



Report

Subject: COVID-19 community recognition award recipients

Department: Administration

Division: CAO

Report #: CAO-2020-002

Meeting Date: 2020-12-14

Recommendations

That report number CAO-2020-002, titled COVID-19 community recognition award recipients be received;

And that a donation in the amount of \$600 be given to the Orangeville Food Bank from the Community Grant Program on behalf of the award recipients.

Background and Analysis

Council brought a motion forward at the August 10, 2020 meeting requesting a recognition program for those deserving Orangeville residents, businesses and organizations for their outstanding efforts within the community during the COVID-19 pandemic. On September 28, 2020 report CAO-2020-012, titled COVID-19 community recognition awards were presented to Council with an outline of the award nomination process and in addition Council requested that in lieu of plaques, a donation be made to a local charity.

In October the COVID-19 community recognition nomination form was released on the Town's marketing platforms and the nomination form will remain open until the end of the pandemic. The below is a list of the successful award recipients received between October and November.

101.5 myFM Radio

The myFM radio station doubled all advertisers radio commercials at no charge during the months of April and May to assist local businesses and aired announcements for the Food Bank, Heart & Stroke, Public Health Unit, Dufferin Board of Trade, Orangeville Theatre and Canadian Blood Services at no charge.

Morning show times adjusted and focused on keeping locals educated about current events relevant to the pandemic and comprised shows with expert guests and businesses. The organization teamed up with local businesses for a “Thank you front line hospital workers” banner campaign and transitioned into safe live remote broadcasts for business grand openings.

Realizing the significant impact of the pandemic on the hunger situation within Orangeville, 101.5 myFM executed a multi-location back to school food drive in August that generated 7,800 lbs. of food and over \$2,000 for the local food bank.

Branching Out Support Service Participants

The participants who attend the Branching Out Support Services program are a motivated group who have diagnosed developmental differences and neurological exceptionalities. Those who attend the program are learning community engagement, volunteerism and how to give back to their community. During the pandemic the participants worked in small groups maintaining the food bank garden plots, cleaned up parks and green spaces and took on contactless volunteering projects for the Dufferin Overdose committee, the Halloween Fairy Initiative and organized their own contactless food drive collecting 136 lbs. of food. The group also created cards of encouragement for local downtown Orangeville shops to brighten their days during the pandemic. Special mentions to staff members Sara Clarke and Megan Williams who organize the amazing projects with community partners, all while keeping all the volunteers safe and healthy.

Cedar Heights Orangeville

The staff at Cedar Heights Youth Residence in Orangeville stepped up from the beginning of the COVID-19 pandemic with many of the staff having to work overtime hours. Staff provided and continue to provide 24-hour care to its residence. With the lockdowns and cancellation of activities, plus the transition to home schooling the staff made every effort to ensure their residents lives continue to remain enriched full of house-based activities.

Community Response Team

The Community Response Team is comprised of Dufferin Child and Family Services (DCAFS), Family Transition Place (FTP), Dufferin Area Family Health Team (DAFHT), Hospice Dufferin, Hospice Dufferin, Canadian Mental Health Association Peel Dufferin (CMHA) and Supportive Housing in the Province (SHIP). Each of the organizations have a role to play in delivering mental services to residents in Orangeville and Dufferin County. The organizations formed a joint team, the Community Response Team to meet the unique mental health needs and support required to a community amidst a pandemic. This Community Response Team provided numerous outcomes such as an

on-line front-line / essential staff portal, virtual forums for front-line/essential staff from all sectors, on-site mental health services, public messaging and communication on mental health services, hosted virtual community memorial services for those who had experienced loss, plus other initiatives to support the community during the COVID pandemic.

Curry Mantra Restaurant

Curry Mantra restaurant located at 520 Riddell Road was nominated by several customers. They have gone over and above to graciously help those in need during the pandemic. They have provided free hot courtesy meals daily to those in need with no questions asked, provided thanksgiving meals and even food supplies during shortages.

Heritage Dental

Heritage Dental offices located at 53 First Street were nominated by their patients who commended the dental office on taking extra measures during the pandemic. Interior office changes and patient booking and check in safety procedures have been implemented that are allowing patients to feel comfortable and safe during appointments.

Déjà vu Diner and Boxed Meats

Déjà vu Diner located at 318 Broadway was instrumental with ensuring that the community had access to essential items since the start of the pandemic. Déjà vu supplied the community with boxed meats, household items and personal protective equipment that was in short supply at affordable prices. Déjà vu Diner even had a deck built on the back of the building to serve the public during the pandemic and has now organized the inside of the restaurant to provide a proper distanced atmosphere for patrons.

Dufferin Autism Committee

The Dufferin Autism Committee members showed true acts of kindness by volunteering countless hours to their Facebook group, organizing events, offering advice, encouragement and help on all levels during these unique COVID times. The committee provides information of events, workshops and take-home kits through Autism Ontario and offer pickup across Ontario with contactless porch delivery. The committee has provided social distancing activities in the community in person and online, provide information to parents for Autism Speaks Canada, decorated yards for birthdays and anniversaries with drive by parades, and organized and raised \$15,000 for the Autism Speaks Canada Walk on Wheels Car Parade event. The committee members deal with their own challenges of having children living with ASD but still volunteer countless

hours to help others and did so even more to assist community family members during the pandemic.

Orangeville Caremongering

Melissa Cauley created a community group called Orangeville Caremongering to help others and support one another during the pandemic. She went out of her way to assist those in need and provided many acts of kindness to the community. During Christmas, Ms. Cauley brings Noelle the Elf to Orangeville from the North Pole to spread holiday cheer. She is always going out of her way to help others and does so with a smile.

Orangeville Minor Hockey

Through the initial stages of Orangeville Minor Hockey's return to play, there were many hurdles to clear in order to safely and sufficiently offer programming to the youth of the area. Seeking organized coaches is always a battle however Rob Deltin stepped up eagerly willing to help out and lead a group of young hockey players.

Rob truly went above and beyond the call of a Minor Hockey coach. In his spare time, Rob developed a screening program with 37 easy to use, mobile friendly forms for our 300+ members in the house league hockey program. He then organized a screening protocol for parents so that they can fill out the forms prior to getting to the rink, to make lives easier for all of our members, coaches and Orangeville Minor Hockey administrators. Rob is truly a fantastic example for all our members, young and old, to strive to do the best for the common good and operate in an altruistic manner, working to help others out within their community.

Pita Pit

The two Orangeville Pita Pit locations received several nominations. Both locations are family owned and are located at 40 Broadway and 520 Riddell Rd. The Pita Pit restaurants donated over 800 pitas to local front line essential workers at the hospitals, retirement homes, grocery stores, gas stations, etc. during the pandemic and the Horton family owners personally delivered them to all these front-line workers.

Marifa MacMullen

Since April, Marifa MacMullen has been offering three free live Zumba workouts every week from her basement which she has now converted into a studio. Marifa is always upbeat and smiling. She engages the participants and has been a leader by contributing to the Orangeville communities physical and mental health during the pandemic.

Simran Bhamu

Simran has been exceptionally helpful in supporting individual businesses and local not-for profit organizations during the pandemic by sharing advice on different marketing and fundraising strategies and has gone above and beyond by bringing the community together in raising money and donations for several initiatives such as for Big Brothers Big Sisters of Dufferin, organizing items for auction with over 25 local businesses, sponsorship for 198 free meals through Curry Mantra, organized giveaway items for the Celebrate your awesome event, and she also brings awareness and civil discussions on topics of diversity, inclusion and equality through her social media platforms. She is a shining example of kindness and generosity within the Orangeville community.

Sym Bookkeeping

Sym Bookkeeping located at 234 Broadway remained open for extended hours from the start of the pandemic in March to assist clients and businesses and to ensure clients received information on Canada Emergency Response Benefit (CERB) and to assist with business operation inquiries. Sym Bookkeeping have strived to stay on top of the news and changes and ensured all their clients were informed accordingly.

Teena Avery

Ms. Teena Avery has been volunteering her time producing programs at Rogers TV Dufferin-Caledon for over 5 years. Between April and July of 2020, Ms. Avery produced nineteen 1-hour COVID-19 local update information shows to keep the community informed with the current changes and welcomed many guests such as MP Kyle Seebach, MPP Sylvia Jones, Town of Orangeville Mayor Brown, plus other Councillors, medical professionals and emergency services staff. Teena organized and coordinated all the guests for the show and produced the shows from her home, as a volunteer. Teena enjoys giving back to the community that she loves by providing valuable information during the crisis.

Strategic Alignment**Orangeville Forward – Strategic Plan**

Priority Area: Community Stewardship

Objective: Encourage and strengthen participation in the community by people of all ages.

Sustainable Neighbourhood Action Plan

Theme: Social Well-Being

Strategy: Promote Orangeville as an engaged, inclusive community for all.

Notice Provisions

N/A

Financial Impact

A total amount of \$600 will be donated to the Orangeville Food Bank in the names of the COVID-19 community recognition award recipients from the Community Grant program.

As per the recommendation of Council to seek a donation to a location charity in lieu of a plaque. The total donation is based on the original estimates of \$40 per plaque per award winner.

Respectfully submitted

Prepared by

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Attachment(s): 1. N/A