



# CFofM Newsletter

## Tourney is On Course

As September approaches, so does the Foundation's annual 'Fore Mississauga' golf tournament. Planned for Thursday, September 13th at Piper's Heath Golf Club, the day promises to be exciting. For those of you who haven't golfed here before, the course both looks and plays as if it were nestled into the sweeping, rugged Scottish Highlands.

The fun begins at noon with registration, a valuable goody bag and a delicious barbecue lunch out on the patio. Golfers tee-off for the scramble format game at 1:30pm. There are putting games, photo opportunities with a Ferrari and a Lamborghini on course and two cash hole-in-one opportunities. Post-golf the auction features one-of-a-kind items like the Bridgestone Racing Academy's Thrill of a Lifetime formula car session, a champagne hot air balloon ride, a six-hour six-exotic car tour, original fine art and much more.

And this isn't all. With all the recent buzz around the 2012 Olympics, a highlight of the evening is the Suncor Energy sponsored athlete. Last year's presenter at the Tournament, Jennifer Botterill, is a three time Olympic Gold Medallist.



This year's surprise guest athlete will have even more to share of their experiences fresh from the London Summer Olympics.

Awarded 'Best Food' by Ontario Golf Magazine, dinnertime at Piper's Heath is much savoured. The mouth watering menu includes fresh rolls, a variety of salads, chicken and AAA sirloin steak. This is accompanied by live jazz music from the Patrick Panus Trio. It's no wonder the Tournament is close to sold out already!

Confirmed attendees will be representing the Foundation's annual partners: BMO Financial Group, Suncor Energy, Edward Jones, BDO, Scotia McLeod, Meyer Financial Group, Air Wick, Lumsden Brothers Limited, Pallett Valo, Assante Wealth Management and KPMG Enterprise. Additional corporate attendees include: Finish Quantum, Canoe Financial, Withey Addison, Ottaway Motors, LMS Prolink, Invesco,

Sport Chek, TD Waterhouse, Fiera Capital, Keyser Mason Ball, RBC Global Asset Management, IA Clarington, etc.

All in all, it's an action-packed day. Individual participation is \$250, while a foursome is \$950. For non-golfers who would like to hear the Olympic athlete speak, dinner only tickets are also available at \$55 per person. Book the limited available spots at your earliest convenience.

There is a dual benefit in participating in the Foundation's Golf Tournament. Proceeds help the Community Foundation of Mississauga support programs that build community vitality, including programs and services in health, education, children's needs, arts, culture, heritage, human-services, anti-poverty initiatives, the environment and more. To participate in this community building event, to make a donation or for more information about the Golf Tournament please call Afshaan at 905-897-8880 or email [events@cfofm.org](mailto:events@cfofm.org).



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## Green, Growing Grant

As of December 2010, there were 4,937 private foundations in Canada according to the Charities Directorate of the Canada Revenue Agency. Private foundations, which include family foundations, are different from community foundations, which are public foundations.

One of the key differences is that a private foundation is controlled by a single donor or family through a board that is made up of a majority of directors at non-arm's length. A public foundation is governed by a board that is made up of a majority of directors at arm's length. Despite the differences, both are registered charitable organizations and must comply with a complex regulatory framework.

Some sector pundits have suggested that the growth in private family foundations is driven by a desire on the part of donors to be more involved in the use of their donations. Arguably, there is a shift in Canadian donors from "giving" to strategic "philanthropy". Accountability, transparency and impact have become touchstone concepts for donors and the sector. But there is an option that accomplishes all this and more!

Donor Advised Funds at the Foundation provide donors with an option that saves costs, minimizes the administrative burden and can often be significantly faster to set up. Further, the Foundation can offer donors information on even the most complex gifting options.

There is one more pivotal advantage and that is knowledge. Community foundations invest in and are deeply connected to, understanding community needs. Moreover, we share that knowledge with donors, helping them to fund projects, programs and services that best match their philanthropic interests with charitable initiatives that make a real and measurable difference. Call us today to learn more.

When you think of a vegetable garden full of garlic, onions, carrots, peppers, eggplants and tomatoes, a bustling urban city may not be the first place that comes to mind. But EcoSource, an environmental organization working to make Mississauga's residents environmentally aware citizens might make you think again.

The grateful recipient of a Vital Initiatives grant from the Pendle Fund at the Community Foundation of Mississauga, EcoSource will now be able to provide after school education programs designed to teach young people about growing healthy food. Five community

gardens throughout the city will participate in the "Healthy Roots" program, designed to get people working together to give back to the community, through volunteering and ongoing involvement in cultivating and producing food. Much of the harvest from the community gardens is donated to local food banks and shelters. But the benefits don't stop there! The Healthy Roots program brings communities together, helping them get to know each other as they share gardening tips and knowledge about growing food.

"It's a wonderful way to address issues like social isolation and

getting active", says program director Carolyn Bailey. She points out that many residents of Mississauga come from cultures where community gardening is quite common, "and nobody ever forgets the first time they pull a carrot out of the ground or a tomato off the vine and eat it, the flavour is so fresh".

Five community garden sites will now offer education programs, thanks to the Community Foundation of Mississauga Vital Initiatives grant. We have always been champions of building community vitality and now we can literally watch it grow it too!



## goings on

Last year, we were delighted to receive proceeds raised at the **Advocis Peel Halton** holiday luncheon. Olympian Marnie McBean delighted and inspired the guests with her presentation and the Mississauga Convention Centre pulled out all the stops for a great meal. This year, the luncheon is being held on Thursday, December 13th at the Mississauga Convention Centre. Tickets for this event sell out fast so email [events@CFofM.org](mailto:events@CFofM.org) to reserve yours today.

We welcome new fund holder Heather Crase who has made a gift to establish the **Crase Family Fund**. This is a noteworthy gift because it has been established within the Mississauga Fund, an unrestricted fund that can address the changing needs of our community. Thank you Heather for investing in building a bright future for people in Mississauga!

**Lewis Lawrence** was a remarkable community volunteer and gave generously of his time to

establish many community initiatives. Mississauga lost a dedicated champion when Lewis passed away in 2011.

Friends and family have been creating a fund in Lewis's honour that will provide a lasting legacy for the community that he served so well. If you would like to make a gift to this fund, please contact the Foundation or the Square One Older Adults Centre.

## Creative Communities, A Conversation

The Foundation hosted its third Community Knowledge Forum on June 6, 2012 at the Port Credit Library, putting the spotlight on arts, culture and heritage and the vital role these programs and organizations play in Mississauga.

Assembling a panel of experts from across the sector, this community leadership initiative explored how art exhibitions, music festivals, cultural events, books, theatre, media arts and heritage initiatives have a lasting impact on daily life in our city. The panel talked about ways of providing a sense of inclusion and participation in the arts for all those who make up this diverse city. The discussion reinforced how arts, culture and heritage programming benefit communities in so many ways. They are a catalyst for cultural exploration and interaction, helping people learn about

different cultures, broadening horizons and helping to ensure the community is informed and aware. During the forum, panelists noted, how arts, culture and heritage industries help fuel Mississauga's economy, attracting talent and patrons from around the world.

The forum brought the value of arts, heritage and culture in the community into sharp focus, and it illuminated some of the opportunities and challenges ahead as we make our way into the future. The shared judgment of the panel was that there is strength in diversity, and our rich cultural mosaic is one of Mississauga's greatest assets.

For a complete summary of the discussion, visit our website at [www.cfofm.org](http://www.cfofm.org) and click on the Community Knowledge link. And as always, if you would like to get involved or share your thoughts, please call the Foundation's office. We would love to hear from you!



### Top Ten Reasons Donors Choose the Community Foundation of Mississauga

one

We are a local organization with deep roots in the community, and part of a nationwide movement whose support we build and share.

two

We bring donors to the table as community builders, working closely with them to align their philanthropic vision with the **community's needs**.

three

We identify long-term needs and opportunities and invest in solutions that let our communities guide their own future.

four

We take a broad and inclusive view of what a community is, and provide grants to the widest possible range of organizations and initiatives.

five

We provide highly personal and flexible service, accepting a wide variety of assets and offering donors maximum tax advantage.

six

We build permanent funds and those that can respond to immediate needs, helping our communities ensure vital futures.

seven

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

eight

We believe that diversity is strength, so we bring the entire community together to stimulate new ideas, build participation and strengthen community philanthropy.

nine

We are transparent and reputable stewards of community resources, committed to being accountable, accessible and responsive.

ten

We build community vitality – the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone.

## A Partner in the Journey



There is a proverb that says if you want to go fast, go alone. If you want to go far, go together. By the very nature of a community foundation's intent to serve in perpetuity, we are here to go far. Along the way, the Foundation has had many remarkable partners, donors and volunteers who have ensured that we would not travel alone.

The Community Foundation of Mississauga was grateful to have recently been approved for a grant

from the **Ontario Trillium Foundation** (OTF). This grant will make it possible to purchase an integrated CRM solution that will advance our technology needs for years to come. As a result, we will be more efficient and transparent to our stakeholders.

Since our launch in 2001, the support of the OTF has been pivotal in our growth and success. "Thank you" are such small words for such a great gift to the community.



## COMMUNITY BUILDERS

Ontario Trillium Foundation	Mississauga Convention Centre	Daniels Corporation
Toronto Pearson	Keyser Mason Ball, LLP	Jason DiMichele
The Estate of Alex Maslin	GlaxoSmithKline	Winston Meyer, Meyer Financial Group, CIBC Wood Gundy
Fielding Chemical Technologies Inc.	TD Waterhouse Private Investment Advice	Assante Wealth Management
Heather Crase	TD Bank Financial Group	Fred and Eileen MacKenzie
The Estate of Mendel Cohen	Kraft Foods Global Inc.	TD Commercial Banking
Duron Ontario Ltd.	Loyalty One   AIR MILES Reward Program	TD Waterhouse
Research In Motion (RIM)	Elvira Hopper	3M
RBC Foundation	Mary Main	BMO Guardian Group
Microsoft	Susan Hesjedahl	Purezza Med Spa
Falcon Vision Centre Inc.	Glenario Pereira	Thomas Bitove
Heys International Ltd.	Colony Brampton Ford Lincoln Sales Inc.	Gallery Upstairs (The)
Jane and David Sanders		Rebecca Quinn-Choi

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