

July 6, 2012

Dear Ms. Saunders,

Prior to the launch of the Pledge campaign, it was agreed by all stakeholders that the problem of bullying in our schools was a societal problem and the entire community needed to work together to end bullying behaviour. The Pledge became a community-wide initiative seeking to raise the public consciousness about bullying – in schools, at work and at home.

This campaign saw great success with 74, 094 community members taking the Pledge as of June 28, 2012. The Campaign received international recognition for its anti-bullying efforts 2012 National Exemplary Bullying Prevention Program Award, as well as two awards under the category of Community Relations here in London. In addition, The Pledge has been nominated for a Community Collaboration Pillar Innovation Award.

In the fall of 2012, the Pledge campaign will increase its scope to include Kitchener/Waterloo, Windsor and Barrie. Kids Help Phone and CTV have partnered to create a *Living the Pledge Day* event and it is the organizing committee's desire to stage this event at the John Labatt Centre during of Anti-Bullying Awareness Week in November. The event, featuring with celebrity guest speakers and inspirational speakers, will celebrate the community's efforts to end bullying in our schools, homes and at work. All proceeds will go to Kids Help Phone. Tickets are estimated to cost no more than \$10.00 for entry.

Both the Thames Valley District School Board and the London Catholic District School Board will be leading the charge to engage and inspire students to be Upstanders not Bystanders. Participating school boards in Kitchener-Waterloo, Windsor and Barrie will also be invited to participate in this day.

Kids Help Phone is a community-based national organization that relies almost exclusively on the support of corporations, foundations and individuals to ensure that every child that takes the courageous step of reaching out for help receives the meaningful support they seek and deserve. Kids Help Phone is Canada's leading help line, providing anonymous, confidential professional counselling, by phone and online, in both English and French, 24 hours a day, 7 days a week, 365 days a year.

By partnering with this event, and leasing the John Labatt Centre on a "rent-free basis", you are supporting Kids Help Phone to continue being there for the children and youth in our London community. *Living the Pledge Day*, is a major non-profit civic event which serves as a community-wide celebration that is leading the charge to say no to bullying in our schools, in our homes and in our work places.

Thank you for your consideration.

Sincerely,

Sofia Hrstic, Community Fundraising & Corporate Development Coordinator, Kids Help Phone

Mandi Fields, Community Relations Coordinator, CTV

From: Mandi Fields <Mandi.Fields@bellmedia.ca>
Sent: Friday, July 06, 2012 1:37 PM
To: Saunders, Cathy; 'Sofia.Hrstic@kidshelpphone.ca'
Cc: Swaenepoel, Denise
Subject: Re: Application for City of London Days at the John Labatt Centre
Attachments: image001.jpg

Hi Cathy,

The JLC is holding November 13 and 14 for us.

Thank you for considering our request,
Mandi Fields
CTV Community Relations

From: Saunders, Cathy [mailto:csaunder@london.ca]
Sent: Friday, July 06, 2012 01:10 PM
To: Sofia Hrstic <Sofia.Hrstic@kidshelpphone.ca>
Cc: Mandi Fields; Swaenepoel, Denise <dswaenep@London.ca>
Subject: Re: Application for City of London Days at the John Labatt Centre

Good Afternoon:

Could you please clarify which date you were looking for? Perhaps I missed it in your letter. Also could you please advise if you have check with the JLC with respect to the date that you are looking for?

Thank you.

Cathy

Sent from my iPad

On Jul 6, 2012, at 12:11 PM, "Sofia Hrstic" <Sofia.Hrstic@kidshelpphone.ca> wrote:

Dear Ms. Saunders,

Kids Help Phone and CTV would like to apply to City Council for the Living the Pledge Day event to be declared as a City of London Day at the John Labatt Centre.
Attached is our letter of submission for your review. It will outline the cause behind this event as well as event details.

We appreciate your consideration and look forward to hearing from you!

Kind regards,

Sofia Hrstic

<image001.jpg> **Sofia Hrstic** | Coordinator, Corporate Development & Community Fundraising, SW
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<Application for City of London Days at the John Labatt Centre.pdf>

SCHEDULE A

3(8) City of London Days at the John Labatt Centre

That the policy set out in Appendix 3(8A) be adopted as the City policy on City of London Days at the John Labatt Centre.

3(8A) Appendix to City of London Days at the John Labatt Centre

POLICY FOR CITY EVENTS AT THE JOHN LABATT CENTRE

OBJECTIVE

The City of London agreement for partnership and lease of the John Labatt Centre provides for up to five community sponsored events on a "rent-free basis" provided the City or event sponsor pay for all direct and out-of-pocket expense incurred by the London Civic Centre Corporation.

TYPES OF EVENTS ELIGIBLE

The following types of events will be eligible:

1. City sponsored events such as opening ceremonies for sporting events and major community celebrations.
2. Not-for-profit sporting events which are of a provincial or national significance, including high school, college or university championships.
3. Major not-for-profit civic events which are celebrations of a community-wide nature.

MAXIMUM EVENT DAYS

1. The City is limited to five event days each year.
2. No group can have more than one event day per year.
3. No group can have more than two event days over a five year consecutive period.

REQUIREMENTS OF USER GROUPS

1. The user group will be responsible for all direct and out-of-pocket expenses which are incurred.
2. The user group will be responsible for entering into an agreement with the John Labatt Centre for use of the facility and all obligations arising from that agreement.
3. The user group will be responsible for all advertising, sponsorship and ticketing for the event subject to any conditions set out by the John Labatt Centre.

CITY CONTACT

The City Clerk will be the primary contact for user groups and will be delegated responsibility to co-ordinate this policy.

APPROVAL

Council approval is required for all City events.