

To: Mayor, Deputy Mayor and Council Members, Edwardsburg-Cardinal Township
From: Abby McIntyre, Spencerville resident
Date: June 8, 2022
Re: Proposal: Recognition program proposal - Junior Citizens of the Year

RECEIVED

JUN - 8 2022

**TOWNSHIP OF
EDWARDSBURGH/CARDINAL**

Dear Mayor, Deputy Mayor and Council Members,

In 2020 and 2021, I had the pleasure of seeing the positive impact of nominating two well-deserving local residents, who later went on to be recognized as Citizen of the Year.

The Township's long-standing recognition program builds pride in our community and amongst our residents. Businesses and organizations have prospered because of the increased marketing through this program's promotion and media coverage of recipients (traditional and social). It is an uplifting effort, and we need more of this in our community!

I would ask that Council and staff also consider the benefits of extending this program to children/youth.

I propose two new categories be considered for the 2022 awards,

1. Elementary school aged children (ages 6 to 11 years)
2. Secondary school aged youths (ages 12 to 17 years)

To align with the merits of the current award program, I suggest these new awards be based on community service (special accomplishments, volunteer work). To ensure transparency and fairness in the review process, a scorecard for nominees would need to be drafted in advance. I suspect this could be adapted from the current review process for the Citizen of the Year award program.

Unique to this program, I would like to see video or audio/photo submissions as part of the nomination process. I encourage all nominees to be recognized through a specially-branded social media campaign (because truthfully, all nominees are winners!). This strengthens the intention of recognizing children and youth who go above and beyond in our community, while also promoting our community as a whole.

Not only would our young recipients have bragging rights and a strengthened sense of community pride, but youth could add this award to their resumes and post-secondary school applications.

The COVID-19 pandemic has placed unprecedented pressures on our young people. They have been forced to adapt, over and over, and many have shown incredible resiliency. By creating a recognition program dedicated to youth, we illustrate to our kids that they are seen and valued members of our community.

I would be pleased to lend a hand to further develop and implement this initiative. If you have any questions, I would be happy to present to Council or discuss with your staff. Otherwise, you may respond to me via phone at 613-341-1202 or email at amcintyre.1202@gmail.com.

Thank you for your time and consideration,

Abby

Abby McIntyre

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