

COMMITTEE OF THE WHOLE – SEPTEMBER 8, 2009

**PROCLAMATION REQUEST –
CHILD ABUSE & NEGLECT PREVENTION MONTH – OCTOBER 2009**

Recommendation

The City Clerk recommends:

- 1) That October 2009 be proclaimed as “Child Abuse & Neglect Prevention Month”; and
- 2) That the proclamation be posted on the City’s website and published on the City Page online.

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 Executive Director of Boost Child Abuse Prevention & Intervention.

Background - Analysis and Options

The correspondence received from the Executive Director of Boost Child Abuse Prevention & Intervention 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”

Boost Child Abuse Prevention & Intervention (formerly known as Toronto Child Abuse Centre) is planning their 5th annual ***Go Purple for Prevention!*** campaign, to raise awareness and provide education for the general public in their efforts to eliminate abuse and violence in the lives of children and youth. Boost is seeking the city’s support in pledging that caring for children is a communal commitment and to raise funds to support their primary prevention programs.

Relationship to Vaughan Vision 2020

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.

Conclusion

Staff is recommending that October 2009 be proclaimed as "Child Abuse & Neglect Prevention Month", and that the proclamation be posted on the City's website and on the City Page online.

Attachments

Attachment #1 - Correspondence from Boost Child Abuse Prevention & Intervention, dated August 10, 2009

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

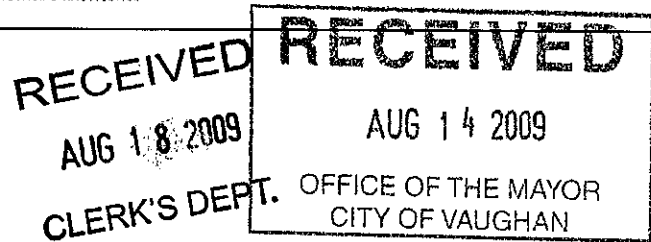
Respectfully submitted,

Jeffrey A. Abrams
City Clerk



August 10, 2009.

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



Dear Her Worship Mayor Jackson & Council,

Boost Child Abuse Prevention & Intervention is planning the 5th annual *Go Purple for Prevention!* campaign. The campaign is held each year to raise awareness and provide education to prevent abuse and violence in the lives of children and youth and to raise funds to support our primary prevention programs.

Our goals for the coming year include advocating for the implementation of mandatory prevention programs for all children in schools across Ontario. The cost of these programs is \$3,000 per school. The programs are delivered to classrooms to Grades 1 to 4 over six weeks. An investment of only \$40 per child will benefit the child that will last a lifetime. Isn't every child in our community worth it?

We are seeking your support to proclaim *October as Child Abuse & Neglect Prevention Month* in your community. We would like to invite you and the City of Vaughan to think of Boost when you plan an event and include a message on your outdoor advertising signs outside sports and recreation centres, city hall and on your website during the month of October. Encourage your citizens to wear something purple to show their support and don't forget to send us pictures so we can post them on our website and include them in our newsletter.

Plans for this year's campaign include:

- ❖ Campaign Launch at the Air Canada Centre on September 27, 2009 to kick off our national campaign
- ❖ Encourage third party and community fundraising events in support of campaign
- ❖ Promoting awareness to over 15,000 hockey fans at Toronto Maple Leaf Hockey game at the Air Canada Centre
- ❖ Promoting awareness and holding a 50/50 draw at Toronto Marlies game at the Ricoh Coliseum on November 1, 2009
- ❖ Organizing a kite flying day "One Sky, One World, No Violence" event at the fall festival at Downsview Park and inviting kite clubs and members of the community to come out and fly kites with their children and families
- ❖ Inviting municipalities, child daycare centres, schools, colleges, universities, businesses, individuals and community agencies to participate and support our campaign

Everyday in Canada thousands of children are at risk of abuse, bullying or other types of violence. Your support is critical to the success of the campaign. Please feel free to contact us with any questions. Please do not hesitate to contact **Siew Lee Brett** at 416-515-1100 ext. 224 to discuss an event in your community.

We look forward to our continued partnership with you and the City of Vaughan to end violence and abuse in the lives of children and youth.

Thank you.

Yours truly,

Karyn Kennedy,
Executive Director
Encls:

Siew Lee Brett
Manager of Fund Development

- Sent to Clerks
Aug 14/09

Sample Proclamation

Child Abuse Prevention Month

October 2009

WHEREAS: children are our most precious asset and it is our responsibility to teach, guide and protect them to ensure they have a safe, nurturing environment in which to grow to their full potential, free from violence, abuse and neglect; and

WHEREAS: child abuse and neglect are tragedies inflicted on innocent children, an ever-increasing problem in today's society that crosses all socio-economic boundaries; and

WHEREAS: with increased public awareness, education and support programs, together with community involvement, we can help to ease the pain and suffering and stop the abuse of our children; and

WHEREAS: during Child Abuse Prevention Month, groups and organizations within our community will be holding a variety of events and activities, and will offer information on the vitally important child abuse support and prevention programs that are available in our (insert township, city).

NOW THEREFORE: I, Mayor _____, on behalf of (name of township/city) Council and the (insert population number) people of our great (insert township/city), do hereby proclaim October 2008 as "Child Abuse Prevention Month" to recognize the ongoing commitment of individuals and organizations in our community whose tireless efforts help prevent child abuse.

(insert name of Mayor)

Mayor



Boost Child Abuse Prevention & Intervention is launching its 5th annual Go Purple for Prevention "It's Natural to Protect" awareness campaign.

Every year, thousands of children and youth are affected by violence and abuse. Please register to receive a free Go for Purple for Prevention package (which includes posters, bookmarks, buttons, suggestions, tips, ideas on how to get your community or organization involved and much more).

YES! We would like to support the 2009 Go Purple for Prevention Campaign

Event date: _____ Expected attendance: _____

Individual/Organization: _____ Event date: _____

Contact Person/Title: _____

Address: _____ City: _____ Province: _____ Postal Code: _____

E-mail: _____ Tel: _____ Fax: _____

Campaign Materials Order Form

Boost buttons Posters Bookmarks



Unique Logo T-shirt \$45.00 ___Black ___White ___L ___XL ___XXL



Unique Logo racerback tank top \$45.00. ___Black ___White ___XS ___S ___M ___L

Order early to avoid rush. Allow 6-8 weeks for delivery. We accept cheque, Visa, Mastercard. Please mail order and cheque to:

Boost Child Abuse Prevention & Intervention
Re: Go Purple Campaign
890 Yonge Street, 11th Floor, Toronto ON M3W 3P4
Tel: (416) 515-1100 ext. 224 Fax: (416)515-1227
E-mail: brett@boostforkids.org or daddese@boostforkids.org for more information
Order online at www.boostforkids.org

Child abuse prevention is everyone's business.

Thank you for your support!



5TH ANNUAL GO PURPLE FOR PREVENTION CAMPAIGN 2009 CALENDAR OF EVENTS

August 16

Event: Fifth Avenue Jewellery Party
Hosted by Gerry Gizzo & Lisa D'Addese
10% of sale proceeds to benefit Go Purple Campaign
Time: 2:00 p.m. to 5:00 p.m.
Venue: 181 Lockheed Avenue, Maple, Ontario
For more information, please call:
Gerry Tel: 905-832-9656 or Lisa Tel: 416-985-4390

September 27

Event: Walk on By Front Hamilton for Boost
Organized by Nicole Ahearn
Special incentive: Pledges of \$200 or more will earn you a unique logo tank top or t-shirt! Donations & pledges to benefit the Go Purple Campaign.
For event information: nahearn@live.ca

September 27

Boost at the Air Canada Centre!
10:00 a.m. First 50 kids who register will be invited to watch Team Toronto Maple Leafs skate, enjoy pizzas and light refreshments and photo opportunity.
12:00 noon Media Launch of 5th annual Go Purple Campaign.
4:30 p.m. to 9:00 p.m. Boost at hockey night at the ACC. Tickets, event programs will feature Boost logo and media blast throughout the evening in support of child abuse prevention campaign.

October 04

"One Sky, One World, No Violence" kite flying event.
Time: 11:00 a.m. to 4:00 p.m.
Venue: Downsview Park
Activities: facepainting, kite making workshops, exhibition of kites from kite clubs from Toronto and GTA, pumpkin carving and more.
For event information and to register, please call:
Lisa D'Addese Tel: 4165-515-1100 ext. 334.

Boost Child Abuse Prevention & Intervention
890 Yonge Street, 11th Floor, Toronto ON M3W 3P4
Tel: 416-515-1100 Fax: 416-515-1227 www.boostforkids.org
Charitable Registration Number: 119039568RR0001



5TH ANNUAL GO PURPLE FOR PREVENTION CAMPAIGN 2009 CALENDAR OF EVENTS

- October 22** **Gemstones Gala for Go Purple Dinner & Dance**
Time: 6:30 p.m. to 12:30 p.m.
Venue: Julius Banquet Centre Inc. (Finch & 400)
2201 Finch Avenue West, Suite 32, Toronto.
Ticket price: \$75. Sponsorship opportunities available.
For event information, please call:
Judy at 416-299-3226
Siew Lee Brett at 416-515-1100 ext. 224
Lisa D'Adesse at 416-515-1100 ext. 334
- November 01** **Boost at Ricoh Coliseum with Toronto Marlies!**
11:00 a.m. First 350 to purchase tickets will be invited to skate
At Ricoh Coliseum. Ticket price: \$40.00
4:30 p.m. to 6:30 p.m. Toronto Marlies hockey game.
Random draw prizes to be won! Tickets: \$20 - \$40.00.
- November 14** **The Thirteenth Angel Foundation Inc. 2nd Memorial Gala
Benefitting Boost Child Abuse Prevention & Intervention**
Time: 6:30 p.m. to 12:30 a.m.
Venue: Speranza Banquet Hall
510 Deerhurst Drive, Brampton, Ontario.
Event: Sit down dinner, dancing, silent auction, door prizes and more.
Ticket price: \$85. Sponsorship opportunities available. Please call,
Renata at Tel: 416-844-5997

REGISTER YOUR EVENT TODAY! STAND UP FOR CHILD ABUSE PREVENTION!

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