



CENTENNIAL BEAT

May 2013

Service Above Self

The Rotary Club of Toronto, \$50,000 Centennial Award

Dear Readers,

"Au Revoir to the Centennial Beat"

This is the Fifteenth publication of our Centennial Beat and it marks the end of these Special Issues. The Centennial Beat has helped to showcase our Centennial Projects to members and their guests. During our Centennial Year, the Club has donated in excess of \$1,000,000 to local and international agencies.

In this last issue and the accompanying issue of the Voice, we highlight Arts for Children and Youth and its Centennial project "Digital Arts Education", a program chosen by both Rotaract Clubs. Their choice reflects the energy and wisdom of today's youth as well as their understanding of the needs of the next generation

Enjoy.

Dina Rashid

Inspiring the Creativity and Artistic Talents of Our Youth (AFCY)

- by Julie Compton, office administrator and volunteer coordinator



Arts for Children and Youth is delighted to be the recipient of a \$50,000 Rotary Club of Toronto Centennial grant. This grant enables AFCY to increase opportunities to assist young people living in priority neighbourhoods in developing their potential through meaningful engagement with the arts. AFCY has been able to implement education programs for digital arts, an art form we have identified as being one of the most powerful and accessible to youth participants. As well, this grant is being used to purchase equipment for three portable labs – a Digital Sound Lab, a Digital Photo Lab and a Video Lab.

The inaugural arts education programs provide hands-on, participant-led arts education in photography, video, digital art, and sound recording, using state of the art equipment. The programs' objectives include exciting, inspiring and communicating the ideas, dreams and emotive qualities of the young artists. The Digital Sound Lab comprises five laptops loaded with Pro Tools software, serving as workstation hubs equipped with microphones, headphones, and a digital looper. A repeating section of sound, called loops, is used prominently in digital music in an array of styles, effects, and genres. Through access to this equipment, participants utilizing the Digital Sound Lab will acquire new skills with specialized software, as well as unique learning opportunities that combine the experimental settings for creativity using digital technology with the foundations of music production.



Complementing the Sound Lab are Digital Photo and Video Labs, including access to Adobe Creative Suite and Final Cut Pro software on four laptops. An extremely versatile and professionally relevant program, Creative Suite provides the platform to play and learn in a digital environment. Accompanying these components are digital SLR cameras, photography accessories, and a digital projector.

As portable workstations, the equipment will provide skill development opportunities to children and youth through access to specialized equipment and new outlets for creative, cultural expression. The catalyst to unleash and harness their creativity in new forms, the equipment also provides the means to distribute and share their work through online networks and social media like YouTube.

The equipment purchased through this grant also spurs the potential for innovative fundraising initiatives through the development of a fully customized and portable digital photo booth for use at special events. Working in partnership with design agency MixMotion, AFCY devoted a portion of the grant towards the design and fabrication of an internally housed photo booth that can be transported to offsite events, workshops, and celebrations. Featuring a tablet interface, the experience not only captures the user's picture, but also incorporates tools to redesign and modify the digital JPEG photography with colour, imagery, adjustments, and other features. From there, images can be printed onto photopaper, creating a hardcopy of the image.



Rotaract Clubs Choose "Digital Arts Education" an Innovative Program of Arts for Children and Youth

- by Andrea Tirone, Communications Director, Rotaract Club of Toronto

In this Centennial year, the Rotaract clubs were tasked with finding an organization to partner with and to donate \$50,000 to. Never ones to shy away from a challenge, the two clubs undertook an extensive search before finding the right cause and organization to partner with. Knowing that they wanted to focus on youth in the city, the clubs asked representatives from several organizations to submit comprehensive proposals outlining why the Centennial funds should go towards their initiatives. The search committee, comprised of members from both Rotaract clubs, interviewed representatives from six organizations before making their final decision to partner with Arts for Children and Youth (AFCY). The partnership, which extends beyond the centennial year, has included AFCY attendance at Rotary events (annual Children's Christmas party and Youth Day) as well as volunteer opportunities for Rotaractors and Rotarians to support the programming AFCY runs throughout the GTA.

Experiencing Rotaract

— by Don Brooks



For the past two years I have had the pleasure of being very involved with the two Rotaract Clubs that the Rotary Club of Toronto sponsors. The two clubs, the Rotaract Club of Toronto and the Rotaract Club of the University of Toronto, emphasize Rotary priorities such as service above self and assisting others through fundraising and hands on volunteerism, by working closely with charities and other needy organizations in Toronto.

As Liaison Director for the Rotary Club of Toronto to the two Rotaract Clubs, I focus on communication among the three clubs, assisting the Rotaract Clubs in being aware of what the Rotary Club is doing and vice versa. In particular, we look for opportunities for the three clubs to assist each other in philanthropic work.

A great example of the three "Rotary family" clubs working together is the Digital Arts Education Program provided by Arts for Children and Youth (AFCY). This was the Centennial Project selected by the Rotaract Clubs, and financially supported by the Rotary Club of Toronto. This has created many volunteer opportunities for the Rotaractors, as they become part of AFCY's positive impact on children and youth in our Toronto community.

The Rotaract Clubs also provide many social, networking, educational and professional development activities to fully engage their members, many of which involve Rotary Club of Toronto members.

Experiencing the energy, enthusiasm, dedication and caring (not to mention technological expertise) of the two Rotaract Clubs' members has been very personally rewarding. I look forward to seeing their future accomplishments, as they continue to assist, in very meaningful ways, those in our community who could most benefit.



Fundraising at Grey Cup 2012

MOVING FORWARD

Be Part of the Action!
Do you have any ideas?

**Join our Youth and Children's
Service Committee on
May 21, 2013**

Contact Jeff Dobson at
jdobson@strathbridge.com

Rotaract Brings the World to Toronto

We all know that in 2018 Toronto will host the Rotary International Convention, but do you also know that Rotaractors will host the world in Toronto in 2014 when the International Rotaract Conference (Interota) comes to town? The Rotaract clubs in our city have a rich history of hosting the world in Toronto: first in 1995 when the United States, Canada and Bermuda Zone Conference was hosted by Canadians for the first time and now in 2014, when the global community of Rotaract will be invited to attend Interota – another first for Canada!



The Fairmont Royal York, 100 Front Street West, H Level, Toronto, ON M5J 1E3
t. 416.363.0604 | f. 416.363.0686 | e. office@rotarytoronto.on.ca | www.rotarytoronto.com