

COUNCIL MEETING - FEBRUARY 24, 2009

PROCLAMATION AND FLAG RAISING REQUEST RED CROSS MONTH

Recommendation

The City Clerk recommends:

- 1) That March 2009 be proclaimed as "Red Cross Month";
- 2) That the Red Cross flag be raised at the City of Vaughan Civic Centre in the month of March 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, 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 space availability.

Purpose

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

Background - Analysis and Options

The correspondence received from the Branch President of the Region of York Branch of the Canadian Red Cross is attached. (Attachment #1).

A request has been received from the Region of York Branch of the Canadian Red Cross, with respect to proclaiming the month of March as "Red Cross Month" in the City of Vaughan. They also request that the City of Vaughan make this proclamation in conjunction with a flag raising ceremony.

The Region of York Branch of the Canadian Red Cross Society this year will celebrate 100 years as a National Organization. Every year in March, the Canadian Red Cross runs a public awareness campaign to increase public awareness and gain support for their many important programs and services, including its Disaster Relief and Community Services.

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"

Relationship to Vaughan Vision 2020 Strategic Plan

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 that March 2009 be proclaimed as "Red Cross Month", that the Red Cross flag be raised at the City of Vaughan Civic Centre for one week in the month of March 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 February 9, 2009

Report prepared by:

Connie Bonsignore, Administrative Assistant

Respectfully submitted,

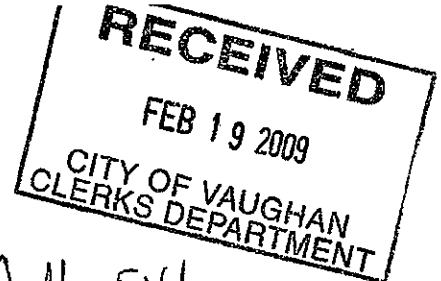
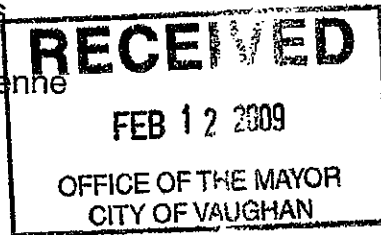
Jeffrey A. Abrams
City Clerk



Canadian Red Cross
Croix-Rouge canadienne

February 9, 2009

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



Jeff - FYI -

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.

As The Canadian Red Cross Society this year celebrates 100 years as a National Organization, 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 2009

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, **Mayor Linda Jackson of the City of Vaughan** hereby proclaim March 2009 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.