

親愛的扶輪社友，

扶輪是一個龐大而錯綜複雜的組織。當這一期的英文扶輪月刊付梓時，我們有 35,633 個扶輪社、120 萬社員，幾乎遍及全世界每個國家。成千上萬人參與各種扶輪計畫，例如扶輪青年服務團、扶輪少年服務團、青少年交換、扶輪青少年領袖獎、扶輪社區服務團、扶輪和平中心，及許多當地和基金會支持的全國、地區及當地計畫。扶輪的名字每一年出現在無數的計畫，從血庫、食物庫、學校衛生設施到根除小兒麻痺。第一個扶輪社建立之後一百一十三年，扶輪服務實際上遍及全球各地。

扶輪服務每天及每週的表現如何，在不同地域、國家及扶輪社，可能大不相同。每個扶輪社都有自己的歷史、工作優先順序，及自我身分認同。因此，扶輪社員們的身分認同，及每個扶輪社員對於他們的服務所持的目的，同樣也有許多差異。這沒有什麼不對，因為扶輪在設計上是一個非中央集權式的組織，目的在使每個扶輪社員及每個扶輪社皆能以最適合他們的方式來服務。

事實上，多樣性使我們如此的強大，同時也構成我們單一組織身分認同的挑戰。許多人聽說過扶輪，但是他們對於扶輪在做什麼、扶輪如何組織、以及扶輪存在為何等，仍然沒什麼概念。這實令人驚奇。甚至在扶輪內部，許多社員對於我們的龐大組織、我們的目標、或我們的計畫的規模及涵蓋範圍，都欠缺完整的瞭解。這些挑戰隱含重大意義，不僅就我們是否有能力提供最有效的服務，而且是否有能力增加社員、締結夥伴關係、以及擴大服務等公共形象，至為重要。

數年前，扶輪開始一項嚴謹的跨組織行動來處理這些問題，設想方法來強化我們的視覺及品牌身分。今天，我們正在使用那些方法來發展我們的「採取行動的人」公共形象運動，藉由這個運動來展示扶輪帶給我們每一個人在自己社區及其他地方改變的能力。去年 6 月，國際扶輪理事會表決通過新的願景聲明，反映我們的身分認同以及一個能夠整合我們多樣性工作的單一目的。

同心協力，我們看到在這個世界人們能團結起來並採取行動，在全球各地、在我們的社區以及在我們自己身上，創造長遠的改變。

不論我們住在何處，不論我們說何種語言，也不論我們的扶輪社所做的事物，我們的願景是相同的。我們都看到一個可以變得更好的世界，而且我們能協助把它變得更好。我們之所以在扶輪，是因為扶輪給我們機會去建立我們想要看到的世界——攜手邁進，採取行動，透過扶輪：「改善世界」。



**Ian H.S. Riseley 萊斯禮**  
國際扶輪社長



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## DEAR FELLOW ROTARIANS,

**R**otary is a massive, and massively complex, organization. As this issue of *The Rotarian* goes to press, we have 1.2 million members in 35,633 clubs in nearly every country of the world. Hundreds of thousands of participants are involved in Rotary programs such as Rotaract, Interact, Youth Exchange, Rotary Youth Leadership Awards, Rotary Community Corps, Rotary Peace Centers, and a host of local and Foundation-supported projects and programs at the national, district, and local levels. The name of Rotary is attached to countless projects every year, from blood banks to food banks, school sanitation to polio eradication. One hundred thirteen years after the first Rotary club was founded, Rotary service reaches literally around the globe.

What that service looks like on a daily and weekly basis can vary enormously by region, country, and club. Each club has its own history, priorities, and identity. It follows that the identity of Rotarians, and the purpose each Rotarian sees in his or her service, similarly has a great deal of variation. There's nothing wrong with that, as Rotary is by design a decentralized organization, intended to enable each Rotarian and each Rotary club to serve in the ways that suit them best.

Yet the diversity that makes us so strong can also pose challenges to our identity as an organization. It is no surprise that many people who have heard of Rotary still have little idea of what Rotary does, how we are organized, or why we exist at all. Even within Rotary, many members have an incomplete understanding of our larger organization, our goals, or the scope and breadth of our programs. These challenges have significant implications, not only for our ability to serve most effectively, but also for the public image that is so essential to our ability to build our membership, partnerships, and service.

Several years ago, Rotary launched a serious effort across the organization to address these issues, developing tools to strengthen our visual and brand identity. Today, we are using those tools to develop our People of Action public image campaign, which showcases the ability that Rotary grants each of us to make a difference in our communities and beyond. Last June, your Rotary International Board of Directors voted to adopt a new vision statement, reflecting our identity and the single purpose that unites the diversity of our work.

*Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.*

Wherever we live, whatever language we speak, whatever work our clubs are involved in, our vision is the same. We all see a world that could be better and that we can help to make better. We are here because Rotary gives us the opportunity to build the world we want to see – to unite and take action through *Rotary: Making a Difference*.



**IAN H.S. RISELEY**  
President, Rotary International



### ON THE WEB

Speeches and news from  
RI President Ian H.S. Riseley at  
[www.rotary.org/office-president](http://www.rotary.org/office-president)

