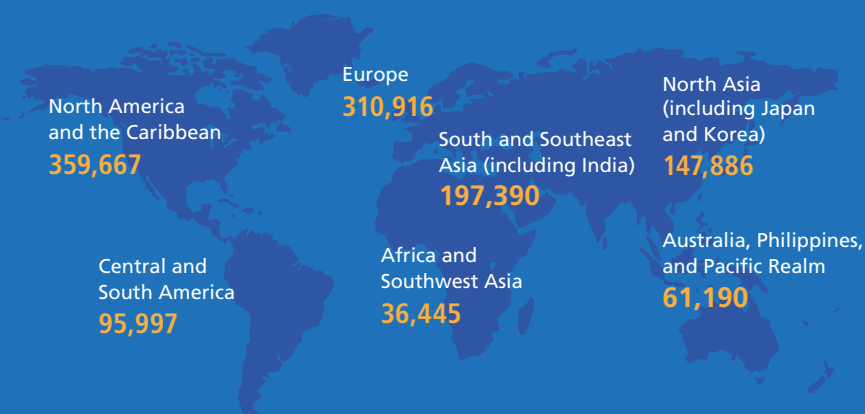
**Better
Together.**

Who We Are

Rotary International is a membership organization of more than 1.2 million community leaders who join together to bring positive, lasting change to communities around the world. In over 200 countries and geographical areas, Rotary club members demonstrate service, integrity, and leadership.

When you partner with Rotary, you're forming an alliance with one of the largest and most respected service organizations in the world — trusted in our communities for more than 100 years. Rotary club members, known as Rotarians, tackle some of the world's toughest challenges, such as eradicating polio, fighting other diseases, promoting peace, providing clean water, improving health, supporting education, and growing local economies.

WHERE WE ARE



Figures as of 1 July 2015

WHO WE ARE

1.2 million
Rotary Members

35,000
Rotary Clubs

200
Countries and Geographical Areas

50-59
Median Age

70%
Employed

ROTARY'S GLOBAL REACH

14.9 million unique Web visits annually

790,000 fans

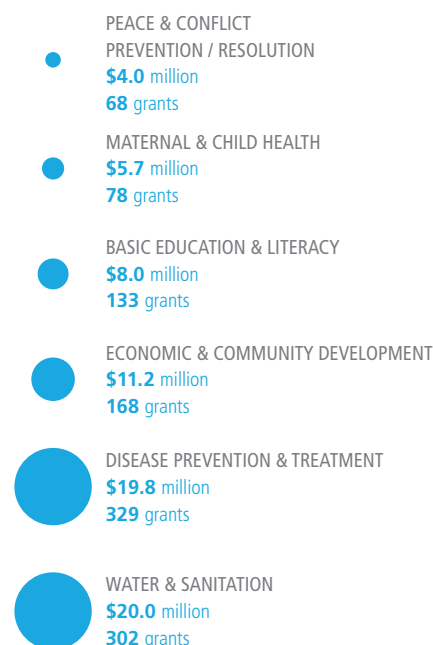
385,000 followers

How We Work

The Rotary Foundation, consistently rated highly by charitable watchdog organizations, turns contributions into grants that transform lives. The generous support of Rotarians, corporations, foundations, and other organizations enables The Rotary Foundation to provide funding in support of service projects, scholarships, and training.

Our projects are implemented by local club members who ensure sustainability and maximize impacts. The Rotary Foundation invested nearly \$100 million to support the humanitarian activities of Rotary members last year. In addition, more than \$120 million was given to the international polio eradication effort, Rotary's top organizational priority.

GLOBAL GRANTS BREAKDOWN



In fiscal year 2014-15, nearly \$70 million was allocated for large-scale global grant projects. In addition, more than \$25 million was given to support short-term projects and activities at the club and district levels.

AWARDS

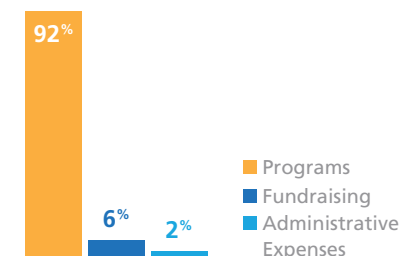


4-star rating from Charity Navigator for eight consecutive years

"A"
rating from Charity Watch, 2014

Full Accreditation
Wise Giving Alliance of the Better Business Bureau, 2014

EXPENDITURES



We directed 92 percent of our spending to mission critical programs and grants, far exceeding the benchmarks that independent charity-rating services use to recognize high efficiency.

By leveraging support from corporations, foundations, local and international nonprofits, and governments, Rotary maximizes each contribution's impact. We're proud to work with a number of global leaders, including the Bill & Melinda Gates Foundation, World Health Organization, UNICEF, Centers for Disease Control and Prevention, United Nations, U.S. Agency for International Development, World Vision, and national governments.

WHY PARTNER WITH US?

Because together we can accomplish even more. We can make a bigger difference so others can enjoy a better future. Rotary has earned the trust and support of donors around the world, and with your involvement we can extend our reach. Consider a partnership with Rotary today!

DO GOOD IN THE WORLD AND GAIN EXPOSURE

- Support sustainable solutions to critical global problems
- Build positive brand recognition
- Elevate your brand with new audiences
- Demonstrate your organization's commitment to social responsibility
- Show your values in action

BENEFIT YOUR BUSINESS

- Take advantage of potential tax benefits
- Increase your customer base
- Network with global community leaders

ENGAGE YOUR EMPLOYEES

- Motivate your staff by offering incentives to raise funds
- Publicize your involvement with Rotary in employee communications
- Demonstrate your company's commitment through workplace giving and matching gifts

“In the world of global health, success builds on success, and Rotary, in its commitment to eliminate polio, is unique. Rotary has taken a very strong leadership role, and we knew, based on Rotary’s track record, that they would obviously be the key partner.”

— BILL GATES, BILL & MELINDA GATES FOUNDATION



Better
Together



Join Us Today

Your partnership with us can be tailored to fit your philanthropic and marketing goals. Opportunities include:

CORPORATE ALLIANCE CONTRIBUTIONS

Contribute funds to Rotary's six areas of focus or apply resources to eradicating polio, Rotary's top priority.

SPONSORSHIPS

Reach targeted audiences at annual events including World Polio Day and the Rotary International Convention, held in a different world-class city each year. Additionally, there are other opportunities to support activities, speakers, or entertainment. Sponsorships are a great way to get your brand in front of our community of leaders.

CAUSE-RELATED MARKETING

Build customer trust and loyalty while strategically linking your brand with Rotary's important work. Customized cause-related marketing programs offer consumers the opportunity to support Rotary through purchase-triggered donations, point-of-sale campaigns, and other marketing options. It's an effective way to engage customers in a worthy cause, boost sales, and enhance your corporate image.

EMPLOYEE MATCHING GIFTS

Align your corporate support with your employee's passion and encourage them to support Rotary's good work.

ROTARY GLOBAL REWARDS

Our member benefits program helps you increase your bottom line by expanding your market share. By posting offers on the Rotary Global Rewards website, you'll reach a new customer base while helping us give back to The Rotary Foundation and our members, who are committed to improving communities.

Partner with Rotary and we can leverage our connections to make the greatest impact. We'll publicize your support to ensure you get the most out of your partnership with us. Let's begin a conversation about the unique opportunities we offer.

Contact us at partnerships@rotary.org, or by phone at +1-847-866-3000.



One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org