

August 17, 2021

Chair Emmerson and Members of Regional Council
The 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 23, 2021 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 of human and social services after government, United Way Greater Toronto is always there in communities across Peel, Toronto and York Region to support the people and places most impacted by poverty and inequity. This year, as COVID-19 continues to impact households across our communities, United Way has stepped up to invest in many emergency initiatives that have provided the support and services people need the most.

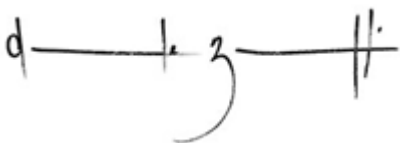
Thanks to the generosity of United Way donors, our trusteeship with the federal government on the Emergency Community Support Fund and Reaching Home Fund, and our partnership with the Regional Municipality of York, United Way Greater Toronto has funded more than 300 projects providing supports to residents across York Region, helping to ensure that COVID-19 doesn't turn into a poverty pandemic.

As United Way launches its annual giving campaign on September 23, people in communities across York Region are encouraged to show their local love by learning more about the work of United Way and joining workplaces and individuals across the GTA in making a donation to help mobilize our network of community supports. This year's proclamation will help raise awareness about United Way's commitment to community recovery and building lasting solutions to the GTA's greatest challenges through ground-breaking research, strategic leadership, local advocacy and cross-sectoral partnerships.

Show Your Local Love Day 2021 will build on the success of similar proclamations last year by municipalities across Peel, Toronto and York Region to support United Way's annual campaign which saw almost 1,200 workplaces and 130,000 people unite in the face of the unignorable to help ensure that everyone has access to the services and opportunities that can help break the cycle of poverty and inequity.

Thank you for your continued support of United Way.

Always and only,



Daniele Zanotti

**WORKING WITH COMMUNITIES IN
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