



August 23, 2016

Mr. Denis Kelly, Regional Clerk  
Office of the Regional Clerk  
The Regional Municipality of York  
17250 Yonge Street  
Newmarket, ON L3Y 6Z1

**Re: Character Community Week – Declaration - October 2016**

In the past, all local municipalities and The Regional Municipality of York proclaimed a week in October as **Character Community Week**. During this week, a number of events, done in partnership with our supporters, take place across the region to raise awareness about the Character Community initiative and the benefits of living with positive character.

This year, Character Community Foundation of York Region is asking to proclaim the week of **October 24-29, 2016** Character Community Week.

**October's Attribute is Inclusiveness:** *I will work to build a community where everyone feels included, empowered, and valued for his or her unique contributions.*

The Character Community Foundation of York Region represents a group of committed volunteers and leaders from the community, government, education and business sectors that support our ongoing **Mission to engage individuals and organizations in positive character development** and to work toward our **Vision of having York Region lead in community character development**. It requires a shift in thinking and a focus on attitudes and behaviours that lead to achievement and success.

We offer programs and events that promote the benefit that living with character creates in our families, schools, businesses and neighbourhoods by acting as a catalyst for positive change and citizen engagement. A Character Community attracts people and businesses of character and acts as a driver for economic growth and prosperity.

**Major Activities:**

- Annual York Region Character Community Awards event
- Character 4 Organizations (C4O) workshops
- Slap Shot Newcomer/Low income Hockey Program in York Region schools
- Music Alive Festival for York Region schools and community groups
- Network North Collaborative in East Gwillimbury – a United Way Strength Investments initiative.

During this year's Character Community Week we will be honouring **Ian Proudfoot** as one of our key community leaders who have been instrumental in the continued development and ongoing expansion of positive Character development across York Region. Please plan on joining us for this inspiring event.

- **Celebration of Character - Community Champions Luncheon – Wednesday, Oct 26, 2016 at Angus Glen Golf Club in Markham.**





As well, our **Connecting Character INTO the Community** social media campaign will showcase photo submissions over the month of October and then be highlighted during the rest of the year.

We invite our supporters to send us their photos of where they have seen positive character impacting their own community. Examples of this can be seen in our school yards and hallways, in our arenas and libraries, on public walk ways and parks and in organizations who embrace our attributes as a part of their own core values. We have included a few examples of pictures we have already found.

We ask The Regional Municipality of York Council to once again pledge its support to the Character Community Foundation of York Region and declare the week of **October 24-29 CHARACTER COMMUNITY WEEK** in York Region.

We further ask that each of the nine municipalities of York Region do the same.

For further information, please contact Karen Addison at 416 996 0180.

With best regards,

Karen Addison, Executive Director  
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[www.charactercommunity.com](http://www.charactercommunity.com)

Registered charity #88722 1406 RR0001



## Connecting Character INTO the Community Challenge



Attribute garden at Mount Albert Public School



Ice surface Town of Aurora



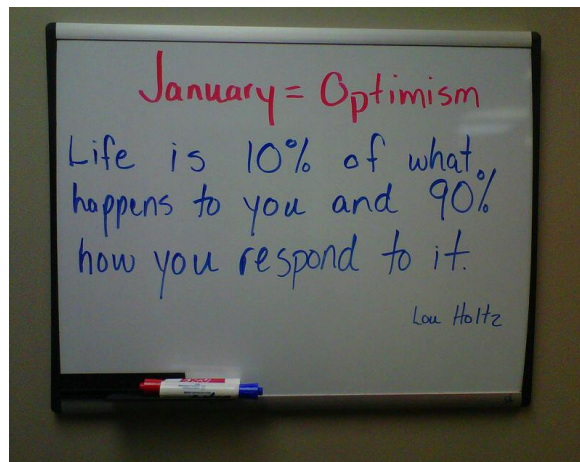
Town of East Gwillimbury walkway



Community Safety Village – Whitchurch- Stouffville



York Region Meeting Room



Medical office staff room



Cardinal GC hallway