

memorandum

DATE: October 26, 2012

TO: Honourable Maurizio Bevilacqua, Mayor
Members of Council

FROM: Tim Simmonds, Executive Director

RE: **Deputation Item 41, Report 39, Communication C6
Committee of the Whole, October 16, 2012
Mr. Bruce Cuthbert, York Region Gift of Life Association with respect to
Organ and Tissue Donation Drive**

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Item #	<u>41</u>
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<u>Council - OCTOBER 30/12</u>	

At the Committee of the Whole meeting of October 16, 2012, Mr. Bruce Cuthbert of the York Region Gift of Life Association made a deputation requesting the participation of the City of Vaughan in the "*York Region Municipal Organ Drive Challenge*" to increase donor registration rates in the Vaughan community. The Challenge has been extended to all York Region municipalities and will be conducted between November 1, 2012 and January 31, 2013.

The deputant has requested that Council pass a motion agreeing to participate in the Challenge, and that the Mayor and Members of Council act as champions in the community to increase awareness and donor registration rates. In addition, the request has been made that the City promotes the Challenge through its various communications channels.

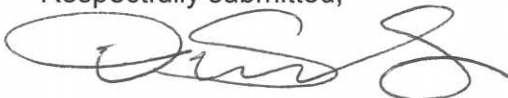
The York Region Gift of Life Association's "*York Region Municipal Organ Drive Challenge*" is directly related to the Province's organ donor agency - Trillium Gift of Life Network. The TGLN was created to help save and enhance lives by maximizing organ and tissue donations for transplantation.

Following the deputation, the communication was received and referred to staff for a report to the Council meeting of October 30, 2012, on how to proceed with the request of the deputant.

It is recommended that Council endorse and participate in the organ donor challenge and that the Corporate Communications Department work with the York Region Gift of Life Association to raise awareness in the community and promote staff participation.

Vaughan's participation can be promoted on the City's website, through the corporate social media accounts, Council and corporate e-newsletters, Vaughan TV, internal email, and other appropriate communications vehicles.

Respectfully submitted,



Tim Simmonds
Executive Director

- c. Clayton D. Harris, City Manager
Ted Hallas, Manager of Corporate Communications