

August 12, 2020

Chair Emmerson and Members of Regional Council
Regional Municipality of York
17250 Yonge Street
Newmarket ON L3Y 6Z1

Chair Emmerson and Members of Regional Council

This is a formal request to proclaim **September 25, 2020 as Show Your Local Love Day**, to encourage those who live and work in communities across York Region to dedicate their time and resources to support United Way.

As the largest funder after government of human and social services, United Way Greater Toronto is always there in communities across York Region, Peel and Toronto to support the people and places most impacted by poverty. And this year, as COVID-19 ravaged households across our communities, United Way stepped up to invest in many emergency initiatives that provided the support and services people needed the most.

Thanks to the generosity of United Way donors, our partnership with The Regional Municipality of York and being chosen as a trusted partner of the federal Emergency Community Support Fund, United Way Greater Toronto has funded more than 100 projects providing supports to residents across York Region that are helping ensure that COVID-19 doesn't turn into a poverty pandemic.

As United Way reboots its annual giving campaign on September 25, residents in communities across York Region are encouraged to show their local love by learning more about the work of United Way and join workplaces and individuals across the GTA in making a donation to help bolster the fight against poverty. This year's proclamation will help raise awareness about events and engagement opportunities that will take place virtually across our network of neighbourhood, community and corporate partners, so people can participate safely.

Show Your Local Love Day 2020 will build on the success of similar proclamations last year by municipalities across York, Peel and Toronto to support United Way's annual campaign which saw almost 1000 workplaces and 425,000 people mobilize to help ensure that everyone has access to the services and opportunities that can help them break the cycle of poverty and inequality.

Thank you for your continued support of United Way.

Always and only,



Daniele Zanotti

**WORKING WITH COMMUNITIES IN
PEEL, TORONTO
& YORK REGION**

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PROCLAMATION REQUEST – SHOW YOUR LOCAL LOVE DAY
September 25th, 2020
Charitable Fundraising Campaign

WHEREAS: This is a formal request to The Regional Municipality of York to proclaim September 25, 2020 as **Show Your Local Love Day**, to encourage those who live and work in York Region to dedicate their time and resources to support United Way Greater Toronto; and

WHEREAS: As the largest funder after government of human and social services, United Way Greater Toronto is always there in neighbourhoods and communities across York Region to support the people and places most impacted by poverty. And this year, as COVID-19 ravaged households across the region, United Way stepped up to invest in many local initiatives that provided the support and services people needed the most, including 160 projects to serve York Region residents; and

WHEREAS: As United Way Greater Toronto reboots its annual giving campaign on September 25, people across York Region are encouraged to show their local love by learning more about the work of United Way and join work places and individuals across the GTA in making a donation to help bolster the fight against poverty. This year's proclamation will help raise awareness about events and engagement opportunities that will take place virtually across our network of neighbourhood, community and corporate partners, so people can participate safely; and

WHEREAS: Show Your Local Love Day 2020 will build on the success of similar proclamations last year by The Regional Municipality of York and municipalities across York, Peel and Toronto to support United Way's annual campaign to help ensure that everyone has access to the services and opportunities that can help them break the cycle of poverty and inequality.

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