

FALL 2020

E-LAKER



The Newsletter of the Rotary Club of Burnaby Deer Lake

ZOOM MEETINGS CONTINUE

With the COVID-19 virus now seemingly fully entrenched it means we will not likely be meeting in person again for quite a while. The ZOOM meetings appear to be working well and as the current edition of ROTARY magazine states it has opened up new opportunities for a wider variety of “speakers”. Thanks CJ for providing the “venue”. And of course the theme this year is Rotary Opens Opportunities. One of our great opportunities is our major fundraiser, the Festival of Lights. We have more challenges this year and need more member involvement to meet them. See below for some more comments on this.

FESTIVAL OF LIGHTS FUNDRAISER

All members are reminded that this project is our major fundraiser of the Rotary year. Without it we will not have enough funds to finance the Boots for Kids Project. The only major effort needed is to get a sponsor who will pay between \$550 and \$925 for a tree with their name on it along with exposure to thousands of shoppers and press publicity. The reduced rates are based on the size of the tree (Gold or Silver sponsorship) and whether they wish to decorate the tree or let us do it. To date we have only 4 confirmed sponsors. We need at least 20 to make this viable. Promotional material has been sent to each member, both for previous sponsors and potential contributors. If you need this to be resent please let Bill know. Email at: wmjohnston@shaw.ca

The package consists of an introductory cover letter explaining the details and advantages of being in the program, an application form and a flyer with photos showing decorated trees and the boots for kids material. This will be our second year at Lougheed Town Centre having moved from Brentwood. To keep this project going we must impress the developer that we can do this and hence benefit our community in an important way.

The decorating and take down also make a good club fellowship evening so please get involved and help us with this important endeavour.

MARK YOUR CALENDARS!

NOVEMBER

Festival of Lights tree setup. Lougheed Town Centre. Friday the 20th at 5:00 PM until 7:00 PM
Saturday 21st— Continuation of tree decorating, if needed 9:00 AM until 11:00 AM (Mall opening).

DECEMBER

Tree takedown and return to storage. Boxing Day: 6:00 PM until completed.

*Rotary Opens
Opportunities*



MEMBER TIDBITS

Our club is especially proud of one of its members this month as VOSH, (Volunteer Optometric Services to Humanity), has recognized the work Marina and Derek have made in their TWECS charity. The **HUMANITARIAN OF THE YEAR AWARD** is presented to honour an individual who has distinguished herself during the year by bringing eye care to underserved populations. The award recognizes a VOSH member who, during the year, has improved visual welfare through leadership, invention, public health, the development of sustainable eye care and the further understanding and correction of refractive error. **Congrats Marina!**

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Please send your editor news items, comments and suggestions to: wmjohnston@shaw.ca