



Character Community Foundation of York Region (CCFYR)

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CCFYR:

Character Community Foundation of York Region is a not-for-profit charitable organization, launched in 2001, registered in 2007 and granted status as the first registered Character Community charity in Canada.

Our **MISSION** is to engage organizations in positive character development.

Our **VISION** is that York Region leads in community character development.

Our **CORE VALUES: Collaboration, Inclusiveness, Integrity and Responsibility.**

The mandate of the Character Community Foundation is to raise awareness and educate the public, private and non-profit sector on character development. The Character Community Foundation of York Region represents a group of committed volunteers and leaders from the community, government, education and business sectors who support our ongoing **Mission to engage organizations in positive character development** and to work toward our **Vision of having York Region lead in community character development**. It requires a shift in thinking and a focus on attitudes and behaviours that lead to achievement and success.

Character Community Foundation of York Region recognizes 11 character attributes: **compassion, courage, fairness, honesty, inclusiveness, initiative, integrity, optimism, perseverance, respect and responsibility.**

We offer programs and events that promote the benefit that living with character creates in our families, schools, businesses and neighbourhoods by acting as a catalyst for positive change and citizen engagement. A Character Community attracts people and businesses of character and acts as a driver for economic growth and prosperity.

Community Partners:

- The Regional Municipality of York
- The Towns of Aurora, East Gwillimbury, Georgina, Newmarket, Richmond Hill, Whitchurch-Stouffville, the Township of King and the Cities of Markham and Vaughan
- Metroland Media Group - York Region
- Neighbourhood Network - Magna for Community
- Rogers TV
- YMCA - GTA
- York Region District School Board
- York Catholic District School Board
- York Regional Police

Compassion, Courage, Fairness, Honesty, Inclusiveness, Integrity, Initiative, Optimism, Perseverance, Respect, Responsibility

Major Activities:

- Annual York Region Character Community Awards event
- Character 4 Organizations (C4O) workshops
- Celebration of Character- Community Champions Luncheon
- Slap Shot Newcomer/Low income Hockey Program in York Region schools
- Music Alive Festival for York Region schools and community groups
- Network North Collaborative in East Gwillimbury – a United Way Strength Investments initiative.

PROGRAMS:

Slap Shot Newcomer/Low Income Hockey Program

- From helmets to sharpened skates to their very own hockey stick, Slap Shot is lunchtime and after school hockey program that provides newcomer and low income children in grades 4-6 with the opportunity to learn Canada's national game for the first time.
- Character Community Foundation has partnered for the fourth year with the York Region District School Board, the York Catholic District School Board and York Regional Police on the 2015 Slap Shot Hockey Program.
- New this year is a partnership with Hockey Canada and OMHA who assists us with equipment and expertise in running our ON ICE day session.
- This program will take place in selected school gymnasiums in Markham, Richmond Hill and Vaughan where children will be introduced to five sessions of floor hockey to learn about sportsmanship, teamwork and the character attributes. They also learn the rules of hockey along with invaluable lessons to improve leadership skills, socialization, nutrition and health.
- We highlight and feature activities that model Compassion, Courage, Fairness, Honesty, Inclusiveness, Initiative, Integrity, Optimism, Perseverance, Respect and Responsibility.
- At the six week mark, Slap Shot culminates in an ON ICE event with 'Skills and Drills' directed by our Hockey Canada trainers. For many kids, this is their first time ON ICE. After the ON ICE day as a final wrap up, we hold a pizza lunch and show the students a video of their experiences, hand out team pictures and mementos. We also discuss how the Character attributes played a role in this overall once in a lifetime experience.
- Students get to keep their jerseys and sticks so they can continue to play floor or road hockey.
- The programs goal is to provide 250 children with an opportunity they otherwise would not have due to financial and/or cultural barriers. At the same time, the program encourages newcomer parents to become active members of society, to help strengthen their ties to the community and school, to improve their language skills, and build a connection to Canada's cultural heritage and experience.

Music Alive Festival

- Music Alive has operated for over 20 years as a regional Music Festival. It is now administered by the Character Community Foundation and supported by YRDSB and YCDSB.
- It was a very successful project in 2016 with over 650 entries and 17,000 student participants from school boards as well as private schools and community groups.
- The Festival is open to all types of musical ensembles and soloists, choirs, bands, orchestras, classroom groups, Orff and recorder – there is even a category where groups can get together to share projects they are working on in their music classes.
- At every session, students hear other groups perform and take part in a clinic offered by a professional adjudicator. This allows teachers to meet curriculum expectations and teaches students the importance of team work and co-operation. It can be a formal music festival or a casual educational workshop – there is a class for every teacher and music program at Music Alive.
- The Festival takes place in venues across York Region or can take place right in the participant's home school through a unique program called MA@School where the adjudicator goes to the applicant's school for a festival session.
- Registration opens in November and the Festival session takes place from March to June.
- For more information please visit www.yorkregionallive.com.

EVENTS:

Character Community Foundation organizes public outreach activities throughout the year.

Character Community Awards - Recognizing Character Excellence

- The Character Community Foundation's signature event is the York Region **Character Community Awards** evening which recognizes individuals, schools, groups and businesses for demonstrating exemplary Character.
- The 2016 York Region Character Community Awards evening hosted over 575 guests as we honoured 156 nominees representing our nine municipalities in York Region.
- It was broadcasted by Rogers TV-York Region and honoured 20 category award winners along with our Donald Cousens Awards, Community Hero, as well as an Alumni celebration on stage.
- The **10th Annual York Region Character Community Awards** evening took place on Wednesday, **April 27, 2016**, at the Richmond Hill Centre for the Performing Arts.

Celebration of Character - Community Champions Luncheon

- In November of 2014 we hosted our second Celebration of Character Luncheon honouring our first group of Community Champions.
- **2014 honourees:**
 - **Bob Kilgour and Cardinal Golf Club**
 - **Brian Bentz and PowerStream Inc.**
 - **Leo McArthur and The Miller Group**
- Our honourees have been instrumental in the continued development and ongoing expansion of positive Character development across York Region. They have supported and integrated our initiative into their own businesses, promoted our work and have been a true Community Champion with the Character Community Foundation.
- **Our keynote speaker was Marc Neeb - Executive Vice-President and Chief Human Resources Officer, Magna International Inc.**
- Involvement through sponsorship and/or attendance will help the Character Community Foundation of York Region provide services and support for further developing good character across York Region.
- Our 2016 Luncheon will take place on **Wednesday, October 26** and will honour Ian Proudfoot newly **retired publisher** of Metroland Media.

NEW INITIATIVES:

Character 4 Organizations (C4O)

- In collaboration with the Centre for Character Leadership and Kathleen Redmond, we are launching a pilot series of three workshops and tool kit for Creating a Character Culture. This includes education and awareness around positive character development for organizations, be it businesses, sports or cultural groups or not for profits.
 - Kathleen's latest book "Building a Character Culture - for Trust and Results in the Workplace" is the impetus for this work and we will use some of our networks and real life examples to illustrate the steps in this process. Booking for workshops are available for Fall 2016 and Spring 2017.
- Contact Karen@charactercommunity.com to learn more

Network North Collaborative - East Gwillimbury (NNC) - A United Way Strength Investment initiative.

- Network North brings together residents, businesses, organizations, and government to examine efficient ways to work together and to plan for the future in East Gwillimbury.
- A collaborative is a means of coming together to examine efficient ways to solve existing and emerging problems and to plan for the future.

Together with our partners we will:

- Promote community engagement for the EG municipality
- Identify community assets and gaps, and work together towards solutions
- Improve the quality of life and create a sense of community in our neighborhoods.

For more information on any of these programs and to see our resources and materials please visit www.charactercommunity.com

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