

IT IS WITH GREAT EXCITEMENT

that we invite you to participate in our cornerstone event.

The next season of "Dancing with Mississauga Stars" won't premiere until fall 2021, but The Community Foundation of Mississauga is already having preliminary conversations about which local stars they'd like to recruit for Season 9. You have been identified as a person of interest and we are excited to share our event for your consideration.

We support you every step of the way including your dance classes with our partner and fundraising support as you endeavour to raise important funds for the Foundation Annual Impact Fund. Be a champion in this community and have a "ball" doing it!

Dancing with Mississauga Stars has raised more than \$650,000 in support of this community's vitality and wellbeing and YOUR participation on November 5th 2021, will make a significant impact in a very profound and moving way.





EVENT BACKGROUND:

The idea of celebrities partnering with professional dancers for a public performance first started gaining popularity in 2005 with the introduction of the now famous TV show. The charitable sector clued in soon after recruiting local 'celebrities' to dance, to fundraise for causes dear to them. There's been no looking back since, as Dancing with the Stars type fundraisers exploded in major communities all over North America.

Mississauga is the sixth largest city in Canada and is known for its significant corporate profile. We, at the Community Foundation of Mississauga, believe our community sets a wonderful stage for this fundraiser. In a league of its own, the gala is gaining a reputation of phenomenal success, and lots of fun. With seven years behind us we are well-equipped to host another year of the most exciting, black tie fundraiser our community has had for a while: 'Dancing with Mississauga Stars'.



Objective:

The objective of our Dancing with Mississauga Stars fundraiser is to raise essential funds so the Foundation can continue the vital work it does to strengthen the community, and to provide exposure to the organization and the work we do. The 400 + person event is being planned as an exclusive gala with lots of glitz and glamour. Attendees will be corporate executives, major gift donors, community and civic leaders. The lights, the stage, centrepieces, and theme décor will all add to the ambience but what will truly make it a night to remember is you!, fearlessly performing to benefit the community you believe in. The Foundation seeks to recruit six 'Stars'. Each Star will pair up with a professional dancer from our partner Arthur Murray Dance Studios, for one public, choreographed, ballroom style dance. The evening will have it all: cocktails, a delicious dinner, great music, sequined costumes, streaming lights and qualified judges. Guests will be in for a treat. Winners will be judged on a cumulative score based on audience votes, judges scores and best fundraising. This year we have a number of special guests attending that will make the evening that much more special.

Be a part of the excitement for 2021 and sign up for the challenge today!



Put on your Dancing Shoes for Mississauga:



Our chosen Stars are high profile, senior executives with a "can do" attitude. Executives who are vested in some shape or form in Mississauga. They are either born here, grew up here, live here with their family or are part of this business community. Mississauga has been good to them and now is their time to give back. They realize this is a challenge and they are game. We approached you because we believe you are an excellent fit with the criteria we have in mind: you are well known in Mississauga's corporate circles, will be at ease reaching out to your local network, are always up for a challenge and understand the importance of philanthropy.

You will be an excellent role model, bringing passion, charisma and a sense of humour to your performance. You are willing to take a risk to benefit our community and understand the personal commitment this will take, in terms of time and energy. Best of all, you will take this challenge seriously bringing a personal flair while having fun with it.

MEET THE PAST STARS

2013



Brenda Brown



Reetu Gupta



Boris Jackman



Len Keywood

2014



Janice Baker



Jennifer, Bowser



Maggie Bras



Cynthia Ingram

2015









Lauren Bernardi



Dorothy Guerra



Suzanne Seelig-Mense



Cliff Silveira

2016



Darren Goleman



Julie Jones



Tania Kolar



Ellen McGregor,



David Wojcik

2017



Donna Brookes



Greg Gilmour,



Bill Guest



Michael Morra

2018



Slavica Bissylas



Penelope Mathieson



Barbara Paluszkiewicz



Gary Prenevost



2019



Dr. Jan Dawe



John Digby



Joly Pannu



David Shaw



Shelley White



Jaime Cortez









"You and your team kept me informed, up to date, and put on a well run, fun, entertaining gala. I still feel incredibly honoured to have been chosen as a 'star', and I wish you to know this: being chosen, learning how to do the Fox Trot, and then performing, was one of the highlights of my life. I thank you for this".

Maggie Bras Corporate Star 2014 Philanthropist and former Owner of Boston Pizza Square One



"Wow! What a great experience. Everyone was done well. All the little details throughout the night were bang on. I can't say enough about my dance partner Sandra. Patient, energetic, strong and did I mention patient. This event allowed me to perform well outside my box, we raised a tonne of money for a great cause and I made many new friends. Even thought we didn't bring home the "Mirror Ball", I felt like a winner and after all, in the words of a very wise woman (Lauren) its not about winning or losing, but about supporting a great organization".

Tim Beckett

Corporate Star 2015 Fire Chief, City of Mississauga.





"The whole gala last night came off in a first-class manner. All morning our phone has been ringing with positive feedback and the thankful emails pouring in. I also apologize that some of our friends and family forced everyone to stay very, very late last night, actually closed the place. Everyone rose to the challenge and the end result appears to have been a great success on all levels".

Len Keywood

Corporate Star 2013

Former President of Cineplex Starburst Inc., a joint venture with Cineplex Entertainment and Starburst

"Life is made of memories and DWMS2019 is one I will always reflect on and cherish the experience. I am proud to have introduced many to the Community Foundation of Mississauga"

David Shaw

Corporate Star 2019 Owner, Nurse Next Door Mississauga



"DWMS was a once in a lifetime experience. I thoroughly enjoyed it. Learning the cha cha was great fun, connecting with great people in our community and the event itself was fantastic. But most importantly, I am so grateful that I had this opportunity to do something special for our community. We are very fortunate to live in such an amazing city that truly cares."

Shelley White

Corporate Star 2019 CEO Responsible Gambling

HOW THIS BENEFITS YOU:

This is a feel-good event and provides an excellent opportunity to build public perception, not just individually but corporately. You will be seen as an engaged community leader, as someone who is willing to step out of their comfort zone to benefit community. You and your company may have received media exposure before but not quite in this light. It is a once in a lifetime opportunity to dance to somebody else's tune and we hope you will take full advantage. It is your turn to shine, and for a good cause. This is a lifetime opportunity to train one on one with dance professionals. The cost of training alone ranges between \$3,000—\$4,000 and this is provided to you at no cost. If you've ever wanted a career on stage here is your chance! If you wondered why showbiz wasn't for you, give it a try. If you long for more than corporate stardom, your time may have come!



Time Commitment:

The biggest challenge, for a busy executive like you, will be juggling time. If your dance skills are between beginning to intermediate, it is safe to say you will require a minimum of 30 hours of dance training to get to know 'the routine' and to build muscle memory. This is in addition to the time you will need to fundraise. With the gala scheduled for November 2020, the best time to start both training and fundraising will be in the Spring. This would leave ample room for business matters you may need to attend to on both scheduled and emergency notices. This will give you time to schedule dance training and begin reaching out to your networks.

Dance Training

The Community Foundation of Mississauga has partnered with Arthur Murray Dance Studios to offer dance training to our participants. Arthur Murray Dance Studios is well respected in the industry and will partner you with an expert instructor who will work with your level of comfort while trying their best to accommodate your schedule. These instructors have worked with beginner, intermediate and advanced levels and have the know how to make your training fast and fun. The dance sequence will be open to customization and will be choreographed with your feedback. We believe dance training will require between 30-40 hours in advance of the big day. These hours can be spread out to suit your convenience.



HOW WE HELP YOU SUCCEED

Each participating executive's profile will be set up on the event website along with a description of why they were motivated to give back. We will provide all kinds of resources including email templates, videos, photographs, and forms to facilitate fundraising. All donations will be tax receipted. We are equipped to accept cash, cheque, and credit card payments by phone, mail and in person. The objective is fundraising and the aim will be to run a high calibre gala, with the resources available, while maximizing every dollar raised.

The Community Foundation of Mississauga will be looking after all media communications for the event. We will be reaching out to local tv, radio and print media with releases on participating Stars and event information and have solidified opportunities already for 2021. This will be complemented by a social media plan to help bring exposure to event participants.

ABOUT US:

We were established by a dedicated group of leaders who believed in and were committed to building community vitality. Our three objectives are customized donor services and endowment building; grant making; and community leadership. Our cumulative granting to a wide range of local charities grows each year and is now in excess of \$17 million. In our vision, our community is able to include and offer opportunities to everyone. It has the knowledge and ability needed to help shape its own future. We are ready to address pressing problems like hunger, unemployment and housing. And all our citizens are able to benefit from the best our community can offer: the arts, recreation, health care, education, safe and inclusive neighbourhoods and a healthy environment.







The Community Foundation of Mississauga is part of one of the fastest growing charitable movements building community vitality. We are a member in good standing of Community Foundations of Canada. We serve all of the people and neighbourhoods of Mississauga from Port Credit in the south, to Meadowvale in the north. We are reputable, responsible and accountable stewards of some of Mississauga's largest philanthropic gifts and proudly count key community leaders among our donors, volunteers, fundholders and stakeholders.

So, may we have this dance?

The Dancing with Mississauga Stars Gala is one of the Foundation's three signature events. As the feedback from past Stars indicates, we have the resources and the experience to make this gala a resounding success yet again. It is an important fundraiser for the Community Foundation of Mississauga allowing us to continue our vital work building community. So please agree to the challenge and say yes to this dance! **We will be right beside you making sure you have the time of your life** because this will be like no other experience you have had!



MELODY JACKSON

Senior Manager, Corporate Partnerships & Events The Community Foundation of Mississauga T: 905.897.8880 ext. 223 E: miackson@CFofM.org



