

COMMITTEE OF THE WHOLE APRIL 3, 2012

PROCLAMATION REQUEST STEWARD OF THE EARTH DAY

Recommendation

The City Clerk recommends:

- 1) That May 9, 2012 be proclaimed as "Steward of the Earth Day" 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 Founding Chair, of Steward of the Earth, dated March 8, 2012.

Background - Analysis and Options

The correspondence received from the Founding Chair of Steward of the Earth 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"

Established in 2008 Steward of the Earth is a not-for-profit registered charitable organization that provides environmental leadership by teaching school children the difference they can make to the environment by planting and nurturing one tree at a time. By planting individual trees, children will learn the benefits of trees and become environmental leaders in the community.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Lead and Promote Environmental Sustainability".

Regional Implications

N/A

Conclusion

Staff is recommending that May 9, 2012 be proclaimed "Steward of the Earth Day" in the City of Vaughan and that the proclamation be posted on the City's website and published on the City Page Online.

Attachments

Attachment 1: Correspondence from the Founding Chair of Steward of the Earth, dated March 8, 2012

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

March 8th, 2012

Mayor and Members of Council
City of Vaughan
2nd Floor, 2241 Major MacKenzie Dr.
Vaughan, ON L6A 1W8

Dear Mayor Bevilacqua and Members of Council,

Since Steward of the Earth was founded in 2008, several York Region communities have helped us recognize the many the local stakeholders that participate and benefit from our unique community based program. Last year was the first year we conducted assemblies at Vaughan schools and this spring at least six more schools in your community will be taking part. **On behalf of all our stakeholders and the local children we serve, we are writing to ask that you declare May 9th, the second Wednesday of May, as Steward of the Earth Day in Vaughan.**

As we have done in other communities, we intend to recognize the winning classes of local schools at a ceremony at the Town Hall sometime near or after Steward of the Earth Day in May.

In addition to declaring Steward of the Earth Day in Vaughan we are hoping you will consider supporting our program with a financial donation. Steward of the Earth is a nationally registered Not-For-Profit organization and also recently became a registered charity in Canada. A \$1200.00 donation from the Town of Vaughan will help us deliver the program to another school in the community and help foster more future environmental leaders. For more information on our donor levels I encourage you to visit our website at www.stewardoftheearth.ca/web/sponsorship.

Since our program started we have provided more than 13,000 children and families the opportunity to plant and care for their very own tree. This includes approximately 500 in Vaughan last year. Working in collaboration with local municipalities, elementary schools and community businesses we have given a significant number of young people the opportunity to learn about the benefits of trees and to become environmental leaders in their own communities.

For more information on our program I invite you to watch our new educational video, which is available on our homepage www.stewardoftheearth.ca. If you have any questions please do not hesitate to contact me.

Sincerely,

Peter Seemann
Peter Seemann
Founding Chair



Steward of the Earth

RECEIVED

MAR 8 - 2012

CLERK'S DEPT.

3/8/2012