



# 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

## 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.

This year will be the 28<sup>th</sup> annual Holiday Heroes campaign that will run from November 12 to December 13, 2024. The goal for the 2024 Holiday Heroes campaign is \$150,000 in funds raised which will support over 6,500 vulnerable and marginalized community members during the Holiday season.

# 4. Analysis

#### DISBURSEMENT OF PUBLIC RELATIONS RESERVE FUNDS

The request for a disbursement of \$20,000 from the Public Relations Reserve Fund would confirm the Board as sponsors for the Holiday Heroes program. These funds will go to supporting families in our community through the sponsorship of grocery gift cards, purchasing of gifts for identified families and in purchasing transit tickets.

### 5. Financial Considerations

As of the writing of this report, the preliminary closing balance of the reserve fund on October 31, 2024 is \$232,113.

# 6. Local Impact

All funds raised through the Holiday Heroes program stay within York Region and benefits the families from the communities we serve.

## 7. Conclusion

It is therefore recommended that the Board approve a \$20,000 disbursement from the Public Relations Reserve Fund to sponsor the York Regional Police Holiday Heroes program.

Alternative formats or communication supports are available upon request.

Approved for Submission: Jim MacSween, M.O.M., B.A.A.

Chief of Police