



CENTENNIAL BEAT

APRIL 2012

FUNDRAISING

Dear Readers,

This is the fourth Centennial Beat, a monthly addition to the VOICE leading up to our Club's Centennial Year beginning July 1, 2012. The Centennial Beat highlights membership involvement over the past 100 years in projects and activities in our areas of service. Much of the information comes from These Were The Days: The Story of The Rotary Club of Toronto from 1912 to 1999, the Club's VOICE collection, and members' recollections.

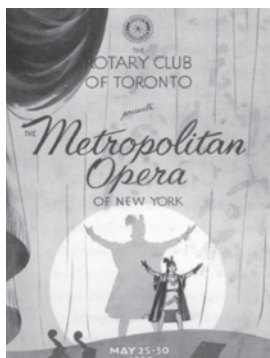
Rotary was founded as a business networking group and this continues today, particularly through our Club's R2R, held on the second Thursday of most months. Club members present themselves, explaining their career and reasons for joining Rotary. They often say they joined to help with fundraising events and to make a difference to our community. An early motto was "They profit most who serve best." Giving back to the community continues to be a primary goal, one creating benefits on both sides.

Enjoy.

John Talman and Maureen Bird



Ice Revue 1948



Opera 1953



Rotary-Laughlen Centre Campaign, 1970s



Decade of the Dome Lottery 1988

MAKING THE WORLD A BETTER PLACE

Throughout our Club's history, members have held fundraising events. The Club's successes in raising money to meet local and international needs have always been matched by fulfilling experiences and lasting friendships for members. Wondering about helping with fundraising? Expect to get much more out of it than you could ever imagine!

The War Years

Our Club's first three decades were dominated by wars and the Depression. Yet, from the start fundraising was important – from Rotarian Sir Harry Lauder selling \$700,000 in Victory Bonds at one meeting to the sales of Savings Certificates and Bonds during the Second World War. By fundraising our Club helped The Rotary Club of Liverpool to provide Christmas entertainment and goodies for children in bombed-out areas.

The Baby Boomer Years

With the May 1945 end of the war our Club started fundraising for more peaceful pursuits. Pledging to raise \$50,000 over five years for The Hospital for Sick Children's building fund, we met our goal in 10 months by bringing professional basketball teams to Maple Leaf Gardens – three games raised \$23,000! Softball games in 1946 furthered the cause raising more than \$108,000. With more fastball games in 1947, we raised \$18,000 to replace a building destroyed by fire at Blue Mountain Camp.



\$50,000 presented to
The Hospital for Sick Children

We continued our support for both Blue Mountain Camp and Sick Children's with our first Ice Revue in 1948 with Barbara Ann Scott, Dick Button and Charles Snelling, raising \$35,000 for the Rheumatic Heart Clinic. The following year a second skating event raised \$83,000. We repeated the event in 1960 and 1962 with Otto and Marie Jelinek, and Barbara Wagner and Bob Paul. Over nine years beginning in 1952, our Club sponsored the Metropolitan Opera Company of New York with Maple Leaf Gardens, raising \$185,000 for charitable works and introducing the community to famous operas like Tosca and Carmen and great performers like Lily Pons and Robert Merrill. (Some of our members got stage time as extras!)

The Club Subscription Dinner, first held in 1962, became a major fundraiser for many years, evolving into a black tie affair. With 600 participants these were lavish events. Many people won prizes worth more than the cost of the dinner tickets – often the top prize was a car. Working on the committee for this annual event was a great deal of hard work, but also a great deal of fun; friendships formed that lasted for years.

Some Highlights from 1960s through 1990s

The Blue Chip Portfolio Night, started in 1968, continued as an annual event for more than a decade. In 1978 it raised \$70,000 for Nellie's, a shelter for abused women. In the 70s, fundraising also began for the Rotary-Laughlen Centre for the elderly.

The St. Vincent's 3-H project received great support from our Club in the 1980s. In this sponsorship we partnered with Rotary International, CIDA, and Humber College. Later the program moved to Santo Domingo and then other islands.

The Decade of the Dome Lottery in 1988 raised \$106,000 through active tickets sales and a prize of box seats, from which \$75,000 was distributed to 15 charities at the Club's 75th Anniversary Dinner in April that year. An additional \$155,000 was raised in 1989, with \$50,000 going to the Alzheimer Society of Toronto.

The Sherbourne Health Centre bus began delivering mobile nursing care to homeless and under-housed individuals in 1996 as a result of our Club's successful fundraising.

CENTENNIAL BEAT

"For many years the Fundraising Committee held formal dinners and I helped with the silent auction table. The items that Rotarians' and their businesses' donated were well received and sometimes very unusual. Guests would out bid each other for the 'Chef's Dinner.' One year we even had a diamond engagement ring to sell! I enjoy the planning and preparation involved with this committee's work, and the positive impact it makes on our Club's resources."

Catherine Lloyd, Fundraising Committee member since 2002

Into the 21st Century

Ice Breakers became popular along with a silent auction. Themes included All Aboard the Orient Express (2008) and Dancing with the Rotary Stars @ MaRS (2009). In 2010, under Fabio Ventolini's leadership, our Club held its first Texas Hold'em Poker Night, with more than 200 players and 25 Rotary volunteers. It was repeated in 2011 and 2012, increasing in popularity and sponsor support each time. It provides an opportunity to enjoy a great game, the company of friends, great food and all for a good cause. Since 2010 our Club has joined with other clubs in District 7070 to hold the Trump AIDS Poker Walk to raise money for organizations serving people living with HIV/AIDS.

Ice Breakers

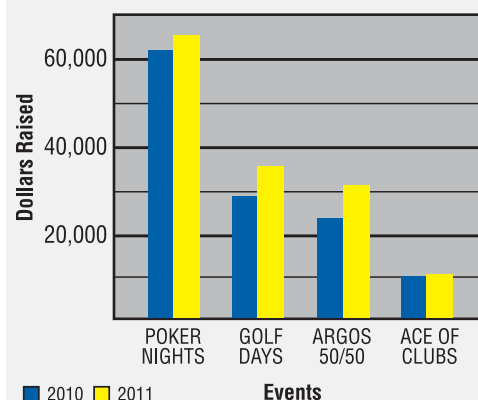


Poker Nights



As a result of our years of successful fundraising efforts and in celebration of 100 years of service, in our Centennial Year our Club will be presenting grants in excess of one million dollars to support charitable projects. Our Club's fundraising achievements over the past 100 years make one proud to be a member. Whether involving long range planning or taking action on short notice because of hurricanes, earthquakes, floods and conflicts, our fundraising efforts have played a major part in allowing us to help in a major way. Fellow members, thank you for your continuing support!

MAJOR FUNDRAISING EVENTS



MOVING FORWARD

How will you get involved?
2012-2013

Sign Up

Join the Fundraising Committee
Help with Poker Night 2013

contact: shannon.lundquist@accenture.com

Attend fundraising events

Make a donation to support events

Donate online: www.rotarytoronto.com

For fundraising news, go to

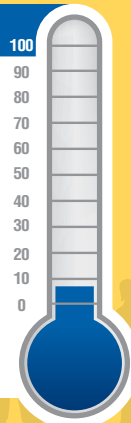
- A Fundraising Committee meeting
 - Friday lunch meetings
 - The VOICE
- www.facebook.com/rotarytoronto

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CENTENNIAL MEMBERSHIP GOAL

"The poker night was a fantastic evening of good fun and fellowship. As a new member, the event provided a great opportunity to get to know other Rotarians in an informal environment and highlighted the hard work that goes into putting on such a successful fundraiser. I will be there again next year for sure!" Mathew Harrison, new member January 2012

"...fundraising events have been a cherished commitment of mine and have resulted in my winning disco ball (after being the successful tango-turning contestant on Dancing with the Stars in 2009) and the camaraderie of organizing and recently chairing the Fundraising Committee for our annual Poker Night." Shannon Lundquist, new member 2008, Chair of Fundraising Committee



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