

COMMITTEE OF THE WHOLE SEPTEMBER 29, 2009

**PROCLAMATION REQUEST
ORGAN & TISSUE AWARENESS MONTH – OCTOBER 2009**

Recommendation

The City Clerk recommends:

- 1) That October 2009 be proclaimed as “Organ & Tissue Awareness Month”; 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 Step By Step Organ Transplant Association, received September 22, 2009.

Background - Analysis and Options

The correspondence received from Step By Step Organ Transplant Association 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”

Step by Step Organ Transplant Association, a non profit charitable organization has been promoting the importance of organ and tissue donations since 1997. The Association is organizing it’s 7th campaign called SOS THE AMERICAS, whereby over 500 students from 36 countries will be selected to relay the Torch of Life to raise awareness and education to the world about the importance of organ and tissue donations.

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 October 2009 be proclaimed as "Organ & Tissue Awareness Month", and that the proclamation be posted on the City's website and on the City Page Online.

Attachments

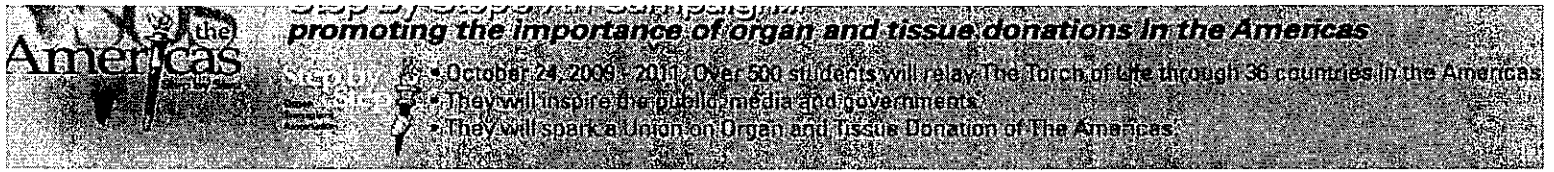
Attachment 1 Correspondence received from Step By Step Organ Transplant Associated, dated September 22, 2009

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk



Attachment 1

To whom it may concern:

I wanted to explain my reasons for this proclamation by sharing my background and history;

1997 Step By Step is a charitable organization, dedicated to promote the importance of organ & tissue worldwide. I founded this organization, shortly after receiving a life saving liver transplant; (I had 2 days left)

1999 Ontario Walk: I walked 2,500 kilometers around the province of Ontario and held 50 press conferences. The public, media and 3 levels of Government responded to this campaign. Premier Harris responded by inviting me to his Throne Speech, and in the speech, mentioned that he was allocating 120 million to organ & tissue donations as result of campaign.

2000-2002 In gratitude to my donor family and in an effort to share this incredible gift with others, I walked 12,000 miles throughout Canada. I carried an Olympic Style Torch called THE TORCH OF LIFE and visited over 500 communities, including Vatican City in Italy, where Pope John Paul 2 blessed the Torch. This campaign took me 769 days to do.

2004 When I met the Pope he asked me to pass the Torch to the youth, and when I got back to Canada, I did. I passed it 14 year old Kristopher Knowles. Young Kristopher needs a liver transplant and he had a wish. His wish was to carry the Torch across Canada and he did. This was called Kristophers Wish.

2007-08 Kris recruited over a million students like a Pied Piper, and 100 of them afterwards relayed the Torch across Canada, this was called SOS4000

2009-11 And we all feel that the Pope was on to something when he said pass the Torch to youth, they will be the messengers, so now we are recruiting 500 students from 36 countries of the Americas. Over 170 cities will be the USA. Their roles and message will be simple; carry the Torch in their respective communities and become the spokespersons or Student Torch Champions as we like to call them. We hope their collective energy can inspire their community and the world about becoming an organ & tissue donors. Just think how many lives we can save.

The City of Vaughan has played an important role during the 12 years of our charity Step By Step. Starting with the first activity with Mayor Lorna Jackson, there has been countless since. Together with, media, groups, schools, & Police Forces, Step By Step has been able to help educate and bring awareness to the Citizens of Vaughan about the importance of organ & tissue donations. It would be honour for us to have this privilege of being recognized by way of a Proclamation

**Yours Truly
George Marcello (CEO/Founder of Step By Step)**

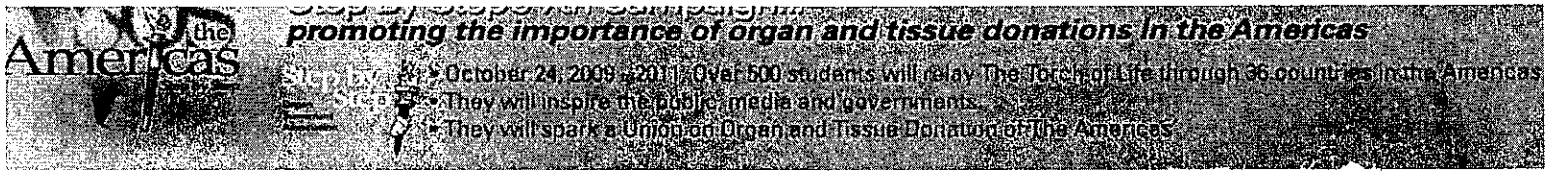
RECEIVED

SEP 22 2009

CLERK'S DEPT.

Step By Step Organ Transplant Association

Step By Step a charitable organization committed to promote the importance of organ and tissue donations, was created by George Marcello in 1997. Since its inception 6 campaigns were completed to bring this issue to the forefront.



Proclamation

Whereas;

Step By Step is a nonprofit charitable organization that is committed to promote the importance of organ & tissue donations and

Whereas;

Ceo/Founder George Marcello completed 6 campaigns across Canada & throughout Europe and special activities in the City of Vaughan and

Whereas;

George Marcello & Step By Step is now organizing it's 7 th Campaign called SOS THE AMERICAS and

Whereas;

over 500 students will be selected from 36 countries of the Americas to relay the Torch of Life in a 2 year journey from Alaska to Argentina and they will be called Student Torch Champions and

Whereas;

the campaign begins on October 23 2009 in Alaska and ends in Argentina October 24 2009 and

Whereas;

Step by Step and collectively with all the Student Torch Champions can create awareness and education to the world about the importance of organ & tissue donations and help save the lives of many that are on the waiting lists and

Whereas;

the City of Vaughan can proclaim October as Organ & Tissue Awareness Month

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