

The Rotary Club of Toronto is donating in excess of \$1,000,000 to local and international agencies during our Centennial Year

Centennial Luncheon Program

Fairmont Royal York Hotel, Upper Canada Room

Guest Speaker

Amanda Lang, Senior Business Correspondent, CBC News



“The Power of Why”

Gemini-award winning business journalist Amanda Lang is CBC's senior business correspondent, reporting for its flagship nightly news program, *The National*. She is also co-host of *The Lang and O'Leary Exchange*, a daily business program airing on CBC News Network. Lang occasionally anchors *The National*.

Lang studied architecture at the University of Manitoba, before becoming a journalist. Her first job in journalism was for *The Globe and Mail*, and subsequently Lang joined *The Financial Post* newspaper, where she became the paper's New York correspondent. In New York she made the leap to television, where she first was part of the team that launched BNN and subsequently became a CNN reporter and anchor. She returned to Canada in 2002 to re-join BNN and CTV. She has been with CBC since 2009.

Lang is author of the bestseller, *“The Power of Why: Simple Questions That Lead to Success”*, a book that shows readers how to reignite curiosity at any age to become more innovative and productive.

What can you learn from a toddler?

Why are some people able to get so much done in so little time?

How do certain companies flourish in tough times while others fail?

Are innovators born or made?

The urge to question is natural for small children - just ask any parent. But few of us are aware that it is also one of the most vital tools for success. In here book, Amanda Lang shows how curiosity and the ability to ask the right questions fuels innovation and can drive change not just in business but also in our personal lives.

Weaving together the latest research with in-depth profiles of innovators from around the world, Lang explores how to harness and develop the power of curiosity. She reveals how a major retailer set out to discover what really makes men happy and was stunned by the results. She finds out why, at one particular hospital, nurses think it's better if they wash their hands less. She learns why the most common methods of brainstorming don't actually work and discovers a new soccer ball that could change the world.

Highlighting:

The Rotary Club of Toronto Centennial Award of \$100,000 will be presented to The Seeds of Hope Foundation for “Lazarus House – First Step”

“Seeds of Hope Foundation, Lazarus House-First Step” has contributed to making the Community Service Committee's 2005 vision a reality! The facility's premises at 622 Yonge Street will house up to 10 chronically homeless women with mental health &/or addiction challenges. Only a few doors away at 6 St. Joseph Street, the SOH Resource and Learning Centre will provide over 40 programs for residents of Lazarus House. SOH has a unique role in its partnerships with agencies that offer medical and health services, such as Margaret's Place and M-Dot (funded by CAMH and the City) and demonstrates how the benefits of a community model inter-relate with traditional medical/institutional models.

This charity has a 10 year history of operating two resource centres and five housing projects that work to stop the revolving door of individuals moving from the streets to the court system to hospitalization and back to the street. Its' main focus has been to create centres of friendship that are safe places where individuals who are at a crossroads in their lives can support one another. Seeds of Hope's Lazarus House-First Step will offer a community support model to transition individuals who have become homeless to become contributing members of the community.

The Community Service Committee elected to support the Seeds of Hope Foundation to create a new place of compassion and caring at the corner of St-Joseph and Yonge streets. The funds provided by the Rotary Club of Toronto have been used to renovate and retrofit the space for the needs of the ladies who will be using it to overcome their challenges.

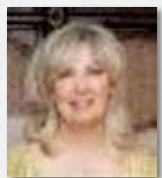
At the ribbon cutting event on January 31, 2013, Lazarus House founder, Sister Susan Moran, said during the opening ceremony “These facilities will help restore dignity and provide help to go back to wonderful living”. During the inauguration ceremony, Kim Curry, Rotarian and Executive Director of Seeds of Hope Foundation, thanked the Rotary Club of Toronto for providing a place of belonging, where dignity, trust and friendship is achieved. The Rotary Club of Toronto and Seeds of Hope Foundation look forward to help reduce the “revolving door of homelessness”.



John Joseph Mastendrea, Sister Susan Moran, Kim Curry, David Walsh at ribbon-cutting on Jan 31, 2013.

Vibrant History of Community Service Committee (CSC)

– by Lorraine Lloyd, Community Services Centennial Project Liaison



In 2003 The Rotary Club of Toronto dissolved The Urban Peace Committee and formed two new committees: The Community Service Committee ('CSC') and The Youth and Children's Committee. The mission statement of The Community Service Committee focused on supporting community programs that would improve the quality of life for the disadvantaged population living in the urban community. These programs would include the homeless, single-parent families, recent immigrants and the poor. These groups are most vulnerable to the economic, social & environmental challenges of an urban environment.

Susan Hunter became the Founding Chair (Chair 2003-2005) and the new committee included: Des Bethell, Jackie Davies, Margaret Jacot, Conghua Li, Catherine Lloyd, Kimberly Curry, Janet Mays, Lorraine Nelson and Caroline Sneath, along with Board Liaison, Kim Hunter.

In celebrating Rotary International Centennial (2005), CSC held a 'Homeless Summit' held at the Design Exchange in downtown Toronto, where a panel of government officials, community leaders and Rotary Member, David Walsh, discussed the complex issue of homelessness, the inability of community services to respond adequately and the lack of political will to respond to change. The summit concluded that the biggest gap in the system was sustainable housing. Although there were many facilities for those with mental illness, addiction and poverty, there were few long-term solutions. Thousands of dollars could be spent within the medical system to restore health to an individual, however once one was placed back in their previous environment, the same circumstances prevailed.

After the Homeless Summit, CSC decided to create a new model called "Project Rotary House." This model would not only shelter and feed people, but also would help restore their sense of dignity and sense of purpose. The project plan in itself was quite overwhelming and required more resources that were needed beyond the scope of the committee. Although the implementation of the model was delayed, CSC funded essential community projects such as food, clothing, mentorship and health to those who were most vulnerable.

Over the last ten years CSC has assisted a variety of community organizations; a) Alternative Land Use Services that provided seed funding for ecological goods and services and would impact one of the GTA watersheds, b) Broadview Community Youth Group that provided a week-long day camp experience for twenty youth, c) Community Resources Consultants of Toronto promotion health program that focused on hunger prevention, nutrition promotion for single women with children who moved from the hostel to the shelter system, d) a donation was made to Food Share's program, a recycling and composting initiative to grow food & educate community, e) 416 Drop-in Centre for Homeless Women received a needed commercial refrigerator, f) Furniture Bank was granted funds for kitchen tables, kitchen wares and mattresses for refugee families and families coming out of homeless shelters and agencies, and g) partial funding contributed to the purchase a used van for the Good Neighbour's Club.

CSC's involved itself in sweat equity activities such as: a two-day sweat equity team arrived at Guilford Farm to do general yard work and building repairs. Many people with autism visit this farm, experience the country, work with animals and do light farm chores.



Pitching hay at Guilford Farms



Tilling the garden at Guilford Farms.

At Nishnawbe Homes, an Aboriginal residence at 244 Church Street, the committee members (2008) painted outside windows, doors, reception area and constructed picket fences and paid for an entrance awning, paint, construction materials and supplies.



Good Neighbour's Club's Van



Nishnawbe Sweat Equity Team 2008, (left to right) David Wilson, Don Brooks, Lorraine Lloyd, Nishnawbe staff member, David Walsh, Nishnawbe staff member, (knealing) Paul Morrisette



Homeless Summit at the Design Exchange 2005



Vibrant History of Community Service Committee (CSC) (continued)

CSC’s goals in the community were further realized by its work with the following: a) grant was given to Good Shepherd Centre to enable funding for hot meal program for homeless men, b) Several ‘Out of the Cold’ programs in the downtown core provided emergency socks, underwear, food and kitchen supplies, c) a grant was given to OASIS Employment Program for two \$1,000 tuitions for McMaster training programs, d) a grant was given to Sherbourne Health Centre towards the purchase of an automated external defibrillator and a Cardiac monitor for health care unit, and e) funding for an educational health promotional video and brochures to teach safe self-injection of hormones for transgendered community.

The CSC interest expanded into environmental concerns. In 2007, an **Environmental Sub-committee** was struck with David Wilson as the Founding Chair and Kevin Power as the current chair. Projects emerging from this subcommittee included: a) an Eco Van contribution and a “grow to learn” program at Lawrence Heights Collegiate that used 100,000 sq. ft. for a garden project for school children and the food that was grown by them was donated to the local food bank, b) Lake Scugog Camp was funded for the installation of two solar panels at the Camp’s shower building to reduce oil consumption and more recently, environmentally friendly supplies, for campers and parents, and c) Urban Forest Association which involved funding for planting trees, shrubs and wildflowers throughout Toronto, along with educational programs for City schools.

In 2013 in celebrating the Club’s Centennial Celebration, the Communication Services Committee awarded \$100,000 to the Seeds of Hope Foundation, Lazarus House, “First Step” and in this way realized its 2005 Vision!

Signature/Showcase Project: Gateway Men’s Shelter, “GATEWAY LINENS”

Gateway Men’s Shelter is a local shelter (Queen & Church St.) serving over 100 men each night. They used to spend hundreds of thousands of dollars on linen cleaning services for their sheets and towels. Gateway partnered with The Rotary Club of Toronto and Tippet Foundation to establish a ‘Social Purpose Enterprise’: a business to provide their own laundry services. A business plan was developed, and \$250,000 in capital was raised. Since opening for business in 2007, the organization has grown into one of Toronto’s most successful ‘Social Purpose Enterprise’. They deliver linen cleaning services to a growing number of local clients. The program provides job-training for 6-12 men from the shelter each year; many have moved on to achieve steady jobs after graduating from the program. This partnership demonstrates a story of innovation that has turned a significant expense into a profitable revenue stream. Club members are invited to tour this facility and their linen service enterprise on Feb. 15, 2013.



Dion Oxford, Director of Salvation Army Gateway

The Rotary Club of Toronto Club 55 — 1912

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Executive Director:
 Carol Bieser

The Rotary Club of Toronto Charitable Foundation:
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 Carol Bieser

Editor of the Week:
 Jeff Dobson

Editor February 15th:
 Joe Pochadyniak

What You Missed Reporter February 15th
 Johanne Larouche

The Four-way test of the things we think, say, or do

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it Build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

Submit an Article to the Voice Newsletter:
 voice@AbacusConsultingServices.ca

Upcoming Speakers & Events

February 2013

- 15 Gateway Linen Tour 2pm
- 20 Ping Pong Tournament at @SPIN
- 22 James Fitzgerald, Author
 Rotary Week, Feb. 24 to Mar. 1, 2012

March 2013

- 1 Special Centennial Award Luncheon
 Mr. Sakuji Tanaka, Rotary International President
- 2 Symposium, Give Peace a Chance, Rotary District 7070 and Surrounding Districts
- 8 Carol Radford-Grant, City Archivist, “Toronto 100 Years Ago”
- 15 Howard Wetston, CEO, Ontario Securities Commission
- 21 Club Annual Fundraiser at Steamwhistle Brewery
- 29 Good Friday, no meeting

Propose a Speaker
 Peter Simmie, Chair

Program Committee
 peter.simmie@bristolgate.com

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Community Services Committee, Its Pioneer Spirit

– By Kimberly Curry, Rotarian, Executive Director of Seeds of Hope Foundation



Eight years ago The Rotary Club of Toronto held an event at the Design Exchange honouring the 100 year anniversary of Rotary International. As part of that event, the Community Service Committee created an exhibit highlighting past and present partnerships & initiatives of our club such as Habitat for Humanity, United Way, St. Michael's Transition Centre, the Rotary Health Bus, and the infirmary at Seaton House, just to name a few. As part of this event we invited every kind of mirror we could find to encourage real life solutions (spurred on by Rotarians) to look at how individuals themselves can help change the world in real and tangible ways.

Eight years later, all the committee members took that day and the inspiring pioneering past achievements of our club to heart. David Walsh (a panellist and businessman), co-founder of Seeds of Hope joined our Rotary Club. Now with funding from The Rotary Club of Toronto and the collaborative support of CSC Committee, we have just completed 'Lazarus First-Step'

"Lazarus House-First Step" responds to a major gap that we have seen in our work in reducing chronic homelessness, for example, helping women with mental health challenges access a safe, supportive place to live while they are obtaining professional help and stabilizing their precarious condition. These individuals need the trust building and support

of community efforts, integrated with the outreach efforts of M-Dot and the collaborative psychiatric support at CAMH and other hospitals.

In our work over the past 10 years, we have seen individuals whose lives have completely turned around and are no longer part of the revolving door of continual hospital admission. They are living full lives and are giving back to the community. The challenge is that there are many more individuals who need this integrated approach. Our hope is that this model can be a 'best practices' model for other communities.

Thank-you Rotary Club of Toronto for allowing the pioneering spirit to thrive.

What You Missed February 1, 2013

– By Jackie Davies



Our meeting commenced with the excellent bell ringing of sergeant at arms Barbara Thompson. President Neil welcomed all and introduced the head table...it was nice to see that it was flanked by two beautiful women.

Our monitor, the esteemed past President Bert, announced that we had one visiting Rotarian and 12 guests. Neil mentioned that we had a very special guest, the past president of the Mexico City Rotary Club, Dr. Miguel Angel Borja Tova who joined Harvey Sullivan and the boys for a glass of wine and then he rushed off to Niagara for more wine.

President Neil made a few announcements: George Frazer is in critical care and cards of get well wishes will be most appreciated. Valerie Clarke is making a tremendous recovery. The ribbon-cutting at Lazarus House was well attended; be sure to come to next week's meeting when we present Seeds of Hope, Lazarus House - First-Step with a cheque for \$100,000. He reminded everyone to get their tickets or make a donation for our upcoming **Fundraiser at The Steam Whistle on March 21**. Greg Vermeulen reminded the members that a **tour of the Gateway Linens** is being organized for Friday, February 15th and to RSVP to Dina Rashid.

John Fortney reminded us to get our tickets for the **100th Anniversary Gala on May**

23. *And, for an extra bonus, anyone who introduces a new member to the club before the gala will get a complimentary ticket. What a savings this will be, so start working on membership now.*

Our guest speaker Lynn Philip Hodgson's topic was very intriguing as he talked about his book "**Inside Camp X**" that describes a top secret training camp during WWII located close to Whitby, and his foray into the publishing business. He was turned down by three publishers, so he self-published and related quite an interesting tale describing how this was done. He was advised by the RCMP that he would be charged if he printed the book, so he put it away for 20 years and was told, "You tell us what you know and we will let you know whether you should know it." His research took 35 years talking to hundreds of people including the famous Sir William Stephenson, code named Intrepid, who was the person Ian Fleming based his James Bond novels on.

Mr. Hodgson was available for book sales and signings at the conclusion of the meeting and from the lineup...sales went well.

To great cheers and hurrahs led by John Andras, the unfortunate person drawing for the Ace of Clubs (yours truly) received only a bottle of wine. And so the pot grows...another opportunity for someone next week.



Left-right: Dr. Miguel Angel Borja Tova, Jackie Davies, Al Crawford, Frank Strickland, George Richardson

The Rotary Club of Toronto

The Fairmont Royal York

100 Front Street West, Level H, Toronto, ON M5J 1E3

Tel: 416-363-0604 Fax: 416-363-0686

office@rotarytoronto.on.ca www.rotarytoronto.com

The Rotary Club of Toronto Toronto Rotary @TorontoRotary

