



Rotary International District 7070

**November – December 2010
District 7070 Newsletter**



***From the Governor
Ted Morrison***

December is family month in the Rotary calendar which celebrates the family of Rotary. This includes individual Rotarians and all of those who are involved in Rotary's work from Rotarian Foundation Alumni to participants in all of Rotary's youth programs- Rotaract, Interact, and Earlyact- in the thousands of communities around the world. The District 7070 Interactors recently held their second annual district conference in Oshawa. These young people are doing amazing projects in their communities and in the world community.

Spouses and children of Rotarians are also part of the family of Rotary. Rotary clubs benefit immensely when they achieve a balanced interaction between Rotarians and their families, enhancing home lives and family interactions. What are you doing this month to celebrate our family of Rotary? A Christmas party that includes family members, an invitation to a special meeting, a call to the widow of a former member, or a program to include Interactors or Rotoractors are some possible events that you could have. There are many ways for clubs to celebrate this very important part of Rotary and make our clubs more family friendly.

As Christmas approaches and we think about our own families, remember to celebrate our Rotary family.

Sharron and I wish you all a very happy and healthy holiday season.

From the Desk of Past District Governor, Bill Patchett, current Chair of Our District 7070 Rotary Foundation Committee:

Christmas is a time of giving.

Perhaps this year you might want to give a 'gift' contribution to Our Foundation. You will make a difference in someone's life.

Your gift would allow a child food, fresh water, literacy, and the path to good health. Polio drops will allow this child to grow without contacting this dread disease.

The Rotary Foundation – Our Foundation is our future.

Happy Holidays to you, all!

Bill Patchett

The Canadian Rotary Centennial Afghanistan Challenge

The School is Built - Let Public Engagement Begin!

The Canadian Rotarian Centennial Afghanistan Challenge is a partnership between the Canadian Government and Rotary in Canada. The Canadian Rotary Centennial Afghanistan Challenge is implemented by partnering Rotary Clubs throughout Canada with Rotary Clubs in Afghanistan. The Canadian Rotary Centennial Project Committee (CRCPC) is responsible for ensuring the successful construction of the fully furnished school in Afghanistan. The Afghan Ministry of Education will maintain the school after construction. Rotary Canada's Afghanistan School Legacy Fund will support educational enhancements to the school beyond its completion date.

Together we have built a fully-furnished school in Afghanistan that will accommodate 4,000 girls and boys in three shifts throughout the day.

The project has a substantial public engagement component and will approach every high school in Canada through their Boards of Education. The goal of the public engagement campaign is to educate Canadian youth on cultural differences and the Canadian development efforts that are underway in Afghanistan.

We are anticipating the opportunity to connect directly with, at the very least, 40,000 Canadian youth in face-to-face speaking engagements given by members of Rotary Clubs across Canada. Thousands more will participate through our campaign website **www.AfghanistanSchool.ca** filled with activities, information and a fundraising opportunity featuring the official campaign bracelet. And still more will listen and download the campaign theme song "More I Want to Know" By Canadian singer-songwriter Janie Grand.

The campaign will run throughout the 2010-2011 school year and will challenge Canadian students to learn more about Afghanistan through our national Education Competition – all the details and entry forms will be online at **www.AfghanistanSchool.ca**. The campaign will culminate June 1st, 2011 with the announcement of the winners of our Education Competition.

At this time we will also see if we have set a Guinness® World Record for the most unique entries in an online guestbook!

Now that the Rotary Centennial Afghanistan School is up and running, (school was in earlier than expected and under budget) the committee's focus is on public engagement. CRCID staff and a communications committee of six Rotarians are in the early stages of rolling out the materials that will engage Canadian youth to know more about their Afghan peers and the culture in which they learn and work.

APPROACHING CANADIAN HIGH SCHOOLS

The Campaign Goal

The question was asked: Who could benefit most from knowing about this project?

The answer: Canadian youth on the threshold of adulthood – who would gain valuable knowledge and perspective from looking across the world to realities faced by their Afghan colleagues.

It was important to CRCID that Canadian youth understand at a personal level the cultural differences of Afghan students struggling to attend school. The hope is that this campaign will help them gain an appreciation for their own country and their abundance of opportunities. Although growing up is never easy, students in Canada have prospects Afghan students can't imagine. CRCID recognized the gap in information available for Canadian youth and it was our intention to run this national public engagement campaign with awareness being the main purpose.

The Opportunity for District Rotarians

There are two opportunities for you to get involved in this exciting campaign. Both mean raising awareness:

1. Speak to fellow Rotarians in your club and others so that there is a higher level of awareness of what we have done and are looking to do in partnership with one of the Afghanistan Ministries of Education and the Canadian government;
and/or
2. Contact a local high school (all Canadian school boards have already been approached by CRCID staff). We are looking for the opportunity of offering classroom kits to teachers as a resource to help further their students' understanding of what it means to Afghani students to learn in their own country. Teachers can either use the material in the kits themselves or request a Rotarian speaker to address a group of students.

The major focus of both these activities is to raise awareness. However, there are other activities to engage the students' interest.

Please take a look at www.afghanistanschool.ca to get a sense of everything that is available in moving ahead with this public engagement campaign.



Literacy Matters

Joan Hayward, Chair District 7070 Literacy Committee

“Look in the Mirror” – District 7070 Conference

Our literacy breakout session at the district conference was very well-attended and those present heard from three different Rotarians about projects/programs their clubs are involved in. They are outlined briefly below:

First Nations Literacy Partnership Project. – The Rotary Club of Port Perry **Dennis Bayley at dennis.bayley@sympatico.ca**

This important literacy project initially involved Aubrey Oppers as our club president and Elgin Knopp who represented the club at all stages of the planning of this initiative. Other partners were O.P.P., Durham Regional School Board, Durham College, Durham Regional Police, and Mississaugas 1st Nation. The project involved five public schools, from Pickering, Whitby, and Oshawa . Approximately one hundred 9 and 10-year old students from these schools obtained knowledge of 1st Nations culture by reading books written by aboriginal authors.

In July an assembly of the participating students was held at the Mississauga's cultural centre on Scugog Island. Following a ceremonial welcome the students were divided into four groups

and were joined by Rotarians and school staff members. Each group passed the 'talking stone' around the circle of group members who introduced themselves and stated what they had derived from the project. Each group participated in four activities: singing and drumming, beadwork, pavement chalk art, and listening to a talk by Gary Edgar on the history of the Mississaugas and their present day Band administration. The day concluded with a demonstration of native dancing, drumming, and costumes. Aubrey and Elgin are to be congratulated for their involvement in this far reaching endeavour.

Rotary Readers – The Rotary Club of Bradford
Peter Ellis at peterellis1000@hotmail.com

The Rotary Readers program involves volunteers visiting elementary schools to read with and interact with students who, according to the teachers, would benefit from some individualized attention to their reading skills. Each volunteer works with three children at least one hour a week. Teachers identify the reading levels of the students requiring help and the students then read to the volunteers, receiving a ribbon each time they advance a reading level.

To help support the program, the Rotary Club of Bradford provides the school with a set of books, providing children with a variety of choices, as they work their way through all 30 levels.

For the first time in all of Principal Steve Peck's years at Sir William Osler Public School, none of the students were reading below their respective grade level by the time last June rolled around.

A Dictionary Project – The Rotary Club of Markham Sunrise
Roger Bynoe at rbynoe@rogers.com

The Rotary Club of Markham Sunrise donates Webster dictionaries, Canadian edition, to grade 5 students in elementary schools. This provides the club with the opportunity to place a bookplate on the inside front cover identifying the club as the donor. This particular dictionary is printed with the Rotary International logo as well as the 4-Way Test. If Rotarians are able to present the dictionaries personally to the children, there is an opportunity to discuss Rotary, the importance of volunteering, and ethical behaviour all at the same time.

The dictionaries are available from Dale Sheerer at www.rotarycares.org for \$2.00 each.

Roger is also a contact for an NGO known as ABC Life Literacy. This organization focuses on lifelong literacy through adult, family and workplace literacy initiatives. Information is at www.lifeliteracy.ca

Literacy Awards

Attendees at the breakout session were also able to access the brochure for this year's literacy awards. It is available from the district website and gives an excellent list of possible literacy activities your club may want to take a look at. The list is organized under the avenues of service so even if your club is not interested in awards this is an excellent resource for ideas.

Rotary District 7070 Announces - A New Peace Scholar Is Chosen

From Lynn Bird, Chair, District 7070 Rotary Peace Programs

It was announced by Rotary International this month that Shaneeza Nazeer of Markham has been awarded a Rotary Peace Fellowship for Masters studies in peace and conflict resolution in 2011-12. Shanneza is planning to study at the Duke-UNC Rotary Center in North Carolina.

Shaneeza selected Duke University stating that her reasons are threefold, "Duke's policymaking and public service focus, a Peace and Conflict Resolution specialization curriculum for Rotary Fellows and a formidable reputation and platform to connect with the finest International and North American NGOs."

Shaneeza is a graduate of the Richard Ivey School of Business, University of Western Ontario and has most recently completed a 3 month work assignment as support to Director of Training & Development Development for INITIATIVES OF CHANGE INTERNATIONAL(IofC) in Geneva, Switzerland. She was involved in the promotion, program design and planning, facilitation and evaluation of new and existing training workshops hosted by IofC for the UN network and NGO community in Geneva.

Her expressed goals are to work with International NGOs in the Horn/East Africa region to develop a more intimate understanding of their unique development challenges and opportunities. She has indicated that after some years of experience, she will want to pursue a PhD to further the research and work in her chosen field and to seek leadership positions in the Department of Foreign Affairs or Canadian International Development Agency (CIDA) . She hopes to shape and influence development policy and Canadian foreign aid spending, both of which she feels are in dire need of reform.

Shaneeza's application for the Rotary Peace Fellowship was sponsored by the Markham Unionville Rotary Club.



Rotary and Politics in The City of Toronto - A Winning Combination

FROM THE DESK OF GORDON CRANN , DISTRICT 7070 CHAIR OF MICROFINANCE
VIA ROTARY CLUB OF TORONTO WEST'S VERY OWN RON MANFIELD

It is great news to hear that The Rotary Club of Toronto-West club recently made Mayor Rob Ford's mother, Diane, an Honorary Rotarian.

As a matter of fact, Toronto's new Mayor Rob Ford, his late father Doug Ford, Sr., his brother new City Councillor Doug Ford, Jr. and other members of the Ford family have been members of the Rotary Club of Toronto West for many years.

Thanks to Gordon Crann, and Ron Manfield, we now know that the City of Toronto's new Mayor Rob Ford is a long-time Rotarian with the Rotary Club of Toronto West, which is something we think Rotarians throughout District 7070 would be interested in knowing, especially those members in the more than 20 Rotary Clubs within the City of Toronto.

Gordon Crann also mentions that that another of the new Toronto City Councillors also has a Rotary connection. Michael ("Mike") Layton is the new Trinity-Spadina Ward 19 City Councillor; and both his father - Federal New Democratic Party Leader Jack Layton (Rotary Club of Toronto) - and his grandfather - the late Robert Layton, who was a Federal Conservative Cabinet Minister in Brian Mulroney's Government - were Rotarians.

Although not yet a Rotarian, Gord knows from a conversation he had with Mike a few months ago at an Environmental Defence function that he is interested in becoming a Rotarian.

Now that he is a City Councillor and working downtown at City Hall, Mike may be able to join his father's club - the Rotary Club of Toronto. We sure hope that someone from the Rotary Club of Toronto is approaching new City Councillor Mike Layton about becoming a member.

Yours in Rotary,

Gord Crann

2010-2011 Public Relations Grant A Success: Public Service Announcements Air on "A Channel" in January 2011 - IS YOUR CLUB READY ?

Your District 7070 Public Relations Committee applied for a Grant from Rotary International. The application submitted by July 15, 2010, with Governor Ted Morrison's signatures in tact.

And DG Ted got the good news. WE WON, for the third straight year.

District 7070 received a grant of \$ 7,210.00 Cdn Funds from Rotary International and District 7070 will add \$2,403.00 Cdn Funds to the advertising campaign. This was a contest. Not all Districts received this grant.

HERE IS THE ROLL OUT PLAN WHICH HAS ALREADY BEGUN:

Here are some of the details you should know about. Please pass them on to ALL of your club members:

- The District 7070 Public Relations Director notifies all District 7070 Club Presidents and The District Advisory Board and the Assistant District Governors with the exact broadcast times and dates, of the Rotary "The Missing Piece" Public Service Announcement (about 49 spots, in January 2011 on The Canadian Television Network's recently acquired A Channel with an audience of over 1.405 million viewers, targeted at adults aged 35 and over).
- The District Team (District Governor, the entire Advisory Board and Assistant Governors) are now asking **each Club President to help spread the good news to your members:**
- To All Club Presidents: This is a call to action. This is your Public Relations Campaign. Rotary's Image is being seen by 1.405 million viewers in District 7070 for 3 weeks in January. This is your opportunity to use this image to attract people to your club and perhaps even gain a new member or two. We ask that you :
 - Inform all of your club members with the broadcast schedule. Encourage you go to the Humanity In Motion V Public Service Announcement (PSA) entitled "The Missing Piece"...Making the world a better place is an intricate puzzle and piece by piece , the women and men of Rotary have worked hard to fight hunger, promote literacy, and move the world toward peace. But there is still much to be done, still some missing pieces, and one of those missing pieces is you. Learn how you can help Rotary put together a better world at Rotary.org...Rotary... Humanity in Motion." This announcement is a challenge to anyone who sees it. It challenges them to find out more about Rotary and its many opportunities to serve society.
 - Ask you Club members to go to the RI Website www.rotary.org watch this Public Service Announcement, The Missing Piece, which is located on the www.rotary.org website at http://www.rotary.org/RIdocuments/video/him5_video_missing_en.wmv . Get you members knowledgeable.
 - Encourage your club members to become familiar with the Public Service Announcement in case they get questions from their friends and family and the general public, who see it on TV.
 - Ensure that all of your Rotary Club members have a good well-informed answer to the question "What Is Rotary" It **will** be asked of you by your friends, neighbours, and relatives as a direct result of them viewing this Rotary Public Service Announcement on TV. This is the Golden Opportunity: Are they interested in becoming a Rotarian? Perhaps you can practice this at your next Rotary Club Meeting. Ask your members..... "What Is Rotary? "
 - The District 7070 Webmaster will be inserting the PSA into the District 7070 Website and also show the broadcast schedule for the general public to view the PSA.
- Encourage website viewers to go to rotary.org to learn more about Rotary. This is really becomes an invitation to ask about becoming a member of a Rotary club in their area.
- The Public Relations Director, together with the District Advisory Board and Assistant District Governors encourage you, the Club President to put a special link on your own Rotary Club's Website, which should direct the general public and encourage your website visitors to:

- o view the PSA
 - o go to rotary.org to learn more about Rotary
 - o encourage them to join Rotary.
- o The A Channel Network in Canada will air the 30 second Public Service Announcement (PSA) in 49 spots (some in prime time) on their flagship station which covers all Rotary Clubs in District 7070 (Southern Ontario) to more than 1.405 million viewers, targeting adults, 35 years of age and older, beginning the week of January 3, 2011 for 3 weeks
- o Watch for “The Missing Piece” PSA starting January 3, 2011 on the following shows: (Note: Changes being made on Nov 1 with CTV)
 - 1 spot per night. Monday thru Friday, for 3 weeks of Jan 3, 10, and 17 - 7:00 pm to 7:30 pm - Corner Gas (the most popular syndicated show in Canada)
 - o 3 spots on Friday (one spot each week on Jan 7, Jan 14, and Jan 21 - 8:00 pm to 9:00 pm - Medium (S*))
 - 3 spots on Friday (one spot each week on Jan 7, Jan 14, and Jan 21) - 9:00 pm to 11:00 pm - NBC's Dateline (S*)
 - o 1 spot per day , Monday thru Friday ,for 3 weeks of Jan 3, 10, and 17 - 4:00 pm to 5:00 pm - ELLEN DEGENERIS SHOW S*)
 - o 3 spots during the week of Jan 10) between 5:00 pm and 6:00 pm on The Marilyn Dennis Show (also carried on CTV)
 - o 4 spots per week, Monday thru Friday (4 spots per week for 3 weeks of Jan 3, Jan 10, and Jan 17) between 12:37 am and 1:37 am and The Jimmy Fallon Show (S*)
 - Note the (S*) is very important – (S*) stands for Simulcasting in Canadian Television which allows all of the Canadian TV broadcasters (like Rogers, Bell Express Vu, Cogeco, Shaw, and Star Choice) to carry the US TV shows through the Canadian TV station and thus pick up the Canadian TV commercials, even though the viewer may be viewing a program from an American channel. The 1.405 million viewer estimate by CTV is actually larger because of this simulcasting . Viewers will see the Rotary Public Service Announcement during the broadcast, no matter what channel they have on the TV set. For example , viewers may be watching Medium on their CBS TV station or Dateline on their NBC TV station, but the program is actually being broadcast over CTV’s A Channel and all of the A Channel commercials and Public Service Announcements will be viewed by the viewers.

We have paved the way. You have 9 weeks before the first Public Service Announcement appears on TV.

Good luck with a successful campaign to enhance Rotary's image and the image of your Rotary Club.

Regards,
 David F. Andrews,
 Chairman
 Rotary District 7070 Public Relations,