
Strategic Plan

Jubilee Edition

2017 - 2020



Rotary Club of Calgary West

My Passion. My Moments. Our Rotary.



Introduction.....3
 About Rotary Club of Calgary West.....3
 Purpose of Strategic Plan3

I. Vision, Mission & Core Values3
 Vision3
 Missions4
 Core Values4

II. Key Goals6
 How will we measure our successes?6

III. Strategic Priorities.....6
 What is our game plan?6
 • Accountability for Strategic Plan6
 • Club Culture & Mandates7
 • Flexibility & Membership.....7
 • Fundraising.....7
 • Projects7
 • Meetings8
 • Vocation8
 • Youth8



Introduction

About Rotary Club of Calgary West

The Rotary Club of Calgary West is a member of Rotary International. Rotary International is the world's first service Club organisation, with more than 1.2 million Rotarians in 35,000 Rotary Clubs worldwide.

Rotarians are leaders from all continents, cultures, and occupations who work to tackle some of the world's biggest challenges, locally and globally. We are united by common values and vision for the future as we focus on specific projects that will reach communities most in need. We adopt the motto *Service Above Self*.

Our club was founded *50 years* ago, in 1967. We have a long, proud tradition of service and fellowship.

Purpose of Strategic Plan

The purpose of this plan is to provide a direction for the work we do as a Club. It is intended to be aligned with the goals and objectives of Rotary International, District 5360, and most importantly, Calgary West Rotarians. It defines our objectives, priorities, and actions we will take to achieve our interests.

I. Vision, Mission & Core Values

Vision

The vision of Rotary International is to be universally recognised for our commitment to Service Above Self to advance world understanding, goodwill, and peace.

The vision of the Rotary Club of Calgary West is to “Make a difference, one project at a time.”

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Missions

Our mission as Calgary West Rotarians is to achieve the missions of Rotary International and of our District (5360) leadership.

The objectives of Rotary International, a worldwide association of Rotary Clubs, and of our Club, are to:

- Develop friendships as an opportunity for service.
- Adopt high ethical standards in business and professional life, and recognise the worthiness and usefulness and dignity of each Rotarian's occupation as an opportunity to serve society.
- Apply the ideal of service in each Rotarian's personal, business, and community life.
- Advance international understanding, goodwill, and peace, through a world fellowship of business and professional persons united in the ideal of service.

The mission of the District is to provide leadership in encouraging, supporting, assisting and empowering the Rotary Clubs of the District in advancing the objectives of Rotary.

We have adopted, as our unique contribution, this mission: To serve and to lead through local and international projects that enrich lives and brighten the future for all.

Core Values

Rotary's core values are all Rotarians' guiding principles, including each Calgary West Rotarian's priorities and actions within Rotary International and the District.

As a paramount guiding set of rules, we adopt the Rotary *Four Way Test* in all that we 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?

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Service

Our service activities and programs achieve greater world understanding and peace. Service is a paramount element of our mission. Calgary West's plans and actions create a *culture of service* that provides unparalleled satisfaction.

Fellowship

Individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts is limitless, it multiplies resources, and it enriches our lives and broadens our perspectives. Fellowship leads to tolerance and it transcends racial, national, and other boundaries.

Diversity

Rotary unifies all people, globally, in the ideal of service. We will broaden our diversity of vocations within our membership and in our activities and service work. We will reflect our business and professional community, and this will continue our impact in the future.

Integrity

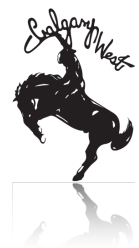
Calgary West is committed to, and we expect, accountability from our leaders and fellow Calgary West Rotarians, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

Calgary West is a fellowship of individuals who are leaders in their fields. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

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II. Key Goals

How will we measure our successes?

In this strategic plan, we have adopted the following goals to achieve between 2017-2020:

A. Membership

Maintain at least 80 members, and grow membership by 5% (net) each year between 2017-2020.

B. Participation

Each new member will participate in a committee, a project, or both. Or, instead, they could bring a new project to the club as a champion.

Membership Committee will provide quarterly reports to the Board on these aspects, with recommendations for the Board to meet this goal.

C. Fundraising

Increase net fundraising by 5% per year.

III. Strategic Priorities

What is our game plan?

Calgary West Rotarians have confirmed the following priorities to achieve Calgary West's overall strategic direction, including the Key Goals identified above for 2017-2020.

• Accountability for Strategic Plan

The Board will provide to Calgary West Rotarians periodic, transparent, accessible reporting on its successes and progress in achieving the directives of this Strategic Plan.

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• Club Culture & Mandates

Calgary West and its Rotarians will encourage more membership participation and involvement in Club activities and direction. To achieve this, the Board will ensure that experienced leaders in the Club are made available to the members as resources.

• Flexibility & Membership

New members are a priority. Flexibility is our way to lead in membership growth. We will:

- Interact frequently with new members, and listen to, and be guided by, their voices.
- Have a strong Mentorship Program.

A New Members' Committee (automatically including all Calgary West Rotarians <2 years) led by a New Members' Committee Chair (a senior Rotarian), and including at least one other senior Rotarian, will be struck to achieve these priorities.

• Fundraising

We will increase fundraising revenues and efficiency, including leverage multiplication through matching grants, to fund new project opportunities and to expand the Club's support of programs in all Avenues of Rotary Service. We will evaluate existing projects to maximise efficiencies, including appropriate limitations or stimuli on project investment. We will attempt to build a new fundraising project that raises at least \$50,000/annum (net).

• Projects

We will aim to make each project a 'signature project' that addresses an identified need, reflects club action priorities, and visibly demonstrates its impact. Each project will have at least one club champion. Project partnerships are encouraged, to maximise impacts. Available funding will be taken into account, to ensure the cumulative and comprehensive success of all projects underway, and without negative impacts to existing projects.

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• Meetings

Calgary West will maintain an outstanding speaker programme. Meetings will also include project updates and reports on our other successes.

• Vocation

Calgary West will deploy its leadership and expertise to solve social and vocational issues. To achieve this, we will:

- Seek further opportunities to partner with local educational institutions to regularly deliver mentorship and guidance, including allocating fundraising and bequest revenues to youth scholarships.
- Continue the practice of inviting member interviews during meetings, so all members learn each others' respective vocations.

• Youth

Youth service and development is a cornerstone of Calgary West's priorities. In addition to the existing suite of youth projects, local youth projects are a focus area.

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