

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING SEPTEMBER 21, 2020
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT:	APPLICATION – ISSUANCE OF PROCLAMATION DYSLEXIA AWARENESS MONTH

RECOMMENDATION

That, the Civic Administration BE ADVISED as to how Municipal Council wishes to proceed with the attached (Appendix “A”) Proclamation request.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Corporate Services Committee – December 3, 2019
Corporate Services Committee – January 6, 2020

BACKGROUND

The Issuance of Proclamations Policy is attached as Schedule “A” for information purposes.

CONCLUSION

The Civic Administration is seeking direction from the Municipal Council as to how they wish to proceed with the attached (Appendix “A”) proclamation request received September 14, 2020 from the Dyslexia Canada requesting the month of October be proclaimed Dyslexia Awareness Month.

The following sets out the review process for Applications for proclamations:

- The cause or event must contribute to the economic, social and cultural fabric of the City of London
- Proclamations will not be issued for the following:
 - i. Matters of political controversy, ideological or religious beliefs or individual conviction
 - ii. Events or organizations with no direct connection to the city
 - iii. Campaigns or events contrary to City of London policies or by-laws
 - iv. National, Independence or Republic Days
 - v. Campaigns or events intended for profit-making purposes
 - vi. Recognition of individuals
 - vii. Recognition of events or organizations that espouse discrimination, hatred, violence or racism
 - viii. Matters attempting to influence government policy
 - ix. Matters designed to incite hatred or disorder

The Civic Administration is seeking direction from Municipal Council with respect to this matter.


SUBMITTED BY:
CATHY SAUNDERS CITY CLERK

Appendix "A"

Proclamation Request Form

Requests for the issuance of proclamations are governed by Council Policy (excerpted below). Requests must be received at least six (6) weeks in advance of the requested issuance date and may be emailed to the City Clerk at ClerksApprovalRequests@london.ca or mailed to City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9.

Request details

Name of Organization Dyslexia Canada	
Date Proclamation Required Oct - one day during Oct	
Proclamation Name Dyslexia Awareness month	
Proclamation Type (day, week or month) month	
Category (public awareness campaigns), (charitable fundraising campaigns), (arts and cultural celebrations) public awareness campaigns	
Requester Name Christine Staley	
Requester Telephone -	
Requester Email Address	
Requester Address Mississauga ON L5L 4T5	
Provide details of your Organization's Connection to London see attached	
Required Supporting Documents <ul style="list-style-type: none">• Detail information on the Organization• Detail information on the Event• Confirmation of authorization from the Organization to submit the request	
The undersigned confirms that I am the Official Representative of the Organization requesting the Proclamation and that by signing this Application, I acknowledge and agree that my organization complies with all City of London's Policies and By-laws.	
Signature 	Date Sept 14/2020
NOTICE OF COLLECTION OF PERSONAL INFORMATION	
Personal information collected on this form is collected under the authority of the <i>Municipal Act, 2001, S.O. 2001, c. 25</i> and may also be used for purposes related to the Issuance of Proclamations Policy and Proclamation Request Form. Questions about this collection should be addressed to the City Clerk, 3rd floor, City Hall, 300 Dufferin Ave., London, ON N6A 4L9. Tel: 519-661-2489, ext. 4937, email: csaunder@london.ca	

Appendix "A"

To whom it may concern.

Dyslexia is a learning disability which makes it difficult to read, write and spell. 15 – 20% of Canadian live with dyslexia and face this as a reality of their everyday life. That means that 2 – 4 students in every classroom in London are impacted.

Dyslexia is a hereditary, lifelong condition that only with proper identification and specific instruction can be managed.

Dyslexia Canada is a national charity with a mandate to ensure that every child in Canada with dyslexia has access to meaningful education. We do this in partnership with other organizations, parents, teachers and academics.

In recognition of International Dyslexia Awareness month, Dyslexia Canada is asking cities across Canada to light up City Halls, monuments, fountains, buildings and bridges in red for one day during our third annual awareness campaign called "Mark it Read for Dyslexia". We are so excited to say that London has fully embraced our campaign and will be lighting up multiple monuments/buildings on October 20th. In fact, London will be the "reddest" city in the entire country!

With that, we would love to also have London officially declare October as Dyslexia Awareness month. If possible, we would like to have the proclamation around the same time as all of the lightings.

Thank you very much for your consideration. I have included some draft language for the proclamation if that is helpful.

Appendix "A"

PROCLAMATION

"DYSLEXIA AWARENESS MONTH"

WHEREAS the month of October is recognized as Dyslexia Awareness Month in many countries, cities and organizations; and

WHEREAS Dyslexia Canada is a national charity which aims to create dyslexia awareness; and

WHEREAS proclaiming October as Dyslexia Awareness Month in the City of London will raise awareness and support for children with dyslexia in our community.



London
CANADA

Issuance of Proclamations Policy

Policy Name: Issuance of Proclamations Policy

Legislative History: Adopted September 19, 2017 (By-law No. CPOL.-115-367);
Amended July 24, 2018 (By-law No. CPOL.-115(a)-418)

Last Review Date: January 6, 2020

Service Area Lead: City Clerk

1. Policy Statement

1.1 This policy sets out the requirements for the issuance of proclamations.

2. Definitions

2.1 Not applicable.

3. Applicability

3.1 This policy shall apply to any request for the issuance of proclamations on behalf of the City of London.

4. The Policy

4.1. Proclamations are ceremonial documents issued and signed by the Mayor on behalf of City of London Council that officially recognizes public awareness campaigns; charitable fundraising campaigns; and arts and cultural celebrations of organizations that reside/operate within the City of London. The requester must clearly identify the significance and connection of the proclamation to the mandate and goals as set out in the City of London's Strategic Plan. A proclamation does not constitute a personal or civic endorsement.

Application Process

- a) Proclamations requests are to be submitted on the City of London Application form to the City Clerk's Office at least six (6) weeks in advance of the requested issuance date.
- b) The Application must provide sufficient background information about the organization, cause or event being proclaimed and the proposed text for inclusion in the proclamation. The proposed text is subject to approval by the City of London to ensure compliance with City of London's policies and by-laws.
- c) Upon receipt of the Application, the City Clerk's Office will review the Application in accordance with this Policy and if the Application appears to be in compliance with the Policy, the Application will be placed on the next available Corporate Services Committee meeting for consideration.
- d) The Corporate Services Committee will review the Application and provide a recommendation to the Municipal Council for consideration with respect to the disposition of the Applications.

Schedule "A"

Administration of Policy:

- e) The cause or event must contribute to the economic, social and cultural fabric of the City of London.
- f) Repeat requests must be submitted on an annual basis.
- g) An organization may request one proclamation per calendar year.
- h) Organization do not have exclusive rights to the day, week, or month being proclaimed.
- i) Proclamations of a similar topic will be issued on a first come first served basis.
- j) The City of London will not incur any expenses relating to the advertising or promotion of a proclamation. Recipients are responsible for the promotion of the proclamation, organization of related activities and for all associated costs.
- k) Proclamations will not be issued for:
 - Matters of political controversy, ideological or religious beliefs or individual conviction.
 - Events or organizations with no direct connection to the City of London.
 - Campaigns or events contrary to City of London policies or by-laws.
 - National, Independence or Republic Days.
 - Campaign or events intended for profit-making purposes.
 - Recognition of individuals.
 - Recognition of events or organizations that espouse discrimination, hatred, violence or racism.
 - Matters attempting to influence government policy.
 - Matters designed to incite hatred or disorder.
- l) The City of London reserves the right to refuse to issue a proclamation.