

RotaryCanada

*A new leaf
Un nouveau feuillet*

*January 2020
Janvier 2020*

An abundance of heart

*Doing good with The Rotary
Foundation (Canada)*

Albertan altruists

Meet the MacKays of Medicine Hat

**Le développement durable
dans les projets**



CANADIAN ROTARIANS HAVE A UNIQUE GIFT: The Rotary Foundation (Canada), which provides benefits that accrue to all Rotarians — while also creating deductions for income tax savings.

As with any gift we receive, it is our duty to say thank you. In the case of this particular gift, the thank-you is easy. Simply make regular contributions to The Rotary Foundation (Canada) and you will receive recognition.

But more important, the gift continues to give back in the form of district and global grants that you and your Rotary club can access to improve the lives of others in your community, in your country, and around the globe. What's more, the multiplier effect that enhances your project through district, global, and governmental fund matching also enriches the thank-you.

As you help those in need, their thanks will be added to the pool and create a groundswell of appreciation. Who knows, maybe one day that groundswell will gain enough momentum to establish peace. Peace in our world. Now that is truly a thank-you we can all appreciate.

As you read this issue, remember that the gift you give contributes to the many successes of The Rotary Foundation (Canada). Please accept this thank-you for the part you play in those humanitarian achievements.

ROD THOMSON
Chair, Rotary Canada Advisory Board
Rotary Club of Abbotsford, B.C.

PHOTO *of the* MONTH

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Send letters, comments,
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rotarycanada@rotary.org

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To inquire about advertising:

Marc Dukes, *The Rotarian*, One Rotary Center,
1560 Sherman Ave., Evanston, IL 60201

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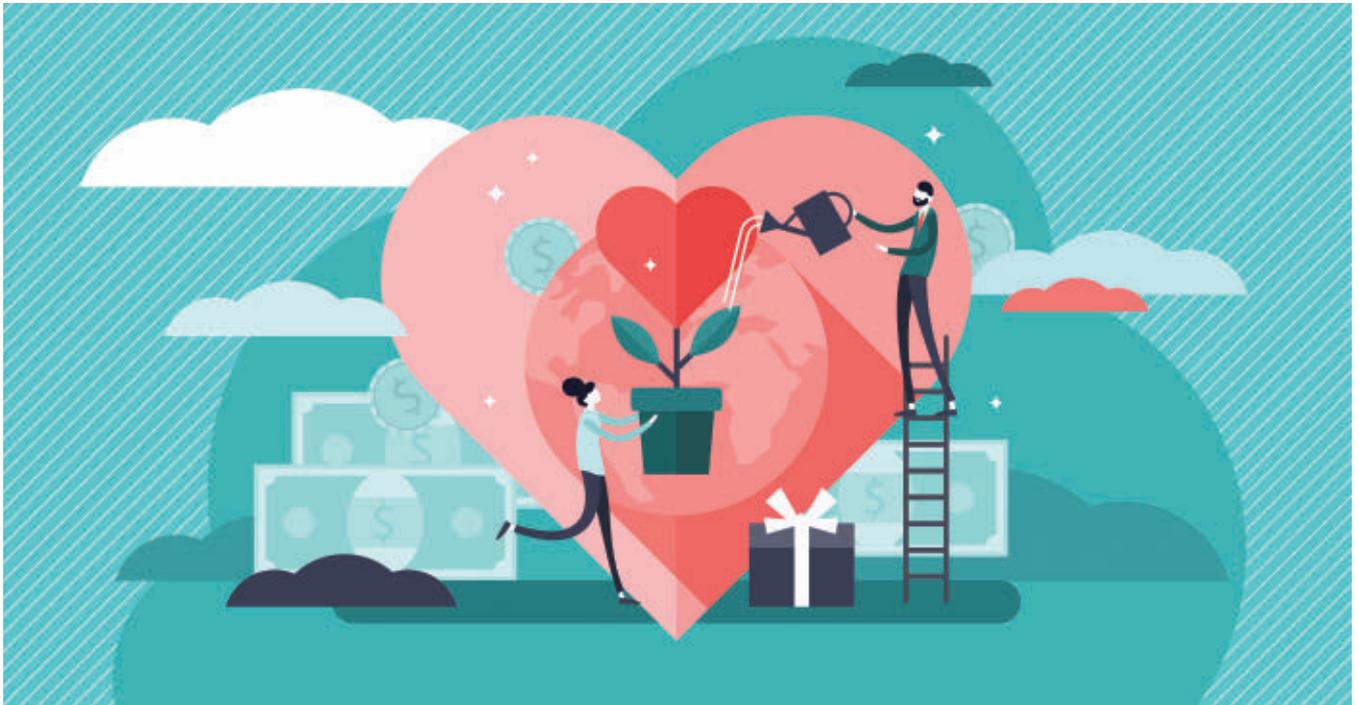
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ROTARY INTERNATIONAL

An avid golfer, E. Leslie Pidgeon of Winnipeg was Rotary's first president from outside the United States; he took office in 1917, the same year The Rotary Foundation teed off.



Canadian Rotarians give until it hurts

by PAUL ENGLEMAN

Canadians are notoriously nice; they're also notably generous. According to a 2019 report from the Charities Aid Foundation of Canada, 65 percent of people in Canada donated money to a charity, a church, a religious organization, or a particular cause over the previous 12 months. Canadian Rotarians embody that national tendency toward magnanimity. In the Rotary year that ended 30 June 2018, they donated more than \$10 million to The Rotary Foundation (Canada). And during the five-year period that ended 30 June 2019, Canada ranked sixth among countries and geographical areas in contributions to The Rotary Foundation — nearly US\$41 million — and third in average yearly giving per Rotarian: US\$344.

Here are some other interesting numbers that highlight the generosity of Canadian Rotarians

(all currency amounts in U.S. dollars):

33

NUMBER OF CANADIANS currently in the Arch Klumph Society, after making lifetime contributions of \$250,000 or more

82

NUMBER OF ENDOWMENTS to The Rotary Foundation established in the names of Canadian Rotarians, with a total value of \$9.8 million

1,125

TOTAL CURRENT BEQUESTS — a commitment to future support in a will or other estate plan — to the Foundation from Canadian Rotarians, with a total value of \$52.1 million

59

NUMBER OF MAJOR GIFTS (defined as \$10,000 or more) contributed to the Foundation by Canadians in the Rotary year ended 30 June 2018; the gifts totaled \$3.2 million and averaged about \$54,000 each

9

NUMBER OF CANADIANS who are charter members of the newly established Rotary Foundation Legacy Society, in which donors promise a cumulative gift of \$1 million or more to the Endowment



Le développement durable dans les projets par Paul Beaulieu, club Rotary de Québec-Charlesbourg

Lorsque nous demandons une subvention mondiale à la Fondation du Rotary International, on exige que notre projet réponde aux critères de développement durable, ce que l'on appelle aussi la pérennité. Ces critères, qui ont été introduits dans le nouveau modèle des subventions mondiales, sont parfois mal compris par les Rotariens.

La Fondation Rotary définit ainsi ce qu'est la pérennité d'un projet : « Le terme pérennité a un sens différent selon les organisations. Pour le Rotary, il s'agit d'apporter des solutions durables à des problématiques locales que les bénéficiaires peuvent perpétuer après le départ des Rotariens. »

Parfois, lorsqu'un groupe de Rotariens décide de s'engager dans un projet, ces critères peuvent sembler un frein à leur désir de venir en aide à des populations qui ont des besoins. Ce désir d'aide découle d'un bon sentiment et du désir de servir qui est la base même du Rotary. Il faut encourager et même travailler à ce que le plus grand nombre de Rotariens s'impliquent dans des projets internationaux.

Certes il faut aider, mais il faut aussi réfléchir aux impacts que notre action aura sur les populations et surtout de s'assurer que lorsque nous serons partis, les efforts et l'argent investi continueront de servir la population.

Depuis 20 ans, je me suis impliqué dans de multiples

projets à l'étranger. Avec le recul, je peux affirmer que plusieurs projets auraient pu être mieux pensés si j'avais connu ces critères de pérennité.

Voici un exemple. En 2014, notre district a réalisé un projet en Équateur pour apporter l'eau potable dans un village dont 95 pour cent des enfants avaient des problèmes de santé liés à l'eau. Nous avons creusé des puits, aménagé une station de pompage, construit un réservoir élevé pour se servir de la gravité pour distribuer l'eau dans les maisons comprenant près de 4 000 personnes. Quelques années plus tard, lors d'un voyage dans cette région, j'ai appris que le système d'eau était menacé parce que l'électricité de la station de pompage n'avait pas été payée, que les frais chargés aux familles n'étaient pas toujours collectés, que l'on permettait à plusieurs familles de se collecter sur le même tuyau d'approvisionnement afin de se partager la facture et que la gestion avait été déficiente ! Heureusement, le nouveau maire de la municipalité prit les choses en main et rétablit la situation pour s'assurer que le système d'eau puisse continuer à apporter l'eau potable aux familles.

Nous savions que le comité de l'eau qui avait été mis en place allait bien fonctionner. Nous avons oublié de prévoir l'entretien du réseau, croyant à tort que le comité allait s'en charger. Nous avons oublié une chose importante, soit de former les gens à la gestion de l'eau.

Aujourd'hui, une telle chose serait impossible, car la Fondation du Rotary exige que des comités d'eau soient créés, que les gens soient formés et qu'un système de suivi soit mis en place. Vous me direz peut-être que nous aurions dû y penser au moment de préparer notre projet, mais dans notre désir d'aider, nous avons omis de planifier la gestion du projet après notre départ.

Comme vous pouvez le constater, nous aurions dû penser à former les gens à la gestion d'un système d'eau potable, eux qui étaient habitués à aller puiser l'eau dans les puits. Ce qui nous apparaît élémentaire chez nous peut parfois faire appel à des notions inconnues ailleurs.

Ce simple oubli a mis en danger tout le travail qui avait été fait. Heureusement, la municipalité a pris les choses en main et un organisme paragonnemental de la gestion de l'eau dans ce pays a formé et supervisé le comité et puis finalement les choses se sont replacées. Cette formation n'aurait pas demandé beaucoup d'argent et de temps si nous l'avions fait dès le départ.

Lorsque nous réalisons des projets à l'étranger, les critères de développement durable ou si vous voulez, de la pérennité, doivent être respectés dès l'ébauche du projet, sans quoi vous risquez de travailler inutilement. Il faut penser à l'après-projet, soit lorsque vous serez partis et que l'argent aura été dépensé. Votre projet vous survivra-t-il ? Voilà la question !

A HABIT OF HELPING OTHERS

Sandy and Jane MacKay



Although MacKay's service to his club included a term as president, he felt a need about 20 years ago "to get more serious about Rotary." In 2001, he visited India to check up on a project that involved a partnership between the Medicine Hat club and the Rotary Club of Calcutta Metropolitan; that visit led to the creation of another endeavour involving the two clubs, the Integrated Village Development project. With funding from The Rotary Foundation's 3-H program (the forerunner of today's global grants), the project built a road that linked a remote, impoverished village to a highway and a train station, and provided that village and three others with clean drinking water, sanitation facilities, and medical clinics.

After winding down his medical practice, MacKay and his wife contributed a series of major financial gifts to Rotary, which led to their induction into the Arch Klumph Society. "Jane and I felt deeply that Rotary should be our area of choice for donating money," he says. "We agree with what Rotary is doing and think our donations are the best way we can help bring peace and improvement to the world." The MacKays' contributions now total more than \$500,000, much of which has gone towards PolioPlus and a named endowment for the Rotary Peace Centers.

Although Jane is not a "card-carrying Rotarian," MacKay says, she is "highly supportive" of his Rotary activities and shares his spirit of voluntarism, which includes a long involvement in Medalta, a nonprofit museum, arts facility, and community centre based in Medicine Hat's Historic Clay District. Husband and wife sing the praises of their two sons — Bruce is a technologist specializing in environmentally safe ways to extract hydrocarbons, and Doug is a computer scientist who helps struggling companies — and Sandy will occasionally toot his own horn: He took up the tuba when he retired and now performs with the Medicine Hat Concert Band Society, where he also once served as president.

"Married 56 years and still going strong," as Sandy puts it, the MacKays try to walk at least 10,000 steps a day. But they were both "caught flat-footed," he says, when he received the Service Above Self Award at the District 5360 conference in 2018, an acknowledgement of four decades of Rotary membership that includes serving on Rotary Foundation committees and the Council on Legislation.

Reflecting on his life as his 80th birthday approaches, MacKay says he models his behaviour on the 1915 Rotary Code of Ethics, which he believes should be required reading at least once a year for every Rotarian. "I have tried to fit that into my life," he says, "because I agree with every statement in it." —PAULENGLEMAN 🍁

John "Sandy" MacKay engaged in his first Rotary service project long before he became a Rotarian. His father, he explains, was an active Rotarian in his hometown of Saskatoon, and Sandy would help park cars for local Rotary events.

MacKay's father, John, was a machinist from Nova Scotia. Despite having only a high school education, he worked with Harold Johns, a medical physicist from the University of Saskatchewan, to build the cobalt-60 machine; introduced in 1951 and dubbed the "cobalt bomb," it was a breakthrough in radiation therapy to treat cancer.

The senior MacKay "was one of these instrument makers who could fix anything," recalled a Canadian physician and historian. "A farmer would come in with a broken-down combine and he'd say, 'Well, this guy's in the middle of harvest. I've got to help him,' and he'd delay the development of the [cobalt-60 machine] for an hour."

"I guess I modelled my life on my father's ideals," says Sandy, who, with his wife, Jane, has developed a lifelong habit of helping others. In 2012, they were inducted into the Arch Klumph Society in recognition of their cumulative donations of \$250,000 — and their contributions, monetary and otherwise, didn't end there.

MacKay's longtime relationship with Rotary began in 1977 when he joined the Rotary Club of Medicine Hat, Alberta, where he had opened an ophthalmology practice eight years earlier. Jane was the practice's business manager and accountant. They made a good team: When MacKay retired in 2005, the practice had some 58,000 patient files.

A foundation for the future

by PAUL ENGLEMAN

The year 1917 was momentous for Canadian Rotarians as E. Leslie Pidgeon of Winnipeg became Rotary's first president from outside the United States. That was also the year that Arch C. Klumph, Pidgeon's immediate predecessor as president, laid the groundwork for what would become The Rotary Foundation; at a speech delivered at Rotary's convention in Atlanta, he called for the creation of "endowments for the purpose of doing good in the world."

Fifty years later, in December 1967, Canadian Rotarians doubled down on Klumph's call when they established Rotary's first associate foundation. "I think The Rotary Foundation (Canada) elevated the position of Canada in the Rotary world," says Wilf Wilkinson. "Rotarians in other countries have been able to see what the Canadian government is doing and how it has managed to work through the foundation." (Wilkinson is another Canadian who served as Rotary's president; a past trustee of The Rotary Foundation, he is a special adviser to the associate foundation's board of directors.)

According to Wilkinson, the relationship between the Canadian government and the associate foundation has "blossomed" through the years. "We built that relationship primarily through the polio

campaign," he says, noting that government representatives were impressed not only with the financial generosity of Rotarians, but also with their willingness to invest their time and energy on projects, especially in the polio immunization effort. "It is a source of pride," he says.

Chris Offer, a past governor of District 5040 (British Columbia) and a recipient of The Rotary Foundation's Distinguished Service Award, agrees with



Wilkinson. He thinks Canadian Rotarians should look on the foundation with "some nationalism and pride," particularly since it's responsible for managing a significant investment portfolio through Canadian-based financial institutions. "Whether it's peace centers or water projects, this is a Canadian entity that supports the good work that Canadian Rotarians do."

The Canadian government is also providing considerable support. In 2015, Global Affairs Canada, on behalf of the government of Canada, entered into a five-year partnership with The Rotary Foundation (Canada) that provides \$1.2 million per year in matching funds for global grant projects involving Canadian Rotary clubs. "It's a tremendous program," says Bryn Styles, a past RI director, a past trustee of The Rotary Foundation, and a current director of the Canadian foundation. "It requires a little more paperwork, but we've streamlined the process a lot. I would like to see more Rotarians become aware of the power of the matching funds."

Betty Screpnek has been working diligently to boost that awareness. A director of the Canadian foundation and co-chair of its grants committee, she travels across the country to deliver presentations explaining the grant application process to clubs and at Rotary conferences. Like Styles and Wilkinson, she's optimistic that the partnership agreement with the Canadian government will be renewed after it expires in May.

In addition to the matching grants program, Styles hopes that Canadian Rotarians are fully aware of the tax-advantage opportunities available to them to support the foundation's work. In fact, The Rotary



Foundation (Canada) was started, in part, for that precise purpose: to make donations to The Rotary Foundation eligible for tax credits in compliance with Canadian tax law.

There was another reason for an associate foundation in Canada. As Wilkinson explains, some larger Canadian clubs had established their own foundations before 1967, but their efforts were focused primarily on local projects. As interest grew in charitable projects outside the country, the new foundation provided Canadian Rotarians an opportunity to support initiatives throughout the world.

The Rotary Foundation (Canada) has a 13-member volunteer board of directors presided over by John Stairs, a past governor of District 7080 (Ontario). It also has one paid staff member — Susan Hicks of the Rotary Club of Palgrave, Ontario — who was hired in 2017 to assist with the foundation’s numerous clerical functions. These include recording donations, issuing tax receipts, and providing help with the procedures and paperwork involved in securing matching grants.

Wilkinson can attest to how imposing a task it is to issue tax receipts. That pro-

cess, he recalls, was originally handled by volunteers working through the Rotary Club of Toronto. But in the early 1990s, after Rotary International made worldwide polio eradication its No. 1 priority, Canadian Rotarians responded with such an unprecedented level of support that it fell to Wilkinson’s accounting firm to carry out the work pro bono — with, he says, members of the Rotary Club of Trenton (Ontario) and their spouses “devoting countless hours” to the task.

“The tax savings can be very compelling,” Styles says, noting that Rotarians can also take advantage of additional provincial credits available in some provinces. Offer adds: “We’re also fortunate that with our charity, we can be involved at every stage. The money comes from Rotarians, the decisions are made by Rotarians, and the projects and services are done by Rotarians.”

“Rotary is the only organization in the world that I know of where you can be sure that you’re dealing with like-minded individuals who share the same core values,” Styles says. “Despite language barriers, we’re all working towards the same goal. Through Rotary we are all peacebuilders. Everything we do — every grant, every project — goes

towards building peace. With the new grant model that was adopted in 2013, our projects are getting larger, more sustainable, and more measurable.”

Carolyn Ferguson, a senior major gifts officer for The Rotary Foundation whose region covers almost all of Canada, offers the last word — and a fitting metaphor. “When you donate to The Rotary Foundation, you are enabling a fellow Rotarian and Rotary club to bring their vision to life through your support,” she says. “We are all on the same bus, headed in the same direction: out to do good in the world. Some of us may drive, some of us may be passengers, but we can’t go anywhere without gas in the tank. Donations are the gas in the tank.”



To learn more about The Rotary Foundation (Canada), go to portal.clubrunner.ca/100984, where you will find information about its policies, activities, and financial statements, as well as a webinar explaining the matching grant application process and links to the necessary forms.



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