

**Rotary Club of Philadelphia
NEW DIRECTIONS
STRATEGIC PLAN 2020-23**



In 2019, the Board of Directors began a strategic planning process. The aim was to assess our organization's current condition and develop a viable plan for the future in order to position the club to best meet our mission and goals over the next several years.

One of the inherent structural challenges is that Rotary Presidents change every year, making it difficult for the club's leadership to have sufficient time to both develop and achieve meaningful, longer-term goals. To the good, Rotary International recently adopted a resolution that recommends clubs form a permanent strategy committee to address these structural weaknesses.

More than 20 members contributed over 170 volunteer hours to the process which is quite remarkable. Participating members were honest, direct, and provided constructive feedback during the six formal planning sessions.

Since our founding more than 100 years ago, the Rotary Club of Philadelphia has experienced tremendous change, particularly in the past few decades. These world changes present both challenges and opportunities for the club both now and in the future. We have a long history to be very proud of. But, we know that we can also do better.

I am certain that our intelligent, devoted, and passionate members are committed to doing the work to ensure that there is a bright future ahead.

I wish to sincerely thank the Board of Directors, the Strategic Planning Committee, and the general membership who participated in this project.

Jay Pennie
President, 2019-21



(At top): Building affordable new homes with Habitat for Humanity in Philadelphia; (below): Gardening and yard work at Wyck Historic Home, Garden, and Farm

Our history:

The Rotary Club of Philadelphia is a social welfare organization and is part of Rotary International which has 35,000 clubs, 1.2 million members, and 16 million volunteers in 200 countries worldwide and whose mission is to create lasting change in our community, across the globe, and in ourselves.

The Philadelphia club was chartered on April 30, 1911, only the 19th club in the world. The Rotary Club of Philadelphia has a long and esteemed history. Two Rotary International Presidents were Philadelphia Rotarians: Glenn C. Mead, the first International President (1912–1913) and Guy Gundaker (1923–1924). Soon after the club began, the very active Philadelphia members had founded other clubs in Harrisburg, PA; Washington, DC; Baltimore MD, and Camden, NJ. Decades later, many of the more than 50 clubs in the Greater Philadelphia area can trace their roots back to the Rotary Club of Philadelphia.

Years ago, members established a charitable foundation to support the philanthropic mission of the club, guided by Rotary International's areas of humanitarian focus. In recent years, the Rotary Foundation of Philadelphia has been awarding about \$30,000 in grants primarily to charitable organizations. Members view the Foundation with great pride and is seen as one of the many strengths of the club.



(At top): Funded and distributed food with Rotary Club of Southwest Philadelphia-Eastwick for COVID-19 Emergency Drive;
(below, l. to r.): Packing Thanksgiving dinners for St. Christopher's Hospital for Children's Turkey Drive, serving patients' families in need;
Rotary International Presidents Guy Gundaker (1923–1924) and Glenn C. Mead (1912–1913)

Our Mission:

The Rotary Club of Philadelphia promotes ethical awareness and integrity, emphasizes the dignity of all job occupations and professions, supports and encourages younger and older people alike to share Rotary ideals, and works to advance international goodwill and peace. Philadelphia Rotary fosters strong fellowship and friendships among its community of business and professional leaders.

Our Vision:

The Rotary Club of Philadelphia focuses its outreach on those in need and those less fortunate primarily in its community and also via international activity. Our goal is to be one of Greater Philadelphia's most active humanitarian organizations that improve lives.

The Four-Way Test:

Of the things we think, say, or do: 1. Is it the truth? 2. Is it fair to all concerned? 3. Will it build goodwill and better friendships? 4. Will it be beneficial to all concerned?

Our work:

Rotary members across the globe believe that we have a shared responsibility to take action on our world's most persistent issues. Our 35,000+ clubs work together to: Support the environment; Promote peace; Fight disease; Provide clean water, Sanitation, and hygiene; Save mothers and children; Support education; and Grow support local communities.



Raising funds to help eradicate polio at "Painting for Polio" event

Our goals:

Strategic priority 1

PUBLIC IMAGE: Enlist the members to enhance public image to share Rotary ideals and the vision and activities of the club.

Strategic priority 2

COMMUNITY SERVICE: Develop and implement service projects that actively engage the membership and the community while enhancing and spreading the mission of the club.

Strategic priority 3

FELLOWSHIP: Engage current and new members to want to come to Rotary for fellowship and togetherness.

Strategic priority 4

MEMBERSHIP: Establish a growing and sustainable group of highly engaged members, who are representative of our diverse community and passionate about our mission and vision.

Strategic priority 5

LEADERSHIP: Develop a culture and process for attracting future high-quality club leadership who will support the vision, mission, and strategic plan.



Internationally, Rotary members contributed more than \$1.2 billion, to help immunize more than 2 billion children in 122 countries. Photo © Rotary International / Alyce Henson