



## **The Regional Municipality of York Police Service Board**

Public Board Meeting  
November 27, 2024  
For Decision

Report of the Chief of Police

### **Proposal for Use of Public Relations Reserve Funds – Holiday Heroes**

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#### **1. Recommendation**

That the Board approve a disbursement from the Public Relations Fund for the York Regional Police Holiday Heroes program.

#### **2. Purpose**

This report requests the Board's approval for a proposed disbursement from the Public Relations reserve fund of \$20,000 to support the 2024 Holiday Heroes program. This initiative was selected based on a review of the criteria outlined in the Board's Governance Public Relations Reserve Fund Policy.

#### **3. Background**

##### **YORK REGIONAL POLICE HOLIDAY HEROES PROGRAM**

For the past 27 years, York Regional Police has hosted the Holiday Heroes campaign in support of a variety of charities in York Region such as Victim Services of York Region, Salvation Army, York Centre for Community Safety and Local Food Banks.

Key campaign initiatives include food and toy drives, sponsoring families with personalized gifts and vital supplies, backpacks that our frontline officers distribute to those that are unhoused and the collection of gift cards and transit tickets. We also rely on the support of a variety of corporate and service club donations. York Regional Police works collaboratively with York Region charities to ensure these items get into the hands of community members who need it most.

