

## **COMMITTEE OF THE WHOLE - FEBRUARY 19, 2008**

### **PROCLAMATION REQUEST RED CROSS MONTH**

#### **Recommendation**

The Deputy City Clerk in consultation with the Commissioner of Legal and Administrative Services/City Solicitor recommends:

- 1) That March 2008 be proclaimed as “**Red Cross Month**”; and
- 2) That the proclamation be posted on the City’s website and published on the City Page, space permitting.

#### **Economic Impact**

N/A

#### **Communications Plan**

The Corporate Communications Department posts proclamations issued by the City on the City’s website under “Events – Proclamations”. Publishing proclamations on the City Page depends on the space availability.

#### **Purpose**

To respond to the request received from the Branch President of the Canadian Red Cross.

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

The correspondence received from the Branch President of the Canadian Red Cross, dated January 28, 2008, is attached (Attachment #1).

The proclamation request meets the requirements of the City’s Proclamation Policy: That upon request, the City of Vaughan issue proclamations for events, campaigns or other similar matters: which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”.

Every year in March, the Canadian Red Cross runs a public awareness campaign to increase public awareness and gain support for their programs and services. The Red Cross offers many valuable community services including Disaster Response Services, and was able to respond to many disasters, from house fires to tornadoes and floods.

#### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

#### **Regional Implications**

N/A

**Conclusion**

Staff is recommending March 2008 be proclaimed as “**Red Cross Month**” and that the proclamation be posted on the City’s website and published on the City Page, space permitting.

**Attachments**

Attachment #1 – Correspondence from the Canadian Red Cross, dated January 10, 2008

**Report prepared by:**

Sybil Fernandes, Deputy City Clerk

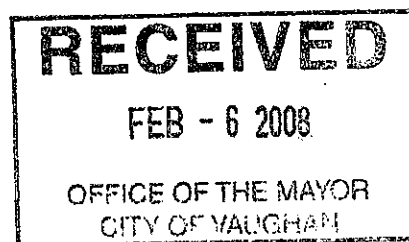
Respectfully submitted,

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Sybil Fernandes  
Deputy City Clerk

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Janice Atwood-Petkovski  
Commissioner of Legal and Administrative  
Services/City Solicitor

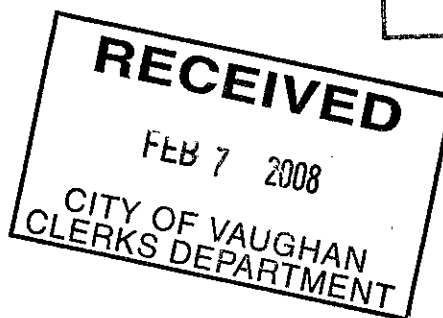


Canadian  
Red Cross  
Croix-Rouge  
canadienne



January 28, 2008

City of Vaughan  
Mayor Linda Jackson  
2141 Major Mackenzie Drive  
Maple, ON, L6A 1T1



Dear Mayor Linda Jackson,

When a community is in crisis, responding to the immediate needs of people takes top priority. This response effort can quickly deplete a community's human and financial resources.

In recent years, disasters have driven more than four million Canadians from their homes and caused billions of dollars in damage. Thanks to the generosity of Canadians, the Red Cross was able to respond to thousands of disasters in Canada last year - from house fires to tornadoes and floods.

March is Red Cross Month and each year, the Canadian Red Cross runs a public awareness campaign to increase public awareness and gain support for our programs and services.

On behalf of the Canadian Red Cross, Region of York Branch, I would like to request your support for our campaign through an official proclamation recognizing March as Red Cross Month. I have attached a template proclamation for your review and Beverly Verwey, Disaster Management Coordinator will contact you by February 6 to answer any questions you may have.

We would also like to request that the City of Vaughan make this proclamation in conjunction with a flag raising ceremony. If you require a new Red Cross flag to be flown for the month of March on a City of Vaughan flag post please contact Beverly Verwey. Also contact her if you would like a Red Cross Representative to attend this flag-raising ceremony.

Thank you in advance for your support. Beverly would be pleased to provide you with more information or discuss the proclamation with you in person. Beverly can be reached at 905-830-9565 or 1-800-361-9448 ext. 223.

Sincerely,

Jerry Chwang  
Branch President

## **March is Red Cross Month 2007**

**Anywhere. Anytime. Red Cross**

### ***Proclamation***

**Whereas**, the Canadian Red Cross Society has been engaged in preventing and alleviating human suffering across Canada and around the world, and

**Whereas**, The Canadian Red Cross Society has helped thousands of Canadians through its Disaster Relief and Community Services, including our own citizens of the City of Vaughan, and

**Whereas**, the Canadian Red Cross Society is a reflection of the Canadian spirit of generosity, caring and selflessness,

**Therefore**, I Linda Jackson of the City of Vaughan hereby proclaim March 2007 as Red Cross Month here in The City of Vaughan. I also urge all residents of The City of Vaughan to support the Canadian Red Cross Society and our community by regularly volunteering their time or by financially supporting Red Cross programs, across the world and across the street.

**In witness whereof**, I have herewith set my hand and caused the great seal of the City of Vaughan to be affixed.