

COMMITTEE OF THE WHOLE – APRIL 3, 2012

PROCLAMATION AND FLAG RAISING REQUEST MS AWARENESS MONTH

Recommendation

The City Clerk recommends:

- 1) That May 2012 be proclaimed as “MS Awareness Month” in the City of Vaughan;
- 2) That the MS flag be raised at Vaughan City Hall in the month of May for a period no longer than one week in accordance with the Flag Raising/Half Masting Policy; and
- 3) 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 Director of Fundraising, Multiple Sclerosis Society of Canada, York South Chapter.

Background - Analysis and Options

The correspondence received in the City Clerk's Office on March 26, 2012 from the Director of Fundraising, Multiple Sclerosis Society of Canada, York South Chapter is attached.(Attachment 1). The request was received too late to be placed on the main Committee of the Whole Agenda.

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”

The Multiple Sclerosis Society of Canada founded in 1948 is a national voluntary organization whose mandate is to raise awareness, provide support and services for people affected by this chronic and often disabling neurological disease. The Multiple Sclerosis Society of Canada's fundraising efforts include the Carnation Campaign and monies raised help support research and

services for people with MS and their families. Council has approved this proclamation in the past.

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

This report supports the promotion of awareness throughout the Region about Multiple Sclerosis.

Conclusion

Staff is recommending that May 2012 be proclaimed as "MS Awareness Month" in the City of Vaughan, that the MS flag be raised at Vaughan City Hall in the month of May for a period no longer than one week in accordance with the Flag Raising/Half Masting Policy; and that the proclamation be posted on the City's website and published on the City Page Online.

Attachments

Attachment 1 Correspondence from the Director of Fundraising, Multiple Sclerosis Society of Canada, York South Chapter, received March 26, 2012

Report prepared by

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk



York South Chapter
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Telephone: (416) 922-6065
Toll Free: 1-800-268-7582
www.mssociety.ca/yorksouth

March 21, 2012

Attn: Mayor and Members of Council

Re: Proclaiming May -- MS Awareness Month -- in the City of Vaughan

Dear Mayor and Members of Council:

Did you know that Canada has one of the highest rates of multiple sclerosis - **in the world?**

Each day, three more Canadians are diagnosed with the disabling disease and its victims are getting younger.

What's worse, there is still no known cause or cure.

But there is hope.

Most of you are now familiar with the Carnation Campaign, the MS Society of Canada's longest running fundraising event.

For one week in May, flowers are sold in communities across the country to raise money for vital MS research – research that one day may hold the key to a cure.

This year's campaign will take place from May 10th to the 12th – Mother's Day weekend!

We would like your assistance in once again proclaiming May - **MS Awareness Month** -- in the City of Vaughan. The Chapter would also request that our MS Flag fly in front of City Hall during the month of May.

I have enclosed last year's proclamation along with more background and facts on MS.

Thank you in advance for your assistance in the promotion of the **MS Carnation Campaign 2012**. You are giving people with MS the most precious gift of all – **hope**.

Yours Sincerely,

A handwritten signature in black ink that reads 'Joyce Tarek'. The signature is written in a cursive style.

Joyce Tarek
Director of Fundraising
Multiple Sclerosis Society of Canada
York South Chapter
416-204-8972

RECEIVED
MAR 26 2012
CLERK'S DEPT.



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PROCLAMATION

Whereas, Multiple Sclerosis is a chronic, often disabling neurological disease affecting an estimated 50,000 Canadians; and

Whereas, multiple sclerosis symptoms vary widely and may lead to problems with numbness, coordination, vision and speech, as well as extreme fatigue and even paralysis; and

Whereas, there is no known cause of, or cure for multiple sclerosis; and

Whereas, the Multiple Sclerosis Society of Canada founded in 1948, is the only national voluntary organization in Canada that supports both MS research and services for people with MS and their families; and

Whereas, the Multiple Sclerosis Society of Canada has provided more than \$68 million for MS research during the past 50 years, as well as a wide range of services for people with MS and social action.

Whereas, the dedication and commitment of the supporters and volunteers here today could only make this possible;

Now therefore, I, Maurizio Bevilacqua, Mayor of City of Vaughan, do hereby proclaim the month of May to be MS Awareness Month for the Multiple Sclerosis Society of Canada and for the MS Carnation Campaign and may it be heard far and wide that every flower makes a difference.

*Dated at the City of Vaughan
this the XXth day of XX, 2012.*

Mayor