

## **COMMITTEE OF THE WHOLE JULY 6, 2010**

### **PROCLAMATION REQUEST UNITED WAY WEEK OCTOBER 4 – OCTOBER 8, 2010**

#### **Recommendation**

- 1) That October 4 – October 8, 2010 be proclaimed as “United Way Week” in the City of Vaughan; and
- 2) That the proclamation be posted on the City’s website 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 of the 2010 Community Campaign, United Way of York Region.

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

The correspondence received from the Chair, 2010 Community Campaign, United Way of York Region, dated June 23, 2010, 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 which serves 1 in 3 residents is a catalyst to engage local communities by helping to build a better life for everyone especially during these challenging times. Last year’s campaign was a remarkable success with the release of a report addressing *OUR STRENGTHS*, the first Union Leaders Breakfast, presentations to local municipalities and town hall meetings 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 4 – October 8, 2010 be proclaimed as “United Way Week” in the City of Vaughan, and that the proclamation be posted on the City’s website and on the City Page Online.

### **Attachments**

Attachment 1 Correspondence from the Chair, 2010 Community Campaign, United Way of York Region, dated June 23, 2010

### **Report prepared by:**

Connie Bonsignore, Administrative Assistant

Respectfully submitted,

Jeffrey A. Abrams  
City Clerk



United Way  
of York Region

JUN 25 2010  
OFFICE OF THE MAYOR  
CITY OF VAUGHAN

June 23, 2010

Distributed  
*ally*

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

Dear Mayor Jackson,

As Chair of the 2010 Community Campaign, I am asking for your leadership and Council's support again this year in declaring October 4th through to October 8th, 2010, United Way Week in 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 declarations from all nine municipalities and The Regional Municipality of York, last year's second annual United Way Week was another remarkable success: the release of what the media dubbed "a landmark report," *...addressing OUR STRENGTHS*; the first Union Leaders Breakfast; presentations to local municipalities and town hall meetings across the region.

We look forward to sharing plans of this year's United Way Week over the upcoming months, following Council proclamation. Should you have any immediate questions, please feel free to contact Daniele Zanotti, UWYR 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 4th – 8th, 2010, United Way Week in the City of Vaughan.

Without you, there would be no way.

Ian Proudfoot  
Vice President and Regional Publisher, York Region Media Group  
Chair, 2010 Community Campaign, United Way of York Region

cc: Mr. Clayton Harris, City Manager, City of Vaughan  
Mr. Daniele Zanotti, CEO, United Way of York Region

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JUN 28 2010

CLERK'S DEPT.