

The Rotary Club of Toronto is donating in excess of \$1,000,000 to local and international agencies during our Centennial Year

## Today: Centennial Luncheon Program

Sheraton Centre Toronto Hotel, Dominion Ballroom, 123 Queen Street West

Featuring : Guest Speaker

**Mary Jo Haddad, President & CEO,  
The Hospital for Sick Children (SickKids), Toronto**



**“The Innovation Incubator: Toronto as a Leader in Child Health”**

Mary Jo Haddad was appointed President and CEO of The Hospital for Sick Children (SickKids), Toronto, in November, 2004 after serving as Interim President and CEO. SickKids is one of Canada’s most research intensive hospitals, teaching and generating discoveries that have helped children globally.

Since joining SickKids in 1984, Ms. Haddad held several leadership positions at SickKids prior to her appointment as President and CEO. These included

Executive Vice-President and Chief Operating Officer, Chief Nurse Executive, Vice-President Child Health Services, and Director of Neonatology and Critical Care.

An honours graduate of the Faculty of Nursing at the University of Windsor, Ms. Haddad earned her Master of Health Science from the University of Toronto and has made numerous contributions to children’s health in Ontario and internationally.

Ms. Haddad is recognized for her innovative leadership and commitment to children’s health through a distinguished career in health care in Canada and the U.S. She has championed collaboration and partnerships to enable health system improvement, building capacity and enabling individual and team success.

Ms. Haddad holds a number of Board appointments including Board Chair, MaRS Innovation; and Chair, Provincial Council for Maternal Child Health (PCMCH). She is a member of the Pine River Foundation, Advisory Committee.

With a strong focus on innovation and leadership, Haddad is committed to developing future healthcare leaders and mentorship. She lectures at the Institute of Health Policy, Management and Evaluation, University of Toronto and at the University of Toronto Rotman School of Business. She is also a mentor for aspiring leaders from the Women’s Executive Network and The Creative Institute for Toronto’s Young Leaders.

Ms. Haddad holds an honorary Doctor of Laws degree from the University of Windsor and is a recipient of the Premier’s Award for Outstanding Achievement. She was appointed a Member of the Order of Canada in June 2010.

**Highlighting:  
The Rotary Club of Toronto Centennial Award of \$100,000 will be presented to the Philip Aziz Centre for its Innovative Program “The Rotary Club of Toronto Emily’s House Perinatal Program”**

This is a first in Toronto! Emily’s House 10 bed children’s hospice, opening January 2013, will offer a unique, specialized and necessary option for families who receive a life-limiting diagnosis for their newborn baby.

The Philip Aziz Centre extends a special thank you to The Rotary Club of Toronto Healthy Beginnings Committee for its insight, compassion and commitment to granting \$100,000 to “The Rotary Club of Toronto, Emily’s House Perinatal Program.” The Centre will have two Birthing Room Resuscitaire portable beds and one portable Legacy information/resource cart. This program will be a model of family centered care for families whose babies are likely to die before, during, or shortly following birth.

Care includes comprehensive support from the time of diagnosis through the birth and death of the infant and into the postpartum period. Programs include the development of a specialized birth plan, legacy building and memory making, as well as ongoing bereavement and spiritual support for families and siblings. Acknowledgment of the award will be visible on the Capital Campaign donor wall which is located across from the reception area.

Whether a life is measured in days, weeks, months or even years, through the generosity of this RCT grant, Emily’s House Perinatal program, will be a permanent presence that will help families make memories out of minutes and miracle out of days.



# The Vibrant History of the Healthy Beginnings Committee

– by Jackie Davies, author of the Vibrant History of the Healthy Beginnings Committee



## Giving Birth to Healthy Beginnings in 1920

The Healthy Beginnings Committee of The Rotary Club of Toronto has a long history. Club records show that the Inner Wheel was the original founder of a healthy beginnings program back in 1920. Called the **Layette Committee**, all its materials and operating expenses were paid for by the Club. The Committee started with 41 members and the layettes were delivered by the Neighbourhood Workers Association to poor mothers of downtown Toronto. During the Second World War, the Committee felt that it should broaden its service so it started knitting and making children's clothes. Since The Rotary Club of Toronto had adopted the Rotary Club of Liverpool as its centre of interest for the war years, most of the clothing was sent there. In 1941, feeling they had outgrown the name, Layette Committee members changed the Committee's name to the **Inner Wheel**. There were over 70 members.



*Inner Wheel members hard at work making layettes; Maryan Tisdale at left; also Carol Mark, Celine Samuels, Mark Russell, Denise Hewer, Peggy Dale and Audrey Wallace*

Interest in a healthy beginnings program can, therefore, be traced back to the 1940s. Dr. Harry Ebbs, who became Club President in 1952, noted that many of the health problems in the armed forces during the Second World War could be traced back to prenatal deficiencies. Over the years, the Club supported many agencies working with the causes and effects of prenatal and early years' deficiencies; poor diet, smoking and substance abuse during pregnancy were known critical factors. However, it was not until the 1989-90 Club year that the prevention movement in Rotary was launched and the then **Health and Environment Committee** began the **Healthy Beginnings Sub-committee**.

## The Establishment of Healthy Beginnings Committee

In 1995, Fiona Nelson, Toronto Board of Education trustee and well-known educator, was guest speaker at a Rotary meeting; she invited Club members to a workshop to explore the vital role of prenatal nutrition and its later effect on literacy, physical and emotional health. Dr. Fraser Mustard, Canada's early childhood guru, also provided motivation to focus on the child's early years. Moved by Fiona's passion, Club member John Andras organized a meeting of executive directors from nine downtown

community agencies – not only to learn more about their needs and services, but also to encourage them to form a coalition for the purpose of discussing, and addressing, common needs. Representing the Club, Pauline Hill and Jackie Davies presented a \$3,000 cheque to the coalition. The coalition members were very grateful and in 1999 arranged for Pauline and Jackie to meet with June Callwood. This resulted in the formation of the canvas bag program for clients of the coalition members. In 1999, as a Club millennium project, Healthy Beginnings became a separate Club committee.



*Toronto Rotarians Jackie Davies, John Andras and Pauline Hill at first meeting for canvas bag program*

## Signature/Millennium Project: The Canvas Bag Program

Organized by Pauline and continuing today, the canvas bag program has won many awards, including one from Rotary District 7070 for outstanding work in the area of community service. The Healthy Beginnings Committee has received certificates of appreciation from the agencies it serves, and many thank you letters and cards from individuals. Rotary International (RI) President Harry G. Brown wrote to Club President John Carr praising the Club for the outstanding work it was doing in the healthy beginnings program, stating that it was exactly the sort of work RI's Board of Directors "had hoped would take place in every club."



*Future storyteller*



*Doris Tippet with machines donated to the Inner Wheel from The Doris Tippet Charitable Fund. The fund was set up by the ladies of the Inner Wheel in honour of Doris' 50 years of membership.*

An outgrowth of the Committee, under the leadership of Chris Snyder, was the creation of a separate stand alone organization, Healthy Beginnings Inc (HBI). HBI had its own charitable number and executive director. HBI received \$125,000 in initial funding from the Ontario Government and became the District's millennium project. One of the goals of the organization was to have every club in the District involved in a healthy beginnings project. Eventually 35 clubs became involved. Through lack of funding HBI wound down its operation in 2010



*Nathaniel in Maryan Tisdale's knitted sweater set, provided by the canvas bag. "It made his start in life easier," said Julia, Nathaniel's mother.*



### The Vibrant History of the Healthy Beginnings Committee (continued)

The Healthy Beginnings Committee of The Rotary Club of Toronto has partnered with many organizations for the canvas bag program and has volunteers who knit, sew, drive and donate funds. The Committee is grateful to its donors: Rexall Drugs, Ross Amos, Bob Smith, Paul Truelove, Lorraine Nelson-Lloyd, David Cooke, Shoppers Drug Mart, Kimberly-Clark, Krystyna Benyak, The Red Hat Ladies, Gerry Nudds, Gloria Lee, Kevin Power, The Inner Wheel, Jackie Davies, DGN Marketing Services Ltd., Welcome Wagon, Pat Neuman, The Salvation Army, The Bargains Group, Jack Robertson, Don Hillhouse, Maria Maggiore, Mark Petznick, Blair Spinney, St. Phillips, The Sulkowski Family, Tippet-Richardson, and The Dolly Parton Imagination Library. It especially thanks the Pauline Hill Endowment Fund and Maryan Tisdale who has knitted over 500 sweater sets. Inner Wheel recently donated four sewing machines to Camp Lake Scugog.

Currently the Committee delivers the canvas bags to The Child Development Institute (formerly the West End Creche), West Downtown (St. Stephens), Breaking the Cycle (Canadian Mother Craft), Eastview Community Centre, Applegrove, The June Callwood Centre (Jessie's), Parents for Better Beginnings (Regent Park), St. Jamestown (Hincks-Dellcrest), The Stop, Flemingdon Park Health Centre, New Circles, St. Michael's Hospital (both the Emergency and Transition Centre) and Oolagen Community Services. To date the Committee has delivered over 5,000 bags to the downtown core.

### Literacy Program Initiatives and On-Going Community Involvement

For the past five years the Committee has also focussed on assisting agencies that provide literacy and numeracy programs, as it is one of the key areas identified in the Early Years Study. Funding has been provided to The Dolly Parton Imagination Library to provide books for children in St. Jamestown. The Committee has arranged for the Club on some Fridays to make a donation of a book once a month to an aboriginal child (through The Dolly Parton Imagination Library) in honour of our weekly speaker. Donations have also been made to a reading circle in Flemingdon Park operated by Frontier College; and counting games and pre-school books have been donated and purchased for the canvas bags program.

In its 12 years of existence, the Committee has funded breast pumps for Parents for Better Beginnings, books for Frontier College's reading circles, programs for the Storytellers, supplies for The June Callwood Centre, gift certificates for the agencies and for many other projects, as well as doing the canvas bag program. The Committee has also funded literacy, numeracy and nutrition programs for both mother and child.

In 2012/2013 it is seeking an organization which has a music program for children aged 0-6 as research has shown that music helps stimulate young minds.



Toronto Rotarians Jackie Davies and Chris Snyder with Dolly Parton

## The Rotary Club of Toronto Club 55 — 1912

### Officers:

President: Neil Phillips  
 President-Elect: Richard White  
 Vice President: Steven Smith  
 Treasurer: James McAuley

### Executive Director:

Carol Bieser

### Rotary Club of Toronto Charitable Foundation:

David Hetherington, President

### The Four-way test of the things we think, say, or do

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it Build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?

Submit an Article to the Voice Newsletter:  
[voice@AbacusConsultingServices.ca](mailto:voice@AbacusConsultingServices.ca)

## Upcoming Speakers & Events

### October 2012

- 19-21 District 7070/7080 Rotary Conference, Richmond Hill
- 24 World Polio Day
- 26 The Hon. Roy McMurty, OC, retired Chief Justice of Ontario

### November 2012

- 2 Centennial Speaker, James Fleck, OC Presentation by Past Presidents Committee to Newcomer Clinic, Sherbourne Health Centre
- 8 Club Assembly, The National Club
- 9 Col. V.C. Tattersall, Canadian Forces, Remembrance Day
- 23 Founder's Day Luncheon, The King Edward Hotel

Propose a Speaker  
 Peter Simmie, Chair

Program Committee  
[peter.simmie@bristolgate.com](mailto:peter.simmie@bristolgate.com)

Editor of the Week  
 Dina Rashid

Editor October 26  
 John Joseph Mastandrea

What You Missed Report October 26  
 Lindsay Hooper



## Pioneer Spirit of The Rotary Club of Toronto

— by Judy Tripp, Director of Development, Philip Aziz Centre



When parents hear the dreaded words “I’m sorry there is nothing more we can do for your child,” Emily’s House says, “Yes, there is still more we can do; together we can provide care, when there is no cure.”

Special thanks goes to The Rotary Club of Toronto for understanding and embracing the need for a third palliative pediatric care setting option in Toronto. Currently there is only hospital and home; and achieving optimal end-of-life care in either of those settings can be overwhelming or undesirable. Emily’s House, Toronto’s first children’s hospice, will offer families a tranquil atmosphere and security for children while allowing parents to experience the joys of being a parent.

Emily’s House is committed to optimizing the quality of the lives of children living with life-limiting illnesses and of their families, through the provision of integrated respite and pediatric palliative care in a home-like, child-friendly and professional setting. Personalized family-centered programs are delivered through professional staff including nursing, chaplaincy, play and music educational therapists, and trained volunteers. Acute end of life care allows parents to focus on making the most out of their final days with their child; pain and symptom management allows children with pain related issues to be admitted for assessment and monitoring while medication and treatment changes are implemented. Transitional care is available when children and family members need support and education when transitioning from hospital to their own homes; and spiritual/bereavement care is offered to families throughout the trajectory of illness and following death. Perinatal Care supports parents through the pregnancy, birth, death and bereavement, while honouring the life of the baby.

Opening January of 2013, Emily’s House, a project of the Philip Aziz Centre, has developed through years of providing hospice care in the community, the increased needs of the families and children, health care community partners and supporters such as The Rotary Club of Toronto. Together we will help to assure that all children facing a life-limiting illness, and their families, have access to excellent palliative care at the right time and in the right place.

## What You Missed October 12, 2012

— Susan Howson



After the invocation, President Neil requested us to remain standing for an announcement to fill out the ballots for members to sit on the Nominating Committee. Esteemed past president Sylvia Milne introduced visiting Rotarians from Rwanda and Germany and 10 guests. Announcements included:

- Next R2R is Thursday November 15 at the National Club, run by Jay Littlejohn it’s an evening to promote your company and yourself or find someone whose business you can use
- Valerie Clarke reminded us that the Founders Day luncheon is at the King Eddy November 23 and tickets can be bought on line or through the office. Family and friends are welcome.
- Sylvia Geist talked about the Marketing and Communications Committee. Members have created a new image for the VOICE, doing a moment in time cards for lunch tables and updated our history book. New resources are available, website, Facebook, Twitter, videos to help tell others about our Club. The Committee is also working with the press.
- Steve Smith announced November 8th is the Club Assembly when members can provide the Board with ideas for the future planning.
- President Neil thanked Sylvia Milne for Chairing the Centennial Committee for the last three years and she got a well-deserved standing ovation.

Guest speaker Frank Hasenfratz, Chair of the Board, Linamar Corporation, has spent the last year writing his autobiography “Driven to Succeed” which was just released. Frank talked about being involved in the revolution in Hungary in 1956, escaping and in 1958 working his way across the ocean to Quebec. With no documents, Immigration believed he was a refugee and let him stay. After working for several companies in the machine shop he set up business in his garage building fuel pumps. Today this is an international corporation with 11,000 employees. Frank’s daughter after 8 years of being on the floor is now president of Linamar. In closing Frank pointed out that change is important and that what may seem a disaster often is not.

The meeting closed with Robert O’Brien taking home the wine.

# Join Rotary Now!

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