



September 29, 2020

City of Cornwall  
360 Pitt Street  
Cornwall, ON K6J 3P9

Dear Mayor Bernadette Clément:

Every October, Children's Aid Societies across the province raise awareness about the important role that individuals and communities play in supporting vulnerable children, youth, and families. At the Children's Aid Society of the United Counties of Stormont, Dundas and Glengarry, every year we run our **"Purple Ribbon Campaign"** during the month of October to increase participation in our efforts to provide safety and well-being for the people we serve thereby strengthening the community in which we live.

One of the highlights of our **"Purple Ribbon Campaign"** is our annual **Dress Purple Day**. This year, communities across the province will be celebrating this day together on **October 27, 2020**. This day offers an opportunity to remind Ontarians that Children's Aid Societies work together with many other social service providers to help children, youth, and families facing challenges. It is a day to celebrate our community that comes together to care for families and share the message that help is available and no one is ever alone.

As we all know, 2020 has come with many additional challenges. The COVID-19 pandemic has created additional stresses for families, and in some cases has increased risk for the well-being and safety of vulnerable children, youth, and families. A pandemic can lead to an increase in risk factors surrounding mental health, intimate partner violence, and maltreatment of children and youth. It's important for us to remind Ontarians that Children's Aid Societies are open and providing services, and that if they have a concern about the safety or well-being of a child or youth or if their family is in need of support, they should call their local CAS.

How can you help? We would like to ask that your office be lit up **purple** for the month of October to show your commitment to this very important campaign. We also invite you and your staff to dress purple on October 27<sup>th</sup> to unite with us in sharing these important messages. As this is now a province wide campaign, you are sure to be in good company with the rest of Ontario. Please feel free to include any communication regarding this campaign on your internal Info Site, Calendars or Facebook page.

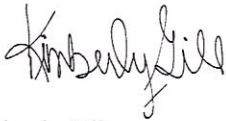
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**We are here to help.  
On est ici pour aider.**

Lastly, on behalf of the Children's Aid Society of the United Counties of Stormont, Dundas and Glengarry, we would like to request your support for our campaign through an official proclamation recognizing **October as Child and Youth Safety and Well-Being Month**. I have attached a template proclamation for your review.

Thank you in advance for your support and kind attention to this matter.

Sincerely,



Kimberly Gill  
Privacy, Quality & Community Manager



Christine Steer  
Community Projects Coordinator

# CHILD AND YOUTH SAFETY AND WELL-BEING PROCLAMATION

Whereas, The Children's Aid Society of the United Counties of Stormont, Dundas & Glengarry is mandated to protect every child and youth and their right to safety and well-being, the Society invites all citizens to join in a collective effort to help protect our children; and

Whereas, it is a community problem and finding solutions depends on involvement among people throughout the community; and

Whereas, the effects are felt by whole communities, and need to be addressed by the entire community; and

Whereas, effective awareness prevention programs succeed because of partnerships created among social service agencies, schools, religious and civic organizations, law enforcement agencies, and the business community; and

Whereas, all citizens should become more aware of the negative effects on our children and youth when safety and well-being is compromised its prevention lies within the community, and become involved in supporting parents to raise their children in a safe, nurturing environment; and

Now Therefore Be It Resolve That, I, Bernadette Clément, Mayor of the City of Cornwall, do hereby proclaim October 2020 as "*Child and Youth Safety and Well-Being Month*" in the City of Cornwall and call upon all citizens, community agencies, religious organizations, medical facilities, and businesses to increase their participation in our efforts to protect children and youth, thereby strengthening the community in which we live.

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Bernadette Clément, Mayor