

Tues Feb 18th, 2014

Dear City Council,

Start2Finish invites the **City of Hamilton** to designate **Wednesday May 14th 2014** as an opportunity for Hamilton to celebrate a **“Day of Change,”** where citizens collaborate in the effort to initiate change in the lives of over 28,000 Hamilton children who live in poverty.

“I Am Change. We Are Change” is the declaration that thousands of elementary and secondary school students in Hamilton have demonstrated through the participation of Start2Finish’s Run4Change event on May 14th 2014 at Bayfront Park in Hamilton. The event is a community builder, uniting Hamiltonians under the conviction and confidence that **they can be the change** they want to see their community.

The Run4Change:

- **Sends an empowering message** to businesses, schools, organizations, individuals, and other community groups, both in Hamilton, and on a national scale, that their communities can be changed for the better with our many social justice initiatives.
- The Run4Change event has been both endorsed and supported by the **HWDSB** and **HWCDSEB**, Directors of Education, superintendents, trustees, national and local businesses, **McMaster University’s** researchers and teams
- The Run4Change event equips students with **effective tools for lifelong health** through the 20/20 Challenge as they prepare for the run to be held on **Wednesday May 14th**. So far, thousands of Hamilton students are to attend, participating in our 20/20 Challenge in their classrooms in physical preparation.
- Child poverty is a serious issue in Hamilton, which requires the city to take awareness towards the issue as a priority. The Run4Change inspires awareness and empowers students **to be change** and **bring change** to the more than 28,000 children in Hamilton who live in poverty.
- Hamilton’s **Mayor Bob Bratina** will participate in the event. Through his support, Hamilton **shines as an example of** a city that cares about the health, wellbeing, and future of Canada’s most vulnerable children.

Opportunities of Engagement for the City of Hamilton:

- The City can **spread a message of encouragement** to all Hamiltonians, directing them to areas where they can make change, and thus, better their community.
- **Promotion** for this **Day of Change** can be accomplished through media and other signage such as, an *I Am Change* banner to cross the downtown stretch, flags, bus shelter advertisements etc.
- The creation of opportunities for Hamilton citizens to join us at **Bayfront Park**. Admission is free. This may involve partnering with city busing to encourage access.
- **Encourage** city workers to participate through financial donation and/or event participation.
- **Partner** with the **Run4Change** through the provision of services; for example: waste management and policing.

About Start2Finish

Start2Finish is a **national** charity that began in **Hamilton** in the year 2000. The mission of **Start2Finish** is to break the cycle of child poverty by providing ongoing educational support to Canada's at risk children throughout their school years, nurturing mind, body and social health so they are empowered to succeed and become role models for change.

Since the year 2000, **Start2Finish** has given over \$3,000,000 to Hamilton through **Backpacks and School Supplies**, along with the opportunity to participate in the **Start2Finish Running and Reading Clubs**, which foster physical, cognitive, emotional, and social, health as well as development.

The **20/20 Challenge** is an innovative and effective fitness program that encourages 20 minutes of physical activity per day for 20 weeks. The program is designed with realistic classroom sizing and resources in mind, meaning that schools, workplaces, and community groups can adopt this exercise regime. Thousands of students in Hamilton are actively participating in the **20/20 Challenge** and are enjoying the benefits of daily physical activity today.

All funds raised through the **Run4Change/Day of Change** will empower Hamilton children to succeed by providing the resources and opportunities they need to achieve their goals.



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With hopeful hearts, we ask that the **City of Hamilton** will join us in making **Wednesday May 14th 2014, a “Day of Change” in our city.**

Please feel free to contact us if you require further information. We look forward to partnering with you in this life-changing initiative.

Thank you so much for your time and consideration,

Sincerely,

Silvia Ruegger

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