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ROTARY CELEBRATES 100 YEARS WITH A QUIET REVOLUTION

- MORI poll confirms changing face of Rotary

Rotary International celebrates its centenary on February 23rd. A recent MORI poll, examining public awareness and perception of Rotary, confirms the quiet revolution that has occurred within the organisation, especially in the last decade. Established in Chicago in 1905 as a business mens' lunch club, doing good in the community, Rotary has adapted to the changing business world in recent years. Rotary today welcomes business men and women, and lunch clubs are now in the minority with most clubs meeting in the evening or over breakfast. The youngest Club President in Great Britain and Ireland is a 24 year old business woman. This change was recognised by respondents to the MORI poll because only 16% think Rotary is male only, and 14% see Rotary as a lunch club.

The MORI poll confirmed the high level of awareness of the organisation in communities with 45% of the UK and Irish public recognising the blue and gold wheel of Rotary. The survey also confirmed Rotary's pivotal role at the centre of community charity work, with 48% associating this symbol with local charity work. But for an international organisation there is a surprisingly low level of awareness of the international work of the organisation. In particular, only 3% are aware of Rotary's role in the Polio Eradication programme. This global initiative was started by Rotary in 1985 and it has contributed £300 million and countless man hours. This month it was confirmed that the programme is on track to rid Asia of polio this year, with polio only then remaining in Africa .

Recognition is also low of the Rotary Ambassadorial Scholars programme which is the world's largest privately funded international student scholarship programme. Only 7% are aware of Rotary's work in this area.

Commenting on the MORI survey Gordon McNally President of Rotary International in Great Britain and Ireland said 'We are at a milestone in Rotary's history and we have survived a century of change. It is heartening to see that the public recognise the new face of Rotary. Rotary Club members are ordinary people doing extraordinary things. We must now set new goals and new challenges for the next century and the MORI research will provide a bench mark for this. We must increase

awareness of the international humanitarian work especially the polio eradication programme. Another immediate challenge will be attracting younger members and members from ethnic minorities.'

The President of Rotary International in Great Britain and Ireland Gordon McInally is available for interview to discuss the MORI survey results and the future direction of Rotary, the challenges it faces and it's relevance in modern society.

For more information, please contact Judith Diment on 01628 672965 or 07860 162313 or Dan Young at MORI on 020 7347 3186.

Notes to editors:

1. Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarian volunteers belong to more than 31,000 Rotary clubs located in 166 countries.

For information on local Rotary Clubs please contact Robin Freeman on 01789 765411 www.rotary-ribi.org

2. MORI interviewed a nationally representative quota sample of 2,501 adults aged 15+ throughout UK & Ireland face-to-face in their homes between 3 and 7 February 2005. All data have been weighted to the known profile of the GB, Northern Ireland and Republic of Ireland population.