



# INSPIRING STUDENTS TO CARE

## A New Generations Program



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

### Fall 2012 Newsletter



Inspiring Students display at Rotary D6330 Conference, Frankenmuth, MI, June 1-3, 2012, where No More Turning Away was presented.



Keith Martin & District Governor Ted Koziel at D7070/7080 Conference, Richmond Hill, ON, October 19-21, 2012

*"The work you are doing with Inspiring Students To Care sounds amazing and I'd like to congratulate you on your recent growth and success, particularly in your ability to connect with school boards across the province. At the core of Free The Children's work is inspiring students to do good in the world and for the world, so it's clear that we share the same values and that there is a lot of alignment in the work we are both doing. We would like to express our warmest congratulations and thanks for the work that you are doing to inspire young people to care about the world and get involved in the issues they care about."*

*Elektra Simms  
Director, Executive Projects, Free The Children*

*"We appreciate the work Spectrum A&E Media is doing to bring such important social justice issues to light. As an international charity that works with youth in North America and overseas, we applaud Spectrum for engaging people of all ages and empowering them to take action. Hunger and poverty are two very large issues that seem to disappear from the headlines often too easily and we support Spectrum's efforts to keep them both front of mind."*

*Marc Kielburger  
Co-Founder, Free The Children*

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### Paul Harris Award

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photo by Keith Gilbert, Warton Echo

On May 24, 2012, The Rotary Club of Warton gave a Paul Harris award to 2 Rotarians, Bob Thompson and Keith Martin, and 2 members of the Warton community, Joanne Lancaster and Vicki Doubt.

A Paul Harris award, named after the founder of Rotary International, is an award for making a difference in one's community and the world.

**Program write-up for Keith's Paul Harris Award:**

Keith Martin was born in Jerusalem, Israel of American missionary parents. When he was four, they returned to the United States for a short period, before settling in Regina where he attended school and graduated from the University of Regina. While continuing his studies in New York State, he met and married Jenny. They moved back to Regina for 5 years before relocating to Toronto. In 2000, they purchased a cottage on Berford Lake and that was the beginning of the end for Toronto. In 2005, they made the decision to end the weekend trips to the Bruce Peninsula and purchase their current home in Wiarton.

Keith joined The Rotary Club of Wiarton 5 years ago, in April 2007, sponsored by Paul Shirley. Within 2 or 3 weeks he attended his first District Assembly, where he met Michael Atkins, whose workshop on world community service convinced Keith this was the right organization for him.

For his first year, Keith was chair of the International Projects Committee. The following year he agreed to become part of the Club Executive as the Rotary Foundation Director. This year he completes 4 years of service in that position.

In 2008, Keith spearheaded the launch of a district-wide partnership between Rotary clubs and Spectrum Artistic and Educational Media called "*No More Turning Away: Inspiring Students to Care about Hunger and Poverty*". This has become a well recognized and well supported program, not only throughout District 6330, but other Ontario Rotary Districts as well.

In 2010, Keith launched a second district-wide project called "*Take It Back: Inspiring Students to Care about the Environment*". In 2011 these two projects were brought under one umbrella called "*Inspiring Students To Care: A New Generations Program*". The new program is being well received and is recognized as an important contribution of The Rotary Club of Wiarton.

In 2008, as a member of the Community Development Committee, Keith proposed a boardwalk project for Bluewater Park. He quickly discovered that whoever proposes such projects often gets to quarterback them. The boardwalk was completed in 2009, with the capable and needed leadership assistance of Mal Williams, Eric Robinson and Russ Davis and the labour of the whole Rotary Club membership.

At our annual Rotary Village Fair, Keith, his wife Jenny, and their children Ryan and Carol-Lee, have helped with the French Fries Booth every summer since he joined Rotary. Last year, he coordinated a Wiarton Rotary information Tent with displays outlining the work of The Rotary Club of Wiarton.

Keith is always a willing participant in Club activities. As much as time will allow, you will find him working at the road cleanups, the Wiarton Willie events, the area-wide 45<sup>th</sup> Parallel Polio Run in Lion's Head last fall and the Rotary Pancake fundraiser this spring.

For 2 years, Keith and Jenny offered a monthly media conversation group at Peninsula Shores District School called "Media That Matters: Significant Movies and Books That Challenge and Inspire". This was part of the Bluewater District School Board community education program. He hopes to offer it again this coming year.

Keith also serves on the Economic Development Committee for the Town of South Bruce Peninsula. He was on the Bluewater Park Redevelopment Steering Committee in 2009-10, and now chairs a Bluewater Park subcommittee to assist the town in completing and further enhancing the Park.

Keith joined Rotary because he was looking for a non-religious fellowship of men and women who were making a difference in their local community and around the world. As you've all heard him say, "Doing good in the world" is one of the best definitions he can think of for both humanitarianism and true spirituality. He is proud to be part of The Rotary Club of Wiarton and Rotary International.



**Program participation to date: 37 Rotary clubs, 31 school boards, 1,045 DVDs placed in or purchased by schools**  
For more information, contact Keith Martin ([kmartin@spectrummedia.ca](mailto:kmartin@spectrummedia.ca)):

Inspiring Students To Care Program Coordinator  
Director, Spectrum A&E Media (a non-profit, registered charity)

**Spectrum's Board of Directors:** James Puttick, Bev Garinger, Tom Robitaille, Mike Atkins, Nick Torra.

**Inspiring Students To Care support committee** (Rotary Club of Wiarton): Bev Garinger, Nick Torra, Paul Shirley, Ann Iles.

**INSPIRING STUDENTS TO CARE: A New Generations Program**

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