Rotary Club of Meadow Ridge

The Four Way Flasher

ROTARY CLUB MEADOW-RIDGE BRITISH COLUMBIA CANADA

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Website: MeadowRidgeRotary.ca

Meetings: Tuesday 12 Noon

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CREATE LASTING IMPACT

OCTOBER IS COMMUNITY ECONOMIC AND DEVELOPMENT MONTH

Happy Birthday		Happy Anniversary
Oct 14	Brad Kirkland	

Upcoming Speakers:

Oct 13 No Speaker Business Meeting	Oct 20 D5050 Governor - Kathleen Olson Visit to our Club	Oct 27 Brenda Jenkins Who's Who

LAST WEEK'S MEETING

President **Eric Mollema** presided.

The invocation gave thanks for friends, food and fellowship, asked for blessings on the meal, and reminded members of Rotary's responsibility to remain mindful of the needs of others and the Club's continuing commitment to service.

Guests

Nicole Mirea was invited as a guest by Clint. Nicole is the executive assistant in Clint's office which operates under Callison Financial Services Ltd.

Chris Diersch and **Ken Beaume** were our guest speakers

Guest Presentation – "Ridge Meadows Cycling Without Age" - Bringing the Joy and Freedom of Cycling Back to Seniors

CYCLING WITHOUT AGE RIDGE MEADOWS

Ridge Meadows Cycling Without Age is a proposed local non-profit organization designed to provide recreational cycling opportunities for seniors and people with limited mobility.

The presentation began with a simple memory: the freedom of riding a bicycle as a child. For many people, a bicycle represented independence, exploration and the ability to travel beyond the immediate neighbourhood. A bike ride could mean visiting friends, exploring the community or simply enjoying the feeling of wind in one's face. The presenters asked members to consider what happens when aging, mobility limitations or a move into assisted living begins to restrict that freedom. A person's familiar community can gradually become inaccessible. Places that were once only a short bike ride away may suddenly be visible only through a window.

The Cycling Without Age program seeks to address this loss of mobility through specially designed electric-assist "trishaws".

The trishaws allow:

- A trained volunteer pilot to operate the electric bicycle.
- One or two passengers to sit safely in the front.
- Seniors and people with limited mobility to get outdoors.
- Passengers to reconnect with familiar neighbourhoods and community locations.
- Volunteers and passengers to develop friendships and meaningful connections.

The presenters emphasized that the destination is not really the point. The ride itself provides the benefit — conversation, stimulation, memories, fresh air, social interaction and the opportunity to once again feel connected to the community. A familiar street, park or neighbourhood can trigger memories and stories, while the interaction with a volunteer can create a new relationship.

The presenters explained that Cycling Without Age is not an experimental concept, but rather an established international program that began in Copenhagen in 2012 and has expanded internationally to more than 3,700 local chapters in approximately 56 countries.

Although individual chapters operate somewhat differently, the fundamental model remains consistent:

- Trained volunteer pilots.
- Safe and supervised rides.
- No cost to passengers.
- Partnerships with seniors' residences and care facilities.
- A commitment to keeping older adults connected with their communities.

The presenters believe the same model can work very well in Maple Ridge and the surrounding Ridge Meadows area.

Ken Beaune takes someone for a ride in a trishaw bike. (Neil Corbett/The News)

The presenters have incorporated Ridge Meadows Cycling Without Age Society as a British Columbia non-profit organization. They are currently working on establishing the partnerships and infrastructure required to launch the local program. The organization is already receiving interest from activity and recreation staff at local care homes and seniors' residences. These organizations are considered particularly important because their staff understand the residents and can help identify individuals who would benefit from the program.

The organizers are also working on:

- Identifying suitable local cycling routes.
- Recruiting volunteer pilots.
- Developing operating procedures.
- Arranging insurance.
- Establishing secure storage.
- Developing a booking system.
- Establishing relationships with care facilities.
- Determining how community rides can be offered.

Funding Requirements

The immediate goal is to purchase the first electric-assist trishaw and launch the program properly. The trishaw itself is expected to cost approximately $18,000. The supplier is located in Vancouver and the equipment is imported from Europe, with the local organization expecting to receive a discount from the supplier. The total initial launch requirement was discussed as approximately $24,000, covering the one trishaw along with safety equipment, training, insurance and other start-up requirements. Future expansion could involve purchasing additional trishaws as demand increases.

Storage Ongoing Operating Expenses

A secure location will be required for the trishaw. The organizers are investigating the possibility of obtaining one or two underground parking spaces in the downtown area and securing the equipment in a locked enclosure. They hope to obtain storage space at no cost through a community partnership.

Once the first trishaw is purchased, ongoing operating expenses are expected to be relatively modest. Potential ongoing costs include:

- Insurance.
- Booking software.
- Maintenance.
- Minor operating expenses.
- Secure storage, if a free facility cannot be obtained.

The organization is therefore primarily seeking significant start-up funding for the first trishaw.

Members asked several questions about how the program would work once operational. The trishaws are electric assist, which allows volunteer pilots to comfortably transport the combined weight of the pilot and passengers. A typical ride would be approximately one hour, including approximately 45 minutes of actual riding and time for loading and unloading.

One potential model would be to establish regular relationships with care homes. For example, a trishaw could be assigned to a particular care facility for a day, with rides scheduled throughout the day. A facility could potentially receive rides once or twice each week, depending on demand and available volunteers. The trishaw could then move to another facility on another day.

The program could also provide rides for seniors who live independently but have limited mobility. Using an online booking system, families could arrange rides for parents or other loved ones. This could allow a senior and a family member to enjoy a community ride together.

Volunteer Requirements

The organization expects that approximately 20–25 volunteers per trishaw may be required to operate a regular program. Volunteers would receive training and would generally be asked to contribute a relatively small amount of time each week. The program is intended to be entirely volunteer-driven.

The presenters provided examples of established Cycling Without Age programs in British Columbia. Vancouver currently operates approximately 11 trishaws. The North Shore program operates approximately six trishaws, including two that are designed to accommodate wheelchairs directly, allowing a person to remain in their wheelchair rather than transferring into the trishaw. The Chilliwack area program has several trishaws. This demonstrates that the model can grow as demand and volunteer capacity increase. The proposed Ridge Meadows approach is to begin with one trishaw, establish the program, measure demand and then expand. The program is weather-dependent. Other Lower Mainland programs generally operate from approximately April through October or November, although local conditions can extend the season. The organizers hope that Ridge Meadows' relatively favourable climate will allow for a flexible schedule. They also mentioned interest in working with the Ridge Meadows Seniors Activity Centre, which could provide another opportunity to serve local seniors.

The presenters are investigating several potential sources of funding, including:

- Community, Municipal grants and Provincial and Federal funding programs.
- Family foundations.
- Memorial donations.
- Major individual donors.

The presenters noted that obtaining charitable status or operating under an umbrella charitable organization may open additional funding opportunities; and that other Cycling Without Age chapters have used different organizational structures, including partnerships with charitable organizations, community organizations and school boards.

Rotary Support Requested

The presenters stated that they approached Rotary because the project fits naturally with Rotary's service philosophy. The project is:

- Local.
- Volunteer-driven.
- Community-oriented.
- Focused on seniors and people with limited mobility.
- Visible within the community.
- Designed to create meaningful social connections.

They asked Rotary to consider supporting the first trishaw, either through:

1. A direct financial contribution;
2. Helping bring other Rotary clubs together to support the project;
3. Connecting the organization with potential major donors; or
4. Helping identify additional community funding opportunities.

The presenters emphasized that Rotary support could help transform the project from an idea into an operating community service. The presentation concluded with the message that while we cannot give someone their youth back, we can give them some of the feelings associated with it — freedom, independence, fresh air, community and the joy of a bike ride.

Attendance

Lynda Lawrence (who keeps attendance statistics and reports them to Rotary International) reported that attendance for today's meeting was 50% (the previous week's attendance had reached 70%). Members were reminded that attendance at committee meetings can qualify for make-up purposes when properly reported.

All Committee chairs are asked to email to Lynda each week the names of each person attending committee meetings so make-ups can be recorded.

Happy and Sad Dollars

All dollars this week were happy ones

Clint: Payton will be home for a few days this weekend!

Lynda: just received a message from the Real Estate Board to congratulate her on her 31 years in Real Estate.

Alex: his youngest son is celebrating his 20th Birthday. (No more teenagers!)

Brenda: is organizing a "Rotary Cookbook fundraiser" for our club (at the request of President Eric) and hoping every member will supply their most favourite recipes.....and come join the committee!

Laurie: attended yesterday the annual class reunion luncheon of the UBC Law School "graduating class of 1968". In 1965, there were 102 students in the first-year class. Unfortunately, the number of attendees at the reunion luncheon gets smaller each year - there were only 11 members of the group attending this year ..... but it was still a great get-together!

Andy: Finally there seems to be a diagnosis for Yvonne who is still in the Maple Ridge hospital; hopefully she will be able to go home soon now!

New Rotary Fundraising Project — Cookbook

President Eric introduced a new fundraising concept involving the production of a Rotary Cookbook. The proposal is to have members contribute recipes and participate in preparing and presenting those recipes. The project would incorporate QR codes so purchasers could scan a recipe and watch a video demonstrating how it is prepared. The concept is intended to make the cookbook interactive rather than simply a collection of printed recipes. The organizers believe the project could potentially generate approximately $35,000 if successfully executed.

Members will be asked to:

- Submit recipes.
- Participate in preparing recipes.
- Potentially appear in recipe videos.
- Assist with the project committee.
- Help with production and promotion.

A small pilot project was proposed using the first several recipes received, allowing the Club to test the complete process — recipe, video, QR code and printed presentation — before moving into full production. The goal is to have the project moving forward by December. Members were encouraged to contribute recipes, including recipes that may be humorous or unusual. A committee and co-chair are still required. Members interested in helping were asked to contact chair Brenda Jenkins, whose email is: bjenkins@telus.net .

Upcoming Events and Activities

Thursday, Oct 8 - (**5:00 PM** – Club Board Meeting at Eric's office. All directors must submit their written reports to this meeting for presentation to the DG on October 20.

Thursday, Oct 8 - (6:00 to 9:00 PM) - The "Good, The Bad and The Ugly" - is a Pub Night at the Ranch Bar & Grill, 21973 - 132 Avenue, a fundraiser for the Rotary Club of Haney, to raise much needed funding for initiatives like its Lunch Bag Program, youth leadership opportunities, and exchange programs. General admission with buffet is $75. See Ineke who has tickets from the Haney club for sale.

Tuesday, Oct 20 - District Governor Kathleen Olson's official club Visit.

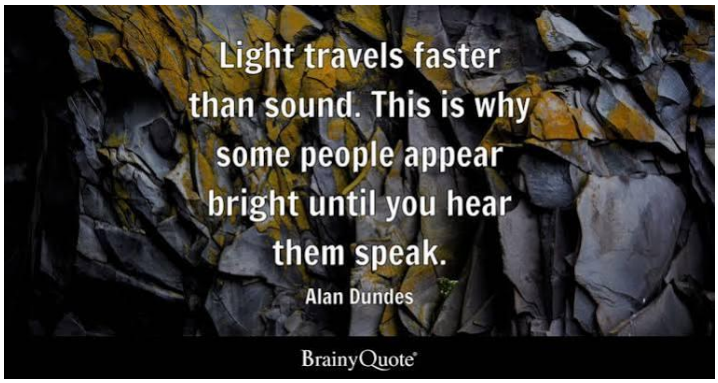
Friday, Nov 6 - (5:00 – 8:00 PM): Our Club's International Committee Fundraiser at the Maple Ridge Legion. Tickets are $35 (includes a burger and beer). This event supports member travel expenses to the international service project in Ecuador, and will feature a silent auction and a 50/50 draw. Each member is asked to sell at least two tickets, one for themselves and one for another guest, and is encouraged to sell additional tickets whenever possible. Also, each member should donate one silent auction item (the goal is to have 35 auction items).

Club Rotary Brochure

The first draft of the Club's brochure has been made, but additional content and proofreading are required before the brochure is printed. Because the proposed printing quantity is approximately 1,000 copies and the brochure may be used for many years, members emphasized the importance of getting the content correct before printing. Several members were asked to review the draft and identify:

- Missing information.
- Errors.
- Additional content that should be included.
- Changes needed for clarity.

President's Closing Quote



Submitted by Laurie Anderson