

## **THE DISTRICT 7010 HISTORY From "Under the Northern Lights"**

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### **District 7010 Zone 24**

#### **Early History 1955 - 1985**

District 7010 was formed in 1955 when District 247, which contained 60 clubs in an area extending from Belleville to Toronto and north as far as La Sarre, Quebec, was divided into Districts 701 (7010) and 707 (7070). District 7010 contained the 28 clubs from Barrie north. It is an all-Canadian district, now occupying central and northern Ontario and northwestern Quebec, as far north as James Bay. The district's four clubs in Quebec conduct their business entirely in the French language. Classifications of members in the early years reflected the diverse geography of this huge district. Mining and lumbering predominated in the north, and manufacturing, agriculture, and railroading in the south. Ross L. Dobbin of Peterborough became the first district governor. Chartered in 1921, the Peterborough club is the district's oldest. No new clubs were formed until 1961, when Wawa and Matheson received charters on Friday and Saturday of the same week. (Wawa was subsequently transferred to District 6290.)

In a District history prepared for *Rotary in Canada 1910 – 1985*, PDG Bruce Laing wrote:

*The District grew rather rapidly at the start ... too much so in the opinion of many old-timers ... many of the small clubs were too weak to take the program to full scope. They struggled to survive and were not able to function as a community service as originally intended. Now the thrust is placed on vs strengthening the small clubs and building up their resources.*

Laing points out a chronic problem: how to organize and maintain a Rotary club in a one-industry resource town, of which the district has several. The clubs in Malartic, New Sudbury, and Stirling fell victim to this obstacle and lost their charters, but through perseverance and dedicated leadership the other small clubs survived and flourished. Nine clubs were chartered after 1961, so that by 1985 the district had 35. (Campbellford's transferred to District 7070 in 1991.)

Community service was the main activity in the early years. In addition to launching many fine parks, recreation areas, and projects for handicapped persons clubs developed services to the aged, to the lonely, and to the mentally retarded. Several clubs used federal grants

for Canada's centennial celebrations in 1967 to restore old homesteads, build pioneer villages, and set up museum displays.

The Rotary Foundation's educational and humanitarian programs were in their infancy during the 1950s and 1960s, but district Rotarians began to participate very early. For example, just seven years after the first Ambassadorial Scholars were sent out in 1948, District 7010 – in the year of its inauguration - sent out its first scholar. Joseph Charette from Vandreuil, Quebec, studied at the University of Lausanne in Switzerland. The district chose a scholar every year thereafter until 1999, when it decided to use its District Designated Fund for other projects.

In 1968, just three years after the Rotary Foundation launched the Group Study Exchange program, District Governor Ken Curtis arranged this district's first exchange. In February 1970, Art Bishop of North Bay took the team to District 9700 in Australia, and in September the Australian team visited this district. Such exchanges took place every second year until 1986, when they became annual.

In 1972, District Governor Mike Lipiski arranged the first Youth Exchange by telephone for a student sponsored by the district's La Sarre club and a student from a club in Oregon. The program grew quickly. A District Youth Exchange committee was formed, and within a few years 25 to 30 students were participating annually.

From 1955 on, clubs made annual contributions to the Rotary Foundation in order to qualify for its programs, but, like many Canadian Rotarians, those in this district were reluctant to make personal contributions for a Paul Harris Fellow, believing mistakenly that the recognition was an award to be granted. PDG Ken Curtis donated the necessary U.S. \$1,000 and became the district's first Paul Harris Fellow in 1973, and his wife became the first woman Paul Harris Fellow.

## **Recent History 1986-2005**

### **Organization, Communication, and Leadership**

The 1990s brought major changes in the district's organization, communications, and leadership. The Membership and Extension committees were active throughout the period, and 10 new clubs were chartered, six of them breakfast clubs, starting with the Peterborough - Kawartha Club in 1989.

Following the admission of women into Rotary in 1989, women soon joined clubs. Women began to fill club presidencies, and in 2002-03 Susan Cook of the Penetanguishene Club became the district's first female governor.

The district created a website on the internet in 1997. Computer guru Carl Dickson was the first webmaster. About half of the clubs now have websites, and nearly all Rotarians have personal e-mail addresses. Almost all of the communication in the district takes place electronically.

PDG Ken Robinson adopted Rotary International's District Leadership Plan in 1999. Area representatives became Assistant Governors, relieving governors of many routine administrative tasks.

### **Youth Activities**

The Youth Exchange program continued, and some new ones have been introduced since 1986. Rotary Youth Leadership Awards (RYLA), adopted by Rotary in 1971 has become very popular with high school students. Every April or May, 40 to 50 students, selected by the clubs, meet in a rural setting for an extended weekend of leadership training. The first RYLA camp took place in North Bay in 1987 under the leadership of Al Randall. Interact, launched in 1962 as a service club for young people of secondary school age (approximately 14–18), started in 1983 with a club in Kapuskasing. In 2003 there were seven Interact clubs operating at various levels of efficiency. The district has chartered four Rotaract clubs. The first was chartered in the early 1990s in Sudbury in association with Laurentian University; the second in Peterborough, in conjunction with Trent University; the third in 1997 in Barrie, affiliated with Georgian College; the fourth in 2001 in North Bay, in conjunction with Nipissing University. In 2003, only Barrie's club was still operating.

### **Citizenship Reaffirmation Ceremonies**

Initiated by Rotarian Marlene Dopkins of the Lagoon City Rotary Club, the district now organizes Citizenship Reaffirmation Ceremonies for students and teachers in grades 4 to 12. An immigrant from the United States, Marlene was inducted as a Canadian citizen in a ceremony in Barrie in August 1995. Impressed by the ritual, Marlene thought that native-born Canadians, especially youths, might benefit from participating in such an event. In February 1996, she and the Lagoon City club organized a ceremony in a school in Brechin, Ontario, presided over by the judge - then retired - who had inducted

Marlene. The district adopted the program, and ceremonies now take place in schools and other institutions throughout the province.

A typical ceremony lasts about 40 minutes. It includes a colour party from the local branch of the Royal Canadian Legion, a piper, an RCMP officer, the citizenship judge, the clerk of the court, and a local dignitary, such as the mayor, with Marlene as co-ordinator. At the conclusion, each student and teacher receives a memento certificate.



Teachers prepare students in advance for the ceremony. The gymnasium or auditorium is usually draped in flags, students dress in red and white, and some paint maple leaves on their faces. The purpose of the ceremony is to instil the meaning and value of Canadian citizenship. Students also learn a good deal of Canadian history from the remarks made by the presiding judge and from the history of the legion's flags delivered by the colour Sergeant. To date over 18,000 students, teachers, and others have experienced the ceremony.

### **Activities for Seniors**

In 1985 Rotary International encouraged clubs to initiate projects geared to seniors over 60. Some Canadian clubs borrowed a program from New Zealand and Australia and began sponsoring Probus (Professional Business) clubs. The first club in North America was launched by the Galt Rotary Club of Cambridge, Ontario, on 7 March 1987. On 22 October 1987, the Collingwood club sponsored the district's first. Today, of the approximately 130 Probus clubs in Canada, 20 are in this district. The 1,600 members in the Collingwood region's eight clubs make up 10 per cent of the Canadian total.

### **Community Service**

Small community service projects have continued to be the main emphasis of the district's clubs, but several have undertaken large projects. Two examples, in North Bay and Peterborough, illustrate this development.

## **North Bay's Therapeutic Pool Project**

In 1984, North Bay Club President Ed Graham asked member Dr Peter Legate to conduct a "needs study" for handicapped youths in the area. The study revealed a therapeutic pool to be the number-one requirement, and so in 1985 President Al Wharram asked the Special Projects Committee, chaired by Past President Marc Lafrance, to raise \$150,000 towards the cost of a pool for a proposed new hospital.

The fund-raising committee, under Lachlan McLachlan, requested assistance from the Nipissing Association for Disabled Youth, and it pledged \$30,000, which inspired a multi-year fund-raising endeavour that involved a monthly travel raffle and several other projects. In September 2001, Ontario's Premier Mike Harris and other dignitaries were on hand to participate in the club's contribution of \$700,000 for the pool. The following year, the club raised the final \$50,000 of the \$750,000 total cost of the pool. The pool was eventually installed in the North Bay Aquatic Centre - a more attractive and relaxing setting than a hospital.

## **Peterborough's Greenway Trail**

Started in 1993 and completed in 2000 at a cost of \$380,000, the 20-km Rotary Greenway Trail is an ongoing community project of the Peterborough Rotary Club, in co-operation with the city of Peterborough, the Ontario Ministry of Natural Resources, the Peterborough Historical Society, and the Trent-Severn Waterway. Volunteers did much of the work, but the club hired a contractor to lay the trail bed. The 9-km urban section is paved and wheel-chair accessible; the 11-km rural section is surfaced with granular limestone. The trail's logo clearly marks numerous access points.

The trail passes through a variety of natural and human-made phenomena. It offers a glimpse of local history, dams, wetlands, the geology of the Otonabee River valley, and the Trent-Severn Waterway and some of its manually operated locks. Flora and fauna abound, and bird watchers find unique viewing locations.

A walk along the trail is a safe and satisfying experience for individuals and families. Starting on Ashburnham Drive at Ecology Park, the trail winds through a camping area with a couple of beaches, crosses the Tollington bridge (one of six), and passes the headquarters of the Trent-Severn Waterway. It crosses the canal at Ashburnham Lock No.20 and skirts Little Lake through Rogers' Cove. This section is part of the Trans Canada Trail. The trail runs north through

Ashburnham to Auburn Mills, where a section branches west across the Otonabee. The main trail continues north across the Trent University campus, through Douro township, past locks, wetlands, and dams, to Lakefield, where it connects with that village's trail system.

Encouraged by the success of the Rotary Greenway Trail, the Rotary Club plans to extend it. The club has started discussions with the Lindsay Rotary Club about forming a partnership to develop an abandoned rail bed as a 30-km extension of the trail to Lindsay and part of the Trans-Canada Trail.

### **The Rotary Foundation**

During the last 15 years, the district has strengthened its commitment to the Rotary Foundation. Orillia Rotarian Gordon Sarjeant became the district's first Foundation Benefactor (1987); PDG Bruce Laing was the first in the district to attain the maximum Multiple Paul Harris Fellow recognition (1992), and PDG Carl Dickson and his wife, Shirley, became the district's first Major Donors (1996). Each year the district's contribution to the foundation increases, and some individuals have invented unique ways to raise funds, including HOPE bears, the Rotary licence plates, and Jack Lockhart's painting.

### **The HOPE Bear Campaign**



At the Rotary International Convention in Barcelona, Spain, in 2002, teddy-bear artist Diane Chantler, president of the new Bracebridge-Muskoka Lakes Rotary Club, wondered how to combine her passion for bears with Rotary's commitment to the world-wide eradication of polio. What emerged was the HOPE Bear Campaign. GANZ, the Toronto-based, internationally renowned gift-manufacturing company, threw its full support behind Diane's vision. It provided sample bears for the project, including one named "HOPE," an acronym for "Helping Others – Polio Eradication."

The Bracebridge-Muskoka Lakes club started with 100 HOPE teddy bears. The bears retailed for \$25, with all proceeds going to the polio eradication campaign. Mindful of Rotary's dedication to him as a

young boy with polio, Bruce Turner, the club's polio chairperson, joined the project, and web-wizard John De Koning masterminded the website, which sold bears on-line.

By September 2002, five other clubs had joined the drive, and 500 bears were sold that month. By October, another 15 clubs had joined, and over 3,000 bears had been sold. Even Rotary International Headquarters placed an order. Thanks once again to GANZ, by the end of December 2002, a family of eleven more bears with exotic names such as Chandler, Cherish, Corey, Cuddles, and Sebastian had joined the campaign, which was featured in several Rotary publications – Rotary International's website, the Rotarian (January 2003), and Zone 24's Polio Newsletter. Six U.S. clubs and one club outside North America joined the project. Bears have found new homes in hospitals, women's shelters, children's bedrooms, and, via Christmas hampers, homes of the underprivileged.

By January 2003, 5,000 bears had been sold, and \$75,000 raised for the Polio Eradication Program. The HOPE Bear Campaign illustrates what can happen when inspiration, commitment, and hard work come together.

### **Carl Dickson's Licence Plates**

PDG Carl Dickson was aware that the Ontario Ministry of Transportation sells personalized vehicle licence plates, which may feature logos of professional sports teams and other organizations. In 1999, when he went to the licence bureau in Orillia and asked for a plate with a Rotary wheel on it, he found that none existed. Obtaining ministry approval took him three years and required, among other things, the consent of all the district governors in Ontario, a detailed description of Rotary, and a full disclosure of how any royalties would be used.

Finally, in October 2002, the ministry agreed, provided that Carl would either pre-sell or purchase outright 100 plates at \$52.10 each. The plate contains a Rotary wheel, 2 digits, the letters RI, and two additional digits. Carl earmarked a royalty of \$2.50 per plate for PolioPlus. The governors in the other five Ontario districts supported the effort both financially and by pre-selling 100 plates. In February 2003, the first \$1,000 in royalties was sent to the Rotary Foundation.

### **PDG Jack Lockhart's Painting**



PDG Jack Lockhart is an internationally acclaimed artist. During his year as governor (1997-98), he used his talent to raise funds for the Rotary Foundation with a painting “**Footprints in Time**,” and 250 signed limited edition prints - 16" x 20." The prints were given to the district’s Rotary Foundation Committee for sale through the clubs. Un-framed prints sold for \$100 and framed prints – 24" x 30" – for \$250. Club sales produced well over \$40,000. An additional \$6,000 was raised, when the original painting was raffled at the District Conference, bringing the total to \$50,000. Other funds raised by the clubs brought the district’s contribution to the foundation that year to \$159,900, which PDG Jack Lockhart presented to Rotary International Vice-President Bob Scott and Rotary Foundation Trustee Wilf Wilkinson at a Rotary Foundation dinner at Barrie in May 1998.

### **World Community Service (WCS)**

The period since 1985 has seen expansion of World Community Service Projects carried out by district clubs and made possible by the creation of the SHARE program and the District Designated Fund (DDF), Discovery Grants, and the Canadian Rotary Committee for International Development (CRCID). The DDF and CRCID match, in sequence, the money put up by a club, and then TRF does the same; a \$1,000 investment by a club can grow to \$8,000. Projects worth \$20,000 to \$25,000 are now common. Several teams of Rotarians have taken advantage of Carl P. Miller Discovery Grants to travel to such



places as Haiti, Mexico, Russia, and Swaziland to investigate possible WCS projects.

### **3-H Community Development/Low-Cost Shelter Project**



The district's largest international project has been a 3-H Community Development project. Under the leadership of PDG Tom Ewen, the Rotary Clubs of Barrie, Barrie-Huron, Gravenhurst, Lindsay, Midland, Orillia, and Sudbury teamed up with the Rotary Club of Narendrapur in District 3290 in India and applied for and received a U.S. \$500,000 Health Hunger and Humanities (3-H) Grant. The co-sponsoring clubs in District 7010 contributed in total U.S. \$15,605; the district's DDF matched that with a further U.S. \$15,605; the Narendrapur Club gave U.S. \$7,000; and its district contributed U.S. \$10,000 from its DDF, for a total of U.S. \$548,210. An Indian non-governmental organization contributed U.S. \$165,000 for construction of some buildings. This holistic project addresses water and sanitation, health care, elementary education, vocational training, and agriculture. When completed in 2005, the project will include:

- 300 low-cost shelters (LCSs) housing 2,000 people
- two tube wells sunk to a depth of 750 feet, holding tanks, and a grid of water lines leading to water taps outside each LCS
- a UNICEF-approved leak-seal latrine system for each duplex
- an eight-room primary school
- a vocational training centre for such trades and crafts as brick making, carpentry, cattle-raising, bee-keeping, dairy farming
- a 30-bed medical clinic, featuring a mother-and-child clinic

- a recreation field
- a combination community centre/shopping mall
- four stocked fish ponds
- fruit trees

The perimeter of each fish pond will be lined with fruit trees to prevent erosion and for produce to sell. A brick-making facility will provide bricks for the LCSs, as well as for sale. Fish, milk, honey, and fruit will be marketed through a co-operative. The proposed shopping mall will rent space to vendors, while the community centre will serve as a meeting place. The LCSs will occupy 10 per cent of the land allocated for the unit. Beneficiary families will be encouraged to plant gardens and fruit trees. A Rotary Community Corps will assist families and collaborate with the local government. In time the community will be self-sustaining.

