

## **Preamble**

The Club Vision and Goals as set out below, were established from input received at the Club Council held on April 8, 2013. Members reviewed the 2011/2012 document and provided revisions/additions to reflect the Club's current direction. The goals as outlined highlight those that received the highest ranking. They are to be implemented over the course of the next year and beyond, subject to regular review/revision by the Board and through Club consultation at a future Club Council.

## **VISION**

The Rotary Club of North Bay will continue to serve as a premier Service Club for our community's service-minded individuals and leaders of all ages, who enjoy each other's company, fellowship and fun in working together – collectively committed to Rotary's motto – "*Service above Self*". Our Club envisions a community that embraces support and respect for children and youth with special needs, and families and seniors in need – in the community, the country and internationally.

Specifically:

- Together, as a diverse group, using our skills, time and resources, we serve and partner with our community and world beyond to effect positive change.
- We embrace the use of technology to reach members, prospective members and partners through local and social media.
- We focus on identifying and engaging individuals and community leaders, our club will provide opportunities for our members to support youth, elderly, non-traditional groups and international projects (such as education, literacy, clean water).
- We support of youth in leadership skills and knowledge development.

## **GOALS**

The Club has established the following goals in support of the Vision.

### **Avenue: Club Service**

Leadership: Succession Planning for Board and Committee Chairs.

Long-term involvement in leadership roles (i.e. 5 years).

Promote fellowship functions (some in place of Club meetings); and include invitations to Rotarian family members, members of the other 2 local Clubs and the spouses of deceased Rotarians.



**Avenue: Vocational Service**

Membership: Club Size of 100

Ensure the following Club attributes are enhanced or achieved:

- Membership that is diverse (i.e. reflects the community), vocational, age and gender balanced; committed; sensitive to needs of community;
- Partnerships with existing youth groups (specifically Rotaract) with vocational focus; and establishment of an Interact Club;
- Reaching out to non-traditional groups (e.g. Aboriginal);
- Scheduling interesting and relevant programs/speakers (Rotary and non-Rotary).

Improve and increase Communications/Public Relations – both internal (ClubRunner) and external through our website, social media (Facebook Page), and contact with the media – all to promote Rotary’s image, visibility and current/future meeting programs and projects (i.e. tell the story about the “*Good Work of Rotary*”).

**Avenue: Community Service Projects A**

Support disadvantaged youth and seniors.

**Avenue: International Service**

Rotary Foundation: 100% sustaining members; 5 new Paul Harris Fellows [PHF’s] per year.

Support /educate families in the developing world (programs).

Increase collaboration with the District and other Clubs on projects; including leveraging of funds (i.e. Rotary Foundation).

Support Sustainable Micro-financing Program.

Support Shelterbox Program (District Ambassador).

**Avenue: Youth Service**

Participate in joint Rotaract/Rotary projects.

Maintain Club participation in Rotary International [RI] Youth Exchange Program.

Participate in Rotary Youth Leadership Awards [RYLA].

**Rotary’s Camp Tillicum Inc.**

Support the use of the Camp with the focus on youth organizations.

Support the proposed renewal plan to construct a new facility to ensure the long-term use and viability of the property.