

It's an honour to have the opportunity to put my name forward for Ward 6 Councillor, a ward I'm proud to call home and would be honoured to represent. I am a proud Guelphite of 38 years. I currently reside in Ward 6, and I was raised in Ward 6 attending Mary Phelan Elementary school (Go Flyers!). I was a Thomas back then; married an Adam who was also a former Flyer. That's how small of a town Guelph is.

In college I moved to Toronto then found my way back home. Why? Because Guelph has always reminded me of a cul-de-sac. Our neighbours are friendly to one another, adults in the community keep eyes on each others' kids, and there is a sense of collective ownership in keeping our neighbourhood well maintained. Even now when the city has more than doubled in population, it still feels like our city lives by this cul-de-sac state of mind. What a dream it would be to secure this enchanting small-town quality while Guelph continues to grow, creating opportunities for future community members and fostering a thriving economy all at the same time.

I am a proud mother of two. My daughter (8) and son (5) are in French Immersion at John McCrae and we are fortunate to be involved in various activities throughout the city. I am a huge supporter of kids in sport and want to thank all the leagues, organizations and associations around the city that provide these opportunities for our youth. Giving children the opportunity to participate in organized sports supports their physical and mental well-being and provides them with life skills that will extend well beyond the sports field. Whether you have kids or not, research shows that supporting young people's education, health, and well-being leads to positive outcomes for communities.

My parents owned a small family business for 40 years here in Guelph. They had the longest standing independent store in Stone Road Mall. I am so proud to be raised by parents who taught me hard work and to play by the rules. I recognize and respect the resilience of local entrepreneurs.

One of the biggest challenges we face today is recognizing how different the landscape is for differing generations. I bought a house at the start of the pandemic in 2020, so I experienced firsthand what it is like to enter the market during a time of inflated prices and rising costs. I understand the pressures our community members face in 2025.

Currently, I am the Director of People & Culture at Sutherland Insurance; a small, family-owned organization that puts our people at the heart of our business. I say "our business" with intention because the Sutherland family has truly empowered their people to treat our organization as if it were their own. I believe our city shares this same mindset. We take pride in our community and want to see everyone succeed and thrive together.

Being a professional in Human Resources demands good listening, empathy and a respected depth of understanding people. For the past seven years, I have served as the liaison between employees and business owners, a role that translates naturally to representing the voices of Ward 6 as a bridge between its constituents and the City of Guelph. I pride myself in being a trusted advocate for our employees. I gained this trust by fostering important conversations that have led to improved employee relations and business development. I will do the same as Ward 6 Councillor.

I am privileged to also work on the Philanthropy team at Sutherland Insurance. I've had the chance to visit and support some of the organizations doing important work in our city, such as Nightingale Centre, Guelph-Wellington Women in Crisis, Canadian Mental Health Association and Hope House. I've also spent time on the Board of Directors for the Children's Foundation of

Guelph-Wellington. Being involved with these community groups and organizations of need for our community has given me a deeper understanding of the real challenges people in our community face. I don't believe in quick fixes or band-aid solutions, but rather, working hard to get to the root cause of an issue so that we can apply impactful, long-term solutions that address the problem.

There is the saying "The longer you stay on the wrong train, the more expensive it is to get home." I believe there is value in every dollar spent in our city. When using taxpayer dollars, we must make informed decisions for the best of our community. Something that is in high demand now, may not be of value in 3-5 years. I want to bring my forward-thinking attitude to ensure we get solid returns on our investments for every dollar invested. I like to ask a lot of questions, make informed decisions, and readily use new information to make even better decisions if and when necessary.

Working alongside our local charities and being involved in various activities across the city with a young family, has empowered me to be a well-recognized community leader. I started a volunteer program at Sutherland Insurance years ago, which encourages all full-time employees to volunteer one day a month out in their community, without requiring them to use their personal/vacation time. I am grateful to work for an organization that shares my passion for our community and giving me that responsibility to create this program. I encourage business owners reading this to adopt a similar program. It's clear that tackling these challenges takes all hands-on deck, and it's been meaningful to play even a small part in that effort.

Many people do not fully understand the different levels of government or what each one is responsible for. I am eager to learn, willing to gain understanding of city council and our responsibilities and I am enthused to represent my fellow Ward 6 constituents. My experience in HR, my community leadership, and experience provide me with a unique perspective that will be valuable to Council, particularly in representing Ward 6. My innate listening abilities to understand, not just to respond, is an added value when voicing the concerns of Ward 6 constituents in a respectful way, and is what would make me the best candidate. I know there will be many residents learning and engaging right alongside me.

What enticed me to put my name forward is because of what I have gained in meeting the incredible members of this community, the experiences I have had both personally with my young family and professionally. Armed with my strengths and perspectives, I believe I can give back in a greater capacity to best serve this community. I am excited about the opportunity to further expand my community engagement by serving as a member of this Council. I am ready to serve our community and the residents of Ward 6. I look forward to seeing you all on July 23rd.

Rebecca Adam, Ward 6 City Councillor Candidate

"As someone who has lived in Ward 6 for 27 years, I was so excited to hear that Rebecca is running for City Councillor for this area! I've had the pleasure of knowing Rebecca for the past four years through my work as the Community Engagement Manager at Hope House and her role at Sutherland Insurance. From the beginning, I was struck by how genuinely she cares about the people in our community."

Rebecca is someone who shows up, listens, and takes action. She has a natural ability to connect with people, and she's not afraid to ask hard questions or dig into the details to find the best way forward. She's thoughtful, dependable, and always follows through on her word. Her communication skills are strong, but what really stands out is her integrity—she leads with honesty and always aims to do what's right, even when it's not the easiest path.

She's the kind of person who doesn't just talk about making a difference—she actually does the work. I can't think of

anyone better to represent Ward 6. Rebecca would bring energy, thoughtfulness, accountability, and real heart to the City Council. I'm proud to support her."

27 years

-Community Reference from John Collins, Ward 6 Resident for