

# **Rotary District 5340 Vision, Mission, Core Values, Goals**

## **Section 1.01 District Vision**

We will be the service organization of choice with innovative, dynamic, action-oriented clubs whose contributions improve lives in communities worldwide.

## **Section 1.02 District Mission**

We provide service to others; promote integrity and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders. We provide leadership to help our Rotary clubs advance the Object of Rotary and to promote the mission of The Rotary Foundation.

## **Section 1.03 District Core Values**

Core values represent the guiding principles of the culture of District 5340. They guide our members' priorities and actions within the district.

### **(a) Service**

We believe that our service activities and programs bring about greater world understanding and peace. Service is the major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

### **(b) Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

### **(c) Diversity**

We believe Rotary unifies all people supporting the ideal of service. We encourage diversity of people and vocations within our membership and in our activities and service work to fully represent our community. A club that reflects its business and professional community is a club with a key to its future.

### **(d) Integrity**

We are committed to and expect accountability from our leaders and fellow members, 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.

### **(e) Leadership**

We are a global fellowship of business, professional and community leaders. 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.

## **Section 1.04 District Goals**

We are developing a district three-year plan to achieve the following GOALS:

1. Develop and enhance membership value
2. Leverage Future Vision to create significant projects locally and globally
3. Promote Rotary locally using the "100 years in San Diego / Next 100 years" themes

Excerpted from Rotary District 5340 District Leadership Plan (DLP)