



THE BULLETIN



Rotary Club of Etobicoke

District Governor: **Valarie Wafer**

RI President: **Ron D. Burton**

Week April 16, 2014

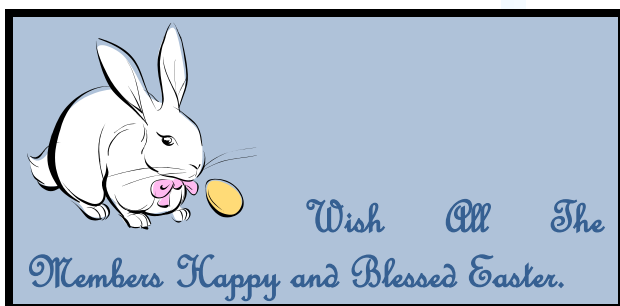
Board 2013-2014

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

April 23, 2014 - Speaker: Susanna Kielenko – Furniture Bank with the Community/Toronto.

Reporting: Ron Miller/Ingrid Bjel-McGaughey

Pictures: Ron Miller & Peter Dusek



Big Ideas Forum - Toyin Dada and Benn Abeoba - Community Engagement



Ingrid McGaughey introduced our speakers Toyin and Benn.

Benn is the Director of Finance with the Canadian Black Caucus; the founder and a mentor with Fincorporated Mentoring Program; a soccer coach; Chief Youth Coordinator, Yoruba Community Association; as well as the President and Chief Investment Officer of Empereur Capital, Inc; and he came to share his big idea called: "Build Etobicoke".

Toyin is the Executive Director of an active non-profit community organization, an entrepreneur who started her first business at the age of 16, a community activist who has founded two youth leadership development forums that have influenced over 1,000 young people, a long time volunteer with the Boys and Girls Clubs of Canada, and an award winning recording artist. Toyin is also one of our newest members in the Rotary Club of Etobicoke.

This week's "Big Ideas Forum" is focused on "Community Engagement". Ingrid acted as moderator for this discussion and posed questions to Toyin and Benn.

Ingrid began by asking;

"What is your Big Idea?"

Benn said that his vision is called "Build Etobicoke". He said there are a "lot of organizations" doing things in Etobicoke such as Rotary, MicroSkills, Youth Without Shelter which are "helping society and building a stronger Etobicoke". What he would like to see is all of these organizations come together as "one voice, one body" which would make it much stronger and more focused, hence more effective. He says that these organizations would get together on a unified platform that would receive "uniform support" from government (local, Provincial and Federal).

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Toyin thinks that we need to “define the principles” about what are things that help get the community engaged. She noted that Rotary began with 4 men who wanted to do something for their community. Rotary is now engaged in the community all over “both locally and around the world”. She said that we need to focus on the “individual”. Sometimes this is lost in the “big picture”. She says we should “step back” and look at the individuals involved. She was happy to say that when she participated in painting 4 bedrooms at Youth Without Shelter a couple weeks ago, it was “defining moment” of “why we do what we do in the community”. She said that when one of the girls there saw the bedroom she “screamed with joy”. “It is things like this that ground you in community engagement”. It is things we care about and why we do what we do. She feels by doing things this way that “I am making a change one person at a time”.

“What is the biggest challenge to making Etobicoke community engagement a success?”

Benn thinks that the challenge is engaging the one's in need such as connecting with youth, women suffering from inequality, etc. He said one problem is lack of resources and funding which he feels can be addressed by the organizations “coming together”.

Toyin said that she has worked with the Boys and Girls Clubs for over 15 years which is a Non-profit organization where she has worked “one-on-one” with young adults helping them to be engaged to serve the community. If you give them a “sense of purpose, they can make a change”. For example she mentioned an incident on a bus she was riding on to go home late one evening. Two young girls sat at the back and were talking. Toyin overheard them saying that they were “going to a boyfriend to smoke joints”. Toyin went up to them and simply asked “why?” They were not very receptive to the inquiry. Toyin persisted and asked them “isn't there more to life...a bigger thing to live for”. The reply was “no”. Why not? Toyin was told that “we know we were born as a mistake”. They had no family setting and didn't know their father. Their mother told them they “were mistakes”. Toyin told them that they “were born to a purpose” and that they

had better things to do with their lives than what they were planning to do that evening. The girls left the bus in tears and Toyin is not sure what happened to them, but she hopes they rethought what was going on in their lives. She said this “one-on-one” is one of the best ways to “engage youth”. This is similar to her work with the Boys and Girls Clubs where one of their principles is to promote education. They try to encourage youth to pursue secondary and post-secondary education. This is important to Toyin as she comes from a very well educated background with both of her parents “highly educated professionals”. Toyin added that many young people feel that “they don't have it in them to make a difference in their community” and that they need to be shown that they have these “fundamental core abilities” that will help them to become “engaged”. She said some of these same youth have helped build a skateboard park and playgrounds.

“What needs to be done?”

Benn says that people need to be “living lives of purpose”. They must spend time to help others. “If we do not build the home community ourselves, no one will do it for you”. They need to dedicate “their skills”, even if it is just one or two, to help “shape the world”. Benn says that “shape” is actually an acronym;

S = Skills (1 or 2 skills)

H = Hear (hearing what needs to be done)

A = Abilities/Vocations

P = Personality

E = Experience (resources you can use to help community)

Benn added that “he feels better when he helps people feel better”

Toyin thinks we could do more collaboration with other agencies. She said she “loves” how much collaboration is already taking place in Etobicoke such as the MicroSkills project that brought together Rotary Etobicoke and Toronto West in a joint venture. “It is a great example of what collaboration can do”. She noted that MicroSkills is a focus of “what can be accomplished by engagement in the

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community' but "funds are needed" for them to do it.

"Do you have any final thoughts?"

Toyin suggests that to "make a difference" and to truly "engage the community" we need to "be constant and consistent" in the way we do things. If we start a project we must have a consistent approach until it is completed. Community engagement may not happen in a year but being consistent in longevity will pay off in the long run. Even if it is just a small project, a consistent approach goes a long way.

Benn suggests that everyone "should do their part". Even if it seems like what you are doing is something "so small like a drop of water, when everyone does something you may come up with a bucket of water". He personally feels he has helped change lives. He had at one time thought of being a police officer but decided that it is more fulfilling doing what he is doing now. One of the things he does is coach soccer. Even though he no longer wants to be a police officer he has "coached" some of the boys and girls to join the Police. He says he has several of the kids he coached in the TPS and with the Peel Police. He has helped many others to make a better life for themselves. He feels he is doing his part to serve the community and to become "engaged" in the community. He reiterated that "we all need to do our part".

Hugh Williams thanked Toyin and Benn by saying what a great presentation they made this evening but that there were "many great threads left dangling" that still need to be addressed about community engagement. However, Hugh said we only have to look at the work the Club has been in North Etobicoke with the help of organizations such as the Rexdale Hub, Youth Without Shelter, MicroSkills, and Kester Trim's Salvation Army Temple. He is very excited about what we are doing. Hugh also said that we also have the "longevity" that Toyin mentioned. The Club has been going since 1930 and Rotary itself is over 100 years old. The history we share as an organization is our strength.

Birthdays This Week



Diane Irvine- April 20

James Simon - April 20

Happy Birthday to on your happy day... ..

Secretary's Announcements



Saturday April 26th, Rotary Trump AIDS Porker Walk If you wish to join our "Rotary Ribfest Rovers" at this "fun and scenic walk in the beach" contact Erlene Brown.

Saturday May 03, 2014 – BMO Institute for Learning, 3550 Pharmacy Ave, Toronto. 7.30 AM – 2.00 PM. Contact Ron for details and Registration.

The Rotary Club of Toronto – Forest Hill "President's Gala 2014":

Our Club members are cordially invited to join the members of the Toronto – Forest Hill Rotary Club in celebrating their "President's Gala 2014" at The National Club Toronto Friday, April 25th (registration 6:30 – 7:00 PM; dinner & dancing 7:00 – 11:30 PM). Tickets are \$85/person and include the Reception, Wine & 3 Course Meal. Music provided by the Igor Babich Band. To register, please contact Kathy Verduyn (Kathy.verdun@ontario.ca or 416-305-9834).

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Visitors & Guests

Visiting Rotarians:

- **Dishan Ratnajothi** – Rotaract Club of York University
- **Vineet Kochar** – Rotaract Club of York University
- **Japjot Lail** – Rotaract Club of York University
- **Preethu Kaduppil** – Rotaract Club of York University

Visitors and Guests:

- **Benn Adeoba** – Speaker
- **Gillian Campbell** – Guest of John Campbell
- **Maria Marchyshyn** – Potential new member

Attendance:

Members –16
Visitors & Guests – 07
Total – 23

Moving doctor's office rescues women from breast cancer

In Tamil Nadu, India, two doctors, both members of the Rotary Club of Srirangam, discovered an alarming trend in the remote city outskirts of Trichy, women dying of breast cancer.

Drs. K. Govindaraj and K.N. Srinivasan knew that much of the death and suffering could be avoided, and both were motivated by their personal experiences with the disease. Govindaraj watched his mother die of breast cancer a decade earlier, and helped found the Dr. K. Shantha Breast Cancer

Foundation in her memory. Srinivasan, an oncologist, witnessed unprecedented growth in the number of younger patients coming to his clinic with advanced stages of the disease.

According to the National Cancer Registry of India, 20 to 40 women per 100,000 are suffering from breast cancer. And because many women lack the resources to travel to the city, or the \$50 fee for proper screening, the doctors needed a unique approach. During a trip to South Korea, Govindaraj saw a large van outfitted with X-ray equipment parked outside a mall, and thought a moving doctor's office and lab -- or "mammobus" -- could overcome the challenges they faced.

Through a Rotary global grant, the men were able to buy and outfit their own bus. Since April 2012 the Shantha Foundation's mammobus, supported by local Rotarians and the Rotary Club of Rockville, Maryland, USA, has administered 2,500 free breast cancer screenings. Early stage cancer has been detected and treated in six women, and thousands have been taught how to conduct regular self-exams, an important means of early detection.

"Women have started feeling that they have easy access to health without compromising their day-to-day work and earnings," Srinivasan says. "Women come out to our health workers with their health-related problems and discuss freely about various aspects of health and diseases, not just about breast cancer."

The mammobus cost \$34,000 and is equipped with a mammography machine, an ultrasonogram, and materials that teach the method and importance of self-exams. The Shantha Foundation maintains the vehicle and reaches out to nongovernmental organizations, women's groups, and employers to arrange visits. The bus stops anywhere a large group of women congregate, with priority given to rural

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areas. The Srirangam club also helps line up visits and widely promotes the bus through various media.

"More and more clubs and NGOs want to participate and are booking the mammobus well in advance," says Srinivasan. "We are already booked until the end of May."

Govindaraj says if something is detected during screening, the woman is given the choice to get a biopsy at the Shantha Foundation's affiliated hospital, or to have the foundation arrange a biopsy with a local radiologist.

If a biopsy proves malignant, the woman is advised to undergo treatment in a hospital in her own city or, if willing, to receive treatment at the Shantha Foundation hospital. Either way, the procedure is covered by government insurance. The foundation provides follow-up support and counseling for patients and families.

Dr. Chenguttai Dheenani, a retired surgeon and member of the Rotary Club of Rockville, Maryland, USA, became involved in the project after he met a member from Tamil Nadu at Rotary's international convention. In addition to convincing his club to support the project, Dheenani, a lifelong member of the American Tamil Medical Association, secured a \$5,000 donation from the association.

"In many cases, this will be the first doctor these women have seen," says Dheenani. "This venture is bringing life-saving detection right to their doorsteps."

Rotary members have also been lining up volunteers to ride on the bus and talk to the women about HIV/AIDS awareness and other health issues.

Meanwhile, the doctors have been gathering medical data that will benefit universities in India

and other countries, data that up to this point had not been available.

"I wish and pray for many more mammobuses in our country," says Srinivasan. "Healthy women are the backbone of a community."

- Courtesy Rotary International

Rotary Family Health Day -in South Africa.



Bernadette and Nigel at last week's Rotary Family Health Days in Khayelitsha, Cape Town. This was 3 days of offering free medical testing and counselling to the local people. It is a poor township, with a lot of avoidable ill-health, and much that can be done. The event saw 650 people, with lots of tests done for diabetes, HIV/AIDS, TB, high blood pressure, dental check-ups for kids, body mass index counselling, children's vaccinations updated and so on. Rotary organized 34 of these in D9350, and city & provincial health departments did the testing. A number of NGO's took part, including the Heart & Stroke Foundation, the blood donation service & a group appealing for stem-cells through bone marrow donations