



# CFofM Newsletter

## Mississauga's Vital Signs

On October 4th, we joined with twenty-two colleagues across Canada and launched Mississauga's Vital Signs®. For our Foundation, this was the first time we were able to participate in the national initiative and provide this valuable resource to our community... and in our tenth anniversary year no less.

From the outset of our participation, we were committed to ensuring that everyone in Mississauga could have access to the report. The October 5th edition of the Mississauga News contained a four-page Vital Signs insert, formal copies were made available at the launch and the full report is available on our web site.

This is just the beginning. The launch date was not the completion of our work with this report... it was just the start.

While Vital Signs can help achieve a broad range of objectives for a community foundation, the power of the report is in making useable, accessible knowledge available to everyone in the community.

Mississauga's Vital Signs revealed information that many residents may know intuitively. Ours is a diverse community. For example, Mississauga has a higher proportion of foreign-born persons compared to the provincial (28.3 percent) or national proportions (19.8 percent). This diversity provides Mississauga with a vibrant community life which is reflected in activities like Carrassauga, the second largest cultural festival in Canada based on the number of people attending the

festival and its diverse ethnic representation.

While Mississauga is a hard-working, well-educated community, very recent immigrants who have been in Canada five years or less had the most difficulty integrating into the labour market, even though they were more likely than the Canadian-born population to have a university education.

We also know that our youth are struggling when it comes to employment. In Peel, which includes Mississauga, youth unemployment is on the rise. In 2010 the youth unemployment rate in Peel had risen to 21 per cent, up from 19.6 per cent in 2009 and 13.2 in 2008. While young people in Canada may fare better than their peers in many OECD countries, Mississauga's rising, not declining, rates are troubling and challenge us as a community to take note and take action. In February of 2012, the Foundation will be taking the next step on this issue. We will bring together stakeholders and youth to learn more

and generate ideas for improvement. We will share what we learn with you through our web site.

From Mississauga's Vital Signs, we know that child poverty rates in our community are unacceptable. Since 2001, child poverty rates in Mississauga have increased, surpassing both the provincial and national rates. Approximately one in four children in Mississauga are now living in poverty. As a community, what action will we take on this truly alarming situation?

In many indicator areas, people in Mississauga have every reason to feel positive about our progress. We are a safer community and our overall health shows many positive signs.

Yet, there is work to do. You can get involved. Start by visiting our web site at [www.CFofM.org](http://www.CFofM.org) and learn more about your community by reading Mississauga's Vital Signs. Share what you learn and take action to bring about positive change. We will do the same!



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Inside this issue:

Vital Signs	1
Tenth Anniversary	2
Mississauga Fund	2
Leadership Partner	3
Donors	4
Contact Information	4





## plant a seed...

Community foundations get to see every day, the transformative power of philanthropy at work in our communities. We get to work with donors who build lasting legacies that sustain and support charitable programs and services here in Mississauga.

Just over ten years ago, a group of volunteers with a passion for community and a great, big vision helped to launch the Community Foundation of Mississauga.

Since the launch of the Foundation, remarkable donors, individuals, organizations and corporations, have given generously. Today, their compassionate philanthropy is now actively at work. No matter what the area of charitable interest; health, education, children, youth and families, seniors, our environment, heritage, arts, culture, homelessness, poverty, diversity... donors are creating funds that make real and positive change for people in our community, in our neighbourhoods.

Our Foundation offers flexible, cost effective, accessible options for creating a charitable legacy. You can create a named fund or make a gift of any size to the Mississauga Fund. You can choose the charities you wish to support in perpetuity or you can choose to be actively involved in the grant recommendations from your fund. We offer fund and giving options tailored to your specific interests. Our web site has great information to get you started or call us today. Supporting philanthropy... its what we do best.

## watch it grow

## Thank You Times Ten

Somehow, its already December. Its like someone keeps hitting the “fast forward” button on the years. I console myself with thinking that it is technology that seems to have sped life up and accelerated time. As the new year rapidly approaches, the end of our Tenth Anniversary year is coming to a close. What a year it has been. This year, our cumulative granting surpassed \$3 million. Summit Garden Chinese Cuisine hosted a wonderful fundraising dinner in support of the Foundation. We launched our YouTube channel and posted our very first video created by award winning local film maker Marco Veltri.

In November, we were delighted, truly delighted, to be nominated for and win the Mississauga Board of Trade Not for Profit of the Year award. Our nominator was the always dynamic Ellen McGregor.

Thanks to the support of Astra-Zeneca Canada and the Pendle Fund donor, we joined with our peers across Canada and launched Mississauga’s Vital Signs. This report will be a tool and resource for everyone in Mississauga that we might all better understand our community’s strengths and challenges and direct our efforts to the greatest good.

In the spring, we joined community foundations from across Canada and around the world at the Community Foundations of Canada conference. We learned more about this dynamic international movement that we are so proud to be a part of. Our new Partnership Program, our Speakers Lunch and Golf Tournament have all earned a valued place on the calendars of people who believe in investing in their community. We hosted our first community convening forum

on building an age friendly community and oh yeah, we “tweet” now too.

This anniversary year has been like our first nine years; a busy, exciting, sometimes challenging, forward-thinking, change-making, growing, learning, listening whirlwind. It is incredible how much this very young Foundation has achieved in just ten years.

You receive this newsletter because in some way, you are connected to the Foundation. And so you are part of these achievements. Thank you. Thank you times ten! We are deeply committed to realizing the potential and impact this organization can have and hope you will continue to be a valued part of Mississauga’s Foundation.



Early this fall, the Foundation made the first grant ever from the “Mississauga Fund” to the Friends of the Mississauga Library for use in their mission to promote literacy and extend the programs and services of the library system in Mississauga.

The Mississauga Fund is the unrestricted fund at the Foundation meaning donors can make a gift of any size, although named funds can be created at certain levels, and the grant monies available from the fund will be directed by the Grants Committee to the changing needs of our community. It is the fund that affords the

Foundation the greatest flexibility in addressing existing or emergent community needs.

The grant to the Friends of the Mississauga Library embodies the values inherent in this fund. Our libraries are spaces for everyone in Mississauga. They are places that make knowledge and learning available to all regardless of their background or means. Libraries provide a place to gather, exchange information and build community.

You can be part of helping to grow this essential resource for Mississauga. Call us today.

# Leadership in Sponsorship

How does a partnership between a large Canadian corporation and a local charity work? Quite well, apparently, as BMO Financial Group and the Community Foundation of Mississauga have proven. What holds them together is the strong belief that building community vitality means investing in it.

Ray Lessard, Sr. Vice President and Managing Director at BMO Nesbitt Burns in Mississauga, was first introduced to the Foundation in 2002. Apart from fulfilling part of the corporate social responsibility mandate for BMO, serving on

the Board of the Foundation from 2004 to 2010 has been gratifying on a very personal level for Mr. Lessard. His understanding of community needs has been driven by this involvement. What he has learned about local needs motivated him and his entire family to set up a Field of Interest family fund at the Foundation.

On a national level, BMO Financial Group formed an alliance with Community Foundations of Canada and launched the Supporting Your Community program. This initiative acknowledges the fact that an increasing number of Canadians are also choosing to

support local initiatives that make a difference and makes it easy for Canadians to contribute to causes that are important to them.

In 2011, the ongoing relationship with the Community Foundation of Mississauga led to BMO Financial Group partnering with the Foundation for the entire year at the highest level. This partnership helps sustain some of the important work the Foundation does and allows BMO to be fully involved in community events hosted by the Foundation throughout the year. An exemplary partnership indeed!

**BMO**  **Financial Group**



We are thrilled to announce recent grants from the Vital Initiatives Grants Cycle made available through the Pendle Fund. Each of these projects addresses a community need identified through Mississauga's Vital Signs.

Associated Youth Services of Peel: \$30,000.00 for Investing in Our Kid's Futures

COSTI Immigrant Services: \$30,000.00 for Pathways to Success for Women

Volunteer MBC: \$10,000.00 for Newcomer Volunteer Readiness Program

EcoSpark: \$10,000.00 for Wattwise Mississauga

Ecosource Mississauga: \$30,000.00 for Healthy Roots - Growing Together

Our Place Peel: \$30,000.00 for Emergency Youth Shelter

Punjabi Community Health Services: \$30,000.00 for Langar Meals on Wheels

Trillium Health Centre Foundation: \$25,000.00 for Infant Ventilators

ErinoakKids Foundation: \$30,000.00 for Independent Living Program

March of Dimes: \$30,000.00 for Learning Independence for Future Employment

YMCA of Greater Toronto, Mississauga: \$30,000.00 for Youth Leader Corps

Wellspring Cancer Support Foundation: \$30,000.00 for Money Matters

Friends of the Museums of Mississauga: \$10,000.00 for Museum and Art Library Pass Pilot

Mississauga Furniture Bank: \$10,000.00 for Computerized Inventory System

Orchestras Mississauga: \$30,000.00 for Tales and Tunes for Toonies

## Retiring Directors



Cliff Preston at the 2011 Golf Tournament

There is nothing like a friend who has known you for a long time. They know where you have come from. They know your accomplishments and where you struggled along the way. Our Foundation has been fortunate to have many "old" friends.

In December, the Foundation will say farewell to two valued friends retiring from our Board of Directors; Chief Emmanuel Mbulu and Cliff Preston. Both Chief and Cliff began their service with the Board in January 2005 and when they step down, they will have completed all three terms as a Director. Both of these dedicated volunteers attended Foundation events, championed our work in the community and gave generously of their resources and expertise to guide the Foundation through its early years of growth and development. When they started with the Foundation, the organization had under \$200 k in assets and now, as they retire as Directors, the Foundation is approximately \$17 million in assets.

Farewell is not goodbye. So while we thank these two remarkable gentlemen for their service, we know that their ongoing friendship to the Foundation will continue to help the organization progress and build our capacity to serve our community.

Chief Mbulu at the 2011 Speakers Lunch





## COMMUNITY BUILDERS

The Estate of Mendel Cohen

Monarch Corporation

CIBC World Markets Children's  
Miracle Foundation

Mississauga Real Estate Board

Mississauga Festival Choir

Sentry Select Capital Corp.

Microsoft

Great West Life

Invesco Canada Ltd.

Anu Vittal

Franklin Templeton Investments

Goodman & Company

RBC Royal Bank

Tom and Stella Cooney

Lynda Cowan

Mark and Allyson Simpson

TD Bank Financial Group

Anonymous

Winston Meyer

CIBC Commercial Banking

Jane and David Sanders

Mississauga Terriers Hockey  
Club Inc.

Petro-Canada

Nestle Waters

Gurpreet Malhotra

Whole Foods Market

Diane Kalenchuk

Lena Bassford

Don Crawford Jr.

Peter Price

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