

# ROTARY LAKESHORE IN ACTION

## MONTHLY NEWSLETTER

December 2019



## CONNECTING YOU AND THE ROTARY CLUB OF ST. CATHARINES LAKESHORE

As Rotary International looks to “Connect the World”, the Communications Committee is looking to connect YOU with the Rotary Club of St. Catharines Lakeshore.

By sending out a monthly email, our aim is to keep all club members informed of all the wonderful happenings going on in this “fun and friendly dinner club”.

## Don't Forget our Annual Christmas Gift Drive for RAFT!

Once again, the World and Community Services Committee is organizing Holiday Gifts for RAFT. On **December 11**, we are asking members to bring the following donations to the Rotary meeting: **Hygiene/toiletries** (especially razors and deodorant), **winter wear** (mitts, scarves and hats), and **underwear**. Ellen will pick them up at the meeting and drop them off at RAFT the next day. The committee thanks you again for your generosity.

The RAFT - operated by the Niagara Resource Service for Youth contributes to the welfare of our community by helping at-risk youth, families and neighbourhoods become independent and self-sufficient.

Please visit <http://www.theraft.ca/site/home> for more information.

## Membership Minute

Invite prospective new members to join us for a meeting to check us out! The cost of their first dinner is on us! Just let the Membership Committee know so they can inform Dinner & Registration.

## What's Up in the Media

Watch your December Snap'd for articles and photos on our Trivia Night Saturday November 9 event; a photo of the three St. Catharines Rotary Presidents placing Remembrance Day wreaths; Rotary Club Bonspiel winning team, and World Chain Day Flag Raising!



TAKE ACTION: [www.rotarylakeshore.com](http://www.rotarylakeshore.com)

## FALL TRIVIA NIGHT SUCCESS!

Congratulations to this year's winning team, the **KNOWLEDGE DUMPSTERS**. Team members include John Holierook, Richard Martinelli, Stavros Papavasiliou, Kevin Paxton, Julius Daquiaoag, Tim Ribanic, Rob Riboric, and Steven Rea.



Thank you to the Fall Trivia committee who worked tirelessly to put on a fabulous night. An additional thank you to the club members who came out to support this great event by either participating or volunteering. This was a true International event with Past 7090 District Governors Marlee Diehl (2016-17) and Richard Earne (2006-07) pitching in to help!



### 22nd Annual February Trivia Night Now Open!

We're open for business! Visit <https://www.eventbrite.ca/e/22nd-annual-february-rotary-lakeshore-trivia-night-tickets-82294742791> for more info and to order tickets. Full promotion will start soon!

## Upcoming Speakers:

### Karen Marazzo

Dec 11, 2019

Walker Family Cancer Centre with Gino Marchionda

### Performing Arts' Centre Christmas Play

Dec 18, 2019

Aunt Agnes for Christmas

### NO MEETING

Dec 25, 2019

Merry Christmas!

### Ellen and Milica

Jan 08, 2020

Saleibrait District Conference and Action Day in St. Maartens

### Jason Stitt

Jan 22, 2019

From I.T. Force – Online Safety & Security



## Food4Kids Food Drive

Thank you to all the members who brought in donations for our November Club Food Drive for Food4Kids. Club members were asked to donate cans of hearty soups, chili, or stew to Food4kids in addition to the \$5,000 cheque the club presented back in October. Our next packing day is December 4.

Food4Kids provides packages of healthy food for kids aged 4-14 years with limited or no access to food each weekend. Please visit <https://www.food4kidsniagara.ca/> for more information.

## World & Community Spotlight

### St. Catharines Academy of Fine Artists Youth Programs

Visual perception is the ability to understand and recognize images, whether it be found in works of fine art, safety symbols, publications or words. The Academy of Fine Artists Art Programs for Youth has been building the cognitive abilities of disadvantaged youth, providing unique opportunities to express themselves, releasing personal creativity and building confidence by accommodating the capability and interest of each student while releasing stress. The Rotary Club of St. Catharines Lakeshore has been pleased to fund the two annual Fall and Winter semesters of this unique program, run by Rotarian Ed Telenko, for the past few years.



### District Grant Seminar and Celebration

The Rotary Club of St. Catharines Lakeshore attended the District Grant Seminar and Celebration in November. Awards for the 2018-19 Rotary year were presented. Leadership under President Ellen was celebrated with the club receiving Every Member Every Year Banner, 100% giving banner, \$1500 USA certificate for Polio contributions, Club Citation (formerly President Award), and the Flamingo Award (formerly lighthouse award). Well Done Ellen!



### Club Makes Contribution to Big Brothers Big Sisters

Club Past President Ellen Wodchis recently presented a cheque for \$1,500 to the Big Brothers Big Sisters of North & West Niagara to support their amazing program they have in the community. Accepting the cheque were (left to right) Frances Lettieri, Director of Services, Ellen and Dale J. Davis, CEO.

### This Month in Pictures







**Are you up for the challenge?** Make a gift to End Polio Now before Dec. 31, 2019 and **Thie Convery** will personally match your gift, up to a maximum of \$25,000!

Consider this - Your gift is matched by Thie and will then be matched by the Gates Foundation! For example, a gift of US \$500 becomes US\$1,000 and then US\$3,000 in action.

**Take up the challenge to End Polio Now and donate before the end of this year!**

**MARK YOUR CALENDAR!**

Make sure to mark these future club events on your calendars. You don't want to miss out on all the action and fun!

**1.**

### **Winter Urn Workshop**

December 4, 2019  
BBBlombs

**2.**

### **Christmas Party**

December 18, 2019  
Performing Arts' Centre

**3.**

### **22<sup>nd</sup> Annual Trivia Night**

February 15, 2020  
Contact: Bob Morningstar

## **Club Meeting Information**

**When:** Every 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month at 6:15 PM

**Place:** Holiday Inn  
327 Ontario Street  
St. Catharines, ON L2R 5L3

**Mail:** 191 Lockhart Drive  
St. Catharines, ON L2T 1W8

## **GET OUR LIGHT OUT FROM UNDER THE BASKET**

### **Where are our Fundraising Event Customers Coming From?**

We have collected in-house email lists for Trivia attendees for some time and will institute new separate lists for Cheers to Literacy Draw and the Golf Tournament. This way we have a conduit to all past customers by Event type. We can then send targeted emails to those lists announcing upcoming events they are interested in. Why is this so important? The results speak for themselves! Here is a breakdown of how we reached table purchasers over the past two November Trivias:

|                                | <u>2018</u> | <u>2019</u> |
|--------------------------------|-------------|-------------|
| Number of Tables Available     | 24          | 35          |
| Total Sold                     | 24          | 35          |
| <b>Ticket Sales via:</b>       |             |             |
| Rotary Members                 | 8           | 13          |
| From Rotary Email Lists        | 15          | 20          |
| Email from Professional Carpet | 0           | 1           |
| Sponsor Letter                 | 0           | 1           |
| Unknown source                 | 1           | 0           |
| Poster                         | 0           | 0           |
| Cogeco On-Line Calendar        | 0           | 0           |
| Direct Cash Sales via outlet   | 0           | 0           |

The results are no less startling for our February events where 29 of 39 table sales in 2019 came via email contact. Please push hard to get email addresses of people you know are interested in Trivia events – we will only send them notices on those events, nothing else, EVER! And, another shout out to Professional Carpet Systems for emailing their own 1900 Customer List!