



REPORT TO

REGULAR BOARD

PROCLAMATION: MARCH 29, 2021 BLUE & WHITE DAY IN TCDSB

When Mordecai left the king's presence, he was wearing royal garments of blue and white.

Esther 8:15

Created, Draft	First Tabling	Review
March 25, 2021	March 25, 2021	March 25, 2021

Derek Chen, Superintendent of Equity, Diversity, Indigenous Ed, and Community Relations
John Yan, Executive Director, Angel Foundation for Learning

RECOMMENDATION REPORT

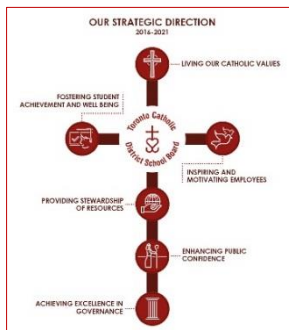
Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



Brendan Browne, PhD
Director of Education

D. Koenig
Associate Director
of Academic Affairs

S. Camacho
Acting Associate Director
Facilities, Business and
Community Development

A. EXECUTIVE SUMMARY

The Angel Foundation for Learning is the official charity of the Toronto Catholic District School Board (TCDSB). Its fundraising efforts and partnerships provide programs that meet the daily nutritional needs of 61,000 students in 167 TCDSB schools (over 1.2 million meals per month).

In addition, the Foundation also provides emergency and basic life supports for families in need (shelter, food, clothing, reading glasses, hearing and visual aids etc), and provides student equity funds to ensure no student is left behind, with equal access to school uniform clothing, art supplies, education/sports camps, school trips, and other experiential learning opportunities.

Unique events like the Annual AFL Health Action Day Hockey Game scheduled exclusively for TCDSB students, as part of the partnership with the Toronto Marlies, has generated hundreds of thousands of dollars for these much needed AFL student nutrition and equity programs.

The spirit of cooperation between the Angel Foundation and the Toronto Marlies is an example of how we are all “Stronger Together” as we continue to raise funds to help the most vulnerable in the TCDSB community and overcome the current challenges brought on by the COVID-19 pandemic.

This report recommends that the Board of Trustees declare Monday, March 29, 2021 as Toronto Marlies Blue and White Day in the TCDSB by official proclamation. (Appendix A)

The cumulative staff time required to prepare this report was 2 hours

B. PURPOSE

1. This Report highlights the longstanding partnership between the Angel Foundation, the Board’s official charity, and the Toronto Marlies and Maple Leaf Sports and Entertainment (MLSE) to support our students.
2. Despite the cancellation of the scheduled February 24, 2021 AFL Health Action Day Hockey Game, due to the COVID pandemic restrictions demonstrate to the community that the Toronto Marlies and Angel Foundation continue to work together to support our students.

C. BACKGROUND

1. The Angel Foundation is the official charity of the TCDSB and provides funding for critical student nutrition and student equity programs through partnerships and unique fundraising events.
2. Toronto Marlies Blue and White Day at Toronto Catholic District School Board March 29, 2021, coincides with the MSLE promotion of this day as part of their Next Gen game to celebrate both the young talent on the Toronto Marlies and Maple Leafs. The goal is to generate excitement with the next generation of aspiring athletes, while aligning with new initiatives to ensure hockey is more inclusive and reflects the diversity of young people like our students, in the most diverse City in North America.
3. The Live Stream link to the March 29, 2021 2 pm Marlies game will be provided for schools/families to enjoy the game for free. The Board-wide proclamation will allow students, staff and families to join together as a TCDSB community to celebrate the day and game, despite being forced apart due to COVID and the cancellation of the Annual AFL the Health Action Day Hockey normally scheduled exclusively for our students.
4. The spirit of cooperation between the Angel Foundation/TCDSB and the Toronto Marlies reminds us how we are “Stronger Together” as we continue to raise funds to help the most vulnerable in our community and overcome the challenges brought on by the COVID-19 pandemic.

D. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. The Communications Plan endorses the Angel Foundation’s request to the Board of Trustees to approve proclamation of the Toronto Marlies Blue and White Day so that information can be delivered via direct emails to TCDSB staff, parent groups/parent councils and through the AFL online newsletter.
2. Promotion and awareness will be reinforced using all social media platforms via Instagram, Twitter, Facebook and AFL/TCDSB website leading up to the game, and on game day with audience groups:
 - TCDSB students
 - TCDSB staff
 - TCDSB families

- TCDSB trustees
 - Angel Foundation for Learning partners/supporters
 - Marlies fans and hockey fans of all ages across the City of Toronto
3. Students and staff across the Board will be encouraged to participate by wearing their blue and white TCDSB clothing, spirit wear and/or Marlies/Leafs gear to show support for our favourite hockey team, and to celebrate the longstanding partnership between the Angel Foundation and the Toronto Marlies.
 4. Schools to be encouraged to share photos (as long as they have written consent) of students and staff wearing team apparel or team colours, and cheering on our hometown team, and/or playing hockey in the school yard, in the gym, or in their own backyard at home.
 5. All participants will be encouraged to include the following in their social media posts such as hash-tags and other “Thank you @TorontoMarlies and @MLSEFoundation for your continued support of @AFLToronto. Go Marlies!!!!”
 6. A random draw will be held from among those who submit their photos on Twitter and Instagram, and the winning class and family will receive a prize.
 7. Schools will be asked to consider collecting loonies/toonies in support of the AFL and its student nutrition and equity programs.
 8. Information will be shared with schools as to when and how they can tune in to watch game and encouraged to continue sharing their photos throughout the games of TCDSB fans enjoying the special game.

E. STAFF RECOMMENDATION

Staff recommends that the Board to proclaim Monday, March 29, 2021 as Toronto Marlies Blue and White Day in the TCDSB