



THE 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:

FIRST **The development of acquaintance as an opportunity for service;**

SECOND **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;**

THIRD **The application of the ideal of service in each Rotarian's personal, business, and community life;**

FOURTH **The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.**