

A Menu of **SERVICE OPPORTUNITIES**

What is the Menu of Service Opportunities?

Each year, more than 1.2 million Rotarians worldwide take part in community service projects. Although no two projects are exactly alike, the issues they address are universal.

In an effort to identify community needs, as well as inspire new club service projects and help focus the work Rotary clubs already do in their communities, the RI Board of Directors developed the Menu of Service Opportunities, a list of nine issues of global concern.

In the following pages, you'll find a brief overview of each issue, a summary of Rotary's approach, action steps to guide your project planning, and additional resources for learning more. Stories about successful Rotary club projects are also

included to illustrate some of the ways Rotarians are tackling these social issues in their communities.

comprehensive guide to planning, implementing, and evaluating service projects.

How can I use the menu?

The purpose of this guide is to inspire greater awareness and more effective action by Rotary clubs around the world, generate discussions about the key issues in your communities, and offer new approaches to club service in general.

Use it as a starting point to learn more about important issues affecting people around the world. It's up to individual Rotarians, like you, to learn more about these issues and how they relate to your community.

The *Menu of Service Opportunities* is intended as a companion piece to *Communities in Action: A Guide to Effective Projects* (605A-EN), a more

Menu of Service Opportunities

- Children at Risk
- Disabled Persons
- Health Care
- International Understanding and Goodwill
- Literacy and Numeracy
- Population Issues
- Poverty and Hunger
- Preserve Planet Earth
- Urban Concerns



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The UN Millennium Development Goals

Around the same time that Rotary adopted the Menu of Service Opportunities, the United Nations held a meeting to discuss strategies for development in the new millennium. In 2000, this meeting produced eight goals to help focus the world's approach to solving some of the most critical social issues of our time.

Today these goals are known as the United Nations Millennium Development Goals. Nearly 190 countries have agreed to meet these goals by 2015, and many more development organizations use the goals to help guide their work. Because the goals parallel Rotary's Menu of Service Opportunities, Rotary clubs may also wish to consider them when choosing projects in their communities.

Additional resources

The following UN organizations provide information on the Millennium Development Goals and project resources but may reflect views different from those of Rotary International.

UN Millennium Development Goals

Contains current information about the Millennium Development Goals and the progress being made around the world.

www.un.org/millenniumgoals

Millennium Project

Includes tools for starting projects related to the Millennium Development Goals.

www.unmillenniumproject.org

Millennium Campaign

Encourages the involvement of individual citizens in the achievement of the Millennium Development Goals.

www.millenniumcampaign.org

Millennium Development Goals

1. Eradicate extreme poverty and hunger.
2. Achieve universal primary education.
3. Promote gender equality and empower women.
4. Reduce child mortality.
5. Improve maternal health.
6. Combat HIV/AIDS, malaria, and other diseases.
7. Ensure environmental sustainability.
8. Develop a global partnership for development.

Children at Risk

An overview

According to UNICEF, millions of children in countries around the globe lack safe water, adequate food, decent sanitation, basic education, or the security of safe schools and communities. Extreme poverty, armed conflict, and diseases like HIV/AIDS and malaria threaten the future and security of the world's children, particularly those most vulnerable to discrimination on the basis of gender, ethnicity, disability, or lack of documentation.

But there is hope. If the United Nations Millennium Development Goals are met, by 2015 an estimated 300 million children will gain access to improved sanitation, 115 million will finish their primary education, 100 million will gain access to safe drinking water, and 60 million under the age of five will have enough to eat.

Rotary's approach

From building school libraries to immunizing millions of children against the ravages of polio, Rotarians worldwide have made youth a central part of their civic and humanitarian efforts.

Many Rotary clubs and districts address children's issues through projects that

- Increase educational opportunities for young children
- Provide medical care, nutritious food, and reasonable sanitary conditions to improve the overall well being of youth
- Create an environment of peace, dignity, tolerance, freedom, and equality to ensure children grow into adulthood

A statement of conduct

In November 2005, the RI Board of Directors issued the following statement related to working with youth:

Rotary International is committed to creating and maintaining the safest possible environment for all participants in Rotary activities. It is the duty of all Rotarians, Rotarians' spouses, partners, and other volunteers to safeguard to the best of their ability the welfare of and to prevent the physical, sexual, or emotional abuse of children and young people with whom they come into contact.

From the Field

Juan, a teenager in Chinandega, Nicaragua, spent the first half of his life scavenging for food in the town's garbage dump. Going to school or visiting a doctor were distant possibilities until his rescue by a U.S. Rotary club project that sheltered, fed, and clothed street children in his community.

During a visit to Chinandega, a member of the Rotary Club of Humble Intercontinental, Texas, became concerned about children sifting through the town's refuse. His club joined Chinandega community members in raising money to build a school near the garbage dump. The school provided the children an alternative to eating garbage and selling bits of scrap metal and plastic to survive. Soon, Juan and the other children were learning to read, write, and do arithmetic.

The school expanded through the generous support of Rotarians and the Chinandega community. Rotary Foundation grants helped establish vocational training and purchase heavy-duty woodworking and metalworking equipment. Rotarians from the community and abroad volunteered their skills to tutor students and improve the school's resources.

Juan excelled in his classes, and the Humble Intercontinental club selected him to study in Texas as part of the Rotary Youth Exchange program. He stayed with a Rotarian host family and attended classes at a local high school where he led his junior varsity soccer team in scoring.

Today, Juan attends the University of Central America in Managua. Through innovative education projects like this one, Rotarians are helping children grow into adulthood in an environment of peace, dignity, tolerance, freedom, and equality.

Take action

- Learn what issues are negatively affecting children in your community and around the world.
- Develop ways your club can take on these issues.
- Discover what resources already exist in your community for helping youth.
- Learn how other individuals, community groups, and nongovernmental and governmental organizations are approaching these issues.
- Build on existing community resources to create opportunities that empower children.
- Involve children, when practical, in dealing with these issues.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about children at risk and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

Rotary Youth Exchange

Provides study-abroad opportunities for young people; carried out by Rotary clubs and districts.

E-mail: youthexchange@rotary.org
www.rotary.org/programs/youth_ex

Interact

Provides opportunities for service, leadership development, and fellowship to youth ages 14-18; sponsored by local Rotary clubs.

E-mail: interact@rotary.org
www.rotary.org/programs/interact

Rotaract

Provides service and fellowship opportunities to young people ages 18-30; organized in community- or university-based clubs and sponsored by local Rotary clubs.

E-mail: rotaract@rotary.org
www.rotary.org/programs/rotaract

RYLA (Rotary Youth Leadership Awards)

Emphasizes leadership, citizenship, and personal growth through leadership training programs for young people ages 14-30; carried out by Rotary clubs and districts.

E-mail: ryla@rotary.org
www.rotary.org/programs/ryla

UN organizations

UNICEF

Provides country-specific information about children and UNICEF's programs worldwide, including its annual State of the World's Children, a detailed global account of the well-being of children, major challenges faced by children, and strategies for overcoming these challenges.

www.unicef.org

United Nations Girls' Education Initiative

Aims to narrow the gender gap in primary and secondary education so that all children receive equal opportunities for learning.

www.ungei.org

UNESCO

Provides a wide range of resources for projects that increase access to education.

www.unesco.org

World Health Organization

Offers information about children's health, including child abuse, children's environmental health, and common diseases that affect children.

www.who.int/ceh/en

Nongovernmental organizations

Child Rights Information Network

Provides information about the Convention on the Rights of the Child and child rights among nongovernmental organizations, United Nations agencies, intergovernmental organizations, educational institutions, and other child rights experts.

www.crin.org

Eldis Children and Young People Resource Guide

Provides peer-reviewed information on a number of development issues, including children at risk.

www.eldis.org/children

Save the Children

Works closely with local communities and partner organizations in over 110 countries to find sustainable solutions to long-term problems; provides relief during natural disasters and armed conflict.

www.savethechildren.net

SOS-Kinderdorf International

Promotes the rights of children around the world.

www.sos-childrensvillages.org



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Disabled Persons

An overview

According to the World Health Organization, nearly 600 million people worldwide are disabled. Of those, nearly 80 percent live in developing countries where access to proper medical care, vocational training, and employment is limited. What's more, WHO predicts these numbers will continue to rise as a result of population growth and increases in the incidence of AIDS, birth defects, cancer, diabetes, and violence.

But there are ways to help. Providing equal opportunities for education and employment is one. Making public venues accessible and providing assistive devices, such as wheelchairs, hearing aids, and prostheses, are others.

Educating communities to eliminate prejudices ensures that people with disabilities receive adequate medical care, rehabilitation, and support services. Efforts to prevent many of the causes of disability, such as war, disease, violence, and accidents, can lead to long-term improvements in the overall quality of life for people around the globe.

Rotary's approach

Since 1913, when the Rotary Club of Syracuse, New York, USA, created a disabled children's committee, Rotarians have shown their commitment to providing people with disabilities equal access to education, employment, and essential services. Today, Rotary clubs perform community service projects that

- Promote the dignity and inclusion of all people regardless of disability
- Remove barriers that prevent the equal participation of people with disabilities in community activities
- Create and expand opportunities for steady jobs and reliable incomes for people with disabilities
- Improve essential medical care, rehabilitation, and support services for people with disabilities

From the Field

Clubfoot, a congenital birth defect that can lead to severe disability if left untreated, is a major problem in Honduras. After learning about the plight of children in their community with the disability, the Rotary Club of Tegucigalpa decided to help.

Aided by Rotary clubs in California, USA, the Tegucigalpa club arranged for a nongovernmental organization (NGO) with experience treating clubfoot to visit their city. The goal of the project: empower community members to treat clubfoot with locally available resources and reduce the disability's long-term effects.

California Rotarians, NGO representatives, and Tegucigalpa club members trained 30 local doctors to screen potential patients, perform reconstructive surgeries on 110 patients with clubfoot, and care for patients after surgery. These surgeries and the medical training provided will help ensure that everyone is able to participate equally in the community for years to come.

Take action

- Learn what barriers exist in your community and around the world that restrict people with disabilities.
- Examine how people in your community view the disabled.
- Determine how your club can resolve issues negatively affecting the disabled.
- Learn how other individuals, community groups, and nongovernmental and governmental organizations approach these issues.
- Discover what resources exist in your community for helping people with disabilities.
- Involve people with disabilities in addressing these issues.
- Build on existing community resources to improve opportunities that empower people with disabilities.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about disabilities and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

International Eye Care Fellowship of Rotarians

Works to improve the eyesight of people around the world.
www.rotarianseyecarefellowship.org

Rotarians for Hearing Regeneration: A Rotarian Action Group

Helps people affected by hearing loss.
www.ifrahl.org

Rotarians for Mine Action: A Rotarian Action Group

Works to eliminate land mines, which cause disabling injuries worldwide.
www.rfma.org

Rotarian Action Group for Multiple Sclerosis Awareness

Provides information about multiple sclerosis.
www.rotary-rfmsa.org

Rotarian Fellowship of International Nurses

Improves access to rehabilitation services and treatment for people with disabilities.
www.rotarynurses.org

PolioPlus

Rotary's program to eradicate polio worldwide.
E-mail: polioplus@rotary.org
www.rotary.org/foundation/polioplus

UN organizations

United Nations Programme on Disability

Provides information on current UN disability initiatives.
www.un.org/esa/socdev/enable

World Health Organization

Provides current information on global health issues.
www.who.int/topics/disabilities

International Labor Organization

Promotes equality of opportunity and treatment for people with disabilities through vocational rehabilitation, training, and employment.
www.ilo.org/public/english/employment/skills/disability

Nongovernmental organizations

Goodwill Industries International

Provides education, training, and career services for people with disabilities; Rotary and Goodwill have a formal agreement to cooperate to help empower people with disabilities.
www.goodwill.org

Disabled Persons International

Promotes human rights of disabled people through full participation, equalization of opportunity, and development.
www.dpi.org

Inclusion International

Advocates the human rights of people with intellectual disabilities and their families.
www.inclusion-international.org

Rehabilitation International

Improves the quality of life for disabled people and their families through a worldwide network of people with disabilities, service providers, and government agencies.
www.rehab-international.org



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Health Care

An overview

The statistics are staggering:

- Three million people die each year from AIDS.
- One million die each year from malaria.
- Childbirth kills over half a million women in developing countries annually.
- Every day, 6,000 children die from diseases associated with lack of safe drinking water, inadequate sanitation, and poor hygiene.

With these losses, families are robbed of loved ones and communities of valuable resources that weaken their economies and impede development. Yet many of these health problems could be prevented with access to quality health care, affordable medicine, safe drinking water, or proper sanitation facilities.

And global health challenges grow as new diseases surface. Though no one is immune, communities in developing areas face some of the greatest health challenges.

Rotary's approach

From building and equipping community health clinics to arranging surgeries for children with congenital birth defects to providing safe drinking water and basic sanitation facilities, Rotary clubs are working to provide health care to millions of people around the world.

To improve the overall health and well-being of the citizens in their communities, many Rotary clubs plan service projects that

- Increase public access to safe and affordable health care
- Reduce child mortality and improve maternal health by providing essential care for pregnant women, new mothers, children, and families
- Improve community sanitation facilities and public access to safe drinking water
- Prevent, treat, and raise awareness about critical community health concerns such as HIV/AIDS, malaria, polio, diabetes, alcohol and drug abuse, avoidable blindness, and obesity
- Support the elderly by helping them maintain their independence and involving them in meaningful community activities

From the Field

In 2005, drought pushed millions of Niger's people, who depend on rainwater to sustain crops and livestock, to the brink of starvation. The arid Sahel region covers two-thirds of the country, limiting its people from migrating to more fertile ground.

In response, Belgian Rotarians from districts 1620 and 2170 launched a two-year project — L'Eau, C'est la Vie (Water Is Life) — to provide clean drinking water in Niger, one of the poorest countries in the world. By building water pumps and wells during the next two years, Belgian Rotarians, assisted by UNICEF, Niger's government, and two of Niger's Rotary clubs, intend to permanently supply water to 7,000 people in 20 villages in the southern region of Tchintabaraden.

After teaming up with UNICEF, the Rotarians decided to build 10 new wells and rehabilitate 10 old ones. Each well cost an estimated €16,600 (about US\$20,000), bringing the project total to €330,000 (about \$400,000).

Once the wells are built, however, the project's benefits won't end. Because many villagers suffer from illnesses caused by sharing water with animals and by contamination from laundry washing, the Rotarians want to provide regular quality control of the drinking water by a Niger lab. They also want to train community leaders in water conservation and preservation techniques and launch a public-awareness campaign to promote hygiene.

Take action

- Determine what health issues pose the most serious threat in your community and in the world.
- Learn how other individuals, organizations, communities, and governments are approaching these issues.
- Determine how your club can take on these health issues.
- Involve community stakeholders in addressing these concerns.
- Discover what health care resources exist in your community.
- Build on these resources to improve the health care available in your community.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about health care and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

PolioPlus

Rotary's program to eradicate polio worldwide.

E-mail: polioplus@rotary.org

www.rotary.org/foundation/polioplus

International Eye Care Fellowship of Rotarians

Carries out projects related to improving people's eyesight around the world.

www.rotarianeyecarefellowship.org

Rotarians Eliminating Malaria: A Rotarian Action Group

Works to combat malaria in endemic regions of the world.

www.remarag.org

Rotarians for Hearing Regeneration: A Rotarian Action Group

Helps people affected by hearing loss.

www.ifrahl.org

Rotarians for Fighting AIDS: A Rotarian Action Group

Educes and mobilizes Rotarians to prevent and treat HIV/AIDS.

www.rffa.org

Rotarian Action Group for Multiple Sclerosis Awareness

Provides information about multiple sclerosis.

www.rotary-rfmsa.org

Rotarian Fellowship of International Nurses

Engages in projects that improve access to rehabilitation services and treatment for people with disabilities.

www.rotarynurses.org

UN organizations

World Health Organization

Provides information on virtually every global health issue.

www.who.int

UNAIDS (Joint UN Programme on HIV/AIDS)

Provides information on the global effort to combat HIV/AIDS.

www.unaids.org

United Nations Population Fund (UNFPA)

Deals with a wide array of health issues, particularly reproductive and maternal health. Rotary and UNFPA have a formal agreement to cooperate in reducing child mortality, improving maternal and family health, and addressing other serious population-related health concerns.

www.unfpa.org

Governmental and other organizations

The Global Fund

Works to increase resources to fight AIDS, tuberculosis, and malaria and to direct those resources to areas of greatest need.

www.theglobalfund.org

Centers for Disease Control and Prevention

Provides extensive information on current health issues worldwide, particularly the United States.

www.cdc.gov

Global Health Council

Works to ensure global health through a network of health care professionals and organizations that include foundations, corporations, government and nongovernmental agencies, and academic institutions.

www.globalhealth.org

International Federation of the Red Cross and Red Crescent Societies

Engages in a variety of development programs dealing with health issues; present in more than 180 countries.

www.ifrc.org

Family Health International

Works to improve lives worldwide through research, education, and services in family health.

www.fhi.org

Eldis Health Resource Guide

Provides peer-reviewed information on a number of development issues, including health.

www.eldis.org/health



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International Understanding and Goodwill

An overview

In 2005, the Stockholm International Peace Research Institute reported that 19 major armed conflicts were ongoing in the world and that the annual cost of these and other smaller conflicts had exceeded US\$1 trillion dollars worldwide.

The financial burden, however, can't compare with the human costs of conflict. The United Nations Development Programme estimates that between 1990 and 2005 more than three million people lost their lives because of armed conflict. The United Nations High Commissioner for Refugees reports that conflict has displaced as many as nine million people worldwide.

For many developing countries, armed conflict adds to already fragile social and economic conditions. Since 1990, 9 of the world's 10 least-developed countries have experienced conflict.

Rotary's approach

Rotary has long recognized that world peace depends on greater international understanding and goodwill. Too often, conflicts are caused by cultural misunderstandings that could have been prevented through the exchange of ideas among individuals dedicated to peace.

With over 1.2 million Rotarians living in more than 32,000 communities around the world, Rotary is in a unique position to promote greater international understanding and goodwill. Many clubs choose to promote peace through projects that

- Engage people of different cultures, religions, races, income levels, and nationalities in activities that promote mutual understanding, respect, and goodwill
- Improve community and economic development
- Celebrate World Understanding and Peace Day (Rotary's anniversary) on 23 February
- Encourage members to join or form an intercountry committee

From the Field

Reaching out to connect with others regardless of differences is critical in humanitarian service. Communication and cultural exchange quell conflict, educate people, and build goodwill. Making these connections is especially important in countries that have been scarred by years of conflict.

In Cambodia, a former battlefield is now home to a rural school-house. However, land mines still hide in the soil. Until recently, the school had no sanitation facilities, forcing students to use an outside lot to take care of their personal hygiene. This was especially difficult for girls and hindered their participation in school.

When Etsuko Teranishi, a Rotary World Peace Fellow, learned of the school's situation she knew something had to be done. Working with the Rotary Club of Ibaraki, the Japan Center for Conflict Prevention, and school authorities, Teranishi helped develop a plan for improving the school. The three groups began fundraising and soon had enough money to construct toilets, a pump well, and a water tank and to buy new blackboards, desks, and chairs.

This act of goodwill also produced many positive side effects. Programs to increase the students' safety have begun, including the collection of illegal firearms and weapons leftover from years of conflict. As a result, attendance at the school has increased, students feel safer, and the scars of war have started to heal.

Take action

- Consider how armed conflict affects your community.
- Learn what resources are available in your community to learn about people from different cultures.
- Get involved in Rotary programs like World Community Service, Rotary Friendship Exchange, and Rotary Youth Exchange.
- Send club members to Rotary's largest annual international meeting, the RI Convention.
- Participate in the Educational Programs of The Rotary Foundation, including Ambassadorial Scholarships, Group Study Exchange, Rotary Centers for International Studies in peace and conflict resolution, and the Rotary Peace and Conflict Studies program.
- Develop ways to increase international cultural exchanges in your community.
- Involve club members in international service projects.

Additional resources

The following organizations provide information about international understanding and goodwill and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

Rotary Friendship Exchange

Offers Rotarians and their families the opportunity to experience other cultures while staying as guests of Rotarians in other countries.

E-mail: friendshipexchange@rotary.org
www.rotary.org/programs/rfe

Rotary Youth Exchange

Provides young people with the opportunity to meet people from other countries and experience their cultures.

E-mail: youthexchange@rotary.org
www.rotary.org/programs/youth_ex

Global Networking Groups

Bring together Rotarians from around the world who share similar interests that form the basis for service or fellowship.

E-mail: rotaryfellowships@rotary.org
www.rotary.org/programs/fellowships

World Community Service

Links Rotary clubs needing project assistance with clubs in other countries to carry out community service projects.

E-mail: wcs@rotary.org
www.rotary.org/programs/wcs

Rotary Peace and Conflict Studies

Offers a three-month course in peace studies, conflict resolution, and mediation training for managers in government, nongovernmental organizations, and private corporations.

E-mail: bangkokpeacestudies@rotary.org
www.rotary.org/foundation/educational/rpcsp

Educational Programs of The Rotary Foundation

Offer a number of grants and opportunities for students, teachers, and Rotarians to study in other countries, including Ambassadorial Scholarships, Group Study Exchange, and Rotary Centers for International Studies.

www.rotary.org/foundation/educational

Intercountry Committees

Allow Rotary districts from different countries to coordinate service projects that build international understanding and goodwill.

E-mail: programs@rotary.org

UN organizations

United Nations Educational, Scientific, and Cultural Organization

Builds international understanding and goodwill by facilitating dialogue about education, social and natural science, culture, and communication.

www.unesco.org

ReliefWeb

Provides documents and maps related to humanitarian emergencies and disasters.

www.reliefweb.int

Institute for Media, Peace, and Security

Aims to educate people about the ways the media interact with issues of conflict, peace, and security.

www.mediapeace.org

University for Peace

Promotes peace and understanding around the world.

www.uceace.org

Sport for Development and Peace

Promotes cooperation, teamwork, and peace through sports.

www.un.org/themes/sport

Nongovernmental organizations

Stockholm International Peace Research Institute

Conducts research on questions of conflict and cooperation with the aim of contributing to an understanding of the conditions for peaceful solutions of international conflicts.

www.sipri.org

Eldis Conflict and Security Resource Guide

Provides peer-reviewed information on a number of development issues, including conflict and security.

www.eldis.org/conflict



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Literacy and Numeracy

An overview

UNESCO estimates that nearly 800 million people worldwide over the age of 15 lack even basic reading and writing skills and that women and girls account for more than 64 percent of all illiterate people in the world — a figure that has remained essentially unchanged since 1990.

The benefits of literacy and numeracy to society are undisputed. Literate populations typically experience less civil strife and greater economic development. They are generally healthier because they are more aware of health concerns in their communities. And for women, the ability to read, write, and do simple math can open doors to academic, social, and economic opportunities.

Rotary's approach

Whether donating dictionaries, building schools, or acting as tutors, Rotarians are active in efforts to reduce illiteracy. The RI Board of Directors has designated March as Literacy Month to highlight the importance of literacy around the world and provide Rotary clubs and districts with an excellent opportunity to develop their own literacy projects as well as raise awareness of Rotarian efforts worldwide to eradicate illiteracy.

To promote literacy and numeracy skills in their communities, many Rotary clubs and districts engage in projects that

- Expand and improve early childhood literacy and education programs for both boys and girls
- Improve the ability of teachers to teach and empower schools to meet the needs of students in the community
- Increase access to adult learning programs for both men and women
- Reduce barriers to literacy
- Promote positive community environments for literacy
- Celebrate Literacy Month in March and the UN-designated International Literacy Day on 8 September

From the Field

For many years, adult literacy has been a major issue in Kansas City, Missouri, USA. At one time, nearly one in five adults in Kansas City was functionally illiterate, making this group more vulnerable to poverty, unemployment, and homelessness.

Members of the Rotary Club of Kansas City knew something had to be done and surveyed the community to determine what it would take to address adult literacy issues. The study revealed that the costs, expertise, and time needed to start a new literacy program were well beyond the club's means.

Undeterred, the club began looking at community organizations already working to educate adult students, including the Laubach Literacy Council, which had about 50 adult students, an all-volunteer staff, and a donated classroom. Club members located and refurbished new classrooms in a local church, expanded the council's staff, and increased the number of students at the center to over 400.

To raise money for the center and its expansion, the club helped organize a corporate spelling bee. Rotarians, local company employees, and community members formed 10 four-person teams, and local businesses sponsored the teams and provided services for the event at discounted rates.

The spelling bee was so popular that it has become an annual event, raising more than \$50,000 per year for adult literacy. Rotarians continue to be involved with the Laubach Literacy Council, tutoring adults at the center and serving on the council's advisory board.

Take action

- Learn how illiteracy affects people in your community.
- Discover what resources are available to promote literacy and numeracy skills in your community.
- Learn how other individuals, community groups, and nongovernmental and governmental organizations approach this issue.
- Determine how your club can increase literacy in your community.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about literacy and numeracy skills and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

Concentrated Language Encounter (CLE)

Provides information about the concentrated language encounter method, which a number of Rotary clubs and districts have adopted to promote literacy in their communities.

www.cleliteracy.org

Fellowship of Literacy Providers

Shares ideas, information, and techniques for improving literacy.

www.literacyproviders.org

Rotary Foundation Educational Program Grants

Offer numerous opportunities for students, teachers, and Rotarians to study in other countries, including Ambassadorial Scholarships, Group Study Exchange, and Rotary Centers for International Studies.

www.rotary.org/foundation/educational

UN organizations

UNESCO

Provides numerous resources for education projects worldwide, including literacy resources.

www.unesco.org/education

United Nations Literacy Decade 2003-12

Aims to extend literacy to those in the world who currently lack access to it.

www.unesco.org/education/litdecade

International Literacy Day

Raises awareness about literacy issues; observed on 8 September.

www.un.org/depts/dhl/literacy

United Nations Girls Education Initiative

Works to narrow the gender gap in primary and secondary education so that all children receive equal opportunities for education.

www.ungei.org

World Bank

Finances education programs around the world; Web portal provides information on current education trends and funding initiatives.

www.worldbank.org/education

Nongovernmental organizations

International Reading Association

Promotes high levels of literacy; Rotary and the International Reading Association have a formal agreement to share information and resources for literacy projects.

www.reading.org

Eldis Literacy Resource Guide

Provides peer-reviewed information on a number of development issues, including education and literacy.

www.eldis.org/education/literacy.htm

The Dictionary Project

Provides free dictionaries to secondary school students.

www.dictionaryproject.org

World Links

Aims to improve educational outcomes, economic opportunities, and global understanding for youth through the use of information technology and new approaches to learning.

www.world-links.org

Academy for Educational Development

Works to improve education resources worldwide.

www.aed.org/Education

Education International

Provides links to a variety of education resources and information for starting education-related projects.

www.ei-ie.org

Literacy.org

Provides electronic resources and tools for the national and international youth and adult literacy communities.

www.literacyonline.org



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Population Issues

An overview

Many of the challenges facing communities today — hunger, poverty, disease, and environmental abuse — are a reflection of population dynamics. Traditionally, the focus has been on overpopulation, but in recent years, experts have recognized that gender discrimination, poor access to proper maternal and reproductive health care, and high child mortality rates also hamper sustainable development in communities worldwide.

According to the United Nations Population Fund, 99 percent of all maternal deaths in developing countries occur because women lack access to proper medical care. For every 1,000 children born in the world's least developed countries, 94 will die before the age of five — more than 11 times the child mortality rate in developed countries — because of inadequate health care.

Rotary's approach

Rotary clubs and districts have a long history of working with government agencies, nongovernmental organizations, and local community leaders to increase awareness and undertake projects that address population issues. Many of these community service projects seek sustainable solutions to the challenges of overpopulation.

Through the projects they carry out in their communities, many Rotary clubs and districts are addressing population issues in these ways:

- Respecting the personal, cultural, and religious values of community members
- Raising awareness about population issues
- Increasing access to quality family health care
- Improving maternal health and reducing child mortality
- Promoting gender equality and empowering women
- Enabling individuals to make informed and responsible decisions about family planning issues
- Developing job skills and employment opportunities

From the Field

It is difficult to be a mother in Nigeria. As in many developing countries, infant mortality is high and access to quality maternal health care is poor.

To reduce child mortality and improve maternal health, Nigerian and German Rotary clubs are working together to develop family health centers throughout Nigeria. The centers are educating families about the benefits of child spacing to allow time for the mother's body to heal from childbirth, greatly reducing the rate of maternal and infant mortality.

Supported by Rotary Foundation and German government grants, the family health centers supplement conventional reproductive health care services provided by midwives. Rotary clubs have facilitated workshops to train doctors, nurses, birth attendants, and other village health workers to screen for reproductive tract cancer and provide them information about child-spacing methods.

More than 1,000 local health care providers participated in the workshops. Since the project began, participation in the centers' programs has increased by 10 to 15 percent, helping more than 1,300 women.

To ensure the project's acceptance, organizers mounted a massive reproductive health awareness campaign with the support of civic and religious community leaders. Midwives, trained in child-spacing counseling, used drama groups to inform women in their communities. Town criers, mostly males, relayed important messages at public ceremonies and important occasions, educating men who are heads of households and often the family decision makers.

Today, prepared with information and choices about women's health issues, men and women in Nigeria are making more informed decisions about the size and health of their families.

Take action

- Learn what population issues affect your community and the world.
- Find out what other individuals, organizations, communities, and governments are doing to address these issues.
- Determine how your club can address these issues.
- Involve community members in addressing these issues.
- Discover what resources exist in your community for addressing issues related to population.
- Build on existing community resources to improve opportunities to create sustainable solutions.
- Develop a method for evaluating the success of your project.

Additional resources

The following organizations provide information about population issues and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

Rotarian Action Group for Population and Development

Carries out service projects and activities that address population concerns worldwide.

www.rifpd.org

Rotarians for Fighting AIDS: A Rotarian Action Group

Educes and mobilizes Rotarians to provide leadership in the prevention and treatment of HIV/AIDS.

www.rffa.org

UN organizations

United Nations Population Fund

Rotary and UNFPA have a formal agreement to share information and technical resources for projects that promote gender equality and empower women, reduce child mortality, improve maternal health, and combat HIV/AIDS, malaria, and other diseases.

www.unfpa.org

United Nations World Population Day

Promotes awareness about population issues; observed on 11 July.

www.unfpa.org/wpd

United Nations Development Fund for Women

Provides information about the status of women in the world, tools for incorporating women in development projects, and links to other women and gender development resources.

www.unifem.org

United Nations International Women's Day

Raises awareness about gender discrimination; observed on 8 March.

www.un.org/womenwatch/feature/iwd

Global Coalition on Women and AIDS

Works at the global, regional, and national levels to highlight the impact of AIDS on women and girls and mobilize action to enable them to protect themselves and receive the care and support they need.

<http://womenandaids.unaids.org>

World Health Organization

Provides information about maternal health and child mortality.

www.who.int/topics/maternal_health

Nongovernmental organizations

Population Reference Bureau

Provides information about population, health, and the environment, and empowers people to use that information to advance the well-being of current and future generations.

www.prb.org

Eldis Ageing Populations Resource Guide

Provides peer-reviewed information on a number of development issues, including ageing populations.

www.eldis.org/ageing

Centre for Development and Population Activities

Committed to improving the lives of women and girls worldwide through the advancement of gender equality.

www.cedpa.org

HelpAge International

Works with, and for, disadvantaged older people worldwide to achieve a lasting improvement in their quality of life.

www.helpage.org



ROTARY INTERNATIONAL®

Poverty and Hunger

An overview

According to the World Bank, about 1.1 billion people survive on less than US\$1 per day. And for many of the world's poor, hunger or malnourishment is a common side effect of their financial situation. An estimated 25,000 people die each day as a result of chronic hunger problems.

Countries racked by chronic poverty are more vulnerable to armed conflicts, political instability, poor governance, lawlessness, and corruption. As a result, access to basic services like education and health care are compromised and sustainable development is nearly impossible to achieve.

Adding to these challenges are the effects of hunger. People who either don't have enough to eat or are malnourished because their diets lack essential nutrients are often too weak or ill to seek education, learn job skills, or find and keep a job.

Rotary's approach

To help alleviate poverty and hunger, Rotarians carry out thousands of service projects each year in communities around the world. They establish microcredit banks to help residents start their own small businesses. They provide seeds and training to help impoverished families grow their own gardens. And they provide low-cost housing to shelter the homeless.

Through the projects they carry out in their communities, many Rotary clubs and districts are addressing poverty and hunger issues in these ways:

- Raising awareness of poverty and hunger
- Breaking the cycles of chronic poverty and hunger, and reducing the number of poor and hungry
- Strengthening the financial security and incomes of the hungry and poor
- Providing direct and sustainable access to food, and creating social safety nets for the hungry and poor
- Promoting gender equality and empowering women

From the Field

Poverty persists in the Philippines, despite recent attempts to boost individual incomes through land reform and other social welfare programs. In the town of Calauag, farmers suffer the most from poverty. Many have neither the technical expertise nor the equipment needed to make their farms commercially viable. Unable to compete, the farmers remain locked in a cycle of poverty without access to adequate education, health care, or sanitation facilities.

Recognizing an opportunity to help, the Rotary Club of Calauag asked local government agricultural experts to help train farmers in modern sustainable techniques for growing corn and other profitable crops. The experts helped the club identify farmers who would benefit most from training and supplied subsidized seeds for the program. Club members also organized volunteer trainers into a Rotary Community Corps.

The Yellow Corn Production Program, as it is called, has trained more than 100 farmers and their families, enabling them to make a profit on their crops. The program has proved so popular that the Calauag club has increased the services it provides. Through Rotary Foundation and Philippine government grants, the program has expanded to include a microcredit loan system, improved farm infrastructure, livestock training programs, and marketing assistance.

Take action

- Learn how poverty and hunger affect people in your community and in the world.
- Find out what other individuals, organizations, communities, and governments are doing to address poverty and hunger.
- Decide what your club can do to address poverty and hunger.
- Involve people in your community in your project.
- Discover what resources exist in your community to address poverty and hunger.
- Build on existing community resources to reduce poverty and hunger.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about poverty and hunger and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

World Community Service

Links Rotary clubs needing project assistance with clubs in other countries to carry out community service projects.

E-mail: wcs@rotary.org

www.rotary.org/programs/wcs

UN organizations

World Food Day

Raises awareness about hunger issues; observed on 16 October.

www.fao.org/wfd

International Day for the Eradication of Poverty

Promotes awareness of need to eradicate hunger; observed on 17 October.

www.un.org/depts/dhl/poverty

United Nations Development Programme

Sponsors innovative pilot projects, connects countries to global best practices and resources, and promotes the role of women in development.

www.undp.org/poverty

PovertyNet

The World Bank's Web portal provides strategies for reducing poverty and information on measuring, monitoring, and analyzing poverty.

www.worldbank.org/poverty

World Bank Poverty and Growth Program

Helps poor and middle-income countries design and implement effective poverty-reduction strategies.

www.worldbank.org/wbi/attackingpoverty

UN System Network on Rural Development and Food Security

Tackles rural development challenges at the country level through a global partnership approach.

www.rdfs.net

Food and Agriculture Organization

Leads international efforts to defeat hunger.

www.fao.org

World Food Programme

Provides emergency food aid and logistical support to ensure food reaches those most in need. Promotes policies, strategies, and operations that directly benefit the poor and hungry.

www.wfp.org

ReliefWeb

Provides documents and maps related to humanitarian emergencies and disasters.

www.reliefweb.int

Nongovernmental organizations

Eldis Poverty and Food Security Resource Guides

Provides peer-reviewed information on a number of development issues, including poverty and hunger.

www.eldis.org/poverty

www.eldis.org/food

Development Gateway

Provides easy access to online development information, including poverty and hunger.

www.developmentgateway.org/poverty

www.developmentgateway.org/foodsecurity

Reuters Foundation AlertNet

Provides relief professionals and the public with the latest information on humanitarian crises worldwide.

www.alertnet.org

HungerWeb

Connects individuals interested in finding solutions to world hunger with online resources.

www.nutrition.tufts.edu/academic/hungerweb



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Preserve Planet Earth

An overview

Environmental issues such as desertification, land use, pollution, effective water governance, and sustainable development affect all nations, both developed and developing. The United Nations offers these statistics:

- Nearly one million square kilometers of forest were converted to farmland or logged from 1996 to 2006.
- Developed countries still produce over three times the amount of carbon dioxide emissions as developing regions of the world.
- Less than 1 percent of the world's marine habitats are protected.

Pollution, unsustainable farming practices, and poor land management continue to damage the environment, especially the world's waterways. Today, more than 1.1 billion people lack access to safe sources of water.

Rotary's approach

Rotary's involvement with environmental projects dates back to its founder Paul Harris, who planted trees on his travels throughout the world. Over the last 100 years, Rotarians have pursued thousands of environmental projects, from building parks and conservation areas to starting community recycling programs.

Through the projects they carry out in their communities, many Rotary clubs and districts are addressing environmental issues in these ways:

- Raising awareness about environmental issues
- Promoting sustainable land management and conservation
- Promoting responsible water use and waste management
- Improving energy efficiency and pollution reduction
- Improving access to safe water and basic sanitation facilities

From the Field

Manteo, North Carolina, is known around the United States for its scenic, pristine beaches. Visitors would often comment on the area's natural beauty while, until just a few years ago, residents worried about the growing threat of pollution from the BowserTown Landfill, a 13-acre dump for the city's garbage.

When the city decided to close the landfill, the Rotary Club of Manteo organized a session for community members, city officials, and local experts to discuss ways of using the land. Ideas ranged from community centers and sports fields to a dog park and a launch for kayaking. Everyone agreed that the area should be converted for public use, provided it was safe and unpolluted.

As a result of the public forum, environmental experts from the University of North Carolina helped the Manteo club ensure that the land is safe for public use. Rotarians have also enlisted the aid of a university graduate student in drafting several designs for the recreation area based on the community's input.

Today, the Manteo club continues to facilitate efforts to reclaim the town's natural environment — a process that has helped strengthen the community.

Take action

- Learn what issues affect the environment in your community and in the world.
- Find out how other individuals, organizations, communities, and governments address environmental issues.
- Determine how you and your club can address environmental issues in your community.
- Discover what resources for addressing environmental issues exist in your community.
- Build on existing community resources to improve the environment.
- Involve your community in your project.
- Develop a way to evaluate the success of your project.

Additional resources

The following organizations provide information about environmental issues and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

World Community Service

Links Rotary clubs needing project assistance with clubs in other countries to carry out community service projects.

E-mail: wcs@rotary.org

www.rotary.org/programs/wcs

Environment Fellowship of Rotarians

Unites Rotarians and Rotaractors who have an interest or vocation in environmental issues.

www.environment-rotary-fellowship.org

International Fellowship of Bird-Watching Rotarians

Promotes the protection of bird habitats.

<http://aces1.customer.netspace.net.au>

International Fellowship of Canoeing Rotarians

Engage in projects to protect the rivers and waterways where they canoe.

www.rotarystratford.com/canoe

International Fellowship of Fishing Rotarians

Promotes the protection and conservation of fisheries around the world.

www.iffr.homestead.com

UN organizations

World Environment Day

Raises awareness of environmental issues; observed on 5 June.

www.unep.org/wed

United Nations Environment Programme

Encourages protection of the environment by inspiring, informing, and enabling communities to develop without compromising the environment.

www.unep.org

World Bank

Finances environmental projects in the developing world; Web portal provides information on environmental research and funding initiatives.

www.worldbank.org/environment

UNDP Energy and Environment Program

Shares best practices, provides innovative policy advice, and links project partners to help countries address environmental issues that affect the poor.

www.undp.org/energyandenvironment

United Nations Framework Convention on Climate Change

Sets an overall framework for intergovernmental efforts to tackle the challenges posed by global climate change.

www.unfccc.int

Nongovernmental organizations

Development Gateway

Provides easy access to online development information, including information about the environment.

www.developmentgateway.org/environment

Eldis Climate Change Resource Guide

Provides peer-reviewed information on a number of development issues, including climate change.

www.eldis.org/climate

World Conservation Union

Promotes environmental conservation through its network of government agencies, nongovernmental organizations, and scientists and experts from more than 180 countries.

www.iucn.org

WWF

Encourages the protection of the environment and the life it supports.

www.wwf.org

Environmental Performance Measurement Project

Aims to shift environmental decision-making to firmer analytic foundations using environmental indicators and statistics.

www.yale.edu/esi



ROTARY INTERNATIONAL®

Urban Concerns

An overview

The United Nations Human Settlements Programme predicts that the world's urban population will grow to nearly five billion by 2030. As cities expand, the availability of adequate housing, employment, health care, safe water, and basic sanitation facilities often declines and ensuring a productive and inclusive community becomes increasingly difficult.

As a result, nearly one out of every three city residents lives in a slum. Disease, crime, unemployment, and homelessness are some of the daily challenges confronting this marginalized population.

Rotary's approach

Rotary began as an endeavor to restore a sense of community in the city. The first Rotary club meeting was held in downtown Chicago, and the first club project led to the construction of a public restroom for the city's workers.

Today, Rotarians are tackling some of the most sensitive and difficult challenges faced by urban populations. From building shelters for domestic abuse victims to developing community gardens for the city's poor to providing educational and vocational opportunities for recent immigrants, Rotarians strive to improve the lives of urban dwellers.

Through the projects they carry out in their communities, many Rotary clubs and districts are addressing urban concerns in these ways:

- Improving the well-being of the most vulnerable people living in urban areas
- Promoting civic engagement, transparency, and good governance
- Reducing barriers to employment
- Ensuring that people's basic needs for food, clothing, shelter, education, and employment are met
- Improving public health
- Improving access to safe water and basic sanitation facilities

From the Field

When a pest control company vacated its 21-acre site in Midrand, South Africa, a group of civic-minded young people saw a way to help nearby low-income residents. The group obtained the company's agreement to use the land to run community development initiatives.

After forming the Thusanang Development Association, the young people approached the Rotary Club of Midrand for support. The club created a Rotary Community Corps to help the association's members partner with Rotarians. Since then, the Midrand club and the association have used private and public contributions to operate a fast-growing community development center.

"Thusanang is a phrase in Sesotho [that] means 'lend a hand,'" explains Mojalefa Letseka, the center's manager and one of the association's founders. "We felt that we could do something for ourselves and the community, where poverty is a big problem."

The center's services include care and counseling for HIV/AIDS patients and day care and after-school care programs. It also provides training in computer skills, beekeeping, brick making, sewing, market gardening, and fish and poultry farming, which equips students to seek employment or start businesses.

The day care and after-school care program serves 125 to 145 children and teens, some of them HIV/AIDS orphans. It provides healthy meals, clothing, basic literacy classes, and a safe recreational environment.

Nontsasa Nyathela, a founding member of the association, supervises the center's People with AIDS support group, which provides door-to-door counseling services. "We work hard to make our clients feel at home and do campaigns in the community to change people's attitudes about HIV/AIDS patients," she says.

Take action

- Learn what issues affect your city and other cities around the world.
- Find out how other individuals, organizations, communities, and governments address these issues.
- Discover what resources exist in your city to address urban concerns.
- Build on existing community resources to improve the lives of urban dwellers.
- Develop ways your club can address urban concerns in your city.
- Involve your community in your project.
- Develop a way to evaluate the success of your club's project.

Additional resources

The following organizations provide information about urban concerns and project resources but do not necessarily reflect the views of Rotary International.

Rotary and related programs

World Community Service

Links Rotary clubs needing project assistance with clubs in other countries to carry out community service projects.

E-mail: wcs@rotary.org

www.rotary.org/programs/wcs

UN organizations

World Habitat Day

Raises awareness about urban issues; observed on 3 October.

www.unhabitat.org/whd

United Nations Human Settlements Programme

Promotes socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all.

www.unhabitat.org

Best Practices Database

Offers solutions to common social, economic, and environmental problems of an urbanizing world through its searchable database.

www.bestpractices.org

UNDP Democratic Governance

Helps developing countries attract and use aid effectively, and encourages the protection of human rights and the empowerment of women.

www.undp.org/governance

UNESCO Urban Development Program

Seeks to increase the organization's contribution to urban public policies that respect, protect, and promote inclusiveness, social cohesion, and the concept of "right to the city."

www.unesco.org/shs/urban

United Nations Environment Programme

Urban Environment Unit

Supports governments in addressing key urban environmental issues at the national, regional, and global levels.

www.unep.org/dpdl/urban_environment

United Cities and Local Governments

Promotes the policies and experiences of local governments worldwide in key areas such as poverty, sustainable development, and social inclusion.

www.cities-localgovernments.org

World Bank Urban Development Program

Promotes sustainable cities and towns by promoting equity and improving the lives of the poor.

www.worldbank.org/urban

Urbanicity

Provides access to educational resources, conferences, and articles dealing with urban issues.

www.urbanicity.org

Nongovernmental organizations

Cities Alliance

A global coalition of cities and their development partners committed to increasing successful approaches to poverty reduction.

www.citiesalliance.org

Urban Institute

Analyzes policies, evaluates programs, and informs community development to improve social, civic, and economic well-being in nearly 30 countries around the world.

www.urban.org

Development Gateway

Provides easy access to online development information, including urban development.

www.developmentgateway.org/urban



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