



WEEKLY UPDATE



Rotary Club of Etobicoke

District Governor: Ted Koziel

RI President: Sakuji Tanaka

Week February 06, 2013

Board 2012 - 2013

President: Hugh Williams, Secretary: Ron Miller, Treasurer: Don Edwards

Speaker: February 13, 2013 - Nigel Brown Magoanine Project

Today's Meeting - Club Business Meeting



Ribfest - President Hugh asked Ribfest Chair Michael Bell to say a few words about Ribfest. Michael said that he was pleased to talk about how we were going to do things "a little different" at this year's Ribfest. This year we are planning to charge a \$2 admission fee to Ribfest (Children 12 and under will be free). However, our Club does not have enough people to staff the entrance gates. Hence we have formed a partnership with the Toronto Rotary Club to look after the entrance program and we will split the proceeds 50/50. The Toronto club has already agreed to this and are excited about doing it. They will staff the entrances and be responsible for costs such as tickets, etc. This initiative is in line with DG Ted's idea of Rotary Clubs "working together".

Rotary Etobicoke Online - President Hugh outlined the online the Club has that have "relevant and interesting" information on "what our Club is doing".

Club web site:

<http://www.rotaryetobicoke.org/>

Club Facebook Page:

<http://www.facebook.com/RotaryEtobicoke>

Magoanine Facebook Page:

<http://www.facebook.com/MagoanineProject>

Rotary Etobicoke Atlas: (BETA)

<http://www.zeemaps.com/pub?group=495154>

(This is on test (BETA) mode currently but is an "amazing" site that is showing where in the city/the country/the world where we spend our money on projects. If you click on any of the flags it will give you details of the project and other pertinent information such as how much the Club donated to it.)

Rotary Grant Application System:

<http://www.torontoribfest.com/rotary/onlineapplication/onlineapplication.html>

(This form is intended for use by organizations that are requesting money from the Club for project funding)

Toronto Ribfest web site:

<http://www.torontoribfest.com>

Toronto Ribfest Facebook page:

<http://www.facebook.com/torontoribfest>

Toronto Ribfest Vendor form:

WEEKLY UPDATE

<http://www.torontoribfest.com/vendors/vendorapplication/vendorapplication.html>

(An application form for vendors interested in selling their services/goods at Ribfest)

International Services - At next week's luncheon meeting, Wednesday, February 13th, Nigel Brown will talk about the progress of the Magoanine Water and Sanitation Project. There will also be a fundraiser for the Magoanine Project on Wednesday, March 27th at Nigel and Bernadette's (see announcements)

Club Banners - President Hugh announced that some of the money we received from DG Ted will be spent on 2 "pop-up" banners that will be used at various functions (such as the upcoming Community and Government Services Fair at Cloverdale). One will be to tell about the Club and the other about Ribfest. President Neil Phillips of the Toronto Rotary Club has already requested that we display the Ribfest banner at the upcoming luncheon for RI President Tanaka on March 1st.



Rotary Food Initiative - Student Hunger Relief Concert -

What:

- Concert on Thursday, June 27, 2013.
- Featuring renowned Canadian artists.
- Kicking off summer in the city and Toronto Ribfest.
- Held at the Toronto Ribfest site (south stage).
- Joint partnership with Rotary Club of East York; Rotary Club of Toronto; and food security organizations throughout the city.

How:

- Leverage Toronto Ribfest Infrastructure
- Leverage the relationships we have built.
- Partnership-based
 - Rotary Club of Etobicoke
 - Rotary Club of East York (new!)
 - Rotary Club of Toronto (new!)
 - Toronto Foundation for Student Success (Toronto District School Board)
 - Daily Bread Food Bank (new!)

WEEKLY UPDATE

- Second Harvest
- North York Harvest Food Bank
- Community Health Centres (CHC) = LAMP, Rexdale (new!), Stonegate
- St. James Food Bank
- Salvation Army
- Potentially: Angel Foundation (Toronto Separate School Board); City of Toronto; Government of Ontario.

Benefits to Rotary:

- Concert targeted specifically at a perfect demographic for Rotary. (i.e. 40-60 yrs, affluent, caring)
- Anticipate 10+ new members for Rotary Etobicoke. *Hundreds more* potentially for other clubs in Toronto.
- Relationship building with the community and our “partners”.
- Kicks off Toronto Ribfest. Will add new media. Highlights the “music” component of Ribfest. And, it’s NEW.
- Provides a new market opportunity to drive sponsorship sales at Ribfest.

Bigger Picture:

- May become the launch for a Toronto-wide Rotary initiative to end student hunger by 2018 Rotary International Convention being held in Toronto.
- Opportunity to build relationships and therefore improve our ability to impact the community.
- Opportunity to be on the forefront of a “movement” and help set the agenda for a core issue that often dominates media and is top-of-mind.
- Opportunity to help kids. \$50K in earnings would NUTRITIOUSLY FEED a LOT of youth.

Risk Assessment:

- *Completely* rained out and can’t be held
 - Some people may request ticket refunds

- May be able to negotiate a “rain out clause” with the artists (to be determined) for significantly reduced fee of concert unable to happen.
- Purchase insurance?
- Poor weather keeps people away.
 - Push for advance ticket sales, rather than gate sales
- Don’t sell enough tickets.
 - We will get indications that it should be successful prior to finalizing performer contracts. E.g. Ed Torres provided an optimistic assessment.
- Don’t get Rotary club team in place to implement.
 - Cancel now before spending money and getting the partners too engaged.

Student Hunger Relief Concert - Budget:

- Partners responsible for promotion and staffing of event.
- Leverage: stage, sound, lights from south stage at Ribfest; fencing of park; Rotary pavilion; partners for staffing; food vendors; Ribfest beer and pop infrastructure.
- Expenses:
 - Talent: \$48K (e.g. The Jim Cuddy Band; Cowboy Junkies; Celebrity Host)
 - Administration: \$4K (ticket services; security; other services)
 - Contingency: \$3K

Total: \$55K

- Income:
 - Ticket Sales: 4,000 - 6,000 at \$20 each = \$80K - \$120K
 - Corporate Sponsorship estimate: \$10K - \$30K
 - Food Vendor Supplement: \$300 per vendor = \$3K - \$4.5K
 - Online donations estimate: \$2K
 - Onsite donations estimate: \$5K

WEEKLY UPDATE

- Beer / Wine / Pop / Water sales = \$10K - \$15K
- (Note: city grant funding not available this year).

Total: \$110K - \$170K

Club Vote:

- Partnership approach for an event to raise awareness and raise money for student hunger relief.
- Concert budget to include expenses up to \$55K; with income potential over \$100K
- Funds raised at the event will:
 - o Pay for all expenses associated with the event
 - o Be equitably distributed among all the participants, including Rotary Etobicoke.
 - o The distribution to be determined based on the Rotary Four Way Test.

The distribution to be recommended by Community Services Committee and approved by the Board at their first meeting next year

Legacy Project:

President Hugh has mentioned previously that the Club has had discussions with the Toronto West Rotary Club about the possibility of collaborating in a "Legacy" project of some sort in Etobicoke that would give recognition to Rotary in the community. No project has been decided on yet, but the Club is looking for permission from the membership to explore the potential of such a project. Possible suggestions could be a Rotary Youth Leadership Centre, a Rotary Hall, a Rotary Youth Shelter, a Rotary Skills and Training Academy, or any other "awesome project". The Toronto West memberships has already voted to commit their Club to \$150,000 over 3 years (\$50,000/yr) to this project, and are looking for a similar commitment from our Club. This must be approved by our membership before we can proceed in a partnership with Toronto West. A vote of the membership is scheduled for

Wednesday, February 20th (a formal notice and further details will be sent to all members as set out in the Club by-laws). This vote is to give permission to the Club to move forward on looking for a project. However, if and when a suitable project is found, it will still have to be voted on again by the membership before it can go ahead and must meet suitable criteria. If no suitable project is found, then the money held in escrow will be returned to the general funds.

The relevant sections of the Club by-laws that outline how we need to proceed with the Legacy Project and the Student Hunger Relief Concert:

From Article VIII -

Section 3 - Joint Ventures

In accordance with Rotary International procedures, no joint ventures will be undertaken with other clubs (except Rotary clubs), charities, advertisers or other organisations without club membership approval.

Section 4 - Contracts

All contracts undertaken by the Club and its committees must be signed by any two of the President, Vice-President and Treasurer, after approval by the Board. The Chair of the Ribfest Committee, together with either the President or Club Treasurer shall sign contracts relating to Ribfest in excess of \$10,000. The Club Treasurer shall retain a copy of all contracts. Any contracts extending beyond one year as proposed by the Board must be approved by the membership at a regular club meeting, seven days notice having been given to all members that such a vote will be taking place. One third of the Club membership (excluding honorary memberships) but not less than twenty (20) members, including proxy votes, will constitute a quorum.

Section 5 - Limitations

Unless approved by the Club, members of the Board (and including all of its committees) will

WEEKLY UPDATE

not obligate themselves to any financial programs, or commitments to those said programs (excepting as noted in Section 4), beyond the current Rotary year.

Opportunities at Rotary Etobicoke:

The following opportunities are available. Are you interested / able to run with...:

1. We have two Board positions for the *remainder of this year to June 30* still open - Club Administration, and Vice President. Please see Hugh if you are interested in serving on the Board for a few months. (You must have been a member for two years).
2. Webmaster, RotaryEtobicoke.org - keep our club website updated with notices and stories.
3. Webmaster, TorontoRibfest.com - manages and maintains content on the club's big fundraiser web site.
4. Trump AIDS Walk Representative - Be the point person for the club's involvement in the District's annual Trump AIDS Poker Walk (coming again this spring).
5. Polio Representative - Be the club's point person for all things related to polio - including PR and special events.
6. Chair, International Services - Organize and coordinate one of the club's most important and active committees!
7. Treasurer "Apprentice" - Both Rotary Etobicoke (Don Edwards) and Toronto Ribfest (Paul Roeser) are looking to ease out of their role as Treasurer. These are both critical positions. If you have an interest and ability in managing finances, these positions provide a significant opportunity both personally and professionally.
8. Ribfest Marketplace and Sales Manager - There's an opportunity to manage an online "store" and develop a coupon book for Toronto Ribfest. Both will help raise money for the club. Neither requires technical IT capability. Both will help put you directly in touch with all the vendors and sponsors that we work with.
9. Club Historian - Historian does not mean "old person", but someone who can initially

organize and then help maintain a record of the organizations that the club has supported and turned down requests from. The new online Rotary Etobicoke Atlas will help as publish this information as well (see Hugh for details).

10. Hospital Strategy - A draft terms of reference has been prepared. This project will provide a policy direction for the club how we choose to deal with funding requests from the major hospitals in our catchment area. The person leading this will also be a part of Community Services Committee.

11. Legacy Project - If this project is approved by club membership, then it will require a lead person to manage the process and the partnership with Toronto West Club. The person will also be a part of Community Services Committee.

12. Rotary Food Initiative - This includes leading the Student Hunger Relief Concert (if approved), the Ribfest entrance theme, the x-Rotary partnership and 2018 Convention Proposal, and our ongoing partnership with the food security organizations. This person will also be part of Community Services Committee.

District 7070 Governor Ted Koziel - Cheque Presentation



WEEKLY UPDATE

District 7070 Governor Ted Koziel attended today's meeting to present a cheque to the Club. DG Ted said that the District held a contest among all the clubs in the District to get "100 new Rotarians in 100 Days" (between September 15th and December 15th). There were prizes awarded to the Clubs and our Club was the "grand prize winner". DG Ted congratulated our Club and presented a cheque for \$2500 to President Hugh and. He added that the contest was a great success as a total of 116 new members joined clubs across the District



Visiting Rotarians

- ➔ **District Governor Ted Koziel** – Richmond Hill
- ➔ **Mark Christie** – Toronto Twilight
- ➔ **Mir Hussain Dost** – Krishnagiri, India (District 2980)

Guests

- ➔ **Brock Buchanan** – Brock is a former member of our Club, and the Moshi, Tanzania Rotary Club. Brock has returned to Toronto from Tanzania and is interested in rejoining our Club
- ➔ **Liz Read**
- ➔ **Jack Fleming** – Returning former member
- ➔ **Erlene Brown** – Shortly to be a member

Club members – we were **16** today
Total attendees – **24**

Secretary's Corner

By Ron Miller

Following announcements were made

RI President Sakuji Tanaka's visit to the Rotary Club of Toronto:

Rotary Club of Toronto President Neil Phillips is inviting all Rotarians and any interested guests to meet Rotary International President Sakuji Tanaka at a special luncheon on Friday, March 1, 2013 (12 PM) at the Fairmont Royal York (Concert Hall), 100 Front Street West, Toronto. Tickets are \$80 each. Tickets are going fast.

Contact: <http://rtc.r-sourcecenter.com/event/index.asp?EventId=44> for tickets

(NOTE: President Hugh has advised that our Club will have a table at March 1st luncheon with RI President Tanaka. Members are encouraged to buy a ticket, and if enough attend, maybe we will have 2 tables)

Rotarians for Peace Symposium:

The Rotarians for Peace Symposium will be held March 2, 2013 at the Fairmount Royal York Hotel in Toronto. Rotarians and their guests from Districts 6330, 7010, 7040, 7070, 7080 and 7090 are invited to attend. Registrations are now being accepted. Rotary International President Sakuji Tanaka will be there to open the Symposium. Please go to the Rotary District 7070 Website at www.rotary7070.org and look in the upper right hand column for Rotarians for Peace Symposium and click on the Register Now button.

WEEKLY UPDATE

Here are some of the details: Saturday, March 2, 2013 (8:00 a.m. - 4:00 p.m.) at the [Royal York Hotel](#) in downtown Toronto. Join Rotarians from Districts across the US and Canada for an extraordinary learning and inspirational experience. Learn about peace, development and global health - locally as well as internationally - and spend time with an incredible group of people who are changing the world.

Honoured guests will include: [Dr. Izzeldin Abuelaish](#), "The Gaza Doctor" & the author of *I Shall Not Hate*; [Raseema Alam](#), a Rotary Peace scholar with over 15 years of experience in developing countries; [Dr. Bob Scott](#), a leader in Rotary's battle against polio; [Wilfred Wilkinson](#), Past President of Rotary International; and Master of Ceremonies [Suhana Meharchand](#), host CBC News Now. There will be breakout sessions on peace in our schools, gang violence, medicine in conflict zones and more. This is a conference not to be missed! In addition to all the above, a continental breakfast & a lunch is included all for the amazing price of \$100 per person!!

Rotary Club of Toronto Twilight - "Get LAO'd for Laos" Fundraiser:

Mark Christie from the Toronto Twilight RC wanted to invite interested Rotarians and their guests to their "Get LAO'd for Laos" Fundraiser to build a school in Laos on Friday February 22nd, 2013 (7pm-1am) at Twist Gallery - 1100 Queen Street West. There will be "Live Music & DJ, Food samplers, open bar, and a silent auction". Tickets: \$50 in advance via PayPal on the TTRC website torontotwilightrotary.com or via email at info@twilightrotary.com

Each year the Toronto Twilight Rotary Club hosts a large fundraiser, directing the proceeds to a single large international project. In the

past we have supported an agricultural irrigation furrow system in Tanzania, ShelterBox Canada, and Rotary International's End Polio Now campaign. For this year's event, all proceeds will be directed to the Adopt A Village in Laos (AAVIL), a registered Canadian charity dedicated to helping improve living conditions in Laos. TTRC's goal is to raise \$15,000 through this event and with it, build a new primary school in Laos through AAVIL. The school will serve approximately 45 children in an impoverished area, but a secondary goal is to build a long-term relationship with this area through AAVIL, and continue building infrastructure and launching pilot projects.

Other Announcements:

Wednesday, March 27th - Magoanine Cocktail Fundraiser in aid of the Magoanine "B" School Water & Sanitation Project - 7 PM - Bernadette and Nigel's (437 The Kingsway - near Islington) - Tickets \$55/person - Contact Nigel Brown

(NOTE: The regularly scheduled luncheon meeting on March 27th will be cancelled)

- **Saturday, May 4th** - District Assembly - 8:45 AM - BMO Institute for Learning. This is an opportunity for all Rotarians (especially our newer members) to learn more about what Rotary is "all about" and what we do. For information please contact Ron Miller.

Please put all these dates in your diaries and let Ron know any make-ups/meetings you have attended - THANK YOU!

WEEKLY UPDATE



Ron Miller – Ron was happy to say that he joined other members of our Club and District 7070 at last Saturday's Toronto Marlies Hockey Game (along with his daughter and 2 of her friends). However, he was surprised that the tickets that he got from Lars Henriksson were in a different section of the arena from everyone else.

Jim Woodside – Jim mentioned that "his wife and her brother were trying to get their 96 year old mother to get rid of some her property", but that they needed some advice. Jim was happy to say that they contacted Russ Morreale who explained all the "ins and outs" of what they needed to do. Jim wanted to thank Russ for his help..

Diane Irvine – Diane said that while she was sorry she couldn't have been here last week to hear Andre's great classification talk, she was happy to say what she was doing that day. She had to take her son Austin to Port Credit Secondary School to "test" for their "SciTech" program. Of the 400+ students who tested only 100 were selected and Diane was happy to say Austin was one of them and will now be attending PCSS next year. Congratulations Austin.



50/50 Draw

Today's 50:50 Draw **Andre Dugas** ticket was drawn out of the bag and he pulled the **2 of Clubs**.

Rotary Minute Waltz (with an Apology to Chopin)



President Hugh asked Lynda Ryder to "kick-off" a new weekly segment of our luncheon meeting, the "Rotary Quickie" (I call it the Minute Waltz since that piece of music is a little over a minute) where a member gives a quick minute or so talk about themselves.

Lynda said that she has been in Rotary since 1989. She had been invited to attend a meeting back when we met regularly in the Humber Room (we had approximately 100 members then). She remembers that during that meeting an "older gent" seated next to her fell asleep on her shoulder. She was invited at a time when women were not members. She was surprised when a short time later she was invited to join the Club. She said she didn't know much about Rotary and asked her father if he knew anything about them. Her father said that while he was "overseas" he said that Rotary was well respected and that he felt it would be an "honour" for her to join. When Lynda later became President of the Club she thinks she was the 1st woman President in Canada. She also became District 7070 Governor. She has "greatly" enjoyed Rotary and thanks everyone for all the support she has had over the years. She added that she is still working and is the Director for National Silicates and is responsible for their operations in England, The Netherlands, and Canada.

Reporting & Pictures Courtesy: Ron Miller