



March 28, 2018

Via E-mail: mayorandcouncil@esquimalt.ca

Dear Mayor Barbara Desjardins and Members of Council,

For over 20 years, Shaw has partnered with leading Canadian organizations, including the Canadian Red Cross, WITS Program Foundation, Kids Help Phone and the Canadian Centre for Child Protection, to provide award-winning bullying prevention, online safety and digital literacy programs.

In collaboration with our community partners, Shaw is launching the *Shaw Kindness Sticks* grant program and we are asking for your help to promote this program in your community. *Shaw Kindness Sticks* encourages youth of all ages – as young as kindergarten and up to grade 11 – to share their ideas on how they would build a positive environment in their schools. Shaw is awarding 10 #ShawYouthGrants of up to \$5,000 to bring the best ideas to life.

Shaw is requesting your assistance with getting the word out about *Shaw Kindness Sticks* to the students in your system by sharing shaw.ca/KindnessSticks and the attached PDF poster with teachers, principals and student leaders in your school system.

Shaw is requesting your assistance with getting the word out about *Shaw Kindness Sticks* to parents and youth in your community. You can help spread the word about Kindness Sticks by:

- Posting a message on your social media accounts that encourage youth (in partnership with their school) to apply for *Shaw Kindness Sticks* youth grants;
- Sharing or retweeting our posts that use the hashtag #ShawYouthGrant; and
- Sharing shaw.ca/KindnessSticks and the attached PDF poster with your youth council and community leaders.

To apply for the *Shaw Kindness Sticks* youth grant, students are encouraged to work with their classmates and school to submit their ideas online at shaw.ca/KindnessSticks. Students may submit their ideas until April 30. Once the submission has closed, a panel of expert judges will review the applications and award the grants in September 2018. The grants will be awarded to each school to implement the submitted idea in partnership with the student.

We appreciate your support of *Shaw Kindness Sticks*. To learn more please visit Shaw.ca/KindnessSticks. Please don't hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Kiersten Enemark".

Kiersten Enemark
Manager, Government and Regulatory Affairs