



Rotary Club of Truro Strategic Plan and Activities Report 2009-2012

1. Introduction

Chartered in 1926, the Rotary Club of Truro has a long history of good works in central Nova Scotia. As a mature club with well-established practices and procedures, the club is constantly challenged to both live up to its history and, at the same time, keep itself fresh, relevant and attractive to new members. The following document outlines the ongoing planning that is used to help this along.

2. Mission

The mission of the Rotary Club of Truro is to provide service to others especially for the needs of children with disabilities and for the assistance to individuals with special needs through our fellowship of business, professional, and community leaders.

3. Objectives and Activities

Club				
Key Result Area: Membership Attraction and Retention				
Goal	Activity	2009-10	2010-11	2011-12
To maintain an appropriate membership for the area.	Hold specific recruitment sessions event for new members			Plan "Meet the Rotarians Night" April 2012
	Review membership	Membership review completed.		<ul style="list-style-type: none"> Exceeded District Goals.



	list for obvious vocational deficiencies			<ul style="list-style-type: none"> • Development of membership plan, complete review of vocations and find at least three new members. • Plan adopted as model by district. • Increased # of women members by 1 however decreased by 1% as we inducted 3 men. • Increased % under 45 from 16 to 18. (1) • Inducted one Alumni member (Heather-Anne Grant)
	Start "bring a colleague to lunch" session to introduce more citizens to Rotary			<ul style="list-style-type: none"> • Directors planed first session for members and implemented. • Cards created and distributed Nov 2011. Implemented in successive months.
	Improve efficiency of meetings so that they do not run overtime.	Lunch and meeting format changed making meetings quicker and over on time more often.		
	Increase social networking time for club members	Lunch format changed to allow for more member interaction. Very positive result.		
	Create opportunity for after-hours	Started <i>Makeup Thursday</i> event with very positive reaction.	Continued Makeup Thursday and encouraged invitation of	<ul style="list-style-type: none"> • Reviewed success of make up Thursday and



	member interaction		partners and friend	implemented improvements in format. <ul style="list-style-type: none"> Started Breakfast as experiment in Fall of 2011 and tried in spring of 2012.
	Host at least 3 social events during the year	<ul style="list-style-type: none"> Increased emphasis on Summer Social and Christmas party. Halloween social held. Held Halloween Party 		<ul style="list-style-type: none"> Introduced one new social event and revamp others. Held themed summer social that was very successful. Reintroduced Halloween Party, Oct 2011. Held very successful Christmas breakfast.
	Plan and execute mentorship program for new members.			<ul style="list-style-type: none"> Created task group of new members and developed mentorship plan. Implemented plan for new members.
Improve communication among members	Use Social media to enhance communications	Twitter and Facebook accounts setup YouTube video of Christmas card started.	<ul style="list-style-type: none"> Used Facebook ads to promote Auction 	<ul style="list-style-type: none"> Expanded the use of Social media to promote objectives of Rotary. Linked to District Social media sites to increased impact.
	Help members get to know each other better.		Reintroduced chair self-introduction system so that members get to know details of each other's daily lives.	<ul style="list-style-type: none"> Introductions part of every agenda.
Support and encourage leadership	Sponsor member registrations for Leadership Training	Paid registrations for 4 members (one member completed Level 3 training)	<ul style="list-style-type: none"> Paid registrations for 11 members to Leadership Institute 	<ul style="list-style-type: none"> Promoted Rotary Leadership Institute Training for more



opportunities for members	Institute		<ul style="list-style-type: none"> Supported registration to member for RI conference Supported 2 members to District Conference 	<p>members.</p> <ul style="list-style-type: none"> Six members attended session in Oct 2011. One achieved Part 3. Developed targets for training (eg. new members to have at least part 1 by 2 year of membership) First member of club to have Group Discussion Leaders (GDL) training achieved in 2011.
Retain new Members at 85% level at 3 years.	Introduce new members to work of Directors		<ul style="list-style-type: none"> "Bring a new member to Directors meeting" started. 	<ul style="list-style-type: none"> Included new members at Directors meeting as part of mentorship program.
	Increase Rotary Awareness			<p>Not implemented- Plan and implement regular Rotary Education session as part of Club meetings. Consider for future year.</p>
Strategic Plan	Survey Membership and develop and implement strategic plan.	Plan Implemented		<p>Not Completed- Resurvey members and directors and begin new 3 year strategic plan in 2012-13</p>
Club Awards	Presidential Citation	Received presidential Citation	Received presidential Citation with Distinction	<ul style="list-style-type: none"> Applied for Presidential citation and was successful. Applied for Change Maker



				Award and was successful. <ul style="list-style-type: none"> • Received citation from Rotary Foundation for Polio Plus contributions. • Received Friend of NSAC Award May 2012.
Community				
Key Result Area:				
Goal	Activity	2009-10	2010-11	2011-12
Provide funding to meet special needs of community	Define community needs	Committee chaired by Garth Coffin, was struck and met to identify and evaluate major projects and areas in which the Club could invest that would yield the greatest value to the local community. Carried through to 2010.	<ul style="list-style-type: none"> • The committee completed its work and funding priorities were identified. • Meetings were held with various groups and a report was written expressing what the committee felt were good projects worthy of consideration by the Club. 	Supported priority community projects including Civic Centre.
	Manage fund allocated to community project.	The committee allocated \$47,000 toward projects for the community. The most significant were: <ul style="list-style-type: none"> • \$30,000 to finish our \$150,000 pledge for the Regional Hospital • \$10,000 to Hospice Society for a Grief Counselor • \$7,000 to Archway Place for a teaching kitchen • \$4,000 for Rotary House 	The committee allocated \$44,000 toward projects for the community. The most significant were: <ul style="list-style-type: none"> • Supported a blind adult, who needed assistance for travel to the Blind Camp in St. John's, Newfoundland • We donated \$300 to Craig. • Maggie's Place, a Resource Centre for families in Truro – we donated \$650 toward their 	Responded to requests as they come in to the \$45,000 budget including: <ul style="list-style-type: none"> • Supported a resident at Cedarstone to cover some outstanding bills (i.e. medication costs and EHS) to a total of \$810 • Club provided \$2,000 funding to MADD for school presentations. • The Club purchased and



		<ul style="list-style-type: none"> • Cheque for \$ to help with accommodations in Alberta for a 16 year old boy to take intensive speech therapy prior to starting High School • Cheque for \$1303 for travel and accommodations of individual for surgery • \$500 to individual who went overseas for MS Treatment • \$434 for an iPod Talk Machine and Program for a small child through Early Intervention • \$1000 toward a new specialized wheelchair for a severely disabled person • \$250 to "The Thirsty Church" Fund – volunteers helping to restore an old historic rural church to use as a community meeting place • \$500 to the Truro Police for Safe Grad • \$300 to the Tatamagouche Training Camp – another cause that we have sponsored in prior years. 	<p>Back to School Program to buy backpacks and school supplies for children in need.</p> <ul style="list-style-type: none"> • \$500 donated to a family with two autistic children to complete a fence around their yard for safety of the children. • \$300 for emergency help for fire victim • \$300 for emergency help for fire victim • Near To Me Daycare – we donated \$2,000 toward renovations of their playground. • \$5,000 donated to Colchester Community Workshops to help purchase a vehicle to transport clients. • \$1,000 cheque to Colchester Food Bank • \$20,000 donated to Camp Tidnish for help with renovation plans • \$2,500 given to a young mother with severe dental needs that were contributing to some on-going health issues. • Bikes for Kids – United Way - \$500 • \$2,500 toward Wheelchair Ramp and Door renovations 	<p>installed new storage shed for Maggie's Place - \$1,200</p> <ul style="list-style-type: none"> • Supported SPCA with \$300 grant for replacing industrial washer. • Assisted individual with the purchase of orthotic shoes - \$500 • Provided a special need's child with a chair - \$950 • A daycare was assisted with the purchase of an iPad and accompanying software to assist child with communication - - \$850 • Assisted individual with digital TV decoder. - \$100 • Donated \$1,000 to the NSCC daycare. • Donated \$5,000 to Maggie's Place to assist in their ongoing operations. • \$5,000 emergency donation to Colchester Food Bank. • \$2,000 donated to the Christmas Index. • \$30,000 donated to the Civic Centre project. • \$950 for Hearing Aids for disadvantaged person • \$2,000 to support
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			<p>for MS patient (Smith)</p> <ul style="list-style-type: none"> • Royal Canadian Legion – replacement parts and batteries for motorized scooters and wheelchairs - \$600 • Truro Police Service – Safe Grad Committee -- \$500 • Nic Smith – boy with Congenital Adrenal Hyperplasia – travel funds to Bethesda, Maryland for medication change \$1,746 (airfare for 2) Rotary Club of Truro has been assisting Nic for 10 years. • COMPASS Program Mental Health Services – dental help for woman in need - \$556 to Colchester Dental Care. • \$3,000 to Truro Police Service Cyber Cop Education Program – N.S. Anti-Cyber bullying task force. 	<p>purchase of special needs equipped van.</p> <ul style="list-style-type: none"> • \$6,000 toward Colchester Community Workshops Program • \$1,200 for emergency chimney repairs • \$1,400 for hearing aids • \$300 for eye glasses for local young person. • \$500 to Rally for Ruth Campaign. • Assisted special Olympics athlete with travel costs - \$90
	Provide opportunity for Club "in-kind" donation	<p>Club members serve on board of Community Workshop</p> <p>Painting of workshop was completed by members</p>	Club members packaged trees for United Way event.	<p>Club members served on board of Community Workshop</p> <p>Members helped replace shed at Maggie's Place.</p>
	Roadside Cleanup	Project reviewed and trash was picked up	Held a successful cleanup of the Robie Street interchange and surrounding streets.	Held successful roadside cleanup May 2012.



Increase awareness of club in community	Televis speakers at the weekly meetings.	Four of our regular meetings were broadcast on EastLink TV		<p>Planned at least 3 media stories on Rotary Activities for the community.</p> <ul style="list-style-type: none"> • Club was mentioned in local press on numerous occasions. • Club was mentioned on social media channels that was repeated workwide. • Community awards presentation aired on EastLink. • News items on Violet Large's death aired nationally. • Christmas greeting to community from club was recorded on EastLink.
Improve efficiency of Fund raising efforts.	Streamline Auction process	Increased use of on-line method for bidding that was begun in 2007-08.	Reconfigured Auction to eliminate TV broadcast portion and take full advantage of Internet bidding process.	<ul style="list-style-type: none"> • Auction expenses reduced and process further refined.
				<p>Reviewed two major fundraising initiatives to improve efficiency of operation.</p> <ul style="list-style-type: none"> • Yearbook and Auction Databases combined. • Process for Yearbook changed to reduce work and expenses.
Club Contribution to	Meet commitment for club contribution	Goal of \$100 per member met	Goal of \$100 per member met	<ul style="list-style-type: none"> • Met goal of \$100 per member to EREY



the Foundation	to Foundation to Annual program.			<ul style="list-style-type: none"> Met goal of 100% contribution for EREY.
	Contribution to Polio Plus			<ul style="list-style-type: none"> Made contribution of \$2,000 to meet RI goal.
Vocational/New Generations				
Key Result Area: Engage new members and youth in Rotary				
Goal	Activity	2009-10	2010-11	2011-12
Provide opportunity for Club members to interact with each other and the community.	Charter an Interact club.	Discussions and planning was begin to from an Interact Club	An Interact Club was formed at the local High school (CEC) in November and Charter in the Spring of 2011.	<ul style="list-style-type: none"> Interact Club for South Colchester High. Established in fall of 2011 and Chartered in winter 2012.
	Organize RYLA for the community.	Held RYLA in the Spring 2010	Hold RYLA in the Spring 2011	<ul style="list-style-type: none"> RYLA Session moved to November as it proved to be its better time for schools. Successful event held with 15 participants. Three \$500 bursaries awarded.
	Community Leadership Award		Refine the process for how we identify candidates and select the recipient of our Community Leadership Award	<ul style="list-style-type: none"> Award made to deserving community member
	Bursaries	Contributed a total of \$4,500 in Bursaries.	Made personal visits to high school counselors re: orientation to our Bursaries. Increased numbers of bursaries to include more schools. Contributed a total of \$5,500.	<ul style="list-style-type: none"> \$6,500 in Bursaries were awarded to students from the three major high schools in the area and for the first time additional a bursaries was awarded to a student



				<p>from the Colchester Christian Academy and another to a student from the French high school. <i>École acadienne de Truro</i></p> <ul style="list-style-type: none"> • Provided \$300 bursary to mature student at NSCC • \$1,500 support to Bridgeway Academy • \$1,500 to Children's Make-a-Wish (matching CEC Interact Club) • \$1,000 to Shelterbox Canada (match SCA Interact Club) • \$150 to United Way of Colchester for school supplies • \$300 to Rotary Cross Canada Tour • \$2,000 to CALA for reading software.
	Committee meetings		Hold at least one meeting before this Rotary year ends	<ul style="list-style-type: none"> • Held at 2 breakfast meetings on the community college campus; the 1st meeting to plan for the coming year, and the 2nd one to check mid-year progress of the plan
Adventures in Citizenship	Support youth to attend program	Supported one young person to attend program in Ottawa	Supported one young person to attend program in Ottawa	Missed deadline for program in 2012



International				
Key Result Area: Support International service efforts				
Goal	Activity	2009-10	2010-11	2011-12
Provide financial support to international students at NSAC.	Provide a yearly \$1000 scholarship to an international student.	Provided a \$1000 scholarship to an NSAC student.	Provided a \$1000 scholarship (Cenwei Liu) to an NSAC student and a second \$500 bursary to a student in financial need (Denae Roman – Jamaica).	<ul style="list-style-type: none"> • Provided a \$1000 scholarship to an NSAC student
	Provide a yearly 1000 bursary to an international student in financial need at NSAC.		Provided a scholarship to an NSAC student and a \$1000 bursary to a second student.	<ul style="list-style-type: none"> • \$ 300 - bursary to Denae Roman – family need • \$ 2170.25 – bursary to Tram Phan – family need
Support international programs and initiatives.	Provide funding to support groups or youth going on overseas opportunities.	<ul style="list-style-type: none"> • Canada World Youth (CWY) - M. Berghuis - \$300 • CWY local group - \$210 • Climate Change Conference - C. Taylor - \$300 • Global Brigades - B Muir - \$300 • Red Cross (matching fund) WUSC - \$300 and \$333 • Project Guatamala - \$300 • Break the Silence - \$300 • Bikes for Aids - \$300 • Int'l Volunteer HQ - • A. Boudreau - \$300 	<ul style="list-style-type: none"> • Canada World Youth – Ingrid Kassem - \$300 • Red Cross – Aid to Pakistan Flood – NSAC- \$300 • Japan disaster relief - \$5000 • Project Guatamala – Immaculate Conception Church - \$300 • Project Guatamala – Valley United Church - \$500 • Tanzania IT – Ryan Geldart - \$500 • WUSC Student Refugee fund – NSAC - \$300 • Habitat for Humanity Suzanne Fougere - \$300 • Kenya – literacy and aids – Brianna Crowe - \$500 	<ul style="list-style-type: none"> • \$1000 – Canada Foodgrains Bank – Matched 4 to1 by CIDA • \$300 – L Sorflaten – Cameroon workshop • \$82 – L Sorflaten – workshop manual • \$1654 – Tobago boat District Project (L Sorflaten) • \$500 – S Keddy – Friends of Orphans – Peru • \$500 – C MacKenzie – Costa Rica – Intl Volunteer HQ – street children • \$500 – E Grant – Haiti – Team Can Healing Hands – children with extra



				needs <ul style="list-style-type: none"> • \$ 1500 – Interact Club SCA Water For Life project • \$ 500 – NSAC WUSC – matching grant • \$ 300 – E Grant – medical supplies for Haiti • \$500 support to Interact member going on Medical mission to Ghana. • \$3,000 Cameroon Bus project • \$300 to Interact member going on Global Vision to Panama/Columbia
	Literacy Initiatives	Room to Read \$300 donation.	New initiative. Suitcase full of books. One Truro Rotary member took a suitcase of youth books to a school in Jamaica (S Corcoran). A second member took books/supplies to three schools in Cuba (M Mason).	<ul style="list-style-type: none"> • \$ 32.75 Cuba – photos sent to the children • \$ 500 - Room to Read – matched 1 to 1 by Can Govt
			New initiative. Working with the Rotary Club of Seychelles to acquire new books for the local library. Initiative stalled.	Working with the Rotary Club of Seychelles to acquire new books for the local library.
	Support Shelter Box initiatives.	Donated \$3200 to support Shelter Box initiatives with a Haitian focus. Government of Canada matched donation.	Shelter Box support was put on hold for year while organizational issues were resolved.	



	Support Polio Plus Program.	Program supported through Club contributions.	Program supported through Club contributions.	Program supported through Club and individual contributions.
	Plan International	Supported two children through the Plan program at \$420 each.	Supported one child through the Plan program at \$420. One child graduated from school.	<ul style="list-style-type: none"> • \$ 440 to support one child through the Plan program
	Participate in District and Co-Club initiatives.		Dominican Republic humanitarian (Garden Project) with the Rotary Club of Dartmouth and San Pedro (\$1000).	<ul style="list-style-type: none"> • Dominican Republic humanitarian (Garden Project) with the Dartmouth Rotary Club. • Facilitated donation from Stanfield's to Dartmouth Club for DR project.
		<ul style="list-style-type: none"> • Rotary Club of Piarco, \$2024 for construction of a home for children. • Rotary Club of Winnipeg, \$500 for an Afghanistan School Project. 		
	Group Study Exchange	Hosted an Exchange Study Group from District 9690 Australia (\$337). Previous year from Japan (\$494).	Host an Exchange Study Group. No group this year.	<ul style="list-style-type: none"> • Hosted Rotary Friendship Group from Australia in June 2012.
Raise awareness of global issues and concerns.	Provide opportunities for international visitors/speakers to present at a weekly Rotary Meeting.	There was one presentation by an international student at the club meeting.	There were three presentations by International visitors, students, and sponsored participants to the Rotary Club.	Invited presentation from International Visitors to Club. <ul style="list-style-type: none"> • Presentation from visiting member about Southern England. • Presentation on Australia by RFE guests.



				<ul style="list-style-type: none">• Presentation on Projects in Caribbean.
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