



## This Special Edition of the Voice is Dedicated to Our Club's Strategic Plan, July 2013 to June 2018

**Background:** as part of the Rotary Club of Toronto's Centennial Year, a strategic planning process was started. The process began with a membership survey to collect important findings directly from the perspective of existing members. The findings from the membership survey were subsequently presented at the 2012 Club Assembly. That same Club Assembly was also focused on collecting further insight from the Club members directly in order to set priorities and identify key issue areas for the strategic planning committee to investigate. The Strategic Planning Committee met throughout the Centennial Year, and developed a formal Strategic Plan, which was approved by the Board in July 2013.

The Strategic Plan will be a main emphasis at this year's Club Assembly meeting to be held at the National Club on Wednesday, October 30 at 5:30pm.



## Access the Strategic Plan Document Online

All members have access to the plan through the RCT website: [www.rotarytoronto.com](http://www.rotarytoronto.com)

Go to the website and login. Find the heading "My ClubRunner." On the left hand side, 13 down on the list (near the Email Message Centre) you will find the "View Club Documents" link. Click on this to take you to a list of Club Documents for members only.

Click on the link: "13-08-17 RCT Strategic Plan.pdf" to download and view the strategic plan.

You can also contact Carol at the office to receive a copy of the plan via email: [office@rotarytoronto.on.ca](mailto:office@rotarytoronto.on.ca)

### Strategic Plan Vision:

Engaged Members Bringing Sustainable Improvement to Our Community & World

The Strategic Plan's Vision is supported by 6 Strategic Drivers.

**Engaged Membership:** Improve the recruitment, selection, development and engagement of members.

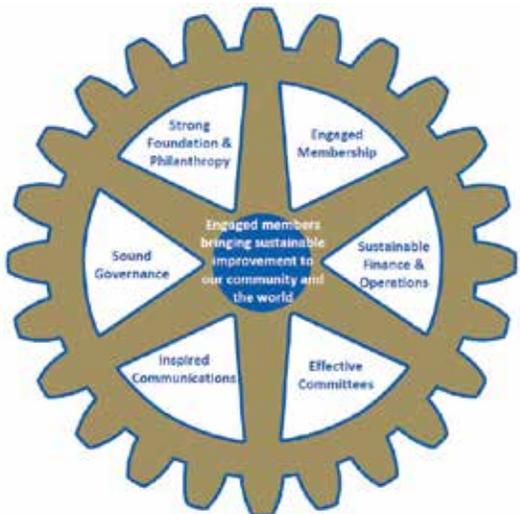
**Sustainable Finance and Operations:** Manage finances to balance revenue and expenses. Budget provision for development and marketing.

**Effective Committees:** Conduct the operations of philanthropic and administrative committees so that the charitable and management aims of the Club are met comprehensively, sustainably and effectively.

**Inspired Communications:** Provide a plan and mechanisms that fulfill the marketing, public relations and communications requirements of a dynamic and growing Rotary Club by incorporating sound planning and utilizing state-of-the-art technology and knowledge.

**Sound Governance:** Ensure that the governance model is effective, transparent and sustainable, with sufficient rigour to meet the needs of members and stakeholders in a rapidly changing environment.

**Strong Foundation and Philanthropy:** Deliver stewardship of the Rotary Club of Toronto Foundation so that philanthropic activities are funded in a way that protects the fund's assets and integrity.



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[www.rotarytoronto.com](http://www.rotarytoronto.com)



## Nominating Committee Members

Each year a nominating committee nominates individuals from the Club to the Board of Directors as well as the Role of Vice President.

For the Year 2014-15, The Nominating Committee to select Directors and Vice-President consists of:

|               |                       |
|---------------|-----------------------|
| Don Bell      | Neil Phillips (Chair) |
| June Brown    | Steve Smith           |
| Tony Houghton | Joyce Westlake        |
| Prince Kumar  | John Whincup          |
| Binoy Luckoo  | Richard White         |

Any questions re the Committee can be addresses to Carol Bieser ([office@rotarytoronto.on.ca](mailto:office@rotarytoronto.on.ca)), or Neil Phillips, Nominations Committee Chair ([NPhillips@dgn-marketing.com](mailto:NPhillips@dgn-marketing.com)).

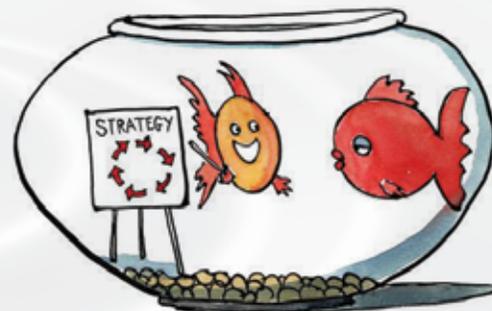
## What You Missed 2018

### “This Is A WYM Article From 5 Years In The Future”

The venerable Imperial Room was near capacity as over three hundred members and guests enjoyed fellowship, heard an entertaining speaker, and ushered in the current strategic planning cycle by celebrating the many things the Rotary Club of Toronto has accomplished since it launched its first strategic plan in 2013.

Prior to a rousing speech by the premier of Ontario, four new members were introduced, bringing the Club’s total active population to two-hundred-fifty-six. Both the premier and the mayor of Toronto (honorary Rotarians) had nothing but praise for the tremendous leadership the Club officers and members demonstrated during the recently held Rotary International Convention that brought more than twenty-three thousand Rotarians and guests to our city.

The president and members of our latest Rotaract Club, which was inaugurated in May, were on hand with recent RYLA graduates and exchange student alumni to kick off the new year.



The media were also in attendance, as the previous year’s project activity and donations exceeded the landmark one million dollars achieved at the 100th Club anniversary in 2013. These donations were made possible by the strong performance of the Foundation, combined with the substantial contribution of member fees. Active donations and excellent market performance made this another sustainable fiscal year.

Committee chairs and members enjoyed recognition from the head table for the continued success of their activities, which enhanced the Club’s already glowing reputation for service. The suntanned faces of the Camp Scugog contingent reflected the tradition of giving families in need yet another great summer at the famous retreat, now restored to pristine condition through countless hours of volunteer effort.

The incoming president’s remarks reflected on the sound governance, ethics, and commitment to service above self that are the hallmarks of an engaged and committed membership, one that continues the Club’s legacy of solid integrity and sustainable innovation.

## Upcoming Speakers & Events

### October 2013

- 18 Joe Dale and Marc Wafer, Employment Opportunities for the Disabled, OctoberFest Beer Tasting
- 25 Honourable Llyod Axworthy, President, University of Winnipeg
- 27 District Conference at Deerhurst
- 30 Club Assembly, National Club

### November 2013

- 1 Wendy Leaver, Domestic Human Trafficking
- 8 Brigadier General Fred Lewis, Commander, Joint Task Force Central Command
- 7 World Wine Tour
- 30 Children’s Christmas Party

**Propose a Speaker**  
Peter Simmie, Chair

**Program Committee**  
[peter.simmie@bristolgate.com](mailto:peter.simmie@bristolgate.com)

**Editor of the Week**  
Greg Vermeulen

**Editor for October 18, 2013**  
Don Bell

**What You Missed Reporter for October 18**  
Rohit Tamhane

## Strategic Planning Committee Members

|                    |                      |               |                |
|--------------------|----------------------|---------------|----------------|
| Lori Brazier       | Susan Hunter         | John Whincup  | Greg Vermeulen |
| Sandy Boucher      | Prince Kumar         | Richard White |                |
| David Hetherington | Steven Smith (Chair) | Ric Williams  |                |

If you have any questions or comments about the Strategic Plan, please contact Steven Smith: [ssmith@beutelgoodman.com](mailto:ssmith@beutelgoodman.com)

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