



CFofM Newsletter

An Elegant Idea

The beauty of an inspired idea is that more often than not, it endures the test of time and because it adds value to our lives, it becomes ubiquitous.

At the turn of the 20th century, Cleveland lawyer and banker Frederick H. Goff had just such an inspired idea that it has become an international movement and has had a profound impact on communities around the globe.

Goff was a corporate lawyer whose practice focussed primarily on estate planning and preparing wills for leading business people in Cleveland. Later, he joined the Cleveland Trust Company bank as President. His company was responsible for administering many large charitable bequests. Goff himself was a man who, having come from a difficult background, cared deeply about others in his community. Estate planning, banking and philanthropy... three pivotal qualities that led Goff to his great idea.

Goff had noted that it was possible for the terms of a bequest to become obsolete. He was also concerned about the growth of private family foundations; people felt that there was a lack of public input into the use of the wealth accumulated in these foundations. Goff wanted to ensure as well that even those of more modest means had a way to create an enduring source of charitable giving.

It was also about this time that the Cleveland Chamber of Commerce put forth the idea of a federated fundraising campaign in response to the proliferation of requests from many small, private charities. This idea would become what is known today as the United Way.

Goff spent a period of time considering how to address the challenges he had noted and also sought advice from colleagues and business leaders.

Goff noted, “how fine it would be if a man about to make a will could go to a permanently enduring organization... and say here is a large sum of money that I shall presently no longer need. I want to leave it to be used for the good of the community, but I have no way of knowing what will be the greatest need of the community fifty years from now or even ten years from now. Therefore I place it in your hands, because you will be here...”

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On January 2nd, 1914, the Cleveland Foundation became the first

community foundation. But again, a truly great idea will spread and it didn't take long before there were community foundations all across the United States. The first Canadian community foundation was established in Winnipeg in 1921 and between 1921 and 1990 an additional 32 community foundations were formed. In 1992, Community Foundations of Canada was formed in response to the need for a national membership

body to provide leadership, resources and best practices.

From 1992 on, growth in the national movement has been significant. In the late 1990's, a grass roots group of citizens recognized that Mississauga was a dynamic, growing city that would benefit by establishing a community foundation and in May 2001, the Community Foundation of Mississauga was created.

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Inside this issue:

CF History	1
Community Grant	2
MFC Fund	3
Goings On	3
Donors	4
Contact Information	4



Food for thought

What is the profile of a community builder? For the Foundation, it is a donor, a Director, a Board Chair, a golfer, an advocate and a musician all rolled into one incredible person. Ray Lessard retired from the Board of Directors in December, 2009 having completed all three terms for a Director. In 2007, Ray took over as acting Chair of the Board and in 2008 was duly elected to President of the Board.

Ray and family were one of the Foundation's first donors as well, establishing the R. Lessard Family Fund that grants to organizations serving children in Mississauga.

Ray's accomplishments are many; he hosted "Patiopalooza" with his colleagues at BMO Nesbitt Burns raising much needed operating funds for the Foundation, led the organization through the creation of a full suite of governance policies and was instrumental in the continued growth of the Foundation along with much more. Our community will be strengthened because of the dedicated voluntarism of Ray Lessard.

As Ray retires from the Foundation's Board, we welcome Steven Hemphill, Branch Manager with ScotiaMcLeod who joins the Foundation as a Director and Chair of the Donor Development Committee. Steve lives in Clarkson Village in South Mississauga and is actively involved in a number of charitable organizations.

The sudden, unexpected loss of income can be more devastating than years of living on the edge. Everything was going right for Monique after years of discipline and hard work. The 29-year old mother of 4 had gone to school and worked a series of jobs to ensure she could support her children. The future looked bright when she landed a full-time position as a regional manager for a large retailer. When the recession hit, Monique's American-owned employer was soon looking for ways to cut costs and she was laid off. Living on employment insurance benefits is a stretch for any family, but Monique's pressures were compounded by her kind gesture of taking in a friend and her 4 children so they could escape domestic abuse.

When practical realities overtook her pride, Monique found herself at the door of The Mississauga Food Bank. Her nervousness and embarrassment immediately evaporated when she discovered a waiting room full of people just like herself. "Everyone knows the cliché, 'it can happen to anyone'," she says, "but you never think that 'anyone' is going to be yourself."

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The Mississauga Food Bank (formerly Foodpath) was founded by Streetsville United Church, Solel Congregation, and the Bahá'í Community of Mississauga, Ontario. It opened its doors in April 1986 as a community project in response to a 1985 Peel Social Services study.

In 1990, the food bank was serving approximately 18 families a day. During the 90s, Mississauga experienced unprecedented growth, becoming the sixth largest city in Canada. Client numbers doubled and then tripled.

The Mississauga Food Bank and its member agency food banks and food programs currently record over 140,000 client visits each year.

Today, The Mississauga Food Bank annually distributes over two million pounds of donated food through its growing network of recipient food banks, meal programs, shelters, addiction centres, and breakfast programs.

The Mississauga Food Bank operates a variety of programs. One of these programs is the transportation program.

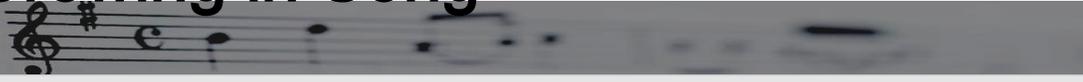


In the fall of 2009, the Community Foundation of Mississauga was pleased to present a grant to the Mississauga Food Bank that has made it possible for the organization to purchase a second food delivery vehicle.

Each month, the Mississauga Food Bank sources, warehouses and distributes food to over 12,000 clients, valued at over \$6M per year. Food is sourced through corporate and individual donations, sponsorships, and through collaboration with the Ontario Association of Food Banks. The food is then picked up and transported to The Mississauga Food Bank, where it is inventoried, sorted and stored, before it is delivered to clients and member agencies within the community. Support of the transportation program through the purchase of a new vehicle allows the organization to meet their mandate to impact the lives of those who are hungry by effectively sourcing and distributing food to the community.

The unfortunate circumstances that brought Monique to the food bank turned out to be a stroke of good fortune after her case worker guided her to a subsidized training program. She is completing the first year of a two-year program to become a dental hygienist. Her future is looking bright indeed.

Growing in Song



The Mississauga Festival Choir is a community choir dedicated to excellence in choral performance in a wide variety of styles and for all ages. At the heart of the organization is the teaching of musicianship for all singers and the promotion of musicians from the community, both performers and composers.

Currently about 100 voices, the MFC currently performs two formal concerts a year as well as other community based performances and benefit concerts. The MFC is

involved in such projects as commissioning original works from local and international composers, and collaborating with other community music groups. To find out more about the MFC, visit their web site at www.mississaugafestivalchoir.com.

In the fall of 2009, the MFC reached out to stakeholders, volunteers, members and those who love choral music and the arts in Mississauga with the goal of raising the funds needed to establish an endowed fund at the Community Foundation of Mississauga... and these remarkable people achieved their goal!

The new Mississauga Festival Choir Endowment Fund at the Community Foundation of Mississauga demonstrates the commitment the MFC has to building a sustainable future for their organization. The Foundation is delighted to be their partner in the cultivation and growth of the arts community in Mississauga.

If you work with a charitable organization in Mississauga and would like to find out more about how the Foundation can help you build your own charitable endowment, call the foundation at 905-897-8880.



Welcome 2010! Last year was arguably one of the toughest years for the charitable sector and a new year is bringing with it positive signs in the renewal of the philanthropic spirit in Mississauga. The Community Foundation will be working hard in the next year to build on that renewal and in turn to work with our donors and volunteers to use that momentum to build our great city's community vitality.

This new year brings with it changes to our Board of Directors. Steven Offer will assume the role of President and Tom Cooney as Vice President. Officers will also include Paula

Deering, Secretary and Peter Campbell, Treasurer. Our dedicated team of Directors will be Steven Hemphill, Cliff Preston, Mary Main, Chief Mbulu, Dan McCartney and Gary Reamey. This able team of volunteers leads the Foundation with passion and a commitment to excellence... we thank them!

Over the next year, we are looking forward to the return of two of our most popular events. On Thursday, May 13th, we are thrilled to be welcoming award-winning author and Mississauga native Robert Sawyer to our second annual Speakers Luncheon. Sawyer is one of only seven writers in history and the only Canadian to

win all three of the world's top science fiction awards for best novel of the year; the Hugo, the Nebula and the John W. Campbell Memorial Award. He is also the author of FlashForward, basis for the eponymous ABC hit drama.

On Wednesday, August 25th, one of our most exciting events is back for the third year, the Golf Marathon. Participants in this event will enjoy an unprecedented day of golf at the prestigious Legends Course at Lionhead.

Full information about both of these events is now available on the web site at www.CFofM.org or call 905-897-8880 to find out more.

Ten reasons people choose to give through community foundations

one

We are a **local organization** with deep roots in the community.

two

Our staff and volunteers have **broad expertise** regarding community issues and needs.

three

We provide highly **personalized service** tailored to each individual's charitable and financial interests.

four

Our funds help people **invest in the causes** they care about most.

five

We accept a wide **variety of assets**, and can facilitate even the most complex forms of giving.

six

We partner with **professional advisors** to create highly effective approaches to charitable giving.

seven

We offer maximum **tax advantage** for most gifts under federal law.

eight

We **multiply the impact** of gift dollars by pooling them with other gifts and grants.

nine

We build **endowment funds** that benefit the community forever and help create personal legacies.

ten

We are a **community leader**, fostering collaboration on issues of broad interest to create positive change.

don't keep it a secret, pass it on

We are all looking for ways to be a little greener and to think about how we can make the best use possible of our resources. Can you help the Community Foundation be a little greener by passing this newsletter along to someone? You have received this copy because you are a stakeholder of the Foundation and interested in

building a vital Mississauga through philanthropy and voluntarism. If you pass this newsletter along to just one person, you can help us make twice as much of an impact. And if they pass it along too... well the benefits just grow and grow. But don't forget to let them know, you can't pass it along till you have had your chance to

read it first! The newsletter is one way we try to stay in touch with our community and share information about the Foundation at work. We are always interested in hearing from you about news and information you would like to see. Share your ideas with us by emailing the editor at emackenzie@CFofM.org

COMMUNITY BUILDERS

Mississauga Convention Centre Foundation

Tom and Stella Cooney

Brad and Kathy Shoemaker

Ray Lessard and Family

Mississauga Festival Choir

Mary Hurley

Elizabeth Nilsen

Mississauga Trillium House,
CIBC World Markets Children's
Miracle Foundation

Fred Ryall

Mississauga Real Estate Board
Anonymous

Fidelity Investments Canada

Peter and Karen Campbell

Gary Reamey

Steve and Katie Mahoney Golf
Tournament

CIBC Commercial Banking

CIBC Retail Banking

Via Rail Canada

Gordon LeRiche

Mary Main

Employee Giving Program, Bell
Canada

RBC Royal Bank

Robert and Joanne Wordham

Ivar Grimba

Mississauga Terriers Hockey
Club Inc.

Steve Dacosta

Jane and David Sanders

Paula Deering

JoAnne Winkworth

John Slana

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 support has been received between the last newsletter and this current newsletter. Please see our Annual Report and web site for annual listings.



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