

## **COMMITTEE OF THE WHOLE SEPTEMBER 8, 2009**

### **PROCLAMATION REQUEST – UNITED WAY WEEK OCTOBER 5 – OCTOBER 10, 2009**

#### **Recommendation**

The City Clerk recommends:

- 1) That October 5 – October 10, 2009 be proclaimed as “*United Way Week*” in the City of Vaughan; and
- 2) That the proclamation be posted on the City's website and published on the City Page online.

#### **Contribution to Sustainability**

N/A

#### **Economic Impact**

N/A

#### **Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City's website under “Events – Proclamations” and on the City Page online.

#### **Purpose**

To respond to the request received from the Chair and Vice Chair of the 2009 United Way of York Region Community Campaign.

#### **Background - Analysis and Options**

The correspondence received from the Chair and Vice Chair, of the 2009 United Way of York Region Community Campaign, dated June 9, 2009, is attached (Attachment #1).

The proclamation request meets the City's Proclamation Policy, as follows:

“That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”

The United Way of York Region is launching a community campaign focused on raising awareness of and engaging residents in local priority issues that impact their lives. The United Way of York Region plans for this year include building on last year's shared success, including a summit on mental health, a regional youth celebration and a follow up report of stories from across York Region.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

### **Regional Implications**

This report supports the promotion of awareness throughout the Region about the United Way Community Campaign.

### **Conclusion**

Staff is recommending that October 5 – October 10, 2009 be proclaimed as "*United Way Week*" in the City of Vaughan, and that the proclamation be posted on the City's website and the City Page online.

### **Attachments**

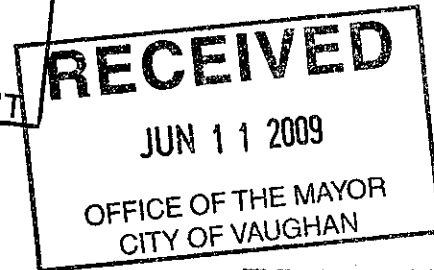
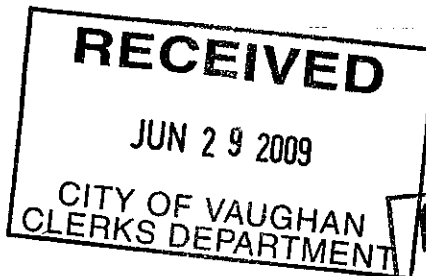
Attachment #1 Correspondence from United Way of York Region, dated June 9, 2009

### **Report prepared by:**

Connie Bonsignore, Administrative Assistant

Respectfully submitted,

Jeffrey A. Abrams  
City Clerk



June 9, 2009

Her Worship Linda D. Jackson  
Mayor  
City of Vaughan  
2141 Major Mackenzie Drive  
Vaughan, ON  
L6A 1T1

**RECEIVED**

**JUN 29 2009**

**CLERK'S DEPT.**

Dear Mayor Jackson,

As Chair and Vice Chair of the 2009 Community Campaign, we are asking for your leadership and Council's support again this year in declaring October 5th through to October 10th 2009, United Way Week in the City of Vaughan.

United Way Week is a catalyst to engage local communities and neighbours in the small and powerful supports that help build a better life for everyone - especially critical and impactful in these challenging and uncertain times.

And thanks to the support from all nine municipalities, last year's inaugural United Way Week was a remarkable success: the release of what the media dubbed "a most provocative report" *...if addressed*; kick-starting of community meetings in municipalities across York Region; the Hidden in Plain Sight photo-exhibit featuring snapshots and stories from the region's homeless; and the Living in York Region Chinese Fair.

Plans for this year's United Way Week are building on this shared success: a follow up report gathering the stories we heard over the year across York Region; a summit on mental health; and a regional youth celebration, to name a few.

Over the upcoming month, following Council proclamation, we look forward to meeting with you to discuss details and opportunities to collaborate. Should you have any immediate questions, please feel free to contact Daniele Zanotti, CEO at (905) 474-9974 ext. 224 or [dzanotti@uwyr.on.ca](mailto:dzanotti@uwyr.on.ca).

On behalf of the 1 in 3 residents we serve, thank you in advance for joining us again this year and declaring October 5th - 10th United Way Week in the City of Vaughan.

Without you, there would be no way.

A handwritten signature in black ink, appearing to read "Ian Proudfoot".

Ian Proudfoot  
Vice President and Regional Publisher, YRMG  
Chair, 2009 Community Campaign

A handwritten signature in black ink, appearing to read "Bruce Macgregor".

Bruce Macgregor  
CAO, Regional Municipality of York  
Vice Chair, 2009 Community Campaign

cc: Mr. Michael DeAngelis, City Manager