

COMMITTEE OF THE WHOLE – JUNE 16, 2008

GRANT FROM LOWE'S CHARITABLE & EDUCATIONAL FOUNDATION

Recommendation

Mayor Jackson recommends:

1. THAT the City of Vaughan accept the grant from Lowe's Charitable and Educational Foundation (LCEF), in the amount of \$15,000.00, for the construction and installation of materials to enhance the accessibility of the playground on the Civic Park grounds in Maple;
2. THAT the City of Vaughan authorize the required Communications Plan;
3. THAT Clerks execute the required documentation with LCEF; and
4. THAT the Mayor be authorized to sign the acknowledgement documentation (see attachment) on behalf of the City of Vaughan (Grant Recipient).

Economic Impact

There is no immediate budgetary impact resulting from the adoption of this Resolution.

Communications Plan

As outlined in the attached award letter, LCEF will work with City of Vaughan to contact the media, develop publicity, plan events or other promotions announcing this grant and promoting the project. LCEF's public relations firm, GCI Group, will work closely with Corporate Communications to:

- Use the news release template and tips for working with the media and the local Lowe's store, which will be included in the grantee kit to be received with the grant cheque. If the City of Vaughan chooses to write its own press release, LCEF must approve it prior to distribution.
- Provide a one-page project timeline to Lowe's by email to Kelly.l.persons@lowes.com. This timeline will be shared with the local Lowe's contacts to make them aware of activities related to the project.
- Display signs announcing LCEF's support during the implementation phase of the project and consider permanent signage at the project's conclusion. Lowe's will provide signs.
- Work with GCI Group to plan how to involve Lowe's volunteers in our media day and project. The level of Lowe's volunteer support can only be determined by local Lowe's store management.

Purpose

The purpose of this report is obtain approval of the grant from Lowe's Charitable and Educational Foundation to the City of Vaughan in the amount of \$15,000, and to obtain authorization for the Mayor to execute any documentation required for this transaction.

Background - Analysis and Options

The City of Vaughan has been selected to receive a grant in the amount of \$15,000 from Lowe's Charitable and Educational Foundation for the construction and installation of materials to enhance the accessibility of the playground on the Civic Park grounds in Maple. The grant must be used solely for the purpose of this project. Any change in plans must be approved in advance of the expenditure and no more than 10% of this grant award can be used to support installation or labour charges, consultant fees, etc.

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

There are no regional implications.

Conclusion

It is appropriate that this item be referred to Council for approval of the grant from Lowe's Charitable & Educational Foundation, in the amount of \$15,000, and its associated terms and conditions.

Attachments

Letter and Acknowledgement Form received from the Vice President of Human Resources, Ms. Catherine Townsend, of Lowe's Companies Canada, ULC, dated April 25, 2008.

Report prepared by:

Ann Coletta, Office of the Mayor

Respectfully submitted,

Linda D. Jackson
Mayor



CHARITABLE & EDUCATIONAL FOUNDATION

April 25, 2008

Her Worship Mayor Linda Jackson
Mayor's Office
City of Vaughan
2141 Major Mackenzie Drive
Vaughan, Ontario
L6A 1T1

Re: Maple – Civic Park Playground

Dear Madam:

Congratulations! The City of Vaughan has been selected to receive a grant in the amount of \$15,000 from the Lowe's Charitable and Educational Foundation (LCEF) for the construction and installation of materials to enhance the accessibility of the playground on the Civic Park grounds in Maple.

This grant must be used solely for the Project and any change in plans must be approved in advance of the expenditure. Also, please remember that no more than 10% of your grant award can be used to support installation or labour charges, consultant fees, etc. If your Project budget includes such expenses, these costs should be supported by other funds you have raised.

We ask that you read the terms outlined in this award letter. Once you sign the letter and you agree to the terms, please fax it back to us at (416) 730-7373, Attention: Catherine Townsend [with a copy to kelly.l.persons@lowes.com]. **Your signed and returned award letter will trigger the mailing of the grant cheque and grantee kit.** In your grantee kit you will find information about promoting the grant, sending media clips, digital photography and submitting a final report.

Lowe's is proud to support your Project. We would like to work with you in contacting the media, developing publicity, planning events or other promotions announcing this grant and promoting your Project. For this Project, our public relations firm, GCI Group, will work closely with you on these details which include:

- Use the news release template and tips for working with the media and your local Lowe's store, which will be included in the grantee kit you will receive with your cheque. If you choose to write your own press release, we ask that you send it to us for approval prior to distribution.
- Please return a one-page Project timeline to Lowe's by email to kelly.l.persons@lowes.com. This timeline will be shared with your local Lowe's contacts to make them aware of activities related to your Project.
- Display signs announcing our support during the implementation phase of your Project and consider permanent signage at your Project's conclusion. Lowe's will provide signs.
- Work with the GCI Group to plan how to involve Lowe's volunteers in your media day and project. The level of Lowe's volunteer support can only be determined by local Lowe's store management.



CHARITABLE & EDUCATIONAL FOUNDATION

Lowe's is committed to supporting community projects that have a positive impact on the lives of our customers, neighbours and employees. Again, congratulations on your Lowe's grant! We are excited about working with you as your project becomes a reality.

Sincerely,

Catherine Townsend

LOWE'S COMPANIES CANADA, ULC

Per: Catherine Townsend

Title: Vice President, Human Resources

Please return a signed copy of this letter to acknowledge that you agree to the above terms:

[Grantee recipient representative] (Print Name)

Signature

Title

Date