

Unite through The Rotary Foundation

The Rotary Foundation's favourite workplace is every part of this world where people have to be saved. The Rotary Foundation has been crowned as the prime mover of Rotary's programmes worldwide. The Rotary Foundation is like the mesmerising spectacle of the juggler's act. A multitude of programmes create and maintain the rainbow arch. Service to the needy remains the currency of The Rotary Foundation whether it is healthcare or establishing a process for world peace. And, because tomorrow should never be an isolated monologue but must constantly dialogue with all our yesterday's programme, the future of the world is in a sense part of the future of The Rotary Foundation. That future could be empowering.

The Rotary Foundation needs your support, constantly. It is the most compelling reason why you are in Rotary. If you donate liberally to The Rotary Foundation it can lift the world to greatness. We see mankind wallowing in shallows and in misery. What we need now is a reinvigorated collective ambition amongst the Rotarians to donate to The Rotary Foundation.

Human beings are driven by ambition. They can achieve greatness or become arrogant as ambition can be a driver for peril. If people follow their own selfish interest it can all too easily slip into a celebration of greed and self-regard. When people are alert to the destructive powers of ambition, they can channelise their resources for the collective good of the society.

The Rotary Foundation, in its creation, embodied a modern world where the lives of people could be transformed for the better. The

programme of the foundation was worth pursuing if it would transform



Support the activities of The Rotary Foundation

the lives of the very lowest. That is exactly what is happening. There would be no modern foundation without the personal drive and vision of every Rotarian. When The Rotary Foundation was formed it had a broad social vision. This vision was sufficiently rooted in the grit and grime of local matters so as to be able to inspire the Rotarians. Today local community needs seldom mutate into important global projects and that is why the Future Vision Plan has been put in place.

India has over a billion people. There are many billionaires and millionaires which is a testimony to the entrepreneurial skills of our people. It may be hard to distinguish oneself as an individual in such a crowd. But you can distinguish yourself by contributing to The Rotary Foundation and be recognised for your generous help. Poor people in developing nations have ambitions but it is drowned in their daily struggle for water, food, employment

and shelter. Your contribution to The Rotary Foundation can make the ambitions of these people in India and other developing nations to be realised, sometimes spectacularly. If the parallel ambitions that are sprouting from the poor people are not realised because the opportunities to see them flower remain staggeringly unequal, then the country will slowly slip into chaos. Most of the demands for bifurcation of states today stem from people on one side complaining about the lack of opportunities.

On the one hand, we see that a middle class is richer than it has ever been. Yet some lack the corresponding will to direct their accruing riches towards projects that a society which is undergoing transformation, so desperately needs. Society exists and everyone of us belong to it. The Rotary Foundation is capable of transforming it for the better but that should be specified by your common deliberations and choices. Your choice to contribute every year to The Rotary Foundation will be the first step towards changing the world.

In 1905 the founding fathers of Rotary set out to bring people a little closer. In 1917 the creator of The Rotary Foundation set out to make the world a little smaller. In 2010 let us make The Rotary Foundation a superpower.



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