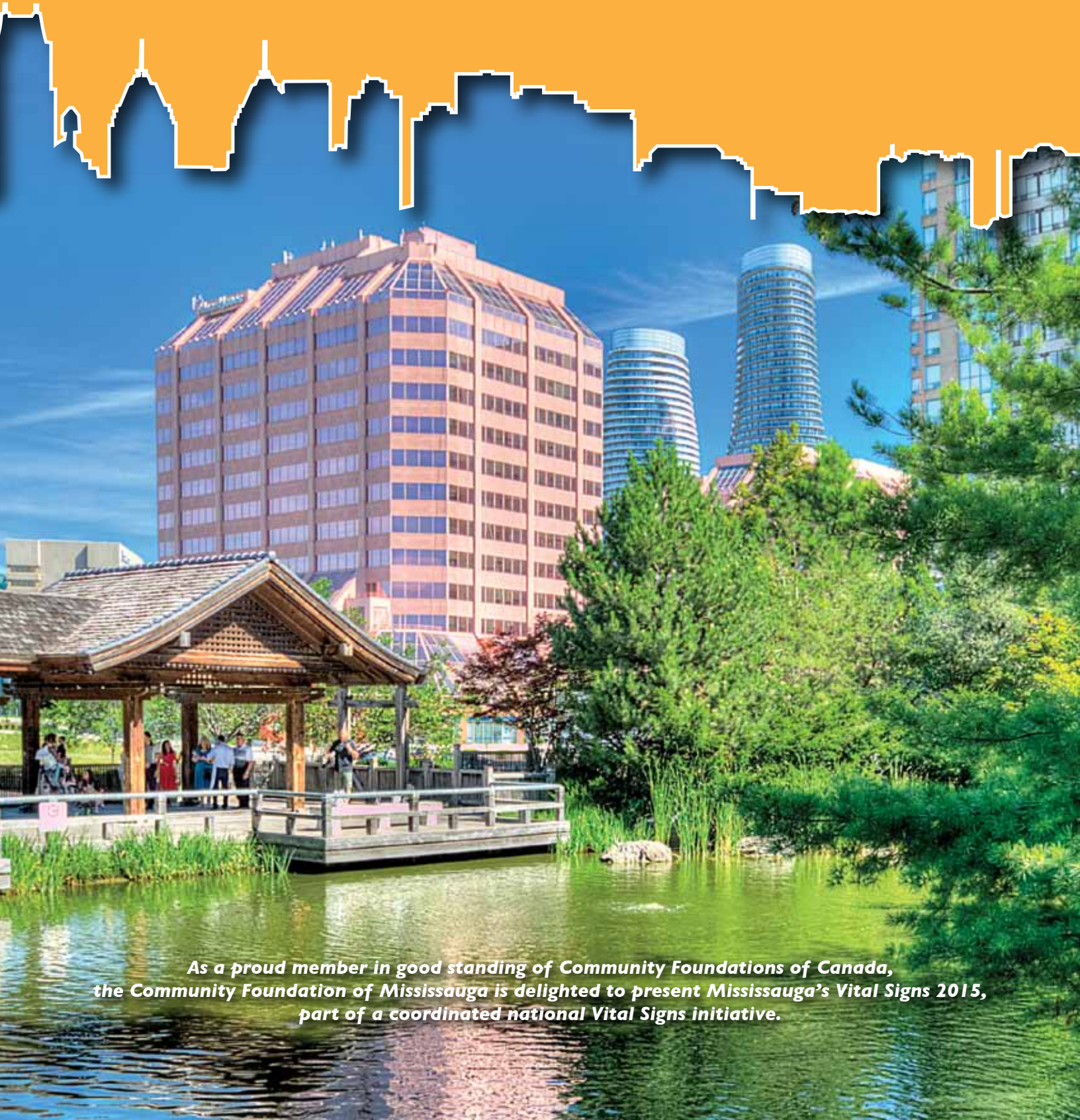


MISSISSAUGA'S **VitalSigns®** 2015



*As a proud member in good standing of Community Foundations of Canada,
the Community Foundation of Mississauga is delighted to present Mississauga's Vital Signs 2015,
part of a coordinated national Vital Signs initiative.*



Signs that Mississauga remains vital

While Mississauga has grown into Canada's 6th largest city, the experiences of those who call Mississauga home are diverse.

2015 Population Estimate: 757,000.

Visible Minority Population: 380,870 (53.7%).

Visible Minorities: South Asian (21.8%), Chinese (7.1%) and Black (6.3%).

Top 5 Non-Official Languages: Urdu, Polish, Punjabi, Arabic and Chinese. (*Chinese includes Cantonese, Chaochow, Fukien, Hakka, Mandarin, Shanghainese, and Taiwanese*).

Peel has the highest proportion of visible minorities in the GTA (56.8%).

There are over 74 distinct ethnic groups in Mississauga.

There are 318,605 children and youth 1-18 years of age living in Peel, 25% of the population (2013).

In 2012, the share of the elderly (age 65+) in total population was 10.7% in the Region of Peel. This is below the recent provincial rates in 2012 (14.7%), 2013 (15.2%) and 2014 (15.6%).



GETTING STARTED



Over half of those living in Mississauga were born elsewhere

The total immigrant population in Mississauga is 374,575 (52.9% of the population).

Peel has the highest proportion of immigrants in the GTA (50.5%) (2011). In 2012, Peel Region welcomed 19,780 immigrants.

The top 5 countries of birth for recent immigrants to Mississauga are India, Pakistan, Philippines, China and Iraq.

Of all newcomers to Mississauga, 41.81% are between the ages of 25-44 at the time of immigration.

33% of recent immigrants in Peel are low-income, triple the rate of non-immigrant population.

LEARNING



As of 2011, 30% of those living in Mississauga had at least some university education.

39.8% of residents in Mississauga with a post-secondary diploma or degree earned their education outside of Canada. Within the GTA, Peel has the highest proportion (21.1%) of total population who earned a post-secondary education outside of Canada.



*Mississauga is
a well-educated city*





Connections in Mississauga are strong, opportunities for deepening social bonds exist

Community Belonging

65.9% of Peel Region reported a strong or somewhat strong sense of community belonging in 2014, a 1.9% increase from 2003.

Youth engagement

Girls in Peel are more likely to spend a typical school day studying or doing homework than boys (54% vs. 31%). Girls are also more likely to volunteer (30% vs. 27%), be employed (36% vs. 30%), provide sibling care (27% vs. 21%), and participate in sports at their schools (26% vs. 18%) than boys. Girls of African descent have the highest levels of involvement in Peel.

Volunteering

In 2010, the volunteer rate for Mississauga was 47.6%. The volunteer rate increased 3.0% from the 2007 level (46.2%). According to a 2014 survey, 74.5% of volunteers reported a stronger connection to their community, 61% gained new friends through volunteering, and 62.5% learned new skills.

Voting

In 2011, the voter turnout for the federal election in Mississauga was 58.6 percent, up 4.5 points from 2008 (54.1%). In 2011, the voter turnout for the federal election was 2.5 points lower than the national

average (61.1%), and 2.9 points lower than the provincial average (61.5%).

Vital Steps

- ✓ Consider volunteering as a mentor to youth through Boys and Girls Club of Peel or Big Brothers Big Sisters of Peel.
- ✓ Volunteer locally, whether at your child's school, a nearby nursing home, or at a community garden.





SAFETY



Mississauga continues to be amongst the safest cities in Canada

Crime

In 2013, Mississauga had a total crime rate of 2,270 per 100,000 people, a 12.2% decrease from 2012. This is the lowest crime rate Mississauga has seen since Safe City Mississauga began tracking rates in 2008. The majority of these incidents fell under the category of property crime (68.5%) followed by crimes against persons (18.9%).

In Mississauga, there was a decrease in violent crime in 2013 of 12.7% vs. 2012.

Neighbourhood Watch Programs in Mississauga have been shown to reduce crime by between 16 and 26%.

A 2014 report shows a decrease in hate crimes overall in Peel Region (*from 57 in 2013 to 52 in 2014*). The most targeted group for hate crime in Mississauga and Brampton, are Black residents (*18 incidents*), followed by South Asians (*15 incidents*).

There were 32.1 sexual assaults per 100,000 in Peel Region in 2014. This is a 23.6% decrease since 1998.

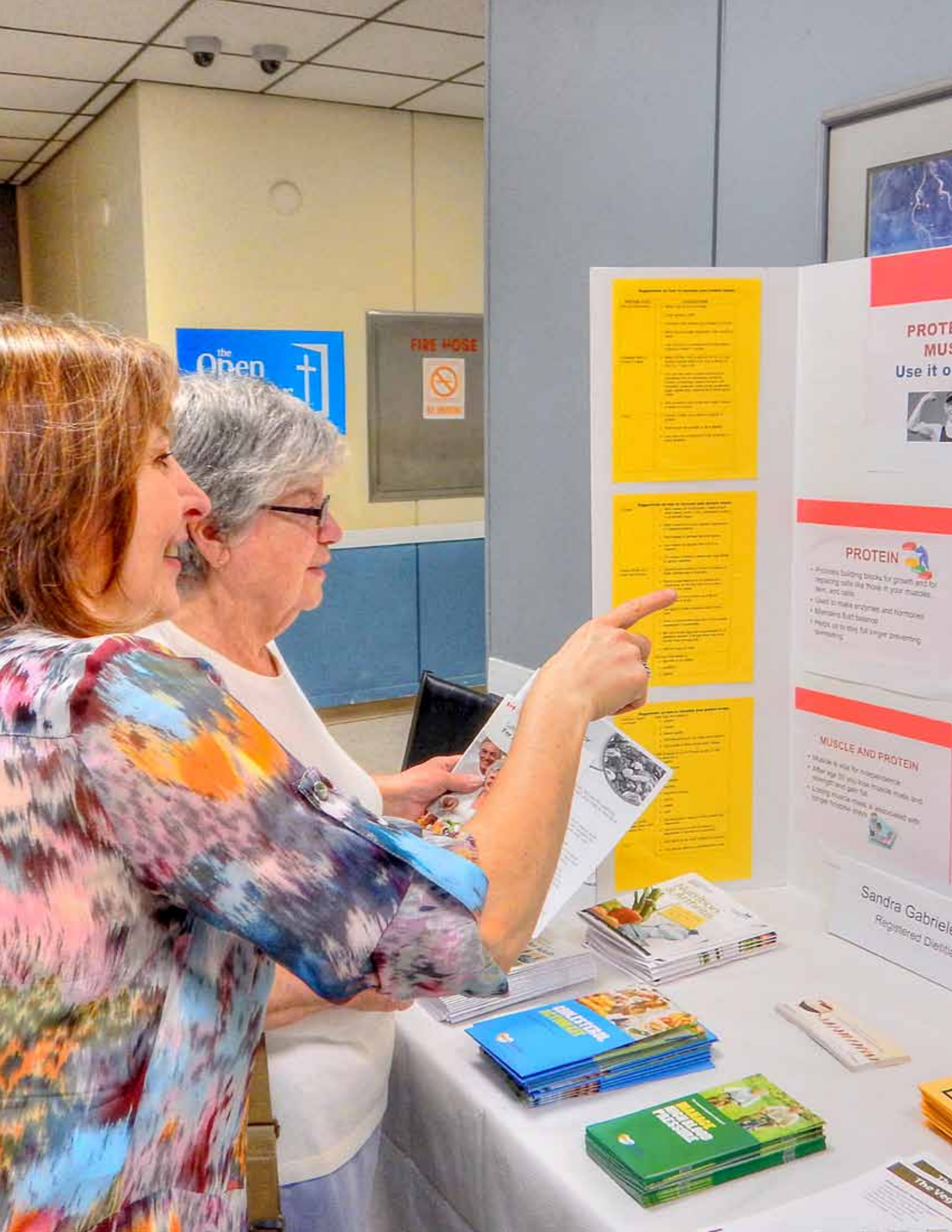
Domestic violence

In 2014, Interim Place received 1,077 crisis calls and 191 centralized intake calls for Community Support and Outreach Services. 655 women in the community obtained support through Interim Place's Community Support and Outreach Office. 173 women and 142 children received shelter and support from its two 24-hour emergency shelters.

Vital Steps

✓ If someone shares with you that they have been sexually assaulted, you can offer initial support through listening, validating and, if asked, helping them consider the options available to them.

✓ Learn more about how we can be safe locally at SafeCityMississauga.on.ca



WORK



Mississauga works, but not everyone is



In 2015, 420,500 people were employed within Mississauga (91% Full-time and 9% Part-time).

Modest Growth

The number of workers increased by 2.5 percent between 2006 and 2011 in Mississauga.

Commuting

The majority of commuters who lived in Mississauga

(55.0%) also worked in Mississauga. 27.1% of commuters who lived in Mississauga travelled to work in Toronto.

Employment

In Mississauga, the rate of employment was 62.3 percent in 2011; this was lower compared to 2006 (66.2 percent) and 2001 (68.7 percent).

By comparison, in 2014 the national rate was 61.4 percent, and 61 percent provincially.

Unemployment

In Mississauga, the unemployment rate was 8.7 percent in 2011; this was higher compared to 2006 (6.5 percent) and 2001 (5.3 percent). In 2014, the unemployment rate at the provincial level was 7.3 percent and at the national level was 6.9 percent.

Youth Unemployment

Mississauga's youth unemployment was 22.3% in 2011, a

34.1% increase from 2006. In particular, black youth in Peel (ages 15-24) reported that they experience challenges in obtaining work even after completing higher education. 18% of the Black residents in Peel live on low incomes (compared to 15% of the Peel population).

Vital Steps

✓ Learn more by visiting the website: LivingWageCanada.ca





Trees and parks help make Mississauga a truly beautiful city



Trees and green space

9.3% of Mississauga is comprised of green space!

Mississauga is home to 2.1 million trees. More than half of them are located on the property of private residences.

Trees in Mississauga store 203,000 tonnes of carbon, which is the equivalent of the amount of carbon emitted in Mississauga in 20 days.

Trees and shrubs in this city remove 429 tonnes of air pollution each year.

Trees also reduce energy costs from homes by \$1.2 million annually.

The Credit River watershed covers an area of nearly 1,000 square kilometres. Mississauga's portion of the watershed is highly urbanized.

Transportation

80.3% of Mississauga residents use a car, truck or van as their main mode of commuting, whether as a driver or a passenger 15.9% utilize public transit as their main mode of commuting.

Vital Steps:

- ✓ Attend a free garden workshop at Ecosource.
- ✓ Participate in a community tree planting through Evergreen or Sierra Club.
- ✓ Rethink your commute: is carpooling possible?





Generally, Mississauga is healthy, but there's still a lot of room for improvement



Youth Obesity

In Peel Region, 26.5% of youth 12-17 years were obese in 2014. This is a 6.2% increase from 2005.

Adult Obesity

In Peel Region, 20.7% of the population 18 years and over in 2014 was obese (self-reported adult body mass index of 30.0 or higher). This is a 7.4 % increase since 2003.

Life Satisfaction

90.2% of residents in Peel Region ages 12+ were satisfied or very satisfied with their lives.

Stress 21.3% of Peel Region's population rates themselves as having a lot of stress in 2014 (-8.8% from 2003).

Heavy Drinking 10.3% of Peel Region's inhabitants 12 years and older engaged in heavy drinking at least once a month in 2014. This is a decrease of 4.1% from 2003.

NOTE: Heavy drinking is defined as consuming 5 or more drinks on one occasion



Physical Activity In Peel Region, 43.2% of population 12 years and older spends leisure time being active. This is a 3.8% decrease from 2003.



Access to a Doctor

In Peel Region, 6.4% of the population 12 years and older does not have a regular doctor.

Smoking 12% of Peel Region's residents 12 years of age and older smoked in 2014. This is a 9.5% decrease from 2003.

Diabetes 7.6% of Peel Region's inhabitants had diabetes in 2014, a 3.6% increase from 2003.

Youth Health In Peel Region, 66.9% of youth in 2014 identified as having physical health, a 3.8% increase from 2003.

Mental Health

72.1% of those in Peel Region age 12+ rate themselves as having very good or excellent mental health.

75.9% of youth in Peel Region rate themselves the same as the above, a 5.1% increase from 2003.

Female students in Grades 7-12 are more likely to feel stressed, lonely and unhappy or depressed compared to males.

NOTE: Mississauga, together with Brampton and Caledon, comprise the Region of Peel.





HOUSING



The cost of housing in Mississauga is very high and getting higher

25% of Mississaugans rent. The other 75% own their home.

42.5% of renters in Mississauga spend 30% or more of household total income on shelter, compared with 43.5% of Toronto.

Meanwhile...

Number of affordable housing units in Peel Region: 1,349 (2013).
Number of households on waiting list in Peel Region: 12,630 (2014).
Average wait time is 11 years for 3 or 4 bedroom units (2013).

There is a great discrepancy in housing costs by neighbourhood. For example, in City Centre, the average price is \$292,273 whereas in Lorne Park, the average price is \$1,274,065. In May, 2015, the average price of a detached home in Mississauga was \$844,679.

Youth Homelessness

Our Place Peel is the only youth emergency shelter in Peel Region. Each year, 550 youth find shelter there, but over 500 are turned away for lack of space. Of those who access their services:



63% report having mental health issues.



5% identify as LGBTQ.



30% have been living in foster or group homes.

Vital Steps:

- ✓ Support our local shelters through volunteering and donating household goods.
- ✓ Learn more through COSTI Immigrant Services' Housing Help Centre.



Mississauga continues to struggle with income inequality

Average Family Income: \$104,278.

Median Family Income: \$85,829.

Median Single-Parent Family Income: \$39,350.

Who is most vulnerable?

- Mississauga has a large percentage of people living on low incomes (13.6%, 96,065); isolated seniors (16.6%, 12,940); and lone-parent families (16.4%, 32,780).
- In 2012, 8.4% of the working age population in Mississauga is working poor, an increase from 7.8% in 2006. But Mississauga's rate is less than the 9.1% in the Toronto region.
- The Mississauga Food Bank (MFB) receives 60,000 visits from clients each month.
- Children make up 51% of visits to MFB's member agencies.
- Almost 1 in 7 client households have no income.
- Rent is the biggest expense of the MFB clients (62% of monthly income on avg.).
- MFB clients need stable employment with a livable wage, and affordable housing.

Who is poor?

- 18.6% of all Mississauga residents are living in poverty.
- 21.7% of all children are poor, unchanged since 2012.
- 31.8% of all single-parent families are living in poverty.
- 11.6% of all elderly persons are poor, +3.4% since 2000.

NOTE: These 2013 figures represent all of Toronto (CMA) including Mississauga

Vital Steps:

- ✓ Volunteer at a local food bank.
- ✓ Learn more about how income inequality impacts learning, health and belonging.



Arts for Life Children's Festival • Bollywood Monster Mashup • Carassauga • Fiesta ng Kalayaan • Irie Music Festival • Mississauga ITALFEST – Ferragosto in the City • Mississauga Latin Festival • Mississauga Rotary Ribfest • Mississauga Waterfront Festival • Mosaic • MuslimFest • Port Credit Busker Festival • Pride Week in Peel • Southside Shuffle: Port Credit's Blues and Jazz Festival • Streetsville Founders' Bread & Honey Festival • Viet Summer Fest

Did you know?

| | | | |
|--|--|---|---|
| 1,804,000 residents, visitors and volunteers participated in City-supported cultural events in 2014. | Mississauga has 23,025 creative cultural workers (2014). | In 2013, there were 1,066 filming days in Mississauga. <i>(Multiple projects in a single day each count as a single day of filming).</i> | There are 21,812 artifacts in the Museums of Mississauga. |
|--|--|---|---|

There are
21,812 artifacts
in the Museums
of Mississauga.

✓ Catch a free film in Celebration Square.

✓ Visit the Art Gallery of Mississauga. Admission is free for all exhibitions and programmes.

About the Community Foundation of Mississauga

COMMUNITY FOUNDATION *fast facts*

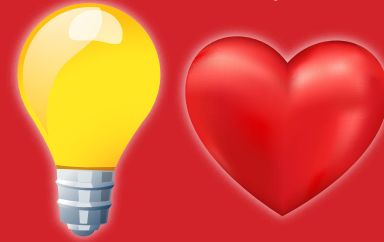
The Community Foundation of Mississauga manages endowed funds of more than \$20 million.

Cumulative grants to the community total over \$7 million.

The Community Foundation of Mississauga was incorporated as a non-profit and received its registered charitable status in 2001.

The Foundation has over 50 unique, named funds.

*Thanks to you,
Mississauga is a
Smart & Caring
Community*



2014 Annual Report | Community Foundation of Mississauga

The Community Foundation of Mississauga is a registered charitable foundation committed to building vitality in Mississauga. For over 14 years, the Foundation has dedicated itself to building a better place to live, work and play.

Our vision is to build a strong, vital Mississauga that has the resources to ensure quality of life for everyone. We know that vitality depends on creating

sustainable support to address community issues and invest in solutions.

We would like to hear from you. Whether you are a business or an individual, we invite you to the table as a community builder; and we will work closely with you to align your philanthropic vision with community needs.

For further information, please give us a call, or consult our website at www.CFofM.org.

The Community Foundation of Mississauga builds community vitality in three key ways:

01

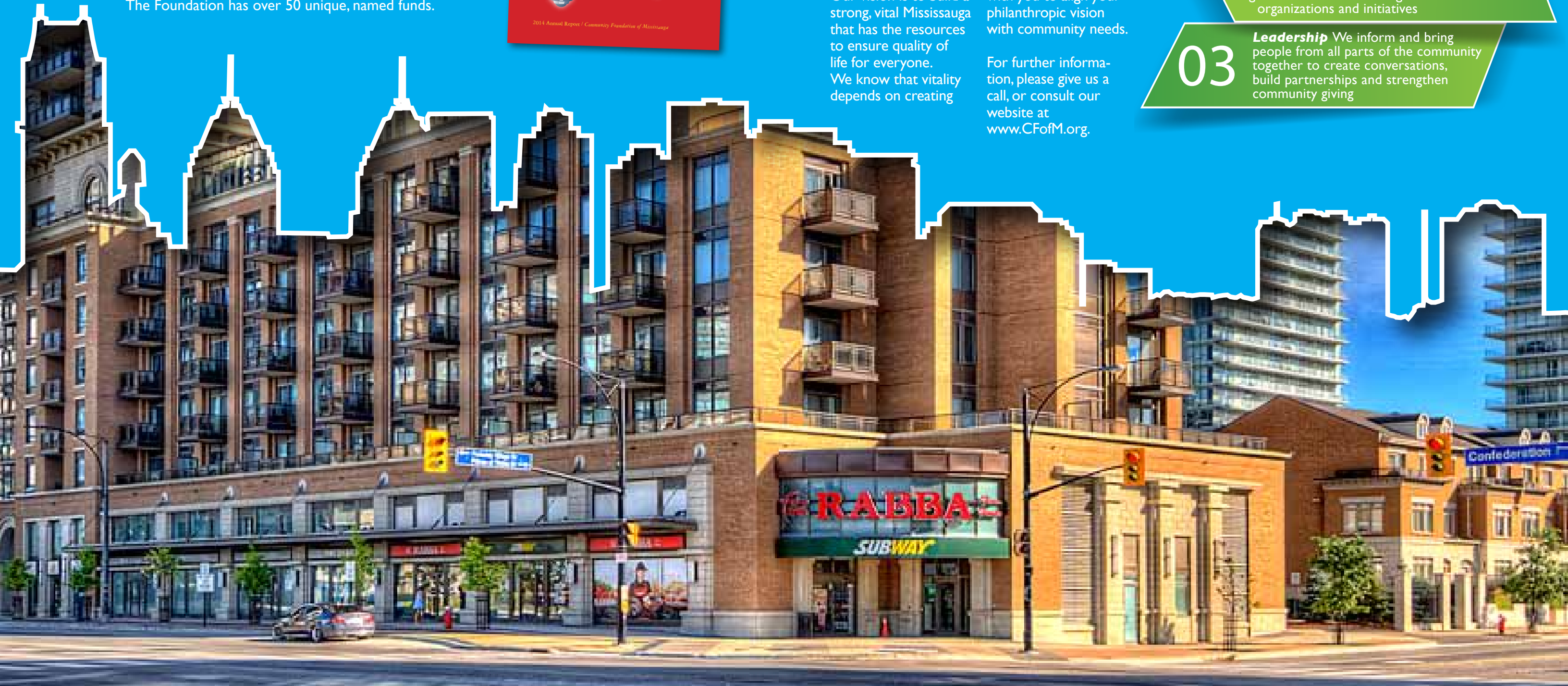
Donations We work with donors to build endowment and other funds to ensure a vital future for Mississauga

Grants to the Community We recognize that vitality comes from all corners of the community, so we grant funds to a wide range of organizations and initiatives

02

03

Leadership We inform and bring people from all parts of the community together to create conversations, build partnerships and strengthen community giving





Remaining Vital

We are delighted to present Mississauga's *Vital Signs* 2015, our third edition since 2011. *Vital Signs* is a national program that assembles local knowledge around the well-being of our communities. This edition of Mississauga's *Vital Signs* gathers information on ten core issue areas. As you will read, we have so many reasons to celebrate how we are doing in Mississauga. For example, Mississauga's diversity breathes life into a vibrant cultural sector. Did you know that almost two million people participated in City of Mississauga supported cultural

festivals, programs and activities in 2014? While the quality of life is high for many in Mississauga, *Vital Signs* reveals deep and persistent struggles close to home, especially around the high cost of housing and income inequality.

All of this, Mississauga's strengths and most pressing needs, is most relevant in providing our donors the necessary resources for targeting their philanthropy for greatest impact. Where can we collaborate for change and respond effectively to real needs in our community? In addition, Mississauga's *Vital Signs* is utilized by Mississauga charities to help advance their cause. Other types of organizations use *Vital Signs* to understand Mississauga and target their efforts. Residents broaden their sense of the issues shaping our city and our lives.

It is our hope that the information in this year's report will inform, inspire and focus philanthropy in Mississauga. Each of you is invited to engage this report. As you read and share with others, please consider what you might do to build a strong and vital Mississauga for all of us now, as well as our children and all who follow us.

Thank you.

Howard McIntyre

Chair, Board of Directors
The Community Foundation
of Mississauga

Eileen MacKenzie

President and CEO
The Community Foundation
of Mississauga

FOUNDATION GRANTS AT WORK

The Riverwood Conservancy is mobilizing volunteers to revitalize areas affected by invasive plants.

Mississauga Symphony Orchestra is creating a local opera production! Throughout its history, Orchestras Mississauga has presented opera highlights concerts, all of which were well received and attended by the symphony audience.

Square One Seniors Wellness Services is re-searching the unique needs of visually impaired older adults. One of the key barriers for accessing existing services is the lack of ability to safely and comfortably navigate into unknown geography or go out into the community as sighted people do. This research aims to identify gaps in programs and services.

Child Development Resource Connection Peel provides early years programs for children up to age six, with the goal of ensuring communities thrive with quality early learning opportunities.

The **Afghan Women's Organization** is working to increase economic opportunities for women in Cooksville especially those engaged in or wishing to start a small-scale business. A project supported by the Foundation will provide women with skills training; access to community markets to sell clothing, crafts and food; and an opportunity to explore the creation of a cooperative.



Community Knowledge Forums

The issues highlighted in Mississauga's *Vital Signs* provide the topics for the Foundation's Community Knowledge Forums. These Forums are intended to provide an opportunity for information sharing, create connections between stakeholders and allow for generative brainstorming on what matters to Mississauga and contributes to its vitality.

Acknowledgements

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SOURCES

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Elections Canada
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Interim Place
International Institute for Sustainable
Development – National Vital Signs
Data Partner
Metcalf Foundation
Our Place Peel
Peel Children Youth Initiative
Peel Data Centre
Peel Newcomer Strategy Group
Peel Regional Police Services Board
Safe City Mississauga
Sierra Club Ontario
Statistics Canada
The Homeless Hub
The Mississauga Food Bank
The Region of Peel
The Social Planning Council of Peel
Toronto Real Estate Board
Volunteer MBC



Vital Signs is a national program led by community foundations and coordinated by Community Foundations of Canada that leverages local knowledge to measure the vitality of our communities and support action towards improving our quality of life. Started by the Toronto Foundation in 2001, today more than 65 communities across Canada and around the world use *Vital Signs* to mobilize the power of community knowledge for greater local impact. Learn more at www.vitalsignscanada.ca.



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