

# Making a Difference



The Rotary Club of Toronto | Marketing & Communications Special Edition

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## ROTARY CLUB OF TORONTO CHARITABLE FOUNDATION

### Philanthropy Trends



As technological, social, and economic forces continue to evolve at the global level, philanthropy and non-profit organizations continue to play an important role in creating sustainable and equitable communities at the local level.

Changing US and Canadian demographics will affect philanthropy in the future. Specifically, younger generations consider philanthropy to be an investment and their giving is an extension of their own personal mission. Also, technological innovations have expanded the donor-nonprofit relationship by raising non-profit transparency and providing the means for real-time engagement with stakeholders. Innovation will be critical as competition for philanthropic resources heightens.

Today's donors want more control over their giving and to understand the impact they are making philanthropically. They also demand that non-profits are trustworthy, and accountable and that they communicate as much.

- by **Luzita Kennedy**, Research & Appeals Committee Chair, Foundation

## Camp in the City - Allowing Children & Teens Affected by Cancer to Have a Camp Experience

- by **Katie Jacobs**, MSW, RSW., Program Director

Talking about cancer, learning about grief and building emotional resilience are not the features of a typical day at summer camp. However, one day spent at Camp in the City™ and you will quickly realize this is not your typical summer camp.

Camp in the City™ was developed by Gilda's Club Greater Toronto to allow children and teens touched by cancer to partake in a traditional camp experience while having opportunities to learn coping skills and connect with other children who have had similar life experiences. Our campers have a range of experiences with cancer; they may have a cancer diagnosis themselves, they might be supporting a family member, or they may have lost a loved one to cancer. Regardless of their experience, Camp in the City™ is here to support them and help them make sense of what is happening to them.



*Camp in the City™ Campers are visited by Toronto Firefighters and yes they let us spray the hose!*

At Gilda's Club Greater Toronto, we know the profound affect cancer has on the family, especially on finances. With support from grants like The Rotary Club of Toronto Charitable Foundation, we are able to provide three weeks of camp, including lunches, snacks, and outings across Toronto, with no cost to our families.

Summer 2017 was the debut of our one-week Leaders in Training camp for youths aged 13-19. When caring for someone with cancer, you often do not get to have the typical teenage experience. It can be challenging to take part in extracurricular activities when you need to visit your loved one in the hospital or you are trying to grieve. By participating in Leaders in Training, our teens learned how to use their natural leadership skills and apply them over the following two weeks as they supported and acted as role models for our younger campers. Through this program, the teens were able to attain their 40 hours of community services that is required to graduate.

When children's lives are touched by cancer, there are a lot of questions, worries and concerns that they find hard to express. At Camp in the City™, we aim to create a full roster of programs that are developed with our campers in mind so they may express themselves in a supportive, relaxed and caring environment. Our campers experience the joys of camp through creative crafts, games, and day trips for fun adventures. All activities are intended to foster increased feelings of control, self-esteem and build resilience.

Camp in the City™ has been well received by campers and parents alike. One of our parents shared with us in an email: "I just wanted to tell you my child had a HUGE smile on her face when her dad picked her up and wore it for the rest of the evening! She had a fabulous time at her first day of camp and is looking forward to more. Hats off to you and the counsellors. She seemed very comfortable that everyone who attended had experienced cancer with it and also wanted to know more about Gilda!"



*Campers working on a community mural!*

Gilda Radner shared with us the importance of laughter, play and connecting to others. At Camp in the City™, our campers know that, even when cancer touches our lives, there is still joy and laughter and they are important factors in helping us cope.

## FOUNDATION DIRECTORS

### Foundation Appointees

Peter Love (Pres/Chair)  
Susan Howson (Vice Pres)  
Bill Empey-(Investment Cm.)  
Luzita Kennedy-(Res & App. Cm.)  
Valerie Clarke - Dir. at Large

### Club Appointees

Susan Hunter (Club Pres.)  
Pat Neuman (Club Pr. El.)  
Jeff Dobson (Club VP)  
Prince Kumar (Club Board)  
Kevin Power (Club Board)  
John Fortney (Club Board)

## Senior Citizens Committee Update



The Senior Citizens Committee has existed for over 50 years helping to improve the quality of life of disadvantaged seniors. We work primarily with 8-9 agencies in our catchment area. This spring, R&A and the Foundation approved a 3 year grant program with SPRINT, and their lead agency partner Toronto Ride. A first cheque of \$101,000.00 was issued in September. The funds will be used to replace their vehicle fleet.

We now hold 2 yearly events; the Seniors Christmas party where 200 senior guests are invited for a festive lunch at the Royal York and the June picnic at the Second Mile Club where lunch and fun entertainment is offered to 50 seniors.

In addition, last year we supported the following projects: \$8,400 was provided to Fred Victor for their "Wired World of Seniors" tablet training program and more retirement planning workshops were offered at the Toronto Public Library.

Come see what we do; we meet every 3rd Friday at 11:00 am from September to June.

— by **Anny-Sandra Hamel**, Senior Citizens Committee, Chair

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



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Rotary Club of Toronto "Buzz Group"  
• John Fortney • Marcy Berg • Rudy Haddad



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## Rotary Club of Toronto Charitable Foundation's Incredible Donation to Toronto Ride

— by **Stacy Landau**, CEO, SPRINT Senior Care



The Rotary Club of Toronto Charitable Foundation has committed to donating \$351,000 to Toronto Ride over five years to replace the most urgently needed vehicles in our aging fleet.

Toronto Ride, led by SPRINT Senior Care, is a collaborative partnership of 13 not-for-profit, community support service agencies that provides assisted, door-to-door transportation to seniors over 55 years of age and adults with disabilities who are not eligible for Wheel-Trans. The goal is to help our clients continue to live independently in the community by providing transportation to their healthcare and other important appointments. The partnership provides approximately 189,000 rides per year to over 4,000 clients, the majority of whom are seniors.

This generous donation will allow Toronto Ride to maintain its commitment to providing safe, reliable transportation service throughout Toronto, reducing isolation amongst seniors and adults with disabilities and enabling them to live independently.

At 95 years old, Toronto Ride client Harry, photographed with SPRINT Senior Care CEO Stacy and Transportation Driver Paul, lives alone and relies on the service to get him where he needs to go safely. "The transportation service is exceptionally good. All the drivers are great. They come



SPRINT Senior Care CEO Stacy, Transportation Client Harry and Driver Paul with a donated vehicle

to my door to pick me up and deliver me to where I need to go."

"For the safety of our clients, it is critical that our fleet be well maintained," says Kai Simmons, Manager of Toronto Ride. "The older the vehicles get, the more often they need to be repaired, which is very costly and impacts the number of trips we can provide to our clients. These new vehicles will enable us to provide a more efficient and seamless service to seniors in need." Toronto Ride would like to express our sincere gratitude to The Rotary Club of Toronto Charitable Foundation for their commitment to this vital community support service.

## Toronto Public Library Retirement Planning Workshops for Seniors

— by **Ashley Boucher**

The Rotary Club of Toronto's generous support has enabled Toronto Public Library to plan and deliver workshops developed for seniors who are planning for retirement but living on a low income.

The impact of this series cannot be overstated as mainstream financial advice is generally targeted to middle and high income earners.

Generally, retirement advice does not take into account the availability of the Guaranteed Income Supplement (GIS) for low-income seniors. People eligible for the GIS need very different financial advice from what is normally featured on the media.

Each workshop was presented by John Stapleton from Open Policy Ontario. John is a writer, instructor and worked for the Ontario Government for 28 years in the areas of social assistance policy and operations. He is extensively published in local and national media and has been featured on The Globe and Mail's "Carrick Talks Money" several times. His knowledge and abilities has made John the perfect presenter to deliver the workshops.

Since 2016, the workshops attracted 1,064 seniors seeking financial advice, or those who wanted to learn more about investment vehicles to make retirement more comfortable.

The audiences, in general, were composed of Toronto's most disadvantaged seniors and provided attendees



Toronto Public Library Retirement Training Session for Low-Income Seniors

with a complete picture of benefits available to them, explained how different programs interact and provided the best strategies for long-term retirement planning with very limited means.

A booklet which reinforced key messages was an important piece of the workshop. The Rotary Club of Toronto's funding allowed for the booklet to be redesigned using Clear Language and Design concepts, printing, and free distribution of the booklet.

Overall, the workshops were very impactful and a great success. Attendees reported that they received information they had not heard before. Sessions were always engaging and interactive, with attendees asking John additional questions.

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