



CFofM Newsletter

Vitality Through Community Knowledge

Wanting to make a contribution to the community, feeling compassion for those in need; these are powerful motivators and should serve to reassure our communities that philanthropy can be driven by deeply held, immutable values. Many donors also report a personal commitment to supporting specific causes they know and care about. Even donors who are committed to one or more causes, often also include broader charitable giving in their philanthropy when they know what is needed.

But how do we know what our community needs? Where can we make the most impact with the resources available to us? How will we know if we are making progress?

These are questions a group of civic leaders began to ask themselves in Toronto in the 1990's around the time of amalgamation. After a series of meetings and public consultations, the decision was made to develop a Toronto report card. With the support of partners with diverse perspectives from community, academia, business, media and philanthropy, the Toronto Community Foundation first published Toronto's Vital Signs in 2001.

Across Canada, communities were learning about Vital Signs and saw how this program could have a transformative impact on their communities as well. So Community Foundations of Canada began to coordinate the Vital Signs© program on a national basis. In 2011, twenty-two communities across Canada will

participate in the program and provide a Vital Signs report for their community. The national web site for the program is available at www.vitalsignscanada.ca.

Vital Signs measures the vitality of the community, identifies significant trends, and assigns grades in a range of areas critical to quality of life. It provides a compilation of research from numerous sources, many of them local, which help communities make connections between issues and trends in different areas. The findings are presented in a reader friendly format to make them as accessible as possible. Each community will look at findings in ten core issue areas which include:

Gap Between Rich and Poor
Safety
Health and Wellness
Learning
Housing
Getting Started in Our Community
Arts and Culture
Environment
Work
Belonging & Leadership

While there are other indicator projects that are important in understanding our community, Vital Signs builds on these projects by

making a wide range of information easier to access. Individuals and organizations interested in detailed analysis of particular areas can simply consult the Vital Signs footnotes to find the in-depth reports they need.

The Community Foundation of Mississauga is delighted to be participating in Vital Signs 2011; our first launch of this important program. Deep appreciation is extended to the Pendle Fund at the Community Foundation of Mississauga and AstraZeneca Canada for making this initiative possible.

Their generous support means that people and organizations in Mississauga will have the valuable knowledge they need about trends, issues and opportunities affecting quality of life for everyone in Mississauga.

For the Foundation, this means we can increase the impact and effectiveness of our grants, we can make connections between individuals and organizations to address pressing community needs and we can provide donors with the knowledge they want to help inform their contributions to the community.

The most frequently reported motivations for making donations were feeling compassion for those in need, wanting to help a cause in which the donor personally believes, and wanting to make a contribution to the community.

Caring Canadians, Involved Canadians:
Highlights from the 2007 Canada Survey of
Giving, Volunteering and Participating



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Everyday there is a lot happening at the Foundation. Want to know what's going on and what's next? Explore the links below on our web-site.

Facebook: The Foundation's facebook page is where we can share the stories, the accolades, the photos, the updates. It's the first place you will learn of upcoming events and anything that we are working on. Grant seekers will find it particularly helpful to join our facebook page as we can readily post news of grant opportunities. To check out this resource, visit our web site and look for the facebook icon. Click on the 'Like' icon once you get on the Foundation's fanpage and you will get news, updates and more.

YouTube: Every now and then, we post a video on various activities the Foundation has been working on. Do check them out. Don't forget to subscribe to the Foundation's channel. That way, you won't miss a single video.

Events: Every year, the Foundation organizes a few select and extremely popular events. This year's upcoming Golf Tournament is one of them. We have a couple more planned too. Take a look at this section to ensure you don't miss them – they are an excellent forum to meet like-minded people and some good ol' fun.

News: Our team members and volunteers strive passionately towards the Foundation's ambitious goals. Read about our milestones and achievements in the news section of our web site.

...click

Fore Mississauga

Striving to make the most of golf season? Here's your perfect opportunity. Our 'Fore Mississauga' Golf Tournament is coming up soon. Scheduled for Thursday September 15, 2011, at the Scottish Highlands inspired Piper's Heath Golf Course, it's going to be a great day! Individual participation is \$250 while a foursome costs \$950. Limited spots are still available.

Registration begins at noon, with a shotgun start to the four person

scramble format at 1:30pm. The day includes a barbecue lunch and a grillhouse dinner from their restaurant which was voted 'Best Food' by Ontario Golf Magazine.

On the course, professional long drivers Todd Herold and Ryan Hawkins will entertain and amaze, hitting long balls with putters, smashing balls through plywood and more. Hole in One opportunities include chances to take home a \$10,000 cash prize or a Fiat 500! What's more, there are chances to

win all kinds of prizes with the longest drive and closest to the pin contests.

Once you are done golfing, the scrumptious dinner will be accompanied by live jazz music from Mississauga's own Patrick Panus Trio. Also ongoing will be the silent auction and chances to take home among other things a RIM Playbook and 25,000 Aeroplan miles, that's enough to get you anywhere in North America!



While golf fashion isn't required for the Foundation's event, Tim Haunn and colleagues think it might help their game! Foundation Golf Event 2010.

Talk about an action packed day. For those who don't golf but don't want to miss out on all the fun, join us just for dinner. The cost is \$55. Register today. Because we think you'll be wishing the day never ends!

Call Afshaan Kizilbash at 905-897-8880 ext. 223 or email events@CFofM.org. You can also visit the web site at www.CFofM.org for more information on foursomes and sponsorship opportunities.

2011 is the Tenth Anniversary year for the Foundation. In many ways, it has been yet another milestone year with no signs of slowing down. This year, the Foundation will present over \$1.4 million in grants to essential programs and services benefitting people in Mississauga. This brings cumulative grant making for the Foundation to over \$3 million.

While the grant cycle is usually open in the spring for applications, this year, the Foundation will undertake a fall grant cycle as well. Our 2010 Annual Report is now available on our web site and contains a listing of organizations that received a grant in the past year.

At the recent Annual General Meeting, the Foundation was very

pleased to approve Bonnie Yagar as a Director. Bonnie is an Estate Planning Lawyer with Pallet Valo. Her extensive volunteerism in the community has given Bonnie a wealth of experience and knowledge about community needs and programs. The Foundation welcomes Bonnie to this dynamic team.



Connecting for Change

It has been said those who listen will learn. This past June, the Community Foundation of Mississauga hosted its first community convening forum where we listened and we learned! Focused on the topic of "Age Friendly Community", in response to the rapidly approaching increase in our older adult demographic, the forum was attended by service providers, city planners, business owners, special interest groups and residents of Mississauga. The group was provided with a wealth of information around

the topic of aging and we would like to take this opportunity to once again thank all those who generously contributed their time and expertise to the meeting. This symposium helped to identify where needs as well as opportunities exist in Mississauga's movement toward becoming an "Age Friendly" city. Please visit our website at www.CFofM.org for a summary of this interesting and informative discussion.

The gathering and sharing of knowledge, listening to those who have first hand experience on im-

portant issues affecting our city and opening lines of communication is an important part of what community foundations do. These initiatives support community vitality by connecting people who can make a difference and provide a forum for those who want to be part of creative solutions to the challenges we face.

As the Foundation continues to grow, our community knowledge initiatives will grow with it, helping us to stay aware, informed and connected with our city.

The Community Foundation of Mississauga successfully launched its brand new Corporate Partnership Program last January. This Program fulfills a dual purpose in helping the Foundation build capacity and providing companies interested in community investment as part of their Corporate Social Responsibility programs with an opportunity to become engaged at a meaningful level.

Those involved with us as at different levels as Corporate Partners in 2011 are listed below and we acknowledge these caring companies for the leadership role they have taken in supporting their community:

Supporter:

BMO Financial Group

Friend:

**Scotia McLeod Mississauga
BDO**

Associate:

**The Meyer Financial Group
Pallett Valo LLP
Edward Jones
Assante Wealth Management
Greater Toronto Airport
Authority**

Affiliate:

**KPMG Enterprise
Bayshore Home Health**

Our partners will be joining us at the Golf Tournament on September 15 and we look forward to seeing you too!

Delicious Fun-raising Events



Thirteen plus Ten Years of Serving the Community at the Summit Garden Dinner
Left to right: Dan Bodanis, Ken Choi, Ray Lessard, Eileen MacKenzie and Lawrence Lo

It was a perfect match when Summit Garden Chinese Cuisine chose the Community Foundation of Mississauga to be the recipient of the proceeds from their thirteenth annual fundraising dinner held April 29, 2011. The timing was ideal as the Foundation was celebrating its tenth anniversary. But most important was that the goals of the Foundations aligned so wonderfully with those of the Summit Garden;

giving back, supporting our community. For thirteen years, Ken Choi and Lawrence Lo, the owners of Summit Garden have hosted an fundraising dinner featuring a scrumptious Chinese banquet, silent auction, live auction and special guests. And thanks to the support of their great friend and musician Dan Bodanis, guests have also enjoyed the finest in live jazz music. Also thanks to the support of very special guests, corporate sponsors, volunteers and donors,

over \$17,000 was raised to help strengthen community vitality for people in Mississauga.

The Foundation was thrilled to welcome Canadian astronaut, aquanaut, physician Dave Williams to our Speakers Lunch held in May. Dr. Williams truly amazed guests with his stories from space and he reminded us all of what the human spirit can achieve.

Emceeding the event was Mississauga's own Kathy Buckworth, award-winning author, humourist, public speaker and television personality. An incredible team of volunteers, donors, sponsors, special guests and attendees helped to make this a very special event. Visit the Foundation's web site for a listing of these community-minded people and organizations. Special thanks to our hosts, the Mississauga Convention Centre.

COMMUNITY BUILDERS

AstraZeneca Canada	Pallett Valo	Afshaan Kizilbash
The Estate of Mendel Cohen	Christine Filippelli	Assante Wealth Management
The Estate of Alex Maslin	John Webster	Colin Mason
Ontario Trillium Foundation	MakVision Inc.	Andy Buckstein
The Estate of Valerie Marion Carter	Upper Canada Wealth Management	Catherine Hinton
Robert and Joanne Wordham	Winston Meyer	Stephen Rankine
Fielding Chemical Technologies Inc.	Gary Reamey Family	TD Canada Trust
Scott and Betty Franklin	Summit Garden Chinese Cuisine	Canadian Linen
Dan Bodanis	Mowbray Schneider	John Goldstein Photography
Research In Motion (RIM)	Kwai Sim Leong	Mercedes Benz Mississauga
Ray Lessard Family	Suncor Petro-Canada	Bonnie Yagar
Tom and Stella Cooney	TD Waterhouse Private Investment Advice	Guido Galli
Fred and Eileen MacKenzie	Dawn Schneider	Shok Ha Fung
Elizabeth Grant	Stanley Shenkman	Edward Shao
Ken Choi	KPMG Enterprise	Mike Cristofaro Family
Falcon Vision Centre Inc.	Johann Correa	Merle Zoerb
Heys International Ltd.	Chief Emmanuel Mbulu Family	Steven Offer
Russell Investments	Andre Mak	ROL Strategies
Randy Hazen	Amy Tjen	Cliff Preston
PCC & Associates Brokers Inc.	Lawrence Lo	Pratt and Whitney
Community Investment, CIBC	Nuance	Frame It
BMO Nesbitt Burns	Susan Hesjedahl	Gift Solutions by Blossoms

The Community Foundation of Mississauga respects and adheres to all legislative requirements and best practices regarding protecting your privacy. We use the information you provide to keep you informed of the activities of the Community Foundation of Mississauga and for tax receipt and donor recognition purposes. If at any time, you wish to be removed from our contact list or do not wish to be included in our mailings, please contact our office at 905-897-8880 or send an email to info@CFofM.org. This list provides recognition to donors whose receipted gift has been received between the last newsletter and this current newsletter in keeping with our policies for recognition. Please see our Annual Report and web site for annual listings.

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Photo Credit: Amy Tjen, Photo Depot for the Summit Garden event image



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