

# WEEKLY UPDATE



## Rotary Club of Etobicoke

District Governor: Valarie Wafer

RI President: Ron Burton

Week July 17, 2013

Board 2012 - 2013

*President: Michael Bell, Secretary: Ron Miller, Treasurer: Don Edwards*

***Speaker July 24, 2013 - President Michael Bell My Vision for 2013 - 14***

### Big Ideas Forum - Two Million Dollar Project Toronto Ribfest



President Michael welcomed everyone. The first order of business was to induct two of our new members, Lynn Manwar and Liz Reid. Alex and Michael welcomed them into the club.

Don Edwards was then called up and given the first donation from the Toronto Ribfest committee - a \$65,000 cheque from the proceeds of the entrance program.

Hugh gave a quick update about the Legacy project, noting that 26 community groups attended the recent information meeting and have committed to preparing answers to our request for proposal.

Hugh also advised that the community services committee has committed to start a fund for local families in need who were affected by the

recent flood in Etobicoke. The committee will give up to \$2,000 per family for 5 families and we are hoping that community organizations and businesses will commit funds as well. The decision process for who is to benefit will be done by the Salvation Army in North Etobicoke under the leadership of Kester.

Michael then introduced the evening's Big Ideas topic:

The focus of this BIF was to follow-up on our BIF a year ago where we discussed big ideas to create the "million dollar fundraiser". Out of that, we had some great ideas which we implemented during TR 2013, most significantly, the entrance program. This alone raised approximately \$130,000 for Rotary, half of which was received by Rotary Etobicoke, and the other half which was shared amongst the Rotary Club of Toronto, Rotary Sunrise Club, U of T Rotaract Club, and the Toronto Rotaract Club. Our partnership with these clubs was crucial in enabling us to staff and run the entrance program.

On July 17<sup>th</sup>, we challenged our group of Rotarians and visitors to think about Big Ideas for Toronto Ribfest 2014. The big question: how can we get even closer to making a million dollars at Ribfest? The participants split into four groups, and the focus of each was as follows:

1. Staffing and Partnerships
2. Attractions, Entertainment, and Merchandise Vendors
3. Food and Beverages
4. Sponsors and Contributors

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After much discussion, each of the groups presented several key ideas for future discussion by the Ribfest committee:

## Staffing and Partnerships

The focus here was on increasing our existing partnerships' commitments, growing our partnerships, and making more effective use of the volunteers we already have. The most significant suggestions were:

- For our community partners, communicate more effectively and concretely "what we need" from them in terms of volunteer commitments. One suggestion - send one or several people from TR or RCE to attend their board meetings and clearly state both the significance of Ribfest as a fundraiser, what we need in terms of staffing, and how we hope they might help.
- Similarly to the success of the garbage collection done by Invictus, create other opportunities for groups to "own" the responsibility for specific areas. For example, if we had someone specifically "owning" the recycling piece and helping to sort the recycling, this would not only make things work more efficiently, but also would be a significant revenue opportunity since we would be able to turn in the aluminum cans that are currently thrown out, and get money for them.
- To make the existing volunteers at the entrance program more efficient in collecting funds, the group suggested more signage at all the entrances which would explain what the \$2 is for, and who benefits. This would significantly reduce push-back from the visitors, and allow the volunteers at the entrance to spend less time explaining WHY we want the toonie and more time GETTING the toonie, from more people.

## Attractions, Entertainment and Merchandise Vendors

Big ideas here concentrated on generating even more buzz around the MUSIC aspects of TR as well as creating opportunities for the public to donate money in these areas. The most significant suggestions were:

- Offer opportunities for radio stations to have tents in both ends of the park where the music happens, to both promote their stations but also to encourage them to "talk up" the event on the radio - a win-win.
- Enhance and increase the size of the "beer garden" around each stage, similar to how the south stage was arranged. With significantly more seating and possibly some shelter, people would stay longer and therefore spend more money on beverages.
- Allow for people to "request a song" for a toonie. The success of the "guest judge" bidding could be leveraged so that people would become more engaged in the music and the bands, but also allow more money to be donated.

## Food and Beverages

Big ideas here were focused around increasing the revenues that are generated in this area. They were as follows:

- Price the beverages in such a way to make it easy for people to donate change
- Place prominent and eye-catching "donate to Rotary" cans at each bar
- Consider selling beverage tickets to the people standing in ribber lines
- Research a larger location such as Downsview Park so that we can accommodate more visitors to Ribfest.

## Sponsors and Contributors

The big comment here was that the sponsors we currently have do not accurately reflect the

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size and importance of Toronto Ribfest. We should be shooting for much bigger and higher profile sponsors. As well, the focus was on getting the public / visitors to willingly and repeatedly pay the toonie at the entrance. Ideas for this included:

- Start the process of getting sponsors much earlier, i.e. in the fall, when large companies are making their sponsorship decisions for the following year.
- Prepare an updated sponsorship package with much more detail on the size and reach of the event, as well as increasing the amounts to be donated by the "name" sponsors.
- See if it would be possible to link the entrance program with one of our big sponsors. For example, in exchange for their toonie, they could receive an entrance ballot for a daily contest to win something big(-ish). After coming home at the end of the day, they would enter the code online, as well as their email address, and would be entered into the draw. Benefit to the sponsors - huge database of people. Benefit to Rotary - people willingly paying their toonie every single day (or perhaps even every time they enter the gate). Additional benefit to Rotary - this database would be a key selling feature in helping to sign up sponsors, because it's worth big \$\$\$. Benefit to visitors - they get a chance to win something.

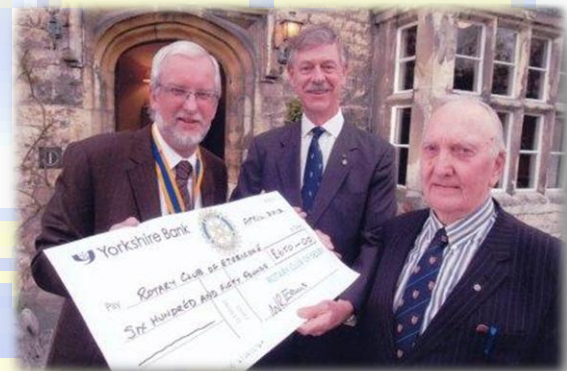
There was lots of further discussion afterward. And as usual, a great time was had by all!

## New Member Induction



President Michael was pleased to welcome two of our new members, Lynn Manwar and Liz Read into the Club. Ron Miller presented them with their New Member information packages along with their membership cards and Club ID badges. Membership Director Alex Woda presented them with their Rotary pins.

## ROTARY CLUB OF SELBY, YORKSHIRE. UNITED KINGDOM SUPPORTS MAGOANINE PROJECT



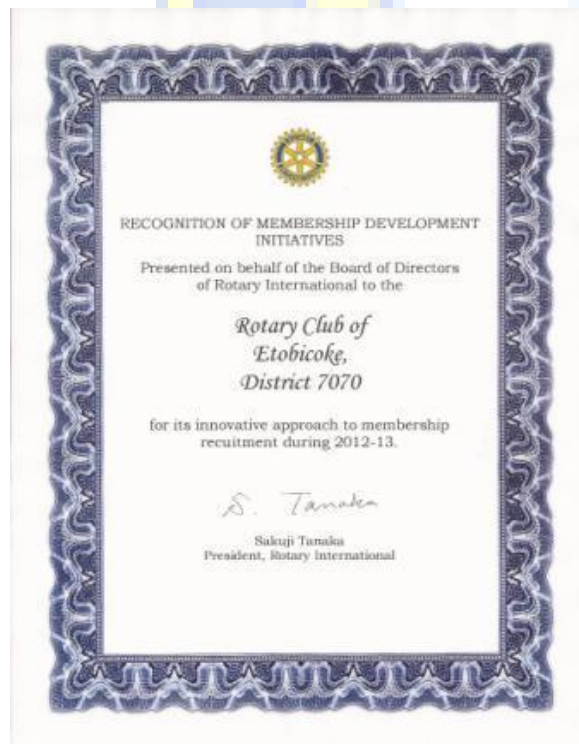
Pictured above is Martan Leadbiter, left, presenting the cheque to Nigel Brown, a member of the Canadian club and also pictured is John Joy



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Selby Rotary Club recently presented a cheque for \$650 to a Canadian Rotary club as part of Rotary International Development. The connection with the Canadian club, Etobicoke based in Toronto, was arranged by Selby Rotarian John Joy who is a regular visitor to Canada and especially Toronto. The Canadian club sponsors development of water sanitation for a school in Maputo, in southern Mozambique.  
- Courtesy Rotary Club of Selby Publication -

## MEMBERSHIP DEVELOPMENT AWARD FROM ROTARY INTERNATIONAL



### Visitors & Guests



#### Visiting Rotarians:

- **John Joy** – Rotary Club of Selby, England
- **Ian Lancaster** – Rotary Club of Northumberland Sunrise

#### Visitors:

- **Jay Douglas** – Potential New Member
- **Martina Ernst** – Potential New Member
- **Yvan Baker** – Guest of Ingrid McGaughey
- **Ravi Amin** – Guest of Ingrid McGaughey
- **Winnie Tsige** – Bank of Montreal
- **Sam Caputo** – Bank of Montreal
- **Peter Dusek** – our Ribfest photographer
- **Michael Lu** – Potential New Member

Members = 20

Visitors and Guests = 10

Total Attendance = 30

### Birthdays This Week



**Drew Claxton** – June 27<sup>th</sup>

**Nigel Brown** – June 29<sup>th</sup>

**Justin DiCiano** – July 1<sup>st</sup>

**John Campbell** – July 8<sup>th</sup>

And for this week

**Bob Maxwell** – July 19<sup>th</sup>

**Jeremy Carter** – July 19<sup>th</sup>

**Gillian Dugas** – July 19<sup>th</sup>

**Maureen Borghoff** – July 21<sup>st</sup>

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## Secretary's Corner

*By Ron Miller*

*The following announcements were made:*

### **Club Social "Going Away" Party for Bernadette & Nigel**

Everyone is invited to attend a Club Social "Going Away" Party to honour Bernadette and Nigel at the Westmount Gallery, 88 Advance Road on Monday, July 22nd at 6:30 PM. This is an opportunity for all of us to thank them both for all of the "amazing" work they have done for the Club in the short 4 years they have been with us before they head off to Cape Town, South Africa. It would be great to have as many members as possible, along with their families and guests, attend this special occasion. Please RSVP Ron Miller ([rjm-woxof@sympatico.ca](mailto:rjm-woxof@sympatico.ca)) to advise if you will be attending so that we can gauge the number of people that will be there.

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

### **Pictures from Ribfest - I**





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Reporting: By Ron Miller and Ingrid Bjel McGaughey

Pictures Courtesy: Ron Miller and Peter Dusek

