

**TO:** CITY MANAGER **DATE:** 2012 September 05

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** 2012 UNITED WAY FALL CAMPAIGN BANNERS

**PURPOSE:** To seek Council approval for the installation of banners along Kingsway within Metrotown to support the 2012 United Way Fall campaign.

**RECOMMENDATION:**

1. **THAT** Council authorize the installation of banners along Kingsway in support of the 2012 United Way Fall campaign, as outlined in this report.

**REPORT**

The United Way's fall fundraising campaign for 2012 is scheduled to begin on October 01 and run until December 31. The United Way of the Lower Mainland has been raising charitable donations for over 80 years through workplace campaigns, and funds over 160 social service agencies and more than 500 prevention-based programs to assist people of all ages from children to seniors throughout the region. The City's support for the United Way includes workplace campaigns and the provision of a loaned representative to help coordinate workplace campaigns across the Lower Mainland. The United Way campaign results in funding of over a million dollars annually to Burnaby based programs and agencies, such as Burnaby Meals on Wheels, Burnaby Multicultural Society, Burnaby Association for Community Inclusion, Volunteer Burnaby, Burnaby Family Life, and many others.

In 2011, as part of the fall campaign in Burnaby, Council approved the use of 86 streetlight poles along Kingsway within the Metrotown Town Centre for the installation of banners for the United Way Fall fundraising campaign. The United Way wishes to again install their standard red United Way street banners along Kingsway between Boundary Road and Royal Oak Avenue to support the 2012 campaign (see *attached* Sketches #1 and #2). The banners would be displayed from 2012 September until 2013 January. The banners would be produced by the United Way, and installed and removed by the Engineering Department – Sign Shop. The United Way would cover the costs associated with the proposed banner program.

This report requests Council's approval for the installation of banners along Kingsway in the Metrotown Town Centre in support of the 2012 United Way fall campaign.



Lou Pelletier, Director  
PLANNING AND BUILDING

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**Attachments**

cc: Deputy City Managers  
Director Finance

Acting Director Engineering  
Director Parks, Recreation and Cultural Facilities



**United Way**

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PLANNING & BUILDING DEPARTMENT

----- Proposed Banner Route

## Proposed United Way Banners Metrotown Town Centre



DATE:	AUG 30 2012
SCALE:	1:11,000
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