

ROTARY INTERNATIONAL®



TURKEY



NIGER



INDIA



CAMBODIA



KENYA



SOUTH AFRICA



PAPUA NEW GUINEA

# WORLD COMMUNITY SERVICE

A GUIDE TO ACTION



*World Community Service: A Guide to Action (742-EN)* is intended for Rotary clubs seeking project assistance or wishing to support an international service effort. It will help Rotarians

- Recognize the value of World Community Service (WCS)
- Understand the characteristics of an effective WCS project
- Become familiar with the process of starting and supporting a project
- Learn about ProjectLINK
- Identify resources to help with project planning and implementation
- Grasp the importance of good stewardship and program administration

Although this handbook focuses on Rotary clubs, the information it provides also applies to districts.

Questions regarding the WCS program can be sent to [international.service@rotary.org](mailto:international.service@rotary.org).

# CONTENTS

What Is World Community Service?	3
Seeking Support	5
Supporting a Project	9
Working with Donated Goods	13
Disaster Relief and Recovery	15
Project Resources	17
Publicizing a Project	21
Program Administration	23
Frequently Asked Questions	26

## WHAT IS WORLD COMMUNITY SERVICE?

A World Community Service (WCS) project involves Rotary clubs from two or more countries uniting to serve one of their communities. Through the WCS program, clubs searching for international assistance can publicize their project needs to other clubs around the world. Likewise, clubs looking to support an international project can use WCS resources to locate a suitable candidate. By advancing international understanding and goodwill through service, WCS reflects the heart of Rotary and provides exciting, challenging, and rewarding opportunities to Rotarians.

### Program History and Goals

The WCS program was officially launched in 1967. Since then, thousands of WCS projects have been completed, and millions of dollars in funds and supplies have been donated annually by Rotary clubs to support them.

The WCS program aims to

1. Improve the quality of life of those in need through international service
2. Encourage cooperation between clubs and districts in different countries as they carry out international service projects
3. Provide an effective framework for exchanging information regarding project needs and assistance
4. Increase awareness among Rotarians of international development and cultural issues as well as the importance of implementing projects that help people help themselves
5. Assist participants in related Rotary International and Rotary Foundation programs

6. Educate Rotarians about WCS project funding opportunities available through the Foundation and other sources
7. Communicate successful WCS experiences to other Rotarians
8. Foster international understanding, goodwill, and peace

The RI Board recommends that when clubs develop programs for World Understanding Month in February, they structure at least one around WCS.

WCS projects should adhere to the following criteria:

1. The project is humanitarian in nature.
2. Rotarians in two or more countries are involved.
3. The project is located in one of these countries.

### Getting Involved

Rotary clubs that get involved with WCS find that the program's benefits extend far beyond the communities where their projects take place. WCS offers clubs an opportunity to

- Undertake more ambitious projects
- Empower all participants in service efforts
- Develop closer ties with Rotarians abroad
- Further international understanding and goodwill
- Address global concerns



### WCS in Action!

*Schoolchildren in Thailand receive shoes through WCS project*

The Rotary Club of Banmi, Lopburi, Thailand, has raised funds to purchase shoes for more than 500 children. Before this donation, many students in the area walked barefoot to and from school each day — some as many as 6 kilometers (3.7 miles). The durable and well-fitting shoes prevent injuries and boost the children's self-esteem at school. Through a listing on ProjectLINK, the Rotary Club of Banmi has secured ongoing funding from multiple clubs.

Many clubs start participating in WCS because of informal contacts among Rotarians. A Brazilian Rotarian might meet a French club member at an RI Convention, for example, and after they discuss their clubs' service work, a WCS project idea is born. Or a Canadian Rotarian may travel on business to the Philippines and make up a meeting there. Once the Canadian Rotarian starts talking about project ideas with local club members, another WCS project develops.

ProjectLINK is another way Rotarians can get involved in WCS. This searchable database, available at [www.rotary.org](http://www.rotary.org), lists hundreds of club and district community service projects worldwide in need of funding, volunteers, donated goods, and partners for Rotary Foundation Matching Grants. It also offers a list of model projects, which can be a source of best practices. Information about seeking assistance for or supporting a project through ProjectLINK is provided in the next chapters.



Alyce Henson/Rotary Images

## SEEKING SUPPORT

### Starting a Service Project

The most effective WCS projects involve thorough planning and analysis, the use of all available resources, and good communication. *Communities in Action/Menu of Service Opportunities Kit (605-EN)* can help you plan a project that other clubs want to support.

To be successful, your service project should

#### Address a Community Need

Begin by meeting with community members to learn about the issues they consider priorities. Also consult the Web-only publication *Community Assessment Tools*, which offers a variety of effective techniques for determining community needs.

#### Provide a Sustainable Solution

Rotary clubs are encouraged to implement service projects that provide long-term solutions to chronic problems. For example, donating books to a classroom would be a worthwhile project, but establishing a school library staffed with local volunteers could benefit students for years to come.

#### Be Managed Properly

Plan your project carefully by creating a proposal, establishing goals and a timeline, determining club members' roles and responsibilities, and developing a budget. As the project is carried out, monitor and evaluate its progress. Provide donors with progress and final reports.



Alyce Henson/Rotary Images

### PROJECT TIP

#### Technology

If your project involves technology, such as providing computers, be sure that staff is available to offer ongoing training and to maintain the equipment.

## Listing a Project on ProjectLINK

A ProjectLINK listing is a way to publicize a project's need for financial support, donated goods, or volunteers. Listings feature a brief project description, project needs, and project contact details. Donors are advised to contact the local project coordinator for additional details.

### ProjectLINK Registration Guidelines

The guidelines below will ensure that ProjectLINK remains a valuable tool for Rotarians looking to get involved in international service. Projects are listed for two years and are eligible for ongoing re-registration.

1. The in-country Rotary club or district serves as the project host sponsor. Clubs and districts that wish to list a project in the database but are outside the project country should work with an in-country club or district to register it.
2. Project information must be submitted on the *ProjectLINK Submission Form* (784-EN). See the following section for details.
3. To ensure that potential partners receive the correct project information, the host sponsor must immediately notify RI World Headquarters if the project contact or scope changes.
4. Project contacts must be Rotarians who can respond promptly to inquiries about the service effort. When clubs do not receive responses, they can become reluctant to support the current project and others in the future.
5. Clubs may have up to five projects registered on ProjectLINK at any given time, including those listed on behalf of a Rotary Community Corps, Rotaract club, or Interact club.
6. The club president must endorse all club-sponsored projects. The district governor must endorse all district-sponsored projects.

## Tips for Completing a Project Form

Correctly completing the *ProjectLINK Submission Form* is essential to effectively listing a project on ProjectLINK. Remember these tips:

- Describe the community the project will serve and the need it addresses. Does the community struggle with unemployment? Does the community lack basic services?
- Explain the project in detail. If your club would like to implement a literacy program, for example, discuss what it will entail. Where will the classes be taught? Who will teach the courses? What materials will be needed? How will the project become self-sustaining?
- Provide information about club and community participation. What goods, services, and funds, if any, will your club contribute to the project? Who will oversee the project's daily operation? Will community groups other than your Rotary club participate?
- Specify whether the project requires financial contributions, donated goods, volunteers, or a Matching Grant partner.
- If requesting financial contributions, provide a detailed, itemized list of necessary goods and services and their individual costs in addition to the total cost of the project.
- Be realistic when seeking funding. Requests for US\$10,000 or more are unlikely to be fulfilled. If your club has decided to undertake a large-scale project, consider completing it in stages to increase the chances of securing gradual partial funding.

- If your club is seeking donated goods, include the common name for each item as well as information about the local availability of parts and services. For books, specify the subject, language, and reading level. Also provide details about customs procedures and import duties, and state whether you can assist with shipping. For additional advice on donated goods, refer to the "Project Resources" section.
- If your club is requesting volunteer assistance in addition to financial contributions or donated goods, specify the number of volunteers needed, the time of year they should arrive, how long they should stay, and the skills they should have, including required language proficiencies.
- Indicate whether your club can offer home hospitality, meals, or transportation to volunteers.
- Specify a club member who will act as the project contact. This person should be easily reached, be able to respond to all inquiries promptly, be committed to the project for its duration, have access to e-mail/fax whenever possible, and be able to communicate in one or more of the languages in which they might receive inquiries.
- Include any additional project information. Web sites, photos, and other promotional materials are all helpful.
- Obtain the club president's or district governor's signature before submitting the form.

Guatemala

Sponsor Rotary Club — (project number W00000)

An impoverished rural area of over 60,000 residents desperately needs an ambulance. The nearest hospital is more than 25 kilometers away. Without an ambulance, the travel time to the hospital can be fatal in a medical emergency. The sponsor Rotary club would like to assist the community by purchasing an ambulance to transport patients to the hospital to receive care more quickly and ultimately save lives. The club will contribute US\$3,500 toward the project and pay for maintenance expenses.

International needs: US\$15,000 total. US\$12,000/ambulance. US\$2,500/medical equipment and supplies. US\$500/stretchers.

## SUPPORTING A PROJECT

Selecting an international service project to support can be daunting, but knowing what makes a project successful can help. You may want to start by consulting RI's *Communities in Action/Menu of Service Opportunities Kit* (605-EN), which offers information that can help you evaluate projects and identify the best one for your club. The following questions can also help your club narrow its search:

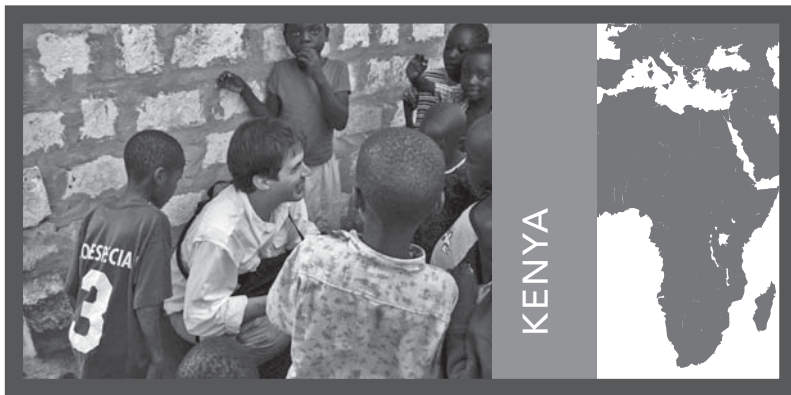
- Do club members have an interest in a particular part of the world?
- Do members have an interest in a certain type of project, such as one that involves literacy, water, or microcredit? If so, can a presidential resource group or Rotarian Action Group provide information about successful projects in that category?
- What professional or vocational expertise do club members have? If your club comprises many medical professionals, perhaps a health project would be appealing.
- Do club members have friends or know of fellow Rotarians in another country?
- Does your club have a relationship with Rotarians through a Group Study Exchange or Rotary Friendship Exchange? Is your district sponsoring Rotary Foundation Ambassadorial Scholars? If so, they may be able to give you a firsthand account of the pressing needs in their country or tell you about an international project with which they're familiar.
- Have you considered addressing one of the eight UN Millennium Development Goals?
- Have you sought advice from clubs with expertise or experience in international projects?

### UN MILLENNIUM DEVELOPMENT GOALS

Consider a project that addresses one of the UN Millennium Development Goals:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria, and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

Learn more about the goals at [www.un.org/millenniumgoals](http://www.un.org/millenniumgoals).



### WCS in Action!

*WCS project helps Kenyan schools*

In Kenya, the Kilifi Kids project was initiated by the Rotary Club of Kilifi in partnership with the Rotary Club of Vinings, Georgia, USA, and support from multiple U.S. Rotary clubs. The project aims to improve the education and health of primary and secondary students in Kilifi, a town in one of Kenya's poorest regions. The clubs have already established a high school scholarship program and donated equipment and resources to local schools, and will provide deworming medication to undernourished children.

## PROJECT TIP

### Stay in your comfort zone

If your club has never been involved with an international service project and is feeling apprehensive about sending large amounts of money or goods overseas, then choose a smaller project or one that is being implemented in phases. Clubs with limited financial resources may want to work with other clubs in the district to raise funds.

## Finding a Project to Support on ProjectLINK

Rotarians who would like to support a project can choose to select from the hundreds registered through ProjectLINK, which is updated monthly. Projects are searchable by keyword, country, type, status, or resources needed, such as donated goods, financial support, Matching Grant partners, or volunteers. Local project coordinators can be contacted directly for additional details and photos.

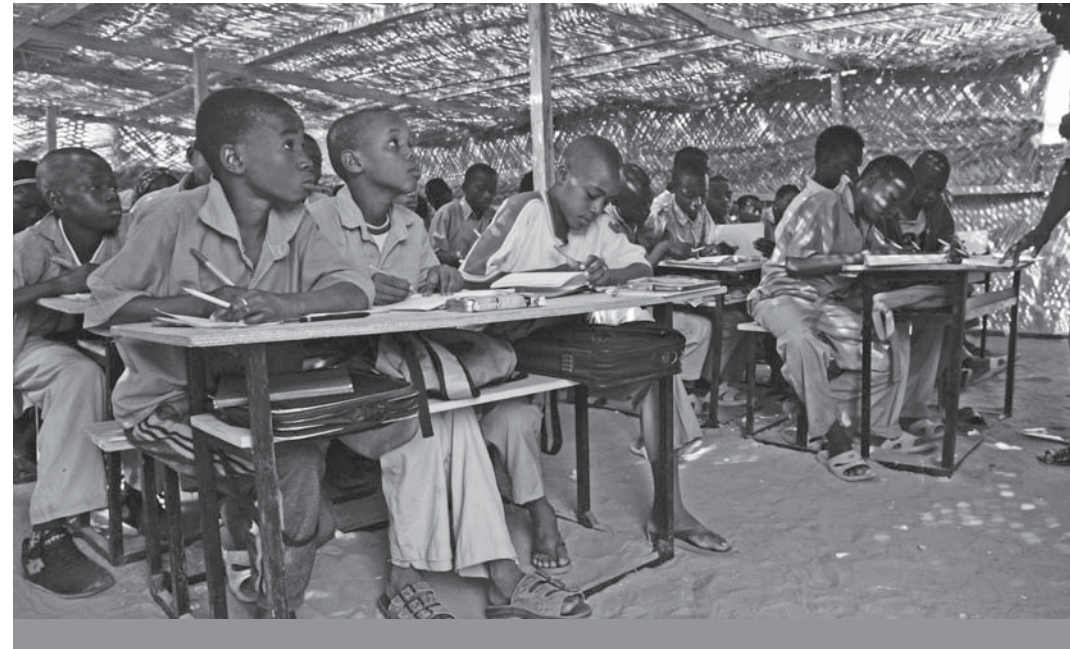
Though ProjectLINK is a great resource, please remember that Rotary International is not able to endorse any of the efforts posted (or any other specific Rotary club project). Donors should always check with the local Rotary club to find out more about a project's needs.

## Working with the Project Host Sponsor Club

Once your club has selected a project, you'll want to contact the host sponsor. The following advice will help ensure a successful partnership:

- Choose one club member to serve as the primary contact. If possible, this Rotarian should speak the language of the host sponsor club and be able to translate correspondence into that language.
- Maintain contact through e-mails, faxes, or phone calls rather than letters.
- Make your expectations clear; communication is essential.
- Learn about the culture of potential project partners.
- Request documentation from the host sponsor club. As a donor, it is appropriate to request lists of itemized costs, receipts, reports, and before and after photos.
- Consider visiting the project site, if possible. The trip would be a great opportunity to build international fellowship and share expertise.
- Keep the district governor and district WCS committee chair aware of the project's status.

If you decide not to support a project, please inform the host sponsor promptly so it can seek assistance from another source.



Alyce Henson/Rotary Images

## Sending Financial Contributions

Clubs contributing financially to a project can either send the funds directly to the host sponsor club or, if that project is listed on ProjectLINK, route them through RI World Headquarters or their international office.

For contributions sent directly to the host sponsor club, be sure to confirm the club's preferred payment method. In some cases, an electronic funds transfer may be faster and more secure than a check.

Remember to keep all transaction records and communicate payment information to the recipient.

If your club chooses to route its donation through RI, please use the World Community Service Remittance Form, available at [www.rotary.org](http://www.rotary.org). Make checks payable to Rotary International, and mail them to the address listed on the form. Be sure to specify the WCS project number from the ProjectLINK listing on the *WCS Remittance Form*.



## WORKING WITH DONATED GOODS



Rotary International

If your club is seeking donated goods or has specific goods to offer, utilize ProjectLINK to publicize this need or identify projects seeking specific items. Ensure your donation efforts are successful by reviewing the donations-in-kind information sheets: *Beneficiaries: Planning for Success*; *Donors: Planning for Success*; *Project Planning Tips*; and *Project Follow-up: An Important Final Step* available at [www.rotary.org](http://www.rotary.org). Consider the following guidelines:

- Make sure any donated equipment is appropriate to the situation. An expensive X-ray unit is of little use if there is no one available to install, service, and operate it.
- Avoid sending medicines and other goods that have expiration dates or special temperature requirements. Despite good planning, shipments can be delayed in the port for months, rendering the goods unusable.
- The donor and recipient club should work together to make all necessary arrangements. Pay special attention to the logistics of transporting the items; sometimes shipping companies, the military, large corporations, or other nonprofit organizations will donate transportation. You may also be able to apply for a Matching Grant to help with shipping expenses.
- Inform government officials about the project and the goods that will be arriving in advance. Donors should not overstate the value of goods on customs documents. If you are unsure of the value, try contacting the manufacturer for information. If a club is contributing used goods, confirm that the government allows such donations into the country.



Alyce Henson/Rotary Images

- Monitor the arrival of goods. Donors should provide recipients with a copy of the detailed inventory and shipping records.

Before sending donated items determine if the same items can be bought in the project country rather than having donors ship them internationally. It is often cheaper and better for a community's economy to purchase goods locally. For example, it might cost US\$150 to ship a hospital bed from the United States to Latin America, whereas the same bed could be purchased locally for \$100. If shipping is the best option, however, be prepared to monitor the arrival of the goods, and request a copy of the detailed inventory and shipping records from the donor.

If you are seeking information about organizations that work with donations-in-kind refer to the Donations-in-Kind Organizations List at [www.rotary.org](http://www.rotary.org).

## DISASTER RELIEF AND RECOVERY

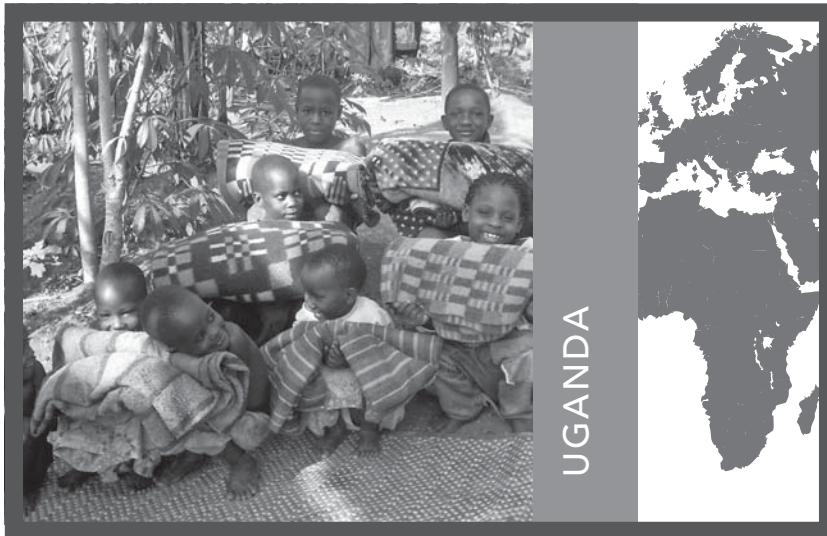
Rotarians around the world have successfully implemented and supported efforts to assist victims of natural disasters. Through local club and district efforts, they've been able to donate funds; send shipments of food, clothing, and medicine; and volunteer their expertise.

ProjectLINK can help your club publicize and find disaster preparedness, relief, and recovery projects. To list disaster preparedness, relief, or recovery efforts

on ProjectLINK, submit a *ProjectLINK Submission Form (784-EN)* to RI. Remember that Rotary clubs and districts wishing to provide emergency aid after a disaster are encouraged to work with international relief agencies that are equipped to allocate money quickly and effectively.



Alyce Henson/Rotary Images



Rotary Club de Kalisizo

### WCS in Action!

*AIDS orphans cared for in Uganda*

The HIV/AIDS pandemic has destroyed countless lives and livelihoods. In Uganda, the Rotary Club of Kalisizo sponsors a project in the Rakai District to provide for children orphaned by AIDS. With financial assistance from clubs in Italy and the United States, the children regularly receive school supplies and other necessities, such as blankets, to help them attend school and live more comfortably.

## PROJECT RESOURCES



Alyce Henson/Rotary Images

### Fundraising

Whether your club needs assistance with a service effort or is offering support to a project in need, be sure to explore all fundraising options. Other nonprofit organizations and government assistance programs sometimes can offer funding. For example, the Canadian International Development Agency often works with Canadian Rotarians to support WCS projects.

Also consider planning a local fundraising event to raise money for the project. Review some of the model projects listed on ProjectLINK for ideas and tips, and contact your district WCS committee chair who can provide advice and help your club find support.

Read more about fundraising in the *Communities in Action/Menu of Service Opportunities Kit* (605-EN).

### Humanitarian Grants

As you begin to develop your WCS project, remember that it may be eligible for funding through The Rotary Foundation Humanitarian Grants Program. Find detailed descriptions and deadline information for all grants at [www.rotary.org](http://www.rotary.org).

Before applying for a grant, check with Foundation staff to ensure that the project meets eligibility requirements and that your club is in good standing with RI. Then carry out the applicable grant procedures. If your application is approved, be sure to follow the Foundation's instructions for submitting any required contributions.

Though many clubs receive grants from The Rotary Foundation, projects listed on ProjectLINK are not preapproved for funding. All clubs seeking Foundation support must go through a separate application process and meet eligibility criteria. Nevertheless, ProjectLINK can help if your club is looking for a Matching Grant partner. Clubs that are registering a WCS project can indicate on the *ProjectLINK Submission Form* that they are seeking a partner for a Matching Grant. Clubs looking to support an existing project by serving as a Matching Grant partner can check the appropriate box in the ProjectLINK search engine.

Funds donated toward grants that require contributions from clubs or districts, including Matching Grants, may count toward Paul Harris Fellow Recognition from the Foundation. However, financial contributions for WCS projects that do not involve Foundation grants do not qualify for Paul Harris Fellow Recognition.

Rotarians can e-mail questions about Rotary Foundation humanitarian grants to the Foundation's Contact Center at [contact.center@rotary.org](mailto:contact.center@rotary.org); Rotarians in Canada and the United States can also call 866-976-8279 (toll-free).

## Partnering

The WCS program is not limited to Rotary clubs. Rotary Community Corps and Rotaract and Interact clubs also make valuable contributions to WCS activities around the world. Other organizations can be potential collaborators as well. As you plan your club's project, consider the information on partnership possibilities below, and find further guidance at [www.rotary.org](http://www.rotary.org).

### Rotary Community Corps

A Rotary Community Corps (RCC) can be an excellent source of local support for a WCS project. Each RCC is sponsored by a Rotary club, which provides guidance and support. Its members are non-Rotarian men and women who believe in Rotary's spirit of service and have a desire to help their community. An RCC undertakes at least two projects each year: one serving the community and the other promoting recognition of the dignity and value of all useful occupations.

Because RCC members serve their own communities, they feel a strong sense of responsibility for the success of a project. Working with an RCC ensures that those who are living with a community's problems and who understand its priorities and resources are fully involved in finding solutions.

Your club can incorporate an RCC into its WCS activities in several ways. For example, it might wish to help a community establish a revolving loan fund so residents can increase agricultural production or start small-business ventures. As each of the small loans is repaid, more loans would be made to other residents. The community would need some kind of structure to manage the fund, and that's where the Rotary Community Corps would come in. Rotarians in your club could work with its members to provide business advice, marketing assistance, training in bookkeeping — all the skills necessary for overseeing the project.

Learn more about RCCs in the *Rotary Community Corps Handbook (770-EN)*.

### Rotaract and Interact Clubs

Rotaract and Interact clubs not only carry out their own WCS projects but also cooperate with Rotary clubs to plan and implement WCS activities, usually by providing financial contributions and volunteering their time. Such collaboration often makes WCS projects even more successful.

### Non-Rotary Community Organizations

Many organizations share common goals with Rotary. By combining its resources with another organization, your club may be able to carry out more comprehensive projects. If your club plans to establish a medical clinic, for example, it may wish to partner with a local community health organization. If your club would like to work toward ending hunger, it might work with a nongovernmental organization specializing in hunger relief such as the World Food Programme.

## Rotary Volunteers

Rotary Volunteers are Rotarians and non-Rotarians who have expressed a willingness to help carry out Rotary club and district service projects. With expertise in a variety of areas, including administration, community development, education, food production, water and sanitation, and health, these volunteers have a vast array of abilities and a wealth of experience to share. As an added bonus, Rotary Volunteers who have served abroad are typically very enthusiastic about publicizing the project and mobilizing support upon return.

Clubs can find volunteers with specific skills through the Volunteers Database at [www.rotary.org](http://www.rotary.org). Those interested in serving on an international project have registered their skills and availability with Rotary International and been endorsed by their local Rotary club and district.

If you or a member of your club has expertise to offer to WCS projects in other countries, consider registering as an international Rotary Volunteer by submitting the *Rotary Volunteers Registration Form (284-EN)*. Learn more in the *Rotary Volunteers Handbook (263-EN)*, and don't forget to search ProjectLINK for WCS projects seeking volunteers.

## RI Publications

All the forms and publications listed in this handbook are available for download at [www.rotary.org](http://www.rotary.org). You also can order them online at [shop.rotary.org](http://shop.rotary.org), by e-mail at [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org), or through your international office. Because the information in this and other publications is subject to change, be sure to consult the RI Web site for the most up-to-date information.

### Communities in Action/Menu of Service Opportunities Kit (605-EN)

Includes *Communities in Action: A Guide to Effective Projects* and its companion, *A Menu of Service Opportunities*. *Communities in Action* is Rotary's comprehensive resource for selecting, planning, implementing, and evaluating service projects. *A Menu of Service Opportunities* offers information on nine key issues of global concern as identified by the RI Board of Directors.

### Community Assessment Tools (Web only)

Designed to provide clubs with simple ways to evaluate needs in their communities and improve their service projects.

### Disaster Relief and Recovery Organizations List (Web only)

Extensive list of disaster relief organizations, including Rotary club- and district-sponsored programs, designed to help clubs and districts identify relief groups working in disaster areas.

### Donations-in-kind Information Sheets (Web only)

Detailed guidelines for clubs interested in supplying or receiving goods, as well as extensive information.

### Donations-in-kind Organizations List (Web only)

A list of organizations that may be able to help with a WCS project involving donated goods.

### International Service Projects Brochure (616-EN)

List of helpful RI and Foundation resources for clubs interested in starting an international service project.

### Rotary Community Corps Handbook (770-EN)

Guide to establishing and administering a Rotary Community Corps and implementing RCC projects.

### Rotary Community Corps Brochure (779-EN)

Provides a general overview of the program, including case studies and instructions for organizing a corps.

### Rotary Community Corps: Changing Lives. Shaping the Future (780-EN)

Designed for Rotary clubs to distribute locally to generate interest in community service and increase membership in RCCs.

### Rotary Volunteers Handbook (263-EN)

Information and guidelines for local and international volunteers, project sponsors, and committee chairs.

### Rotary Volunteers Registration Form (284-EN)

Registration form for individuals who wish to serve abroad.

### ProjectLINK Submission Form — Project in Need of Assistance (784-EN)

For clubs wishing to register a project in need of assistance on ProjectLINK.

## PUBLICIZING A PROJECT

Publicizing your project is essential for finding the support you need and sharing your project's success. Here's a list of tools for getting the word out.

### Promotional Materials

Create a simple flier, brochure, or postcard to distribute at meetings, conferences, and conventions. Produce a PowerPoint presentation, slideshow, or short video about the project site and recipients. Always have photos on hand to share with potential donors.

### Internet

Develop a Web site, blog, or social networking site account for the project. Consider posting a promotional video on YouTube with a link to your club's Web site for visitors seeking more information.

### Speaking Engagements

Offer to talk about the project at Rotary club meetings, district conferences, and other events while traveling. You can also promote it at the RI Convention, International Assembly, Rotary institutes, and intercountry committee meetings.

### International Project Fairs

Attend or hold a project fair, which gives Rotarians the opportunity to promote their clubs' projects and establish partnerships face-to-face. Fairs are held both independently and in conjunction with Rotary meetings such as district conferences, regional events, and the RI Convention. If your club or district is sponsoring a project fair, be sure to notify RI Programs staff so it can be featured on the RI Web site.

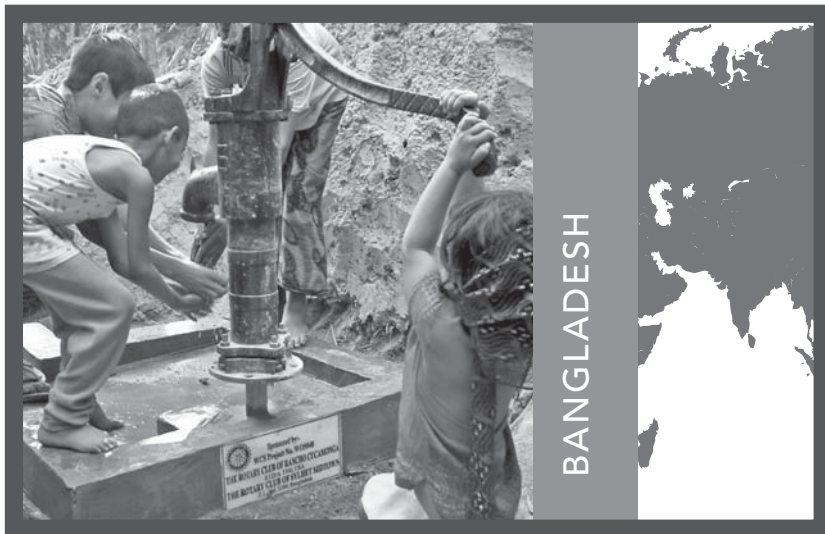
### Rotary Publications

Publicize your club's project to Rotarians worldwide by sharing photos and stories with RI Programs staff. The project may be selected for coverage by the RI Web site, *The Rotarian*, *Rotary World*, or other Rotary publications.

When submitting stories, please be sure to use descriptive language. Include the contact information of someone who can provide details about the project, any available news clippings, and a summary that describes who participated, where and when the project took place, how it was implemented, what it accomplished, and why your club chose to carry it out.

When submitting photos, include an *RI Programs Photo Submission Form*, available at [www.rotary.org](http://www.rotary.org). The following tips will help increase the likelihood of your photo being selected for an RI publication:

- Avoid posed portraits of project participants. Photos showing Rotarians engaged in an activity are strongly encouraged and preferred.
- Provide photos that are clear and in focus.
- Clearly identify people, places, and things in the photo.



Rotary Club de Sylhet Midtown

### WCS in Action!

*Rotary clubs fund water and sanitation project in Bangladesh*

The Rotary Club of Sylhet Midtown, Bangladesh, sought to improve water and sanitation conditions in their community. Contaminated water, used for bathing, cooking, and washing, exposed community members to diseases such as cholera and dysentery. Rotary clubs in Australia and the United States, who learned of the community's need through ProjectLINK, helped fund the construction of 25 hand-pump wells and 75 pit latrines to provide safe water and improved sanitation.

- Keep the background simple and uncluttered.
- When submitting digital photos, be sure they meet these specifications:
  - At least 300 dpi (the highest setting on most cameras)
  - At least 4 x 5 inches (at 300 dpi, this converts to a 2MB file)
  - TIFF or JPG file format (RI cannot accept photos embedded in Microsoft Word or PowerPoint documents, PDFs, or e-mails)

#### ProjectLINK Model Projects

Consider sharing a successful service project through ProjectLINK so others can learn from your club's experience. To list a model project, submit a *ProjectLINK Model Project Submission Form*, available at [www.rotary.org](http://www.rotary.org), to RI World Headquarters or the international office serving your area. There is no limit to the number of model projects a club may register on ProjectLINK.

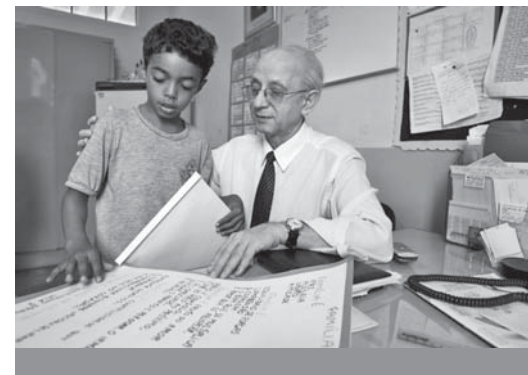


Alyce Henson/Rotary Images

## PROGRAM ADMINISTRATION

As a component of Rotary's Avenue of International Service, WCS is an integral part of a club's balanced service program. It's recommended that clubs and districts establish WCS committees with the objective of promoting greater awareness, direct communication, and accountability for all types of international service. Club presidents and district governors are encouraged to appoint WCS committee chairs as ex officio members of community service committees when appropriate.

The following guidelines will help WCS committee chairs effectively carry out their responsibilities.



Alyce Henson/Rotary Images

### Guidelines for WCS Committee Chairs

The district WCS committee chair should

- Promote an understanding of and participation in the WCS program through district and intercity meetings and regular contacts with each club in the district
- Forward all communications from RI Programs staff regarding the WCS program to club presidents
- Provide information on Rotary resources to help strengthen club projects
- Encourage each Rotary club in the district to get started with WCS by connecting with a club in another country
- Link clubs that are working on similar projects or those that need additional support
- Ask clubs in the district to identify local needs that would qualify for help from clubs abroad through WCS
- Have clubs in the district locate resources in their communities that would help support WCS projects
- Assist with the registration of projects on ProjectLINK
- Share knowledge with clubs about local non-Rotary service organizations, and identify areas for cooperation
- Urge clubs to write reports on WCS projects so they can be promoted through the district Web site, governor's monthly letter, and RI publications
- Administer districtwide WCS projects
- Maintain records of district WCS activities, and report periodically to the district governor and the Secretariat

The club WCS committee chair should

- Create awareness of the value of international service by planning club meetings that focus on WCS projects, inviting a WCS project coordinator to discuss a current club initiative, or presenting information on projects abroad that the club might support
- Research and identify service opportunities by collaborating with the club's community and international service committees as well as networking with local organizations
- Announce all service opportunities to club members

- Invite club members' spouses and family members, Rotaractors, Interactors, Rotary Community Corps members, and Rotary Foundation alumni to participate in service projects
- Keep your district WCS committee chair informed of all WCS activities, including the need for volunteers
- Share successful project stories with RI
- Become familiar with the WCS information on the RI Web site, and help the club register and find projects on ProjectLINK



Distrito 2030/Maria House

## Stewardship

Good stewardship involves using funds effectively and for the purpose for which they were requested. All financial transactions and project activities should be undertaken in the spirit of the Declaration of Rotarians in Businesses and Professions and The Four-Way Test.

Clubs and districts should maintain accurate records of their project activities. When requested, project sponsors should provide donors and Rotary International with a report detailing these activities.

Participants in The Rotary Foundation's Humanitarian Grants Program should keep in mind that failure to comply with Foundation policy will affect the club's or district's eligibility to post a project on ProjectLINK.

## Rotary Name and Emblem

The following guidelines on the use of the Rotary name and emblem are RI policy. Please follow them when naming club or district programs or projects and when developing any materials for World Community Service or other purposes. For more information about designing publications, Web sites, signs, and other club or district communication materials, refer to the *RI Visual Identity Guide* (547-EN).

### WORLD COMMUNITY SERVICE EMBLEM



Download the World Community Service emblem at [www.rotary.org](http://www.rotary.org), or order *Rotary Logos on CD* (234-MU).

## Rotary Name

- The RI Board has determined that any use of the Rotary name, without a further qualifier, such as the name of a Rotary club or district, refers to Rotary International.
- Rotary clubs, districts, and other Rotary-sponsored groups must clearly identify their participation in a project in all written communications, including signs and promotional materials. For example, use *Rotary District 1234 Tree-Planting Program* rather than *Rotary Tree-Planting Program*.
- The naming of any project that doesn't conform to the guidelines must receive specific RI Board approval.

## Rotary Emblem

- The Rotary emblem, like the Rotary name, represents the international association.
- Whenever the Rotary emblem is used for a project, program, or activity not under the exclusive control of RI, the names of the participating clubs or districts should be used in addition to the emblem. They should appear directly adjacent to the emblem and be of a size of equal prominence.

The RI Bylaws discourage any joint use of the Rotary emblem with the emblem or logo of another organization.

Direct questions or concerns about these guidelines to Club and District Support, Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201 3698 USA; 847-866-3000 (phone); 847-866-3072 (fax).

## Abuse and Harassment Prevention

If your club's service project involves youth, be sure to consult the *Abuse and Harassment Prevention Training Manual and Leaders' Guide* (775-EN), which is designed to help Rotarians provide a safe and secure environment for participants in Rotary's youth programs. Clubs and districts should use these guidelines when working on youth-related projects, such as scouting or mentoring, and with any at-risk or vulnerable population, such as the elderly or disabled.

## FREQUENTLY ASKED QUESTIONS

### **If a project isn't listed on ProjectLINK can it still be considered a WCS project?**

Of course! Many excellent WCS projects are club-to-club efforts that aren't listed on ProjectLINK develop because of personal contacts between Rotarians.

### **It's been two years, and our project is still in progress. Can we continue to list it on ProjectLINK?**

Yes. If your project has not been completed after two years, submit a new ProjectLINK Submission Form (784-EN) to re-register it.

### **Who can I contact for assistance with my club's project?**

First try contacting your club or district WCS committee chair, who may know of a club or local organization that can provide assistance. You may also contact RI Programs staff at [international.service@rotary.org](mailto:international.service@rotary.org).

### **Will listing my project on ProjectLINK ensure funding from The Rotary Foundation?**

A listing on ProjectLINK does not guarantee funding, but the projects in this online, searchable database frequently go on to receive Foundation grants.

### **Can my club apply for a Matching Grant through The Rotary Foundation?**

Review the Matching Grant information at [www.rotary.org](http://www.rotary.org) to determine whether your club's project meets the grant criteria. If you think this type of funding would be appropriate, download a Matching Grant application. Rotarians can e-mail questions about Rotary Foundation humanitarian grants to the Foundation's Contact Center at [contact.center@rotary.org](mailto:contact.center@rotary.org); Rotarians in Canada and the United States can also call 866-976-8279 (toll-free).

### **How do I know whether the project my club wants to support has received funding?**

ProjectLINK listings are only as accurate and up-to-date as the information supplied by project sponsors and donors. The best way to learn whether certain needs still exist is to get in touch with the project contact. All ProjectLINK listings include contact details.

### **What should I do if a club doesn't respond to my inquiries?**

Communication styles, as well as perceptions of time and timeliness, vary from culture to culture. Please allow four to six weeks for a response. If you don't hear from the project contact person after six weeks, contact RI Programs staff at [international.service@rotary.org](mailto:international.service@rotary.org).

### **Can I receive Paul Harris Fellow Recognition for a contribution to a WCS project?**

Only donations to The Rotary Foundation count toward Paul Harris Fellow Recognition; direct contributions to WCS projects listed on ProjectLINK do not. However, if your club obtains a grant through The Rotary Foundation, your contributions may be eligible.

### **Is it better to support a project by sending donated goods or cash contributions?**

It's important to communicate with the host sponsor club on this matter. In many cases, buying goods in-country is cheaper and provides a boost to the local economy. Sometimes, however, specialized equipment may not be available for purchase locally. Research each project carefully to determine which option is preferable.

### **What kind of project reporting should I expect from the host sponsor club for a contribution that my club sent?**

The host sponsor club should be prepared to send your club periodic updates on the project as well as details regarding how donated funds or goods were used.

### **My club president has asked me to serve as a contact for our WCS project. What are my responsibilities?**

Your role involves serving as a liaison between those working on the project and potential donors. Be prepared to answer questions regarding the project and how donors can help. Maintain accurate financial records so you can tell donors exactly how many contributions your club has received as well as what it still needs to complete the project.





## **RI WORLD HEADQUARTERS AND INTERNATIONAL OFFICES**

### **RI World Headquarters**

Rotary International  
One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA  
Tel: 847-866-3000  
Fax: 847-866-6116  
E-mail: [international.service@rotary.org](mailto:international.service@rotary.org)  
[www.rotary.org](http://www.rotary.org)

### **RI Brazil Office**

Rotary International  
Rua Tagipuru 209  
01156-000  
São Paulo, SP  
Brazil  
Tel: 55-11-3826-2966  
Fax: 55-11-3667-6575  
[www.rotary.org;br](http://www.rotary.org;br)

### **RI Europe and Africa Office**

Rotary International  
Witikonersstrasse 15  
CH-8032 Zurich  
Switzerland  
Tel: 41-44-387-71-11  
Fax: 41-44-422-50-41

### **RI Japan Office**

Rotary International  
NS3 Bldg. 1F  
2-51-3 Akabane, Kita-ku  
Tokyo 115-0045  
Japan  
Tel: 81-3-3903-3161  
Fax: 81-3-3903-3781

### **RI Korea Office**

Rotary International  
Room 705, Miwon Bldg.  
43Yoido-dong, Yongdungpo-gu  
Seoul 150-733  
Korea  
Tel: 82-2-783-3077, -3078, or -3080  
Fax: 82-2-783-3079

### **RI South Asia Office**

Rotary International  
Thapar House  
2nd Floor, Central Wing  
124 Janpath  
New Delhi 110 001  
India  
Tel: 91-11-4225-0101 to -0105  
Fax: 91-11-4225-0191 or -0192  
[www.risouthasia.org](http://www.risouthasia.org)

### **RI South Pacific and Philippines Office**

Rotary International  
McNamara Centre, Level 2  
100 George St.  
Parramatta, NSW 2150  
Australia  
Tel: 61-2-9635-3537  
Fax: 61-2-9689-3169

### **RI Southern South America Office**

Rotary International  
Florida 1, Piso 2  
1005 Buenos Aires, CF  
Argentina  
Tel: 54-11-5032-0096 or -0098  
Fax: 54-11-5032-0099

### **Rotary International in Great Britain and Ireland (RIBI) Office**

Kinwarton Road  
Alcester  
Warwickshire B49 6PB  
England  
Tel: 44-1789-76-54-11  
Fax: 44-1789-76-55-70  
E-mail: [secretary@ribi.org](mailto:secretary@ribi.org)



UNITED STATES



GUATEMALA



BRAZIL

**UNITED STATES** — Rotarian volunteers in Missouri help fight hunger by distributing food at a mobile pantry. (Alyce Henson/Rotary Images)

**GUATEMALA** — The Guatemala Literacy Project, supported by Guatemalan and North American Rotary clubs, provides sorely needed textbooks, library materials, and computer labs to underprivileged children. (Guatemala Literacy Project/Glenn Chamberlain)

**BRAZIL** — A child at the Sônia Braga School learns to read through the concentrated language encounter method, introduced to Brazil via a Rotary Foundation 3-H grant. (Alyce Henson/Rotary Images)

**NIGER** — A young girl plays outside the Saga feeding center in Niamey. Rotary clubs have partnered with UNICEF to volunteer and provide rice. (Alyce Henson/Rotary Images)

**KENYA** — The Maria House, supported by District 2030 (Italy), is home to almost 100 orphaned and abandoned children in Ndaragwa. (District 2030/Maria House)

**SOUTH AFRICA** — Women employed by Soul of Africa, an effort sponsored by Canadian and South African Rotary clubs, stitch shoes by hand. Proceeds help supply area schools serving AIDS orphans. (Alyce Henson/Rotary Images)

**TURKEY** — Schoolchildren in Camili learn about health, hygiene, and the importance of water as part of a local Rotary club-sponsored project. (Fatma Cetin/Rotary Club of Adana-Guney)

**INDIA** — A family runs a small business with help from a Rotary club microcredit project. (Alyce Henson/Rotary Images)

**CAMBODIA** — A land mine victim recovers at the Kien Khleang Physical Rehabilitation Center, a facility on the outskirts of Phnom Penh funded partly by Rotary Foundation grants. (Rotary International)

**PAPUA NEW GUINEA** — Rotarian-founded ShelterBox delivers lifesaving supplies to victims after devastating floods. (ShelterBox Media)