

COMMITTEE OF THE WHOLE – DECEMBER 7, 2010

CITY SUPPORT OF THE CP24 CHUM CHRISTMAS WISH PROGRAM

Recommendation

Mayor Maurizio Bevilacqua recommends:

That Council approve the City's participation in the CP24 CHUM Christmas Wish program by facilitating toy donations for those in need in the Greater Toronto Area.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council to foster a city with strong social cohesion and a clear sense of its culture and heritage.

Economic Impact

Not applicable.

Communications Plan

City participation in the CP24 CHUM Christmas Wish program will be promoted to the public on the City's website, a press release, at all City facilities, and to all staff through the VOL intranet.

Purpose

The purpose of this report is to provide information on the CP24 CHUM Christmas Wish program and recommend the City's participation in the annual toy donation initiative.

Participation in this initiative is a way to demonstrate Vaughan's community spirit and support for our municipal partners and residents across the GTA.

Background/Analysis

The CP24 CHUM Christmas Wish was originally established in 1966 as CHUM's Kid's Crusade Foundation, for the purpose of assisting children in need and children's charities. In 1973, the name was changed to the CHUM Charitable Foundation in order to broaden the scope of the foundation's work, including the increase in requests for financial assistance from adults in need. In 2008, the program became known as the CP24 CHUM Christmas Wish.

In 2009, the CP24 CHUM Christmas Wish helped more than 300,000 children and families in need of assistance.

This year marks the 44th Annual CP24 CHUM Christmas Wish. The Christmas Wish supplies registered charitable organizations, social service agencies, churches, and community centres with financial donations and new unwrapped toys. In turn, these groups distribute the donations to those families, of many faiths and cultures, who require support. This year's program runs from Monday, November 22, 2010 and continues until noon, Thursday, December 23.

Toy donations would be in the form of new unwrapped toys for "newborns to kids 18 years of age."

The City would be required to set up its own toy donation box at the Civic Centre and deliver Vaughan toy donations, or make alternate arrangements (Christmas Wish will schedule a pick-up before Dec 17), to the Christmas Wish headquarters and toy distribution warehouse located in Mississauga at 1366 Blundell Road.

Relationship to Vaughan Vision 20/20 Strategic Plan

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

Regional Implications

The CP24 CHUM Christmas Wish program assists families throughout the Greater Toronto Area.

Conclusion

Participation in the CP24 CHUM Christmas Wish program will provide Vaughan residents and City staff with the opportunity to assist those in need during the holiday season.

Attachments

None

Respectfully submitted,

Maurizio Bevilacqua
Mayor