



OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- 1. The development of acquaintance as an opportunity for service;*
- 2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;*
- 3. The application of the ideal of service in each Rotarian's personal, business, and community life;*
- 4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.*