

# Making a Difference



The Rotary Club of Toronto | Marketing & Communications Special Edition

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## ROTARY CLUB OF TORONTO CHARITABLE FOUNDATION

### The Importance of Giving



On reading the article to the right and looking at the 2017 list of recipients from the Rotary Club of Toronto's Charitable Foundation (the Foundation), one has to notice the diverse and huge need within the City of Toronto.

The Foundation gave away approximately \$950k – a large amount that was only possible because they encroached on capital. There are many more project groups the Foundation would like to assist, but can only do so much with what is available.

Many believe the Foundation is well funded, but we need more. Toronto's growth attracts a steady flow of people with social and economic issues, overwhelming the province's and City's resources. The Foundation helps by filtering appeals from these charities and allocating funds to the most effective of them. The Foundation will often be the front-line supporter of smart startup responses.

In order to continue the Foundation's work, we need you to support the Foundation financially. Make the Foundation your annual charity of choice. Encourage others to donate. Support Rotary Club of Toronto fund-raisers. This Club is a force for change, and we'll be stronger with your help.

– by **Luzita Kennedy**, Research & Appeals Committee Chair and **Susan Howson**, Foundation President

## How The Rotary Club of Toronto Charitable Foundation is Making A Difference! – by **Luzita Kennedy**, Research & Appeals Committee Chair and **Susan Howson**, Foundation President

The Rotary Club of Toronto Charitable Foundation is making a difference – here's how. From its start in 1951 with seed money from members of The Rotary Club of Toronto (the Club), our Charitable Foundation (Foundation) has provided help to a broad range of needful people in the city and environments. Unlike other charitable entities, the Foundation does not work directly with the disadvantaged, but by supporting the organizations that do. Researching the needs around us (particularly emerging needs and occasionally for international projects and activities) and matching those to the skills and effectiveness of responders is a quality that makes our Foundation/Club pairing a standout among charities.

By combining the Club's ability to raise money with the analytical and business skills of its members, the pair achieve a welcome synergy: we are able to generate the funds necessary for meaningful work, and we are able to enable the responses best able to do the work and make the changes that will improve the lives of those for whom we are intervening.

Members who have worked with both the Foundation and with the Club's committees report that one of the most rewarding aspects of their work is knowing that this hand-in-glove relationship ensures that the hard work of fund-raising is rewarded by careful direction of the fruits of our labour to charities that are not only hard-working, but thoughtful in targeting and effective in delivery. In addition, our combination of fund-raising with analysis enables participating members either to mobilize their best skills, or to develop under-utilized skills with the mentorship of members who are masters of the required arts.

The Foundation and the Club's committees are always looking for interested, committed members to join their ranks. Their needs are broad and the range of skills they search for probably includes the abilities you can bring them. Speak to the chairs you know and find out how you and the Club can help one another. In addition, consider donating – the Foundation disbursed nearly a million last year, and as we all know, few things get cheaper. Donate cash or stock, add a bequest to your will.

Some of the Foundation funds are unrestricted, which means they can be used at the Foundation's discretion. Other funds must be used for specific ends.

The unrestricted funds include the General fund and Jean K. Cowan Rotary Memorial fund.

Restricted funds include:

- The Laughlen Trust Fund – serves the needs of senior citizens.
- The Andrew & Michael Westlake Memorial Fund – supports educational programs for youth.

- The Pauline Hill Endowment Fund – supports charitable initiatives for the well-being of children prenatal to age six and needy mothers who are receiving public assistance.
- The Andras Family Endowment Fund – supports the general charitable purposes of our Club and Foundation.
- The Gerry Nudds Endowment Fund – supports The Rotaract Club of Toronto.

As a charity the Foundation is required to donate 3.5% of its assets annually. The Foundation has historically donated much more and in the fiscal year of 2017 \$953,922 funded the following organizations:

- Art Heart Community Art Centre
- Care Canada
- Centre for Addiction and Mental Health (dental clinic)
- Covenant House Toronto (safe house)
- Disabled Sailing Association of Ontario
- Distress Centres of Toronto
- Fred Victor Centre
- Furniture Bank
- Gilda's Club Greater Toronto
- HIP: Honouring Indigenous Peoples
- Homes First Foundation
- Out of the Cold
- Shelterbox Canada
- Sherbourne Health Centre (Health Bus)
- SKETCH
- SPRINT Senior Care
- St. Michael's Hospital Foundation (Transition Centre)
- The Concerned Kids Charity of Toronto
- The Nanny Angel Network Inc.
- The Rotary Foundation (Canada)
- The Temiskaming Foundation
- Woodland Cultural Centre

The Foundation's impressive giving was accomplished with the assistance of the Club's philanthropic committees, the Foundation's Investment Committee, and Research and Appeals. The Foundation board appreciates the generosity of Club members and friends, past and present, for donations, gifts of securities and tribute giving but we need more. The Foundation and the Club together can continue to make a difference in the City of Toronto and help those in need live in a safe, caring community.

To donate or request funding for a charitable project go to [www.rotarytoronto.com](http://www.rotarytoronto.com).

## FOUNDATION DIRECTORS

### Foundation Appointees

Susan Howson (President)  
Rick Goldsmith (Vice Pres.)  
Bill Empey (Investment Chair)  
Luzita Kennedy (Research & Appeals Chair)  
Edvard Ryder (Director at Large)

### Club Appointees

Pat Neuman (Club Pres.)  
Jeff Dobson (Club Pr. El.)  
Kevin Power (Club V.P.)  
Prince Kumar (Club Board)  
John Fortney (Club Board)  
Mary Lach (Club Board)

### Youth and Children Service (YCS) Committee – Come help support young leaders!



**Mandate:** The YCS committee focuses on the health, education, abuse and neglect, social development and life enrichment of youth and children in our community.

**Meetings: 3rd Tuesday of each month at 5:30 pm, Rotary Office**

YCS offers many ways to make a difference in the lives of our community youth. The Children's Christmas Party in its 88th year is an iconic event serving 600 guests. The Baby Essentials program supports 12 agencies with over 1,000 moms helped last year. Scugog is great for fellowship and sweat equity, helping build facilities for growth, development and enjoyment for youth. All 3 Rotaract Clubs partner with YCS to run Youth Civic Leadership Awards granting \$4,500 to outstanding student leaders, Youth Leadership Expo building leadership skills for up to 300 7th 8th graders, Youth Day Lunch celebrating Youth, and the Youth and Children Service Grant providing \$11,000 towards a yearly need (2017 recipients: George Hull Centre and Cameron Helps for improving youth mental health).

YCS facilitates the Youth Exchange program (currently Antoine Rys is our guest from France), finances RYLA candidates, reviews proposals (approved grants include Youth Assisting Youth, Toronto Tool Library, and Vibe Arts in 2017) and recommends larger projects to Research & Appeals Committee and The Rotary Club of Toronto Foundation.

Sometimes our community partners host our meetings or sweat equity events so we can see firsthand the impact of the Rotary dollars – e.g. Unity Charity and Toronto Tool Library. We typically wrap up our year with a celebratory potluck event.

– by **Prince Kumar**, YCS Committee Member  
**Dawn-Marie King**, YSC Chair

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

### The George Hull Centre for Children and Families

– by **Leticia Gracia, MSW, RSW**, Director of the Community Clinic, The George Hull Centre for Children and Families

When young children experience nurturing and skillful caregiver relationships, they develop self-awareness, self-regulation, social competence, and emotional stability. Parenting education expands parent knowledge about child development and builds parent skills to strengthen parent-child relationships and promote age-appropriate care and activities that enhance a child's health and social emotional skills.



Thanks to a donation from The Rotary Club of Toronto, The George Hull Centre for Children and Families was able to train five staff from our Prevention and Early Intervention Team in the Triple P Positive Parenting Program. Triple P is an evidence based parenting education program that provides simple and practical strategies to help parents confidently manage their children's behavior and prevent problems from developing. The program curriculum will provide support, information and skills to parents who are struggling in their parenting role and whose children are at risk.

The parent education team, including staff from the EarlyON Child and Family Centre, the Special Needs Child Care Consultation Program and the Preschool Speech



and Language Program, participated in intensive training to deliver the Triple P program and coach parents in managing behaviour, problem-solving, effective discipline strategies and building positive relationships. This new training broadens the skills of our staff and increases our service capacity by further integrating our clinical and prevention programs.

This 8 to 10 week program, to be launched in the spring of 2018, will fill an important gap in available services in the Etobicoke Community. Currently, there are many families waiting for service who will benefit from this parenting program. With Rotary Club of Toronto's support, we look forward to providing early, effective intervention to more families than ever before.

### The Peer Project by Youth Assisting Youth

– by **Ed Carlson**, Director of Development, Youth Assisting Youth

*"The Girls Program helped my daughter to blossom and find her voice. I watched her mature and grow with each session, and it helped relieve her anxiety and improve her grades. Thank you YAY for an amazing experience!" – Shamaad K., Girls Only Parent*

The Peer Project (YAY) has been matching at-risk and newcomer youth with one-to-one youth mentors for more than 40 years, and has matched more than 5,000 youth with a mentor since 1976. And 98% of the youth mentees in the program have gone on to graduate from high school! In addition to their community-based One-to-One Youth Mentoring program, YAY also provides a variety of group programs and events for youth including sports & recreation programs, educational events & field trips, arts based activities, a Cyberbullying Awareness Program and the very successful Girls Only Program. In 2017, YAY was fortunate to receive a \$5,000 Youth and Children Services grant from the Toronto Rotary Club to support the Girls Only Program.

With the Toronto Rotary Club support in 2017, YAY conducted 3 ten-week Girls Only Programs to a total of 49 girls, ages 9 to 13. The program also included support from 9 female youth volunteers who received training in the areas of Mentoring and Youth Mental Health. The programs were extremely successful and focused on important topics such as mental health; self-esteem, the media and body image; fitness & nutrition; and creative arts. By incorporating arts-based activities and group discussions, as well as involving girls in the development of program curriculum and weekly activities, girls were able to talk about issues and topics that are important to them, in a safe, gender-exclusive space. THANK YOU Toronto Rotary Club for investing in this important program and giving young girls the confidence and skills they need to be happy and succeed in school!



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