



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Michael Bell**

RI President: K.R "Ravi" Ravindran

Week August 19, 2015

Board 2014-2015

President: Jack Fleming Past President Mark Winson, President Elect: Gregg Dobson, Secretary: Ron Miller,

Treasurer: Don Edwards

Directors: Donna Cansfield, Andre Dugas, Gillian Dugas, Gerald Lue, Kester Trim, Lynda Ryder, Hugh Williams.

August 26, 2015 – Speaker: TBA.

Reporting: Ron Miller

Pictures: Ron Miller & Peter Dusek

Big Ideas Forum (BIF) Fund-Raising "Brainstorming" Session



President Jack noted that this evening's BIF was an opportunity for a "brain dump" by the members present to see if there were "viable ideas we could pursue" with regards to fund-raising activities for the Club. No decisions would be made tonight. This would be the "first-cut" of "different ideas" that will serve as a "framework" that can be presented to the Fund-Raising Sub-Committee, which will be headed by Mark Winson. They will then review all of the ideas gathered this evening and "determine some priority items for further discussion". Once done the recommendations will be present to the Board, and then with "board endorsement", reported back to the Club membership.

Jack divided the members present into 2 tables of "brainstormers". Table 1 would look at "events and activities to help raise money". The 2nd table's focus was slightly different; "what can we do to raise money and raise the visibility of our Club in the community". Jack gave both tables time to discuss the issues among themselves and then a spokesman chosen from each table would report back the "ideas" they had compiled. There was also some ideas put forward during the conversations that followed.

The following is a "summary" of some of the ideas presented (as compiled by Rhena Fleming);

Team 1 (Megha Sharma, Arya Khanal, Liz Read, Mark Winson, Doreen Williams, Jay Douglas, Iosif Ciosa, Brock Buchanan): "What events / activities might help us to raise money?"

Comments: (Ideas);

Lots of ideas around food

A winter-time concert (not weather dependent) similar to Pan Am Day (local artists)

Ribfest 2.0 – could we increase our chances of running the same event twice in the summer

Cash Calendar – (like Heart and Stroke). Ottawa Rotary Club made about \$40,000.00. They make money by advertising throughout the calendar. Calendar could have different pictures of Rotary supported events (Polio, Hands-on) etc.

Car Rally

A Casino night

Cheese frenzy (combined with cheese rolling)

Gala and auction (dinner gala)

THE BULLETIN

Amp up the Xmas dinner (it costs Rotary). Is there an opportunity to turn it into a concert and make some money

Pub crawl or a Scotch/Vodka tasting

Sports dinner

An Oktoberfest event

Doing something around a physical activity (hike, scavenger hunt, etc.) – an activity based event

Partner with another organization who is doing a fund raising event



Team 2 (Lynda Ryder, Hugh Williams, Paul Roeser, Michael Lu, Erlene Brown, Donna Cansfield, Greg Dobson, Don Edwards) – “What different ways might we raise money and bring visibility to our ‘community and hands on efforts’?”

Comments (Ideas);

How do we get visibility re: road signs This is being looked into)

Cooking events: Cook off (kids) – use our clubhouse;

Cookie selling at the Xmas (Santa Claus) parade;

Pizza Friday or Hot Dog at local schools

Use the Parking Lot at the Club House: Garage sale in a Rotary parking lot; Tailgate party

Rotary BBQ – in a park

Leverage District Conference - Silent Auction

Party at different parks

Partner with local businesses/ banks and come up with some ideas

Employee of the month (salute employees at local businesses)

WingFest – beer and wings

Penny drive for Polio

Celebrity dinner

Partner with Canadian Tire to raise money for Rotary Spelling Bee contest

- Trivia Night
- TV Auction
- Open house at the club house
- Pick one Ribber and do a winter-fest

Other ideas/comments:

Donna Cansfield – St. Georges G&CC - pitch to the to see if we could do a fund-raiser there – Donna is prepared to go to St. Georges and see if we could use their facility. We have to pitch it this fall. Need lots of manpower. Major project and requires a serious investment. Could we partner with another Rotary Club to do this?

Liz: Need to keep in mind the weather and the demands on the membership with large projects.

Hugh: If you are passionate about an idea – then it is fun

Donna: New ideas would also attract new members

Michael L: Concert idea – Etobicoke has talent – get the kids involved. We are the platform for it. We need to have the panel to judge the talent. Rotary sells the drinks and or wings to make money.

Jay: Make it a yearly activity to attract new members and revenue – for example: Use the offices for activities i.e.: Bingo. Become more visible all year round.

Lynda: All this will inspire all the people in the room. Perhaps that would bring more people to the meetings. Put more fun back into Rotary.

Mark: Nice to have an activity that can include all members of Rotary (no matter how mobile they are). Golf tournament is an interesting idea, but the proximity to Ribfest might make it a challenge. Again, too much work for our members. Burlington did Golf – very successful.

Ron: Add to what Mark said – more fun in to what we are doing – more fellowship activities.

THE BULLETIN

Michael Lu: Family Day: End of the winter – community concept – put together a big family event together – perhaps honoring Family day

Hugh: Steven Holliday – allowing lawn signs (slow down signs). Steven suggested that instead of councillors putting their name on them, offer that to Rotary. \$2.00 investment per sign and then sell the sign.

JDF: signs may not be sustainable. Maybe we could put up more permanent signs that would go on the streets with the Rotary Wheel.

Donna: One of our challenges is to reach out to the diversity in Etobicoke. For example, if we had a Christmas event – Christmas from around the world. Let everyone in Etobicoke what Rotary is all about.

JDF: Donna's suggestion ties into our Big ideas forum: Taking it on the road – for instance, up in to North Etobicoke.

Gerald Lue: Wine tasting opportunity – solicit wineries and have a wine tasting with food – people can order cases of wine

Iosif: Do a food drive – Put a door hanger message house by house – if interested come back and leave a bag they can fill with food – then later, pick up the bags for distribution

Jack: Committee will be asked to go through all of these ideas and then come back to the club and talk about the 3-4 that sound good

Jack: Have already made a plan to have social events throughout the year. Not necessarily a fund-raiser – just let everyone have a good time.

Cheque Presentation – Iosif Ciosa (Forest Hill Rotary)



President Jack present Iosif Ciosa from the Rotary Club of Forest Hill a cheque for his Club's share of the proceeds from the VIP Tent at Ribfest.

New Member Induction – Doreen Williams



President Jack was happy to say that this would be his first induction of a new member. Jack "officially" welcomed and inducted our newest member Doreen Williams into the Rotary Club of Etobicoke. Secretary Ron presented Doreen with her Rotary Membership Card, her Club ID badge and her New Member Information Package. Membership Chair Erlene Brown presented Doreen with her Rotary Pin and welcomed her to Rotary.

THE BULLETIN

This Weeks Birthdays



*Russ MORREALE – August 24th
Best Wishes on your Happy Day*

Club Administration

Rotary Club of Etobicoke – Visioning

A message from President Jack:

This is an early alert to the important meeting we have planned in September! Whether you call it ‘visioning’ ... or ... a ‘strategic review’ session ... or ... an ‘outlook / planning’ opportunity, this a very important chance for us to engage all members of our Club and to confirm a sense of direction for the Club going forward. The last time we conducted a session of this kind was in March, 2012. Much has changed since then, and we feel the time is right to conduct a more in-depth review of ‘where we are’ and ‘where we need to head’.

As you know, the Club conducted a Survey of Members in the spring and the results were reported at our Luncheon Meeting on Wednesday, July 22nd. A copy of that PPT Presentation was circulated to all Club members. It will provide a starting point for our deliberations in September! Please mark your calendar and plan to attend:

Rotary Club of Etobicoke
Visioning Activity

Saturday, September 26th

9:00AM – 12:30PM

Venue: To Be Determined

Sunday, September 20th – District 7070
Foundation Walk - Toronto Pan Am Sport Centre,
875 Morningside Avenue, Toronto (more details
will be coming by email!!!)

October 23rd, 24th, & 25th – District 7070
Conference – Weston Harbour Castle – Register
now.

Visitors & Guests

Visiting Rotarians:

- ✚ Iosif Ciosa – Rotary Club of Forest Hill
- ✚ Arya Khanal – York University Rotaract

Visitors & Guests:

- ❖ Rhena Fleming – Wife of Jack Fleming

Attendance:

Members 16
Visitors & Guests - 03
Total – 19

Theresa Sherwood

President Jack informed the members present this evening that our member Theresa Sherwood had been involved in a traffic accident (that was not her fault – someone turned left right in front of her) this evening. They took her to hospital after suffering some “whiplash” in the accident, but she has “thankfully” since been released. She sent a message to Jack during the meeting saying that other than a bit of a sore neck and a sore knee, she was OK. Her daughter and 2 young girls were in the car with her, but luckily received only just a few bumps and bruises.