

COMMITTEE OF THE WHOLE SEPTEMBER 13, 2011

PROCLAMATION REQUEST UNITED WAY WEEK SEPTEMBER 19 – SEPTEMBER 23, 2011

Recommendation

The City Clerk recommends:

- 1) That September 19 – September 23, 2011 be proclaimed as “United Way Week” in the City of Vaughan, and that Council ratify the action taken; 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

Following consideration by Committee of the Whole, the Corporate Communications Department will post the proclamation on the City’s website under “Events – Proclamations” and on the City Page Online.

Purpose

To respond to the request received from the Chair, 2011 Community Campaign, United Way of York Region.

Background - Analysis and Options

The correspondence received from the Chair, 2011 Community Campaign, United Way of York Region, dated June 30, 2011, is attached. The correspondence arrived after the agenda for the last meeting of Council prior to the summer hiatus was published. (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 engages and informs individuals of the important work that they do in helping youth grow up strong, enabling individuals and families to achieve economic independence and improving the wellbeing of individuals and communities. Their 34 year history of efficient, responsible and accountable stewardship of donor support helps 39 local agencies that deliver 100 programs in nine municipalities in York Region. Council has granted United Way of York Region’s proclamation request in the past.

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 September 19 – September 23, 2011 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. Given that the first meeting of Council after the summer hiatus is scheduled for September 27, 2011, this report recommends that Council ratify the decision of Committee of the Whole at its meeting of September 13, 2011.

Attachments

Attachment 1 Correspondence from the Chair, 2011 Community Campaign, United Way of York Region, dated June 30, 2011

Report prepared by

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk



United Way
of York Region

June 30, 2011

His Worship Maurizio Bevilacqua
Mayor, City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario
L6A 1T1

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CLERK'S DEPT.

Dear Mayor Bevilacqua:

On behalf of United Way of York Region, I am excited to announce **September 19 to September 23, 2011** as United Way Week. Once again, we ask for your leadership and support to officially declare this week across the City of Vaughan.

United Way Week engages and informs individuals across our great region about the important work United Way carries out. Whether it is moving people from poverty to possibility, helping kids be all they can be or building strong, healthy neighbourhoods, United Way is supporting local, frontline initiatives that help maintain a strong, vibrant and self-sustaining region.

Last year, with support from all nine municipalities and The Regional Municipality of York, United Way kicked off with the announcement of Strength Investments – transformational funding for everyday people and groups, already at work in their communities, to identify and solve their own priorities. To date, Strength Investments has invested, and, based on this success, an additional \$150,000 is available for distribution in 2011.

At United Way, we believe that civic participation is the single most sustainable way to solve our region's most pressing social issues – and we believe that your continued support of United Way Week encourages this participation.

We look forward to sharing plans of this year's United Way Week over the upcoming months, following Council's proclamation. Should you have any immediate questions, please feel free to contact Daniele Zanotti, United Way of York Region CEO at (905) 474-9974 ext. 224 or dzanotti@uwyr.on.ca.

On behalf of the 1 in 3 we serve, thank you in advance for joining us again this year and declaring September 19 – September 23, 2011, United Way Week in the City of Vaughan.

Please know that thanks to you, change starts here.

Ian Proudfoot
Vice President and Regional Publisher, YRMG
Chair, 2011 Community Campaign

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

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CITY OF VAUGHAN