



The Rotary Club of Calgary



Annual Report

2011-2012

The Rotary Club of Calgary

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Rotary Guiding Principles

Rotary International Core Essence

A worldwide network of inspired individuals who translate their passions into relevant social causes to change lives in communities.

Rotary International Mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

The Four-Way Test

Of all the things we say and do:

- Is it the TRUTH?
- Is it FAIR to all CONCERNED?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all CONCERNED?

The Object of Rotary

To encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- The development of acquaintance as an opportunity for service
- The application of high ethical standards in business and professions, the recognition of the worthiness of all useful occupations and the dignifying of each Rotarian's occupation as an opportunity to serve society
- The application of the ideal of service in each Rotarian's personal, business and community life
- The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Avenues of Service

Based on the Object of Rotary, the Avenues of Service are the foundation on which club activity is based:

- Club Service - strengthening fellowship and ensuring the effective functioning of the club.
- Vocational Service - encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- Community Service - the projects and activities the club undertakes to improve life in its community.
- International Service - encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.
- New Generations Service - recognizes the positive change implemented by youth and young adults through leadership development activities, service projects, and exchange programs.

Vision of the Rotary Club of Calgary

An organization of business, professional, and community leaders who come together through commitment and fellowship to create opportunities and a better future for generations who follow.

The Year in Review - President, Bruce Fenwick

It was an honour through the Presidency of the Rotary Club of Calgary to have so many opportunities to see the Core Essence of Rotary play out.

Our Club has demonstrated that passion for nearly a century and will continue to fire that passion into our next century of fellowship while advancing integrity, goodwill and peace in the world. This year we were able to accomplish much; I will cover the broader issues of challenges faced, goals, accomplishments, impacts and fun in the doing while the reports following cover specific programs and portfolios.

The opening challenge was that all team members were new to their role – our office manager, bookkeeper, treasurer and auditors were all new to Rotary plus all Directors were new to their portfolios. Rotary has a compelling mission, a Long Range Plan (LRP) with clear goals, a great team of Directors and members to help guide us through.

The five goals defined in the 2011-14 Long Range Plan were, in summary:

- ❖ Plan and execute visible projects & programs based upon sound funding & create exciting recognition of the 100th anniversary of our Club.
- ❖ Communicate - Foster strong, sustainable communications with members & stakeholders.
- ❖ Engage - Proactively enable member engagement with club goals and activities.
- ❖ Fun & fellowship are the glue that holds it all together! A key component of that is ensuring the Club maintains exceptional luncheon programs.
- ❖ Define sustainable, effective management & leadership policies for continuity.

How did we do on those in 2011-2012?

- Cheques of \$1,315,000 (Calgary Health Trust), \$458,000 (Alberta Children's Hospital Foundation) and \$75,000 (Ronald MacDonald House) were delivered on behalf of Rotary to complete the \$10M Rotary-Flames Gift to the Community Commitment on time in 2011. This was achieved with the help of \$700,000 bridge financing by members; 75% was repaid later in the same Rotary fiscal year following CRCF distributions in June 2012.
- A new Granting Strategy was articulated to balance multi-year, legacy commitments, a max 50% of anticipated CRCF disbursements for any future year, with shorter-term community projects. The members formally approved this strategy, plus a budget target for balancing longer-term legacy programs, shorter-term community programs and international programs in the 50/25/25 percent range.
- Centennial year planning commenced with committees focused on various aspects of



celebrating the 100th Anniversary of the Rotary Club of Calgary (May 2014); legacy project evaluation criteria were established and prioritized through member survey.

- A monthly report to the members keep members abreast of operation issues so that weekly meeting and newsletter focus could remain on the activities of the Club related to our mission. A "Reason of the Week" closed out each meeting to bring focus to the impact we have on people and community.
- A member survey addressed our meeting venue, identifying that a significant number of members use parking and that members, though concerned about the high cost of meetings, wanted to remain at the Palliser.
- Volunteerism thrives as demonstrated in ongoing Club programs like Stay-In-School, Seniors Christmas concert, Hampers, Feed the Hungry, Stampede BBQs, and World Community Service projects and the fun & fellowship aspect of the Club was ramped up with new functions joining past social favorites.
- A Policy and Procedure committee was initiated as the significant transitions (office, accounting, audit) pointed to the need for stronger policy documentation and processes to maintain continuity.

As a registered charity, the Club files audited financial statements with the provincial government and they are available to members. As financials are generally not included in this report, here is a rough snapshot to indicate the scope of club financial leverage to achieve our mission.

- Current member efforts earn \$400,000 +/- per year through annual and special fundraising efforts (BBQs, SIS Golf, hampers, new donations).
- The legacy of past member gifts to the Calgary Rotary Clubs Foundation (CRCF) earn our Club \$800,000 +/- per year to apply to ongoing or new programs such as youth, seniors, literacy, international, and major legacy programs. The Club also earns \$100,000 from funds set aside for Stay-In-School and MacEachern scholarships. An additional \$700,000 +/- is forwarded to The Rotary Foundation (TRF) each year; this is 50% of annual earnings from a legacy gift from deceased (2005) member Ev Mayhood.
- Thus, excluding operations and the funds for TRF, the Rotary Board manages about \$1.3 million per year of Community Service distributions.
- Club operations for member services, meetings etc. are separate and paid for by member dues plus targeted sponsor or donor revenue (e.g. newsletter ads). Only the portion of office management that is directly incurred for Community Service program support is charged to the Community Services Fund.



Programs carried out by the Rotary Club of Calgary are championed within one of the eight Director portfolios related to the avenues of service within Rotary International as tailored to our Club. Reports for each of the eight Directorships plus Secretary, Treasurer, President-Elect and Past President follow. Miscellaneous activities handled by the Board as a whole or yours truly include:

The Rotary Foundation (TRF) of RI is funded by member donations and provides support for Rotary programs around the world. Our club is a top 10 contributor of 34,000 clubs worldwide, largely the major legacy of Ev Mayhood. Through discussions at

the highest level (Roy Boettger, John Collins & I; District Governor Mike French, past DGs Bernie

Carriere & Mark Starratt; TRF Vice-Chair, Past RI President Wilf Wilkinson), process adjustments were made to enable the Club to support TRF with the enthusiasm that we historically had shown. The changes will benefit the whole District. Within the Club a plan was subsequently established to sustain Foundation Month campaigns each November as well as ongoing communication to raise awareness of TRF and CRCF (Terry McMahon, Chair).

Our District 5360 held a Million Dollar Dinner in January to raise funds for the Foundation with RI President Kalyan Banerjee as special guest. A dozen of our members participated to hear this great Rotary leader and inspiring speaker.

Presidents of the thirteen Rotary Clubs in Calgary meet monthly throughout the year to exchange information on programs, concerns and collaborations. Our Club has a particularly strong relationship with Calgary South, our partners in the Rotary Flames Gift to the community. We collaborated a number of times this year and reciprocated President's Ball and special meetings attendance (Bonar Irving, President of CS).

The Calgary Flames Hockey Club recognized the Rotary Club of Calgary for community leadership at a Flames home game; public introductions and a custom video on the big screen during the game provided great profile for the Club.

A strong relationship with the Calgary Stampede organization was also maintained through meetings and events and by highlighting their 100th Anniversary as the theme of our President's Ball and Rotary Show.



James Wheeler Davidson, the "Marco Polo of Rotary", put our Club on the Rotary world stage in the 1920's, travelling to the Asia-Pacific area with his family, chartering 23 Rotary Clubs there (more than a dozen here as well). Our member Tom Hickerson, Vice Provost of the U of C, and Dr. Bob Lampard of the Rotary Club of Red Deer, brought the JWD family fonds to the U of C this year; descendants of JWD graciously donated these legacy documents and memorabilia.

The Waterton Glacier International Peace Park was initiated eighty years ago by Rotarians in Southern Alberta. We attended the 2011 assembly, as did our international exchange student, Nilobon Osaithai; our Club will host the event in September 2013 to kick off a year of celebrating 100 years of Rotary in the region.

Our club is not immune to the cycle of life. We had five members pass away this year - Roger Lalond, Paul Luxford, Cec Palmer, PP Jack Lamarsh, and PP Jim Denis, passed away leaving a legacy of successful projects and new members. They will be missed. Meanwhile, two members gave birth to babies - Maxine Morrison and Sheila Acharya Van Horne each yielded potential new members in a few decades - a first for our Club - Congratulations!

Of our many transitions mentioned earlier, the biggest was in our office. On August 2, 2011, Jo-Ann Clarke stepped into the role of office manager with dozens of projects and programs, hundreds

of members, a new treasurer, new bookkeeper, new president and board members all looking for help, guidance, support or answers. Jo-Ann deserves a medal for keeping her calm and diligence through the turmoil, limited documentation and many competing priorities. Thank you very much Jo-Ann.

All Board members are busy and dedicated Rotarians as you will see in the reports. Treasurer Don Dart, with the assistance of contract Accountant Tracy Nelson and new auditors, streamlined our accounting to better suit Club needs. Secretary Eva Friesen, Past President Bill Keech and Don were key to staff recruitment; President-Elect Doug prepared for his year; Directors Scott, Madeleine, Sheila, Joe, Brom, Lynn, Catherine and Rob were dedicated to their portfolios and to the Club vision "to create opportunities and a better future for generations who follow."

That is why we are Rotarians. Thank you all.

Community Service, Involvement - Scott Tizzard, Director

The Rotary Club of Calgary has both ongoing programs as well as new opportunities to benefit the community each year. Our 2011-12 budget focused on our traditional programs plus an expanded Small Donations program while not entertaining new large projects. Ensuring that Club commitments to the Rotary-Flames Gift to the Community were completed as soon as possible to enable fiscal capacity for the Rotary Club of Calgary's 100th Anniversary upcoming in early 2014 was a priority.

Organizationally, the Club developed the concepts of what those celebration and legacy programs could be. Brainstorming sessions and task forces were established under the leadership of past presidents Bill Walsh and Bill Redmond to flush out celebration



concepts to present to the Board. Eleven themes were established and approved for further planning by champions; these are described elsewhere in this report.

The Club's Small Donations Committee consisting of Larry Ryder (Chair), Brenda Bruce, Michael Pierson, Oerst Dizip and Frank Sparks addressed expanded budget potential and approved nine awards with total expenditures of \$14,800 to the Boys & Girls Club Aboriginal Services; International Avenue Arts & Culture Centre; Alberta Children's Hospital; YMCA - Aboriginal Program; Cerebral Palsy Association - Alberta; Vimy Foundation Youth Ambassador; Inn

from the Cold; BC & Alberta Guide Dog Services.

Small Donation requests were reviewed with the criteria to provide awards to/through

organizations as opposed to individuals, to endeavor to maximize impact of funds through partnerships with other community service organizations, other Rotary clubs, and the Rotary district, to generally not grant to organizations that have access to other funding sources, or to grant for general solicitation. The Committee plans to increased community reach and awareness, formalization of recipient qualification and a proactive approach in the community using partnerships.



Feed the Hungry at Saint Mary's has become a strong ongoing community service project. There were 680 meals served to 500 people. Recipients are highly appreciative; everyone has a story. Thanks to Greg Stevenson, Howie Shikaze and all volunteers.

The Seniors Christmas Party had a change in venue and format that proved to be a hit. Holding it at the Jack Singer Concert Hall rather than the Round-up Centre enabled the focus to be on the show put on by the Young Canadians of the Calgary Stampede. Brian Guichon and Doug Hamilton plus dozens of Rotarians helping the seniors did a great job; George Brookman and Bill Avery were superb as co-emcees.

Our member Michael Colborne became the first Calgary area Rotarian to champion the Rotary Employment Partnership by hiring an adult with disabilities, quickly expanding to three employees on seeing the positive impact on the workplace.

Community Service, Next Generations - Sheila Acharya Van Horne, Director

I am pleased to report that the 2011-2012 Rotary year was a busy one for the various youth services committees. The Stay in School Program (SIS) saw the departure of its long-time chairperson, John Lindenbach and welcomed Rotarians David Leslie and Jim Coyle as co-chairs. Dave and Jim worked closely with John and the office to ensure that the transition was smooth and new processes were established to increase efficiencies in the committee.

A new "Mentor Evening" was successfully introduced to allow the mentors to share their experiences and develop greater ties. The Rotary Tom Jackson Stay In School Program (RTJSIS) was active under the leadership of Catherine Brownlee yielding a speaker series targeted at educating club members about the aboriginal community and work with other Rotary clubs and organizations in the city to define steps forward in bringing the program to reality.

Our Rotary dollars were again put to good use in the way of scholarships for a number of young Calgarians. Frank McKittrick facilitated music scholarships for students to attend courses at Red Deer College and a dramatic arts scholarship was added this year.

The Duke of Edinburgh and Lou MacEachern Awards were granted to a number of students, and



Kathleen Cook successfully applied for a matching grant through the district that allowed us to grant two Western Canada Scholarship Awards this year.



John Hsu and David Leslie ensured that we provided students in Calgary with an opportunity to attend RYLA and RYPEN, both of which continue to be solid leadership conferences that attendees continue to rave about.

The Rotaract Club of the University of Calgary assisted with our regular club meetings and graciously provided a presentation on their services efforts. Our young colleagues in the Interact Club at Western Canada High School continued to amaze us with their fundraising efforts and dedication to various local, national and international projects.

Finally, the youth services committee submitted a proposal to the Centennial Committee in the hopes of launching a youth oriented, social media centered project in the 2013 – 2014 Rotary year. Work on this proposal is ongoing, and the success of the proposal will be determined in the 2012 – 2013 Rotary year.

Community Service, International - Madeleine King, Director

The key aspect of the club's international community service is the World Community Service Committee (WCS), ably chaired by Paul Bates and comprised 21 members overseeing a base budget of \$150,000. Members have been engaged and active with well-attended monthly meetings. Keith Pedersen has acted as treasurer, Barbara Young as secretary; Bev Gallagher has put all committee documents on ClubRunner and worked with David Still on the website. Members attended the RI convention in Bangkok and hosted a booth introducing Rotarians around the world to the club's international project work.

WCS has developed a strong Orientation Manual and worked hard to ensure processes enabling the club to effectively support good



international projects in many countries. A New Projects Evaluation Sub-Committee chaired by Al Corbett effectively vets all new funding proposals, which come in through the internet, from other clubs, from club members and from WCS members.

The committee held a very successful first annual fund-raiser under the leadership of John Ridge; a pub night at Donegal's pub with a silent auction (the fellowship was so enjoyable no-one could have heard a live auction!). Over \$20,000 was raised to support TRACC in Uganda and

Sustainable Cambodia. Numerous U of C Rotaractors volunteered. The event included a raffle of air tickets to London, which was very generously re-raffled subsequently – and with more work from John Ridge and his team, a further sum was raised for disadvantaged Ugandan children to go to universities and colleges.

TRACC (Taking Rotary Assistance to Communities and Children) in southern Uganda has continued to be a major focus of club support under the leadership of Garth Toombs (District Governor Nominee). Over 800 AIDS orphans have been supported through grade school education and vocational training since the program started in 2007. The Club works in partnership with 3 Ugandan Rotary clubs as well as CRCID on behalf of the Canadian Government and with The Rotary Foundation. TRF, the Ugandan Rotarians and our club also assist a number of HIV/AIDS vulnerable adults grow their business opportunities and promote a culture of saving and record keeping by giving microcredit loans. The club membership has undertaken to continue supporting TRACC for a further 3 years from 2013 and a new leadership team has been created to follow in Garth's footsteps: Madeleine King, Eric Bennett, John Ridge, Bev Gallagher. Madeleine and Garth have both visited to assist with program oversight. Cassandra Litke Wyatt organized for a group of Bow Valley students to have a learning experience hosted by our TRACC partners.



The District Conference in Canmore was well attended by members of WCS. Our information on TRACC and the Curly Galbraith Memorial Scholarship Fund was displayed in the section "Best of the Best"; Walter Haessel presented on district grants, Jan Damery presented on the partnership between RI and the Aga Khan University of East Africa, and Joseph Mutajjilulwa, the Uganda TRACC administrator, gave a presentation. Joe was hosted by members of WCS, and visited the club twice and spoke at over 20 other clubs in our district, accompanied mostly by members of WCS.

This year has, under the leadership of David Mears, seen a successful continuation of the club's support of CAWST (the Centre for Affordable Water and Sanitation Technology), a Calgary-based NGO impacting millions of the world's poorest to access clean water.



Containers have been sent to hospitals in Uganda and Sierra Leone, under the leadership of Anne Toombs and Charles Pratt. A container of books for Ugandan schools under the leadership of John Ridge, was also organized. Recipients have very warmly recognized the generosity of the club.

Sustainable Cambodia continued as a major focus of WCS under Walter Haessel's leadership; Walter, Jan Damery, Garth and Anne Toombs, John Ridge and Eric Bennett all visited the project this year after attending the RI convention in Bangkok.

The club supported projects in West Africa under the leadership of Charles Pratt, in Guatemala under the leadership of Barbara Young, in Nicaragua under the leadership of Kristin Fedorak, now in Malawi under Helene Weir, Girls in Afghanistan under Jan Damery and the Club successfully completed a rainwater harvesting, biosand water filters and latrine construction project in Uganda, supported by a Global Grant under John Ridge's championship.

The Curly Galbraith Memorial Scholarship Fund under the leadership of Garth Toombs is growing and actively fund-raising to send more vulnerable children from developing countries (currently Uganda) to post-secondary education. Former club-president and RI VP Curly Galbraith was a dedicated and effective Rotarian who played a strong leadership role in the district and internationally; this is a fitting tribute to such a life of "service above self".

The club's centenary celebrations will be kicked off in September 2013 with the club hosting the Waterton Peace Park annual "Hands Across the Border" weekend, chaired by Trevor Axworthy. Waterton and Glacier form an international "Peace Park" because of the work of Canadian and American Rotarians in the 1930s. It was the first in the world and now there are over 160 worldwide.

The International Student Exchange is a valuable program enabled by Wing-Kee Chan and his committee of Barbara Young, John Hsu, Rosemary Crawford, Colleen Mastin, Dave Leslie and Kristin Fedorak who made it possible for the club to successfully host incoming international student, Nilobon from Thailand, and Hayley Fairbanks, our outgoing student from Western Canada High, to spend the year in Switzerland. The host families are especially to be thanked as they make it possible for the students to have an exceptional Rotary experience.

Community Service, Fundraising - Joe Fras, Director

The Club's largest hands-on fund-raising program, for over half a century, is the BBQ program. This has evolved and grown over the years, particularly during Stampede week. Don Cameron led the committee for six years including the Stampede Round-Up and Oxford Stomp barbeques of July 2011 (18,000 and 9000 guests respectively) that rose close to \$300,000 for the Club's Community Service Fund.

There are many, many Rotarians, family members and friends who are key to making these BBQs work. In addition to Don, special thanks go to those who year after year adjust to operational and weather changes and pull these off with great success – members like Gord Graham, Bruce Williams, Dave MacDonald, Bob Holland, Bill Redmond, Rod Phipps, Kimberly Van Vliet, Al McMillan, Gord Walker, Carol Rosdobutko, Doug MacDonald, Carl Smith, Howie Shikaze, Don's wife Wendy Cameron and Ron Esch who has accepted the role of Chair for the 2012 and 2013 programs.



The Stay-In-School golf tournament is the primary source of funding for our Club's premier ongoing youth program. The club ended up with two tournaments in the 2011-12 fiscal year as poor weather bumped the June 2011 date to September. Both tournaments were a great success –

many thanks to long time sponsors like Jack Carter Chev, the Calgary Herald and many more as well as committee chairs Rick Erven, Sid Mark, and a strong committee.

We also initiated a pilot project to utilize a professional approach to see if broader club sponsorship potential can be found to benefit the Club and members in terms of cost containment in GF operations and/or increased CSF funding. At year-end this program was still too early to demonstrate results. This approach is sponsored thanks to member David Hood.



Project-specific fundraising is initiated and undertaken in the Club directly by project or program champions as well. This year the World Community Service committee was successful in adding to their impact through a well-attended pub night with a silent auction, a strong raffle, creation of a memorial scholarship fund and a penny drop. As well, a Christmas Hamper committee and the Poppy Fund are both supported by member donations.

Club Service, Fellowship - Catherine Brownlee, Director:

"Rotary was founded on fellowship, a concept that has been expanded internationally through the Rotary Fellowships, groups that bring together members from different countries and cultures to enjoy a shared interest. In addition to fostering lifelong friendships, Rotary Fellowships keep members active in Rotary, sustaining their interest and further inspiring commitment." (Rotary International Fellowship Handbook)



The first step was to recruit an amazing Fellowship Committee! They were all extremely helpful throughout the entire year! (Laura Krantz, David Holden, Willie Sattlegger, Frank Antolovich, Ken Moraes, Brenda Bruce, Sharee Ryan, Michael Pflueger).

We then went to the membership with a Fellowship Survey on what they would like to participate in and/or develop for Fellowship Events and Activities.

Our Rotary Club of Calgary embraced our traditional Fellowship Events such as the BBQ's, President's Ball, Lobster Fest, Dinner Club, the all-clubs Chinese New Year's and more! In addition, we added another dozen or so events such as Oktoberfest, Habitat for Humanity, the Saskatoon Farm, and others! The Champions for the ongoing and new events were outstanding were organized and excellent at attracting members to join their activity! (Laura Krantz, Andy Crooks, Ken Moraes, Brenda Bruce, Frank Sparks, Gary Murray, Wing-Kee Chan, Bill Avery, Gord Walker, Tim Heaton, Tony Howard, Barbara Young, Thalia Kingsford, Don Ross, Bill Redmond, Paul Bates,

Howie Shikaze, Dave Macdonald, Sid Mark, Walter Haessel,) Thanks' to their creativity too!

We then participated in a Club Survey for the Rotary BBQ's that included Volunteer satisfaction. The results were submitted in August 2011 to the BBQ Committee and President. The Rotary Fellowship Newsletter was also started and included upcoming events and Champions over the following month.

The Fellowship Committee created our first annual Fellowship Calendar. Our generous sponsors covered the cost of the calendars and the remaining funds were placed into the Rotary Tom Jackson Stay in School initiative. Calendars were distributed to all of the Rotary Clubs in Calgary and they are interested in participating in the next one. The plan will be to have each Club responsible for one month starting June 2013. The committee will start well in advance so as to be ready for distribution at the end of May 2013.



Thank you for the opportunity to serve as Fellowship Director! I have enjoyed every minute of the journey! ... Catherine

Club Service, Communications - David Bromwich, Director

Wikipedia defines communication as the exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior. What it doesn't say is that this is a huge challenge to every one of us in our everyday lives. We know that successful communication depends on effective actions of both the speaker and the listener. However we live in an age of information overload and most of us filter out much of what is offered. Yet when we do not hear what we want to know or need to know, we feel deprived. When we do communicate successfully we create efficiency, enthusiasm and harmony.



All of this applies in full measure to communication within our club and by our club. We know that a large and successful club must communicate effectively to maximize its impact, achieve its goals and promote member engagement. Our club has recognized the vital importance of members communicating effectively with each other. We are also aware that to survive and flourish, the club needs to promote itself and its values to the outside world. Our committee has been thoughtfully considering exactly how best to promote and support the club's vision and mission in the communication field.



We have found the challenges and opportunities to be huge. This is a big club with many varied activities. Its personnel are constantly changing and the ways in which people like to communicate vary considerably. We have limited funding for staffing and infrastructure challenges that has hampered our ability to support our ambitions and expectations. However we had a blank page on which to write our

committee structure, our protocols and our Terms of Reference. To a certain extent, this has been a year of strategizing. In an effort not to bite off more than we could chew, we have focused on creating a structure that will outlast the current members. We also saw the importance of clearly enunciated Functional Requirements that Chris Harper is now leading us in developing.

On the IT side, we have attempted to keep the public website updated and to populate the related ClubRunner information. This is an ongoing challenge and we have recognized the need for a dedicated individual to maintain and update the content of our website. Jeff Bradshaw and David Still have brought their considerable expertise to great effect and continue to resolve the challenges involved in effective communication in a world of email, LinkedIn and Facebook.

My sincere thanks go to Luke Azevedo and Frank Stack for their patience and helpful mentoring to me during the year. Luke has also been centrally involved with press releases from time to time. Laura Krantz has been instrumental in devising and implementing surveys of members' opinions.

This is a good time to recognize the immense contribution that Dave Hiller and Bruce Millar have made to the weekly creation of the COG. For a great many years they were centrally involved with editing the COG and obtaining sponsorships. This year they relinquished their duties to the capable hands of Oliver Kuhn (editor) and Lorne Larson (sponsorship champion). The COG now reaches beyond our membership in an enlarged digital format which is presenting new opportunities for better communication.



My thanks also to Jan Damery, who will be leaving our committee but joining the Board, to stalwarts Tom Loucks and Frank Sparks who brought a wealth of experience and knowledge to the committee, and to new member Craig Henderson, who is cutting his Rotary teeth with us.

In an effort to ensure continuity, I will be continuing as Communications Director in 2012/2013. I encourage members to see themselves as contributors to effective communication within and by the club so that the values of Rotary are aggressively promoted and the actions of our Rotary club receive the widest possible attention and support from the community at large.

David Bromwich (a.k.a. Brom)

Club Service, Membership - Rob Brookwell, Director

The 2011-2012 Rotary year has been both interesting and challenging from a membership perspective. Various initiatives intended to assist new members with their integration into the club have continued. The most notable of these is our mentorship program that commenced under the direction of Ron Esch and then transitioned to Jim Shaner part way through this past year as Ron moved to chair the BBQ Committee. This effort is designed to connect new members with a longer service representative for a period of six months in order for them to gain a better understanding of Rotary and the various Club activities and programs the Rotary Club of Calgary members are involved in. The feedback from the new members and the mentors has been quite positive so we appear to be on the right track with this initiative.



Our membership numbers have declined slightly over the course of this past year from 293 in June of 2011 to 285 now. We currently have 257 active members and 28 honorary members. Over the course of the year, we added a total of 20 new active members and the membership committee is continuing to field questions from numerous other interested individuals. Williams Engineering was also recently added as a corporate member, bringing our corporate total to five organizations. Work is continuing on the design of a presentation to assist in the promotion of membership in our Club with interested Calgary businesses. A champion to lead this initiative is being sought and the committee

is hopeful that this initiative will gain more traction in the coming year. It is important for all our members to continue encouraging friends and associates to get involved in Rotary so we can maintain a vibrant and productive club.

Member engagement is an important challenge for any volunteer organization and our club is certainly not alone in trying to manage this issue. The community and international efforts we are engaged in tend to be the leading reasons for people to get involved in Rotary, but the programs, committees, fellowship and activities are what keep people active and enthusiastic. The membership committee is committed to supporting new members and providing input into initiatives designed to encourage participation.

I would like to thank all of our committee members for their involvement and look forward to working with them again in the coming year. The team has much to do in 2012-2013 and with the assistance of the entire Club we will be able to continue attracting new individual and corporate members to further the great work we accomplish.

Club Service, Program - Lynn Lehr, Director

The Rotary Club of Calgary has, like all Rotary clubs since the world's first service club was founded in 1905 as a professional and social club (whose name derived from the early practice of rotating meetings among members' offices), a weekly meeting to engage members through fellowship, common interests in integrity, service and world peace. Our Club Tuesday noon meetings remain an integral part of the Rotary Club of Calgary though social changes have spawned experimentation in flexible approaches here and elsewhere in the Rotary world.

Our Club's history includes great luncheon meetings at the Palliser with a fun and informative program with great guest speakers and time for fellowship between diverse members too. This year indeed had many great speakers along with program information and traditional aspects like O Canada (Frank McKittrick & Michael Pearson), a singsong (thank you Tim Heaton) and birthdays (Eva Friesen's research, suspense and humor were terrific), plus some change in formats and venues was also undertaken. Members of the Rotaract Club of U of C from time to time supplemented our front-end volunteer members, Gord Cumming, Tony Howard, Bill Gillott, Keith Visser and Carl St.Laurent.



Our speakers included notables like Premier Alison Redford just two months after becoming Premier of Alberta, Mayor Naheed Nenshi with his state of the city address, Mike Casey Chair of the Stampede in their 100th year, Dr. Tom Feasby, Dean of Medicine acknowledging the Rotary-Flames Gift to the Community impact, education leaders like Dr. David Docherty, President of Mount Royal University, Preston Manning on political knowledge, Brian Keating with great stories, from our stay-in-school principals on youth gangs, from business leaders on CAPP, pipelines, environment, Chamber of Commerce, IBM, US tax laws, from NGO leaders on Cambodia, Malawi, Afghanistan, Shelterbox, Rotary

Employment Partnership, Globalfest, from sport leaders on the Flames, World Jr. Hockey, Olympics, and many more.

An Aboriginal Speaker series was held in the fall to kick off knowledge and discussion about the state of education outcomes among our aboriginal youth. This series of four speakers complimented the

formation of a multi-club Tom Jackson Rotary Stay-In-School initiative to highlight and tackle this issue.

Also with respect to speakers, we saw once again that some of our own members deliver some of the best programs as demonstrated by Ayo JeJe on happiness, Walter Haessel on Cambodia, Gene Edworthy on the Olympics, Frank McKittrick at Knox, and our SIS team, not to mention our President and President-Elect.



The Club had a number of special programs – a successful evening

fundraiser for our international work replaced a luncheon meeting with a fun pub night (John Ridge), a social meeting was held at Flames Central (Ken Moraes) and two special musical luncheons were held, one at Knox United and one at the National Music Centre (Frank McKittrick).

The Stampede week luncheon was a multi-club affair with great entertainment from the grandstand show (thanks Bill Avery). The Presidents Ball and Rotary Show (Thalia Kingsford and Bill Avery) provided another opportunity to celebrate the 100th Anniversary of the Calgary Stampede.



The issue of meeting attendance (now running at no better than 50%), be it due to the cost of downtown Calgary, social changes or other, is a concern to the Board and members and will need to undergo constant review, adjustment and experimenting as we move forward.

Secretary - Eva Friesen

The secretary's portfolio made two primary contributions to the goals of the club this past year: 1) enhanced the experience of the weekly meetings (fun and fellowship); and 2) brought together the Centennial Celebrations Plan.

The weekly 'What's Happening in Rotary around the World' segment enhanced the lunch experience and contributed to our learning about Rotary in the world. Each piece ended with the question: And where in the world is all this great work of rotary happening? The Rotary clubs featured were in cities that were the birthplaces of our local members celebrating a birthday that week and thus tied into the weekly acknowledgement of member birthdays. It became known as "Eva's mystery city" and members loved to 'play the game'. Thanks to the club members for being an enthusiastic and appreciative audience each week. It was a valuable experience for me to research the places and discover the work of rotary in each place. Through it I gained a tremendous respect for the impact of Rotary around the world.



Eleven Centennial Initiatives were developed and champions were recruited to lead each one. They are: Hands-Across-the-Border (Trevor Axworthy assisted by Madeline King); Presidents Ball & Show (Bill Avery); Charter Gala (Larry Shelley); Family Picnic (Don Ross); Archive Club's History (John Boyd); Record the Stories of the Club (Bruce Millar); Promote the Rotary Foundations (Terry McMahon); Rotary Billboard (David Bromwich); Signature Legacy Project (Roy Boettger); NexGen Partnership (Sheila Acharya Van Horne); Tom Jackson Stay in School (Catherine Brownlee)

Thank you to the Champions for giving leadership to these important initiatives to celebrate our centennial next year.

In addition I supported President Bruce throughout the year as requested, in particular in the recruitment of the new office staff, Jo-Ann Clarke.

It was a pleasure to serve President Bruce and the club as secretary this past year. Thank you for the opportunity!

Treasurer - Don Dart

This fiscal year saw the changeover in the Club's staffing to support the administrative and accounting needs of the Club. The successful hiring, orientation and integration of a new office administrator, contract accountant and new auditor for the Club resulted. The Treasurer position was instrumental in this integration and selection process; the Club's administrative needs and financial support for its many activities have been significantly improved. A clean audit was also achieved for the outgoing year 2010-2011.



The Annual budget was prepared in a timely manner with consultation with the President and Directors plus consideration of both the Operations Review and CRA audit undertaken in the prior year. Fee increases were kept to \$ 35 per member. A new allocation basis for sharing costs between the CSF and General Funds was completed for significantly improving and meeting the Club's commitment to reduce costs and its compliance to CRA regulations.

Financial statements were improved to include additional variance analysis and forecast to year-end results for ongoing monitoring towards achieving budgets. Communication of financial results on ClubRunner and in support of the President's monthly update to members was completed in a timely manner.

We completed the final payment of outstanding pledges for the Rotary Flames partnership including formal loan agreements from members to enable this to be accomplished in a timely manner. This preserved the image and trust of the club to follow through in its commitments while ensuring that the Club was not risking its financial integrity or capacity into the future.

We completed a review of the Club's investments practices and its restricted funds for meeting CRA compliance and accountability for funds raised through charitable activities. This was done in conjunction with the auditors and will result in an improved segregation of funds for SIS and the new Tom Jackson SIS programs. Fund consolidation for SIS will occur at the close of year-end.

Changes were made to clarify and streamline banking obligations to improve clarity and to minimize costs (e.g. in wire transfers to International)

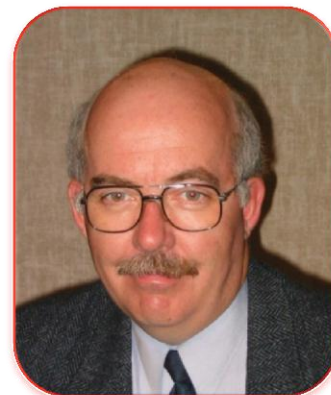
In conjunction with the Club's administrator, Director of Communications and President, a new luncheon prepayment program was created for members to address the Club's need for cost recovery and improved member attendance at meetings. Technology solutions to improve administrative efficiencies, reduce wait times and address inconsistencies in lunch fee practices have been reviewed and recommendations were brought forward to the Board and members for implementation during the 2012-2013 Club year.

Initiated a review of the Club's financial procedures for inclusion in the Club's policy and procedures manual. This is work in progress and will be continued in to the 2012-2013 fiscal year.

President-Elect - Doug MacDonald

LRP - The main duty assigned to the president-elect by the by-laws as part of getting ready to be Club president is to be chair of the Long Range Planning Committee (LRP). This committee is charged with strategic planning for the Club and reporting to members on our progress. It is redone every five years and updated annually. The second five-year period was in place for the 2011-2012 year and President Bruce has reported on the goals in that plan.

The update prepared this year was reported to the membership in June 2012. This update focused on the issue of measurement. The question of what measures can most effectively and efficiently provide the Board and the Club with feedback on progress against the goals. A number of measures were defined; see the "Strategic Plan" button on the front page of the website to review in detail.



Rotary Beyond Our Club - The Rotary Club of Calgary is one of more than 34,000 Rotary Clubs around the world. As one of the largest Rotary Clubs in Canada, we annually participate in a North American large clubs conference. The event is geared to clubs with more than 200 members. Our President-elect attends this event along with (in the future) our Executive Administrator. The 2012 conference was held in Tulsa, Oklahoma, and attracted representatives from more than 175 clubs. Discussions focused on attracting and engaging more members. As many of the largest clubs in North America prepare to celebrate their centennials, there was discussion of legacy projects and celebrations.

We are part of District 5360 serving Rotary Clubs in central and southern Alberta as well as southwestern Saskatchewan. Calgary club members participate in a number of different district initiatives and activities and the highlight is the District Conference. This year, that event attracted more than 250 Rotarians to Canmore for a 3-day event where participants learned about all five avenues of Rotary service. The highlight of the weekend was the addition of the Rotary Youth Leadership Award conference. High Schools students from across our district participated in this special leadership event and joined Rotarians for 3 major sessions during the weekend. This definitely increased focus on our newest avenue of service – New Generations.

In May '12 members of our club attended the Rotary International Convention in Bangkok, Thailand where they introduced other Rotarians to our TRACC project in Uganda. Some members were able to travel to Cambodia after the convention to learn more about international projects we support in that country with Sustainable Cambodia.

Past President - Bill Keech

The Rotary Club of Calgary is associated with two foundations that enable the Club to achieve its mission and community impact. Those are The Rotary Foundation of Rotary International (TRF) and the Calgary Rotary Clubs Foundation (CRCF).

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill and peace through the improvement of health, the support of education and the alleviation of poverty. The TRF is a not-for-profit corporation supported solely by voluntary contributions from Rotarians and friends of TRF who share its vision of a better world.

The TRF has several components including an Annual Programs Fund that supports Rotary initiatives based upon contributions; a Polio Plus fund dedicated to the eradication of polio in collaboration with the WHO, the Bill and Melinda Gates Foundation, the UN and others; and a Permanent Fund that accepts donations and bequests for endowment distributions to support Rotary programs.

Following the passing of Rotary's founder, Paul P. Harris, in 1947, the Paul Harris Memorial Fund was created to establish the Foundation. The awarding of Paul Harris Fellowship signifies that at least \$1,000 has been contributed to TRF. The Rotary Club of Calgary currently has 85 Paul Harris Fellows in the Club and dozens in the community – a number of who are Paul Harris Fellows many times over.

All 13 of the Calgary Rotary clubs participate in the Calgary Rotary Clubs Foundation. The CRCF has an independent Board made up of experience Rotarians whose role it is to manage the fund and distribute the earnings to the participating clubs in proportion to their holdings. The Rotary Club of Calgary has the largest stake in the fund, receiving \$1,393,600 from the CRCF in June 2012. Of this total, \$747,500 was for the Club's Community Service Fund while \$646,100 was forwarded to the TRF – thanks to the very generous donation of our deceased member Ev Mayhood.

Changes in the past year to the allocation structure of the TRF distributions, combined with the new Future Vision granting approach, will provide a direct benefit to our Club and other clubs within our District. Future Vision will enable more efficient approved program matching.

For additional information refer to our website for information on the Calgary Rotary Clubs Foundation and the Rotary International website for information on The Rotary Foundation.



Photo Gallery



2011-2012 Board



The Rotary Club of Calgary



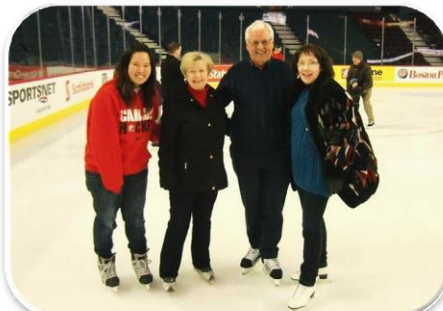
Sing Song! Tim Heaton entertains



What a great Rotary legacy



Rotary Mountain Fellowship



RCC skate at Saddledome



Ready for the Lobsters



End polio now - we are sooo close



Sharing in Bangkok



International Exchange Students at Waterton Peace Park



TJSIS collaboarion with Oklahoma Rotarians



Stay-in-School program expanding



James Wheeler Davidson Family Fonds



Calgary Flames Celebrate the Rotary Club of Calgary



Raising money the fun way with Stampede week BBQs



Performing Arts RCC bursary winner