

COMMITTEE OF THE WHOLE DECEMBER 6, 2011

PROCLAMATION REQUEST FAMILY LITERACY DAY – JANUARY 27, 2012

Recommendation

The City Clerk recommends:

- 1) That January 27, 2012 be proclaimed as “Family Literacy Day”; 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 President of ABC Life Literacy Canada.

Background - Analysis and Options

The correspondence received from the president of ABC Life Literacy Canada, dated November 7, 2011 is attached. (Attachment 1)

Family Literacy Day is a national awareness initiative created by ABC Life Literacy Canada in 1999 and held annually on January 27 to raise awareness of the importance of reading and engaging in other literacy-related activities as a family. This initiative encourages families to spend 15 minutes daily thus improving a child’s literacy skills and can also help parents improve their skills as well. Vaughan Council has previously granted this proclamation request.

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”. ABC Life Literacy Canada is a registered charity”.

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

N/A

Conclusion

Staff is recommending that January 27, 2012 be proclaimed as “Family Literacy Day” and that the proclamation be posted on the City’s website and published on the City Page Online.

Attachments

Attachment 1: Correspondence from the president of ABC Life Literacy Canada, dated November 7, 2011

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

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Attachment 1



Mayor Maurizio Bevilacqua
2141 Major Mackenzie Drive
Vaughan, Ontario
L6A 1T1

November 7, 2011

Dear Mr. Bevilacqua,

On January 27, 2012, thousands of Canadian families will celebrate Family Literacy Day®, an annual initiative that celebrates adults and children reading and learning together, and encourages Canadians to spend at least 15 minutes enjoying a learning activity as a family every day.

ABC Life Literacy Canada invites you to officially recognize the day in your community by proclaiming January 27th as Family Literacy Day. An official recognition of the day will serve to underscore your commitment to an issue that is important to your community.

ABC Life Literacy Canada created Family Literacy Day in 1999 to increase public awareness of the importance of adults and their children enjoying learning activities together on a regular basis. In doing so, both child and adult are better prepared to succeed in a world of increasing literacy challenges at home, at work and in the community. By raising awareness of the need of ongoing literacy-building and learning, Family Literacy Day makes its contribution to addressing the reality of how low literacy affects more than 40 per cent of adult Canadians.

This year we will celebrate 14 years of Family Literacy Day by encouraging Canadians to take a learning journey. We know that parents lead very busy lives, but the time spent reading and doing literacy-related activities with children is hugely beneficial. Several of our day-to-day activities offer learning opportunities, and we want parents to embrace those learning opportunities to ensure their families are learning every day.

ABC Life Literacy Canada encourages you to attend a local event and support the literacy cause. For a list of events in your area, please visit <http://abclifeliteracy.ca/flid/events/>.

Please find attached a sample template of the proclamation. If you would like additional information or logos, please visit www.FamilyLiteracyDay.ca.

Thank you in advance for supporting this national initiative whose objective is to encourage Canadians to build a tradition of lifelong learning.

Sincerely,

A handwritten signature in black ink, appearing to read 'Margaret Eaton', written in a cursive style.

Margaret Eaton
President, ABC Life Literacy Canada

RECEIVED

NOV 8 2011

CLERK'S DEPT.

3.4

Proclamation of Family Literacy Day

WHEREAS solid literacy skills are vital to our social and economic development as a [province / city / town / municipality];

AND WHEREAS research shows that parents have a strong influence on the literacy development of their children;

AND WHEREAS family literacy programs serve to secure a solid learning foundation for our children;

AND WHEREAS family learning helps maintain the literacy levels of adults and encourages the development of lifelong readers and learners;

NOW THEREFORE, I [official's name and title] do HEREBY PROCLAIM January 27 as **"Family Literacy Day"** in the [province / city / town / municipality] of [name of province / city / town / municipality]

[signature and name of official]