

# Making a Difference



The Rotary Club of Toronto | Marketing & Communications Special Edition

Volume 2 | Issue 3 | January 27, 2016

## ROTARY CLUB OF TORONTO CHARITABLE FOUNDATION

### Remembering the Why



The start of a new year is often associated with setting intentions, and having a clear purpose of direction for the upcoming year. You may be wondering why this matters in the context of Rotary, particularly as a Foundation Board.

Well, we often go about our lives not giving much thought to why we do things. It's as if our lives were on cruise control and we have forgotten the Why. In the context of Rotary, why are we Rotarians? And as members of the Foundation Board, why do we exist as a Board?

Rotary's founder, Paul Harris, believed that serving humanity is "the most worthwhile thing a person can do".

RI President John F. Germ (2016-2017) said that it's "an opportunity of a lifetime to change the world for the better, forever through Rotary's service to humanity".

In setting our intentions for the year, let's remember the Why:

- As Rotarians: to change the world for the better.
- As a Foundation Board: to honour the work of our past Rotary leaders, and to build upon those successes in a fiscally responsible manner...for the greater good of and in service to humanity.

— by **Luzita Kennedy**, Chair, Research & Appeals Committee

## FOUNDATION DIRECTORS

### Directors

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

### Club Members

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

## Rotary Club of Toronto Partners with Concerned Kids

— by **Leslie Morris**, Executive Director - Concerned Kids Charity



It is with the utmost appreciation that The Concerned Kids Charity of Toronto wishes to share its successes with The Rotary Club of Toronto, notably for the generous funding it has received over the years. Its most recent \$6,000 grant has allowed the organization to launch its new "Healthy Kids Program" (exercise, nutrition, and healthy minds) for Grades 2 – 4 at the end of 2016 school semester to rave reviews from students and teachers alike, with script titles "Fruit Stand" and "Don't Just Sit There". Additionally, with the year 2017 upon us our volunteer puppeteers have begun training for another new program, "Vandalism and Graffiti Prevention" for Grades 4 – 5. Performances are scheduled to start in early February. Our "Safety Lessons Program" (342 safety lessons: stranger danger, area codes and emergency plans) and "Life Lessons Program" (practicing good manners, dental hygiene, hand washing) for Junior and Senior Kindergartens and Grade 1s will be ready at the end of March or early April. None of this would have been possible without the much needed endorsement from The Rotary Club of Toronto and for that we thank you.



*Puppets at Work*



*Fruit Stand is one of the fun programmes enjoyed by the children, and is sponsored by The Rotary Club of Toronto.*

The Concerned Kids now has a total of 22 scripts categorized under the following headings: Mental Health; Bullying; Cyberbullying; Safety Lessons; Life Lessons; Personal Safety (physical, sexual, emotional and neglect); Peer Pressure & Substance Abuse; Community Awareness; Healthy Kids; and Physical Differences (cerebral palsy and impaired vision - about two friends going to camp). Some of our volunteer puppeteers have the knowledge and are able to perform a minimum of 6 – 10 scripts. We are so appreciative of this amazing dedication.

Additionally, The Rotary Club of Toronto's generous gift towards the continued growth of our Leg Up Program is essential for our participants' success and of our larger charitable mission of providing 10,000 clients with the furniture they need to find comfort, dignity and stability in their new homes.

## Furniture Bank Welcomes the Support of The Rotary Club of Toronto

— by **Nevine Sedki**, Director of Development



For most of us, finding our dream job can be a challenging experience, but imagine trying to get your foot in the door when you're first starting out, knowing you have limited education, job experience and lack social support and mentorship from family and friends or face a number of other barriers to employment.

For many youth and newcomers in the GTA achieving stability is overwhelming and seemingly out of reach. At Furniture Bank, we help youth and newcomers to Canada who are motivated to learn and grow by providing them essential training and experience in an empathetic environment to help them achieve their goals.

With the support of \$10,000 from The Rotary Club of Toronto, 25-30 participants achieve personal and professional growth while building confidence and ultimately acquiring the skills needed to find meaningful, long term employment and financial stability.

The Rotary Club of Toronto's support has gone a long way to help provide our Leg Up participants with on-the-job skills training experience in an empathetic environment that fosters learning and personal growth. Thanks to you, deserving youth at risk and newcomers have achieved stability, security and safety, and most importantly confidence.



*Getting the furniture together for distribution.*

## THE ROTARY CLUB OF TORONTO, PHILANTHROPIC COMMITTEE.

### The “Buzz” of the Marketing & Communications Committee



It boggles the mind how far our Club has come in terms of its communications mandate. Back in 2001, we had a Committee of one, in none other than John Sprague. Granted, he was a great communicator, and we were lucky to have him as a member. John, with little assistance, prepared and published our weekly newsletter and kept the members informed about the happenings of the Club. So much has changed.

The Marketing and Communications Committee now has eight engaged members, some very new to the Club and some not so new. This group is tasked with keeping members informed but also helping to develop our brand so that we put our best foot forward to prospective new members and the general public. In the new digital age, this is much more than a one-person job.

We still publish a weekly newsletter, called the Voice. However, it is now produced by eight or so Rotarians who take turns editing the weekly issue, along with a tireless editor-in-chief and numerous ad hoc reporters and photographers. The Voice has evolved from a simple document to a slick, well-designed and colourful publication we are proud to distribute to hundreds of Rotarians and friends of Rotary each week.

Two years ago, we added a special monthly insert to the weekly Voice to provide and highlight additional content. This insert is called ‘Making a Difference’ and it details the recent work of our RCT Foundation, as well as, one of the Club’s Philanthropic Committees in each issue. It has been very well received.

Perhaps the most significant development in the Committee in the last year or so has been the creation of the ‘Buzz Group.’ This is a small group of newer members with the know-how to help our Club tackle the world of social media. The tools of social media, such as: Facebook, Twitter, and LinkedIn, are always changing and sometimes the changes occur very quickly. The rules of this game couldn’t be more different than traditional communication techniques from years past. Perhaps because there don’t seem to be any rules! And yet, it’s way too pervasive for any organization to ignore. So, we’re posting, tweeting, and linking as much as we can to shine a bright light on our great work and our great Club.

If you have a great idea for our marketing committee or a suggestion on how to improve, please contact the Chair, Sylvia Geist at [sgeist@rogers.com](mailto:sgeist@rogers.com)

– by Jeff Dobson, Club Vice-President

Marketing & Communications Committee Chair: Sylvia Geist  
“Making A Difference” Issue Editor: Sylvia Geist

## Building Our Online Community

– by Marcy Berg, Member of Marketing & Communication Committee, Buzz Group



The Buzz Group is Sub-group of the Marketing and Communications Committee. The people who are sharing the buzz about our group are all fairly new members and are building buzz under the careful guidance from seasoned members.

You might ask what being online has to do with community building.

The digital space gives us a place to build on our existing community relationships, interact with community partners, and interact with donors and charitable recipients all without travelling anywhere. There are many ways we are building our personal and Rotary online community:

- we research organizations’ websites
- we follow community partners on Facebook and Twitter
- we follow Rotary (Toronto Club, other clubs, RI) on social media streams and interact on relevant information
- we share your Rotary community information with your network
- we are constantly interacting with our community partners and monitoring what they are saying about us. (and its all good!)
- over the recent Holidays we received a lot of accolades and good wishes from many of the organizations we contributed to over the year.
- we shared their good wishes with our network

The Rotary Club of Toronto is succeeding with its effort to engage online with our community and promote our speakers. When Rotarians share and like our posts we are able to spread the wonderful work of Rotary to more people and organizations. We are growing our online community organically and with your help and encouragement we are hitting milestones beyond our expectations.

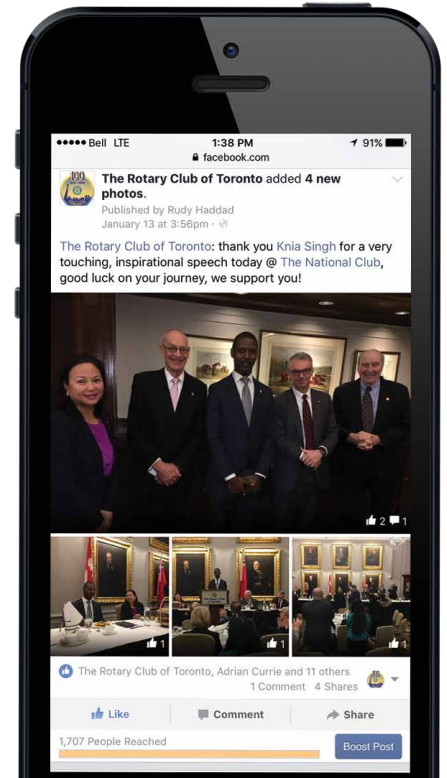
A typical day for your buzz group members starts with Hashtag research. We keep track of what is trending in the city and if it’s relevant to news from our club we jump in on the conversations. We share the good news of our club with other Rotary clubs around the world. We link like projects and using 140 characters we share best practices and always mention the upcoming International convention in 2018. Our online community is growing with followers and we are enjoying online recognition from groups we support.

Our long term goal is to grow the community and create the kind of online buzz that will attract members and attention of the media. It’s an organic process and consistency is the key.

**You can help.** Make sure you are following the club on Facebook, Twitter and LinkedIn and if your skill permits please share our good news and show off what we are accomplishing together. Not only does online engagement support Rotary, it also helps the dozens of community partners we donate to every year by building their online communities. Every like and share we can give one of our community recipients means more support and awareness for them.

**Rotary Club of Toronto "Buzz Group"**

- Elizabeth Simmie
- John Fortney
- Marcy Berg
- Rudy Haddad
- Arash Shahi



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Making a  
Difference