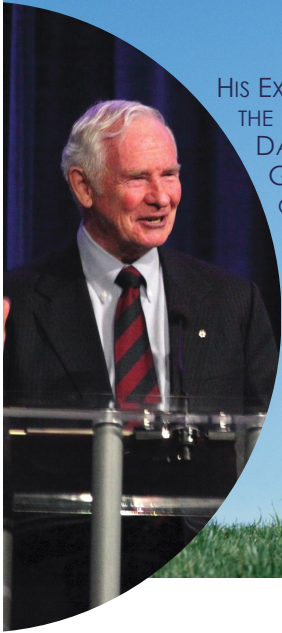


“...Join me in imagining our country as it could be...  
a smart and caring nation, where all Canadians can succeed,  
contribute, and develop their talents to their fullest potential.”

HIS EXCELLENCY  
THE RIGHT HONOURABLE  
DAVID JOHNSTON,  
GOVERNOR GENERAL  
OF CANADA



With his keynote address to the 2011 national conference of community foundations, Canada's Governor General issued a challenge – a call to action that resonated deeply with everyone present. The invitation to build a “smart and caring nation” as Canada approaches its 150th birthday, marked a watershed moment and has galvanized a new way of thinking about the work of community foundations across the country. Our contribution to the Governor General's call is now coming into focus: build Smart & Caring Communities.

#### **Imagine a smart and caring future for Canada**

At the national level, work has begun on a plan to serve and connect every community in Canada. At the local level, over 190 community foundations have been energized to imagine opportunities that are innovative, inclusive and that offer sustainable ways for communities to become more vibrant places to live, work and play.

The genius of the Governor General's challenge rests in its simplicity and flexibility. It compels us to use both our hearts and our minds to make this great nation even greater. The smart and caring movement connects us all – from coast to coast – in a sense of common purpose: strengthening our nation, one community at a time.

#### **Imagine a smart and caring future for Mississauga**

In Mississauga, we invite you to join with us in building a smart and caring future for children and youth in Mississauga.

Working with community partners locally and nationally, the Community Foundation of Mississauga is cultivating a team of leaders to join us in investing in our future; a future that depends on the very best we can provide to our children and youth.

Specifically, your financial contribution will become part of a permanent endowment, lasting in perpetuity and generating sustainable grants that will be directed towards the most pressing needs of children and youth in our community. With your lead support, we will activate our network of donors and partners to join with you in building towards our goal of a million dollar investment in kids by 2017.

#### **Imagine a smart and caring future for our children**

Imagine that together, we can ensure every child has healthy food and a safe, secure home. Imagine that every young person can achieve their best through access to education, that our community can offer excellence in medical care and equipment for children close to home. Imagine that in our community no child is left behind, excluded or bullied. Imagine the bright future our community could have if each child had the tools and opportunities they needed to reach their potential!

Canada will celebrate its 150<sup>th</sup> birthday in 2017. We invite you to invest in this dream and, in so doing, bring our community and our nation the best birthday gift imaginable; a legacy of **Smart & Caring Communities** and a brighter future for our children and youth.

FUTURE HOPE INNOVATION RESPONSIVE IMPACT OPTIMISM HEART NURTURING  
RESILIENCE CONNECT DOING THINGS BETTER INCLUSIVE EDUCATE GROW  
LEARNING FORWARD THINKING KNOWLEDGE OPEN TO POSSIBILITIES NOW  
TOMORROW POTENTIAL COMPASSION COMMUNITY NEIGHBOURHOODS VITAL



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## A Vital Mississauga, Now and Tomorrow

Our community is a strong and vital place to live, learn, play and work. We are even stronger when people commit to and connect with each other. When we work together, we can address local needs, face challenges and inspire others to realize their potential. When we pool our talents and resources, we can achieve more and enhance our community's resilience.

For ninety years, the community foundation model has offered the motivation and the means for ordinary Canadians to invest locally, to align their philanthropic vision with community needs and to multiply the impact of a single gift by pooling funds together. Today there are over 190 community foundations across Canada joined by our strong, national membership organization, Community Foundations of Canada.

Since 2001, The Community Foundation of Mississauga has provided over \$4 million in grants to over 300 local programs and projects, providing financial support that sustains a strong and vibrant community. We have been the recipient of some of the largest philanthropic gifts in Mississauga but we are also known for our strength in supporting and maximizing the impact of gifts of a more



modest size. Individual and organizational donors have come to rely on the Community Foundation of Mississauga to provide them with the resources, knowledge and options they need to create their charitable legacy.

Our Foundation has responded to the Governor General's challenge by launching our Smart & Caring Communities campaign. Through this campaign, donors will be supporting a critical moment in the foundation's history as we build a culture of involvement, engagement and collaboration, today and for generations to come.

### Our Vision

A strong, vital community that has the resources it needs to ensure quality of life for everyone.

### Our Mission

To create sustainable support for community needs in Mississauga by building partnerships with donors and stakeholders who establish endowed and other related funds, to maximize our community impact by ensuring that we identify and understand community needs, and to invest in solutions.

## Our Financial Model: A Strong Foundation

The Community Foundation of Mississauga's **Smart & Caring Communities** campaign operates within our existing overarching fund structure; immediate programming needs are supported by short and long term flow-through funds while ongoing capacity building initiatives are fueled by the income generated by the endowed funds.

The endowed funds are professionally managed. They are continuously monitored through the rigorous oversight of both our Investment Committee made up of industry professionals and ultimately, our Board of Directors. The Board is comprised of volunteers who represent a broad cross section of business know-how underscored by a passion for building community.

The **Smart & Caring Communities** campaign will generate \$1 million to be pooled within our endowed fund, meaning that costs are minimized and the impact of each gift is maximized. The capital of each contribution is added to the endowment and will generate investment income for sustainable grant-making.

As with all of the Community Foundation of Mississauga funds, the **Smart & Caring Communities** funds will be pooled with other endowed funds to generate the best in investment management expertise at the lowest possible cost. The Foundation is committed to transparency and accountability; we report annually to fundholders and make financial documents readily available on our website.

National vision. Local action.





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The **Smart & Caring Communities** movement is more than a series of initiatives, more than an expansion of current successes. It means basing priorities in evidence and investing in solutions that are long-term and sustainable. There is no better investment that we can make, no greater legacy than that of preparing our children and youth for the future. Our children deserve no less.

The evidence tells us that our community needs to invest in the well-being of our children. Recent data shows that one in five children lives in poverty in our community. Yet the chronic underfunding of programs and services for children and their families in Mississauga (as part of the Region of Peel) continues. This means that too many of our children struggle to get the best possible start, to have access to programs and services when they need them. For children with mental health needs, wait times for support are too long.

We also know that youth unemployment continues to present concerns. In 2010 the youth unemployment rate in Mississauga (as part of the Region of Peel) had risen to 21 per cent, up from 19.6 per cent in 2009 and 13.2 in 2008. Improving youth access to employment helps to ameliorate subsequent issues such as social unrest and intractable poverty.

As a community we want the best for all of our children. This means great health care services and equipment here at home, safe and clean parks, opportunities to participate in sports and recreational programs, access to learning that helps build positive outcomes and so much more.

*Focusing on children is an investment in the future because a stable society and a strong economy ultimately depend on a healthy, well-educated population.*

*Province of Ontario*

*Only about 20 per cent of children or youth with a mental illness get assessed and treated. Eighty per cent do not. Statistics like these are completely unacceptable in Canada. Our children and youth don't deserve to be treated this way.*

*Michael Kirby*

*Poverty and the challenges associated with living in poverty can impact children's ability to succeed at school. This may be due to the inability to concentrate because of the lack of food, frequent changing of schools due to precarious living arrangements, or as a result of increased rates of bullying compared to other children.*

*Canadian Council on Social Development, 2006*

Our strategic investment in children and youth will result in demonstrable improvements in their resiliency with measurable benefits to our entire community. Investing with us in this endeavor takes vision and courage; it takes the hearts and minds of people who care deeply about community.

We are approaching you because we know you understand this passion and can imagine the possibilities when we all work together to achieve our shared dreams.

**We're ready when you are.**

*Smart and caring may have different meanings, but they are tightly interwoven and mutually reinforcing characteristics. The hearts of the brightest need not be hard; the heads of the caring need not be soft. We must have keen minds and kind hearts—for the actions we take to help others must not only be inspired by compassion, but they must also be grounded in intelligence.*

*His Excellency David Johnston, the 28th Governor General of Canada*



A smart and caring future for our children.



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## Together, let's invest in a promising future for our children and youth.

*Our strategic investment in children and youth will result in demonstrable improvements in their resiliency with measurable benefits to our entire community.*

*Investing with us in this endeavor takes vision and courage; it takes the hearts and minds of people who care deeply about community.*

Your opportunity to build a nation starts right here and right now. We invite you to invest in our Smart & Caring Communities campaign with a lead gift to create a named fund. We will celebrate and highlight your generous gift to Smart & Caring Communities in the following ways:

- As a lead donor, you will be invited to and recognized at, a signature event honouring your extraordinary contribution to this remarkable vision for our community.
- Your gift will be highlighted on our Foundation website, and will be included in all our publications as well as our annual report to the community.
- Your gift will also be announced through local media and if desired, you will be profiled locally.
- You will have an opportunity to name your fund in a manner that recognizes your contribution or honours a loved one.
- You will have an opportunity to participate in special community conversations or convening events for the Smart & Caring Communities project. You could meet like minded individuals and organizations who share your commitment to building a bright future for our children and youth.
- You will have access to the Foundation's expertise in major and planned gifts providing you with the broadest range of gifting options and maximizing your charitable tax receipt.



**all for community**  
together we will  
make a difference

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