

The Lakeshore

WEEKLY BULLETIN OF THE ROTARY CLUB OF MONTREAL-LAKESHORE
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This Week's Program...

Glorefe Kozma, our newest member, transferred from her first Rotary club, the Puerto Princesa club in the Philippines. Today she will tell us about "*A Young Woman's Journey with Rotary.*"

Birthdays and Anniversaries this week...

*Happy 40th anniversary to Sola and Sade Odutola...
...this past Sunday, September 17th!
Happy birthday, Joe Zemanovich.....Friday, the 22nd!*

Future Programs...

- Sep 26: **Emily** has invited **Samantha Star**, Program Director of **Literacy Unlimited**, to tell us about her organization and its role in the community. Adult illiteracy is an issue that affects us all.
- Oct 3: T.B.D.
- Oct 10: T.B.D.

Special Events...

- Sep 21: (Thursday) Community Service visit to Old Brewery Mission. Arrive at 3:30 pm if you haven't served a meal there for a year or more, as there have been changes, or 4 pm if you are a regular OBM volunteer.
- Sep 29-30 (Friday, Saturday) **District Conference, "Celebrating Our Service"** Akwesasne Mohawk Casino Resort, 873 NY-37, Hogansburg, NY 13655.
- Oct 20: (Friday) All Rotarians are invited to enjoy a special luncheon in Hartford, Connecticut, featuring **RI President Ian Riseley** and **Sylvia Whitlock**, Rotary's first woman club president (RC Duarte, CA), \$45 (USD) per person. See **Bill** for details.
- Nov 3: (Friday) Our annual **Oyster Party**, at the home of the Baie d'Urfé Rescue Squad, 300 Surrey Drive, Baie d'Urfé. **This is the best Oyster Party on the West Island!** It will also be our biggest fundraising event of the fall. We're counting on **YOU** to sell lots of tickets this year, as we aim to match last year's amazing success.

Last Week's Meeting...

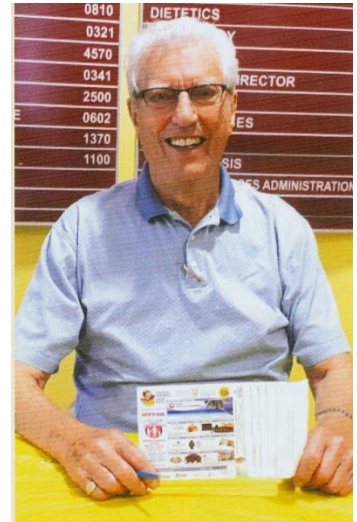
Eighteen members, plus Honorary Member **Joe Maxwell**, were present as **Joe Zemanovich** led us in discussion about **Operation Smile Canada**, an organization that raises money to finance surgical procedures to correct cleft lip and palate in developing countries.

We were also pleased to welcome two guests, **Nikita Moriarity** and President **Helen's** daughter, **Kate Howard**.

We missed the fellowship of **Abie, Rosie, Sacit, Kelly, Brahm, Bob, Aytac, Glorefe, Jennifer, Sade, Sola, Serge, George Saad, Berna, Omer** and **Paula**.

Sergeant-at-Arms **Stan** introduced **Nikita**, who told us she had been a Rotarian in Moncton, New Brunswick for several years and later helped Rotarians in Fredericton with their fundraising events. She moved to Montreal four months ago and is considering joining a Rotary club here.

President **Helen** told us **Joe Maxwell** had been featured on the front page of **LAKESHORE LINK**, the newsletter of the Lakeshore General Hospital Foundation, as their Duck Race ticket-sales champion. He sold almost 500 tickets, raising close to \$5,000 for the cause. In the article Joe made sure that our Rotary club received prominent mention, reporting that he was selling LGHF Duck Race tickets as a community service activity of the Rotary Club of Montreal-Lakeshore.



Brenda reminded us that we will be visiting the Old Brewery Mission on Thursday, September 21st. She recruited volunteers for that event, and expressed the hope that some members of the Baie d'Urfé Rescue Squad would be joining us.

She also told us that the winter sock drive had begun for the Denis-Benjamin Viger Seniors Residence on Île-Bizard. "Ankle-length socks are preferred," she added.

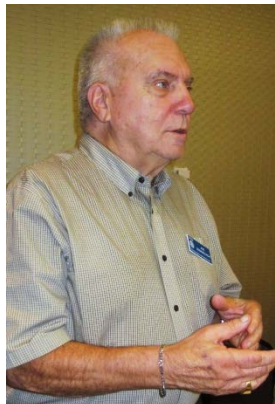
"The Welcome Hall Mission has a desperate need for volunteers to sort and serve food," Brenda said. "They give out food four times a week, two shifts each day, and each shift requires 15 volunteers. It's a fun activity; you work steadily, but it's very rewarding. Perhaps, going forward, we could arrange to help them on a regular basis. I'll campaign for a team of volunteers to work there for one shift every month or two."

Emily expressed her gratitude to those who have already given books or cash for the Calliaqua school in St. Vincent. She showed us on a map of the Caribbean Sea just where the island of St. Vincent was (north of Trinidad and due west of Barbados). She also pointed out the coastal town of Calliaqua near St. Vincent's southernmost point.



Helen introduced our speaker, **Joe Zemanovich**, to talk about Operation Smile Canada.

Joe thanked Bulletin Editor **Bill**, for summarizing very well the nuts and bolts of cleft palate and cleft lip, "which is what Operation Smile is all about.



"What I would like to discuss today is, how do we want to support Operation Smile Canada? Do we want to make a decision to contribute a certain sum, such as a thousand dollars or, as Knud has suggested, ask members to put their loose change in a jar every week and whenever that jar contains the sum of two hundred and forty dollars we convert it into a money order and send it in.

"Whichever way we want to do this is not important, so long as the decision is taken properly, by our Board of Directors."

Bill said, "Joe, the next Board meeting is in two days, so if you want to make recommendations to the Board, now would be the time to do it."

Joe continued, "That would be great, if we can get some feedback from our members in the next five or ten minutes. If we feel we need more members' ideas, or votes, on the subject we can take care of that by email, I guess."

Bill replied, "I don't see why we couldn't do both. We have already demonstrated that the loose change thing works, so long as the jar is here every week."

Helen spoke up, "The jar is not here because **Glorefe** is not here and she has taken charge of the jar. She is away on a business trip, I understand. We already collected slightly more than enough to finance one surgery and Glorefe has sent the two hundred and forty dollars in. Personally, in future I would like to see these contributions go through the club treasurer."

Joe Maxwell suggested we pass the loose change jar around every meeting for three months. Then the club treasurer can top up the total to an even multiple of \$240 and send off a club cheque.

International Service Chair **Deniz** agreed with Joe Maxwell's suggestion. "Let's stick with the jar. We have already collected enough money this way to help one child.

Knud agreed. "We don't need a Board decision, and we don't have to make a budget item for helping children who were born with cleft lip or palate. If we can help them gradually by sending our pocket change converted into a club cheque every so often, why not?"

"I would like to read a suggestion based on something I found on the Internet about this. 'Operation Smile Foundation Canada was set up about four to five years ago, by their head office in the United States, Operation Smile Inc. There are four other NGOs in Canada doing essentially the same as Operation Smile. They are Operation Rainbow Canada, Operation Hope Canada, Give a Smile and Transforming Faces Canada. It's such a worthwhile thing to do that supporting either one would be okay.

"Charity fundraising is big business. In 2016 Operation Smile Canada collected 9.2 million dollars and they spent 6.1 million dollars on advertising and overhead, two-thirds of what they collected. This is for media advertising, direct mail, website purchases of donor lists, et cetera.

"I daily read six international newspapers. After visiting the website of Operation Smile Canada, as suggested by Joe, their colour ads now appear in each newspaper I read—not once but four times in the course of going down a page—asking to donate to Operation Smile NOW.

"That being said, surgery to correct a kid's deformity is a good thing, so I think we should support it. We just have to be aware that it's big business."

"Why can't we do it through Rotary's grant system, that is, do it direct?" Stan asked.

"Because Operation Smile has an international network of doctors that operate not only on people around the world on the spot but the ones that cannot be corrected locally, they fly them back to the United States or Europe. It's a worthwhile organization. So yes, we should support it but don't make it out to be more virtuous than it is."

"I want to thank Knud for doing this research," Joe said, "because it opens our eyes to the need for objectivity."

"Now that we know there are four other organizations that do the same thing," **Lawrence** pointed out, "before we donate shouldn't we check to see how they handle the finances? Perhaps we will find a similar international organization that will make more efficient use of our donations."

Guest **Nikita** spoke up. "It goes to show that, when working in the non-profit sector, you need to do your homework. Any non-profit you look into should have financial statements readily accessible to any public entity. If you can't see them, you should ask for them. And if they're not openly available, that should be a red flag. In the non-profit world it's not uncommon to find that only 10 or 20 percent of what you donate goes toward the cause and the rest is overhead."

Joe Maxwell wanted to know if surgical correction of cleft lip or palate in Canada is covered by our health care systems.

Nikita replied that the situation differs from province to province but even where the cost of the surgery is covered, there is a substantial amount of additional care in the post-surgery rehabilitation phase. [Research indicates that Quebec is further advanced than most other provinces in this regard, with the Montreal Children's Hospital leading the way. A non-invasive intervention called naso-alveolar molding (NAM) reshapes gums, lips and nostrils prior to surgery, resulting in near-perfect features and fewer surgeries. Ed.] Check it out at:

<http://www.thechildren.com/news-and-events/latest-news/turning-frowns-smiles-mch-team-uses-innovative-pre-surgical-procedure>

Helen asked for opinions as to where we go from here. The consensus was yes, we should keep the jar. But before sending off another contribution we should check out the alternative organizations that service cleft lip/palate around the world.

Bill wondered if Knud would look into the other four organizations to a similar level of detail and see if he could recommend which would give us the biggest bang for our buck.

Knud accepted that challenge.

Helen thanked Joe Zemanovich for organizing this round-table type of discussion and congratulated Knud and others who contributed to a 'Thinking-outside-the-box' program.

"Thank you for starting the ball rolling, Joe."

