



# INSPIRING STUDENTS TO CARE

## A New Generations Program



A Partnership between Rotary clubs of Wiaraton, District 6330 and Zone 24, and Spectrum Artistic & Educational Media

### Fall 2011 Newsletter



**INSPIRING STUDENTS TO CARE** is a New Generations program sponsored by The Rotary Club of Wiaraton, supported by Rotary clubs across Canada, in partnership with Spectrum Artistic and Educational Media. It encompasses 2 projects:

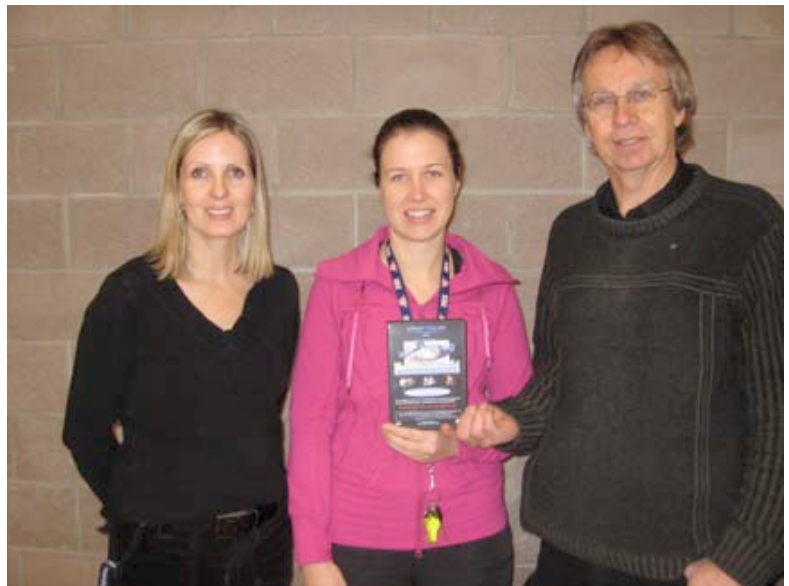
- **No More Turning Away:** Inspiring Students to Care about Hunger and Poverty
- **Take It Back:** Inspiring Students to Care about the Environment.

These projects were launched in Rotary District 6330 (with The Rotary Club of Wiaraton as lead club) and are now being supported by Rotary clubs across Zone 24, especially in Canada.

The goals of the program are (1) to raise awareness about world issues, especially hunger and poverty, and the environment, (2) to let schools know what Rotary is doing about these issues, and (3) to assist schools in motivating students to action. Spectrum Artistic and Education Media is a non-profit, registered charity promoting media arts in education and fostering values that enhance life ([www.spectrummedia.ca](http://www.spectrummedia.ca)).

## No More Turning Away

**No More Turning Away: Inspiring Students to Care about Hunger and Poverty** was launched in the fall of 2008. 21 Rotary clubs in District 6330 contributed \$10,000 to update and transfer Spectrum's multimedia slide presentation to DVD (covering music and photo rights, and adding interactive bridges and a Printed Guide), produce an insert on "What Rotary is Doing about Hunger and Poverty," and place the DVD in 100 schools. In 2011 another \$2,800 was donated by The Rotary Club of Wiaraton to obtain an additional music license from EMI Music Canada.



### In 2010, 100 DVDs sponsored by these 21 Clubs were placed in 100 schools

across Grey, Bruce, Huron, Perth, Lambton, Elgin and Middlesex counties and the cities of Sarnia and London, Ontario, as well as in all 61 Rotary clubs in the district. Seven school boards (Bluewater, Lambton Kent, Avon Maitland, Thames Valley, Bruce-Grey Catholic, St. Clair Catholic, and Huron-Perth Catholic District School Boards) are currently using the DVD in Grades 7-12 to raise awareness about hunger and poverty and motivate students to be part of a school or community response.

**In 2010-11, the DVD was offered to school boards and Rotary clubs across Ontario.** So far 59 DVDs have been placed with school boards, 22 school boards have approved the DVD, 334 DVDs have been placed in schools, 181 DVDs have been placed with Rotary clubs or Rotarians, for a total of 574 DVDs. 29 Rotary clubs in 5 districts (6330, 7010, 7070, 6400, and 5580) have participated in the project. Schools may also purchase the DVD directly from Spectrum, with Rotary sponsorship clearly indicated on the DVD, the DVD case, the Printed Guide, and in the presentation. To date 142 DVDs have been purchased by schools and school boards.

## Take It Back



**Take It Back: Inspiring Students to Care about the Environment** was launched in the fall of 2010. With The Rotary Club of Warton as a major partner, so far 12 Rotary clubs in District 6330 have contributed \$12,000 to update and transfer this multimedia presentation to DVD (covering music and photo rights, and adding interactive bridges and a Printed Guide), produce an insert on "What Rotary is Doing about The Environment," and place the DVD in 100 schools. Participating Rotary clubs include Warton, Grand Bend, Sarnia-Lambton Afterhours, Mitchell, London North, Meaford, Watford, Aylmer, Sarnia-Bluewaterland, London South, Petrolia, and Chesley. When the DVD was

sent to Ontario school boards in the district for review, all 8 school boards approved it, requesting 375 copies and purchasing 60 more. The DVDs were placed in time for Earth Week 2011.

**This fall we are continuing to fundraise** to cover the extra 275 DVDs placed with school boards in District 6330 and an additional music license from EMI Music Canada. We are now within \$2,400 of covering these costs. We have also begun to offer the DVD to school boards and Rotary clubs across Ontario. Already 4 more school boards in Ontario have approved the DVD and requested 56 copies.

*This is a superb piece of work with an exceptionally helpful viewing guide that would enable Grade 7-12 teachers to effectively address issues related to care and protection of the environment . . . By 'effectively' I mean the use of current information, engaging images, text, and music, and with a context of active, caring, responsible, and respectful citizenship.*

Ron Ballentine, Coordinator: Environmental Education, School Programs Department, Halton DSB

For more responses to both DVDs, visit Spectrum's website.

## Inspiring Students to Care

**To strengthen the partnership between Rotary Clubs and Spectrum**, four Rotarians (in addition to Spectrum's Executive Director, Keith Martin) have joined Spectrum's Board of Directors. Bev Garinger, Nick Torra and Keith are members of The Rotary Club of Warton. Mike Atkins is a member of The Rotary Club of Thornbury-Clarksburg and Past District Governor for Rotary District 6330. Tom Robitaille is a member of The Rotary Club of Sarnia-Bluewaterland and District Governor Elect for 2012-13. Continuing on Spectrum's Board for another year are Glenn Toering Boyes, chair of the board, and James Puttick. Joining Bev, Nick and Keith as a support committee within The Rotary Club of Warton are Paul Shirley and Ann Iles.



**Our greatest need** at present is for a corporate sponsor, 1 or 2 major donors, or individuals who can assist with expenses not covered by Rotary funds. Keith would love to coordinate and grow these projects half-time, but Rotary club funds cannot be used for operating or staff expenses. Individuals or businesses may donate to either project as a Bronze (\$100+), Silver (\$500+) or Gold (\$1,000+) donor and have their names included in the Printed Guide that accompanies each DVD. Tax-deductible donations may be made out to "Inspiring Students to Care" or to Spectrum A&E Media.



### For more information, contact Keith Martin:

Inspiring Students to Care Rotary Program Coordinator  
Rotary Club of Warton Foundation Director  
Director, Spectrum Artistic and Educational Media

For a brochure describing this program, go to  
[www.spectrummedia.ca](http://www.spectrummedia.ca) **Rotary & Spectrum.**

PLEASE FORWARD THIS NEWSLETTER TO ANYONE YOU THINK MIGHT BE INTERESTED IN HELPING US INSPIRE STUDENTS TO CARE. THANK YOU!

**ROTARY CLUBS & SPECTRUM: Inspiring Students to Care**

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