

Making a Difference



The Rotary Club of Toronto | Marketing & Communications Special Edition

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ROTARY CLUB OF TORONTO CHARITABLE FOUNDATION

The Foundation Funding Balancing Act



The Foundation has a duty to manage its resources prudently to fund each year's charitable projects, while at the same time maintaining and ideally growing the endowment for future needs. The value of its portfolio fluctuates, and future projects it is asked to support and donations that it might receive cannot be predicted with any precision. Balancing present and future calls upon its resources is one of the Board's most challenging responsibilities. Richard White (Foundation President 2007-2011, Club President 2013-2014 and Foundation Board Honorary Director) has developed and updated two spreadsheets to assist in making these decisions, using benchmarks based on past experience and reasonable assumptions. One creates a forecast for current and future income and spending, to indicate the level of expenditures that might prudently be undertaken during the year. The other gives guidance on when encroachment on capital might be appropriate to support very special worthy projects brought forward by the Club, without putting at risk its ability to fund future projects.

- by Peter Love,
Research & Appeals Committee Member

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The Rotary Club of Toronto Making an Impact at Camp Scugog

- by Emily Clark, Development Manager Camp Scugog



Welcoming almost 300 campers from some of the GTA's most challenging neighbourhoods each summer, Camp Scugog provides kids, teens and families with the chance to escape the city and retreat in nature.

Just an hour and a half outside of Toronto and nestled on the shores of Lake Scugog, Camp Scugog is a unique place for kids in need. Campers identified by Children's Aid Societies, shelters and school boards are given the opportunity to participate in customized programs to unlock their potential. Many campers have endured abuse and neglect, and camp gives them the opportunity to simply be kids.

The Rotary Club of Toronto has been an incredible friend of Camp Scugog's for many years, and in many different capacities. In fact, The Rotary Club of Toronto is Camp Scugog's most generous and integral partner! Each spring, members of the Club help open camp with a full weekend of painting, renovating, and repairs. This unbelievable weekend of fellowship brings Rotarians together and the amount of work that is accomplished in just two days is staggering. Painted buildings, new porches, fences, docks, outhouses and delicious food - this team does it all!

The benefits of this weekend simply cannot be understated. Perhaps one of the best illustrations of the powerful impact this weekend has is a story that took place after the very first work weekend more than 10 years ago. One of our moms (we have two moms and kids camps where mostly single moms come with their kids) arrived at camp and almost instantly began to weep. When asked why, she responded through her tears "I never knew someone cared about me enough to paint my house." Living in shelters, growing up in foster care and being bounced from one place to another, she saw camp as her one true home. When she arrived to see her freshly painted cabin, it gave her dignity, respect, and showed her that she was valued.

In addition to this incredible weekend, each June, members of the Rotary Club of Toronto have hosted an annual cycling event to help raise funds to send kids to camp. Over the past five years, this group has raised more than \$70,000 allowing for a transformative week at camp for over 70 kids!

The generosity doesn't stop there; The Rotary Club of Toronto has been instrumental in our most ambitious capital campaign to date. In 2011, your Club spearheaded the construction of the John Spragge Kitchen in our dining hall, the heart of camp. This special building is an 1800's farmhouse that until recently was equipped with the original kitchen - far too small and run down for our needs. Our new state of the art kitchen and expanded dining hall flourishes as the heart of camp. We are better able to prep and cook meals and there is significantly more space for eating. The change has been so grand that it's hard to imagine how we ever functioned in the old kitchen.

Just this year, The Rotary Club of Toronto partnered with Lawrence Park Community Church to build a desperately needed new sleeping cabin. We often have alumni, donors, and volunteers visit for a day or even for a week and for the first time, we can offer them a cabin and bed rather than a tent. Camp has literally been bursting at the seams with more people than there are accommodations, so this is a tremendously exciting development. We are looking forward to having our first group sleep in the cabin at this year's Rotary Work Weekend!

It's hard to quantify the impact that The Rotary Club of Toronto and its members have had on Camp Scugog. It may sound dramatic, but I'm not sure camp would be in operation without the generosity of your Club. The Rotary Club of Toronto is our largest donor, but more than that, an incredible partner and friend. Thank you. Thank you for believing in young people, and the power of camp.



Two girls sponsored by Go Scugog, the Rotary bike ride, swimming at camp.



New sleeping cabin.

Environment Services Committee Update



The Environmental Services philanthropic Committee funds projects that bring nature back into the lives of people across the GTA. The areas of focus for our grants are: Water and the Great Lakes, urban environmental issues, increasing and preserving biodiversity in Toronto and promotion of nature in the city.

We look for projects where traditional funders are not active, where there are cross-benefits with children's, aboriginal, food security, homelessness and seniors' initiatives, and where the projects provide innovative environmental solutions.

In addition to the 2 projects presented here, this year we bought seeds for the David Wilson Memorial Garden, paid for trees to be planted in the Don Valley by Urban Forestry Associates with TD Friends of the Environment and other Rotary clubs and supported Bowery Project urban gardens.

Committee Members are:

- Kurt Kroesen (Vice Chair)
- Neil Phillips
- Kevin Power
- Alanna Scott
- Saleem Kassum
- John Farrell
- John Joseph Mastandrea
- Joseph Hannah (Rotaract Club of Toronto)
- Glenn Davis (Board Liaison)

- by **Lorna Johnson**,
Chair, Environment Services Committee

Indigenous and Caribbean Gardens Enjoyed by Homeless Youth at Eva's Place

- by **Alanna Scott**, Development and Campaign Director, Eva's Initiatives for Homeless Youth



The Rotary Club of Toronto's Environment Committee has supported gardening projects at Eva's shelters for youth experiencing homelessness in past years and this year renewed support for 2018 in partnership with World Wildlife Fund Canada and Carolinian Canada Coalition. This project will expand the gardens and also focus on habitat restoration and native plants. Gardens to be planted this year include an indigenous plant garden, an indigenous food and healing garden, a Caribbean food garden and a garden for other edible produce.

The project honours the land currently occupied by Eva's Place by planting native plants and others of Indigenous significance. We will focus on edible plants (for example, Sunchoke, squash, berries, barley, beans) as well as traditional plants of medicinal and/or cultural significance. This will support restoring lost habitat for local and disappearing wildlife and the cultural identities of youth of Indigenous heritage, and foster increased appreciation of native plants, Indigenous cuisine, medicine and culture for all youth. We will help to reverse the trend of habitat loss by planning our garden to include at least 50% native plants to support wildlife and augmenting this with other non-invasive plants of indigenous and Caribbean significance in harmony with the urban landscape.

Youth at Eva's will tend the gardens throughout the summer, and harvest food in the fall. The fresh produce will be used to provide fresh, culturally-appropriate food for youth living at Eva's Place. Involvement in tending the gardens will also support youth in learning life skills and teamwork, and fostering an appreciation of the outdoors and their community.



Current garden area to be expanded and planted by volunteers for Eva's Place.



Marlon Merraro (Eva's Place General Manager) and Pete Ewins (World Wildlife Fund Canada, Lead Specialist, Species Conservation) surveying the new garden area.

D7070 Rotarians Unite!

- by **Mike Hurley**, Highway Of Heroes Tribute

On Sunday, April 22nd at Sunnybrook Health Sciences Centre, the home of Canada's largest veterans care facility, hundreds of trees were planted to add to the living memorial honouring those who served our country and sacrificed their lives. Contributions to the Highway of Heroes Tree Campaign on behalf of various Rotary Clubs and Rotary District 7070 were also announced.

Event attendees witnessed a special ceremony, hosted by Mark Cullen, Canada's gardening guru and Campaign Chair and Co-Founder of the Highway of Heroes Tree Campaign. Sunnybrook Health Sciences Centre also celebrated receiving an award for Canada's Greenest Employer for the 10th consecutive year. The special ceremony was followed by tree planting activities and a spring clean-up of the Sunnybrook grounds.

To date, at least 20 Rotary Clubs from District 7070 (which stretches from Toronto to Belleville) have become engaged with the Highway of Heroes Tree Campaign. Including a donation of \$5,000 from the Environment Services Committee, which directly supported this event, enough funds have been pledged collectively from clubs within District 7070 so that at least one tree will be planted for each of the 2,100 club members in the district, each tree ultimately becoming part of the Highway of Heroes Tree Campaign.

Says Neil Phillips, Rotary International District 7070 Governor: "We are proud to support this initiative, combining as it does honouring those who have served our country, with making a positive environmental impact locally. By directly engaging families, we continue to work within the local communities we support each and every year across the province."

Several substantial gifts on behalf of Rotary Clubs in the district were made official during the first planting activity of 2018 for the Highway of Heroes Tree Campaign.



Trees ready for planting.

Marketing & Communications Committee Chair &
"Making A Difference" Issue Editor: Heather Gordon



The Rotary Club of Toronto

The Fairmont Royal York
100 Front Street West, Level H, Toronto, ON M5J 1E3
Tel: 416-363-0604 Fax: 416-363-0686
office@rotarytoronto.on.ca www.rotarytoronto.com

The Rotary Club of Toronto | Toronto Rotary | @TorontoRotary

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