

# MISSISSAUGA FOUNDATION

As we reflect on the close of 2024, it is with deep gratitude that we recognize the incredible generosity and commitment of our community. This year, we've seen inspiring growth through new partnerships, the expansion of our fundholder network, and the transformative power of collaboration. Together, we continue to connect donors with the evolving needs of Mississauga, fostering lasting change and ensuring a bright future for our city.

## COMMUNITY HIGHLIGHTS



### MISSISSAUGA DECLARES FOOD INSECURITY AN EMERGENCY

Food insecurity has reached a critical level in Mississauga, with the City Council officially declaring it an emergency. The numbers paint a stark picture:

- **1 in 13 residents** now rely on food banks, a dramatic rise from 1 in 37 just five years ago.
- Food bank visits have **surged by 80%** in the past year in Mississauga, the fastest-growing rate in Ontario.

This declaration highlights the urgent need for action to address immediate hunger relief and tackle the root causes of food insecurity, including the need for improved social assistance and affordable housing.

#### How the Mississauga Foundation Is Responding

At the Mississauga Foundation, we are taking meaningful steps to address this crisis:

- **Providing Immediate Support:** A donation of **\$10,000** has been directed to **Food Banks Mississauga** to assist with urgent needs.
- **Launching an Emergency Flow-Through Fund:** Donations to this fund will go directly to food security programs, ensuring immediate and impactful relief.
- **Building Long-Term Solutions:** The newly created Mississauga Emergency Food Security Fund will provide sustainable funding to food security initiatives for years to come.

#### How You Can Help

The time to act is now. Here's how you can make a difference:

1. **Donate for Immediate Relief:** Your contribution to the Emergency Flow-Through Fund will directly support local families in need. [Donate Now.](#)
2. **Support Long-Term Impact:** Invest in the Mississauga Endowed Food Security Fund to help build a more food-secure future. [Learn More and Donate.](#)

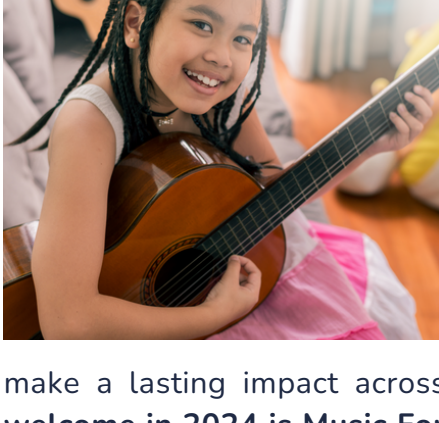
### WELCOMING NOVO NORDISK AND BMO AS VITAL SIGNS SPONSORS

We are proud to officially welcome Novo Nordisk as the Presenting Sponsor and BMO as the Vital Sponsor of Mississauga's Vital Signs Reports. These partnerships embody our shared commitment to fostering transformative change in our community. Novo Nordisk, with its strong focus on health and well-being, and BMO, a long-standing champion of community investment, align perfectly with our vision for an inclusive and resilient Mississauga. Their support will help us deepen the reach and impact of the Vital Signs Report, ensuring that we continue to inform and inspire action through vital data.



**Get Involved:** Become a Sponsor and help us build a brighter future for Mississauga. [Learn how.](#)

## WHAT'S NEW

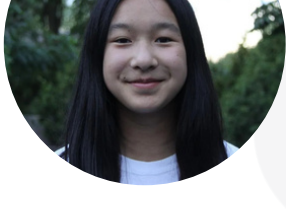


### MATCHING FUNDS: DOUBLING THE IMPACT OF GENEROSITY

Our Matching Funds Program is designed to encourage local charities to establish new endowed funds by offering to match donations up to \$5,000. This initiative has empowered charities to build permanent endowments that provide long-term financial stability, ensuring they have the resources to address critical community needs for years to come. Each matched contribution amplifies the capacity of these organizations to

make a lasting impact across Mississauga. **One of the new agency funds we're proud to welcome in 2024 is Music For Every Child, a student-led charity dedicated to bringing music therapy to children with special needs in inner-city schools.** Music For Every Child was founded with a strong sense of community and dedication by Mississauga-born youth, with all core team members calling this city their home. As winners of the 2023 Canada SDG Youth Award in education and economic development, this student-led organization is a powerful testament to Mississauga's spirit of compassion and innovation.

With an economically efficient model, Music For Every Child provides **year-round music therapy** to children with special needs for **just \$1 a day**. They operate with no administrative costs or salaries, ensuring that every dollar given directly benefits the children they support. Recognized for its innovative business model, **Music For Every Child recently won the "Empowering Innovation" award at the 2024 Global Youth Award in London, UK;** for empowering the next generation to become change-makers and equipping special needs students with valuable life skills. **They are the first and only Mississaugan to win this award.**



*"With your support and thanks to our new agency fund, we will be able to ensure the sustainability of our charity and continue making a difference in the lives of neurodivergent children in Mississauga and paving the way for youth to be leaders of today," shared Samantha Fung, Founder of Music for Every Child.*

Join us in supporting their mission to bring the healing power of music to every child who needs it. Samantha also quotes Hans Christian Anderson, "When words fail, music speaks", reflecting their mission.

**Donate now** to support Music For Every Child and help make a lasting difference in children's lives!

**If you're interested in opening a new agency fund and participating in our Matching Funds Program, please contact:**

Glenn Gumulka, President and CEO at [ggumulka@mississaugafoundation.ca](mailto:ggumulka@mississaugafoundation.ca) | 905-987-8880 ext. 221

### CELEBRATING THE 2024 VITAL SIGNS SURVEY WINNERS

In the **first year of our Public Opinion Research**, the **Vital Signs Survey** has once again proven to be an essential tool for understanding the needs and aspirations of our growing community. For 2024, we are thrilled to recognize the **winners of the survey - Gloria, Lorena and Mary.** Their voices, along with those of all participants, help shape the programs and initiatives that address Mississauga's most pressing challenges. Our deepest gratitude to everyone who took the time to share their insights, ensuring that our work is rooted in the lived experiences of the people we serve.



**Stay tuned for the soon to be published Mississauga's Vital Signs Report.**

Together, we are better equipped to invest in solutions that foster a more equitable, vibrant city.

## GRANTS AND EVENTS



### GRANT INFORMATION SESSION WEBINAR – 2025 GRANT ROUND

Mark your calendars! The Mississauga Foundation is hosting a **Grant Information Session Webinar for the 2025 Grant Round on January 20, 2025, at 11:00 AM.** This session is essential for all registered charities as we will be discussing a **significant change** to our grant process. Don't miss the opportunity to stay informed and ensure your organization is prepared for the upcoming round. [Register here to secure your spot.](#)

We strongly encourage you to attend—this update could impact your funding opportunities for 2025.

### MISSISSAUGA'S VITAL SIGNS WEBINAR

We're launching Mississauga's Vital Signs Project! Based on in-depth public opinion research conducted with Leger Marketing, this initiative uncovers key trends across health, diversity, the economy, the environment, and more. Join us for an engaging webinar to learn how these findings highlight opportunities for growth and collaboration in our community.



Mark your calendars!

**Event Details:**  
**When:** Monday, January 13, 2025  
**Where:** Online Webinar  
**What Time:** 11:00 AM

**Featured Speakers:**

- **Paige Schoenfeld**, Senior Vice President, Leger Marketing
- **Adam Marsella**, Director of External Affairs, Novo Nordisk Canada
- **Glenn Gumulka**, President and CEO, Mississauga Foundation

**Secure your spot in this exclusive webinar today. [Register Now.](#)**

## FUNDHOLDER SPOTLIGHT



### SANJIB CHOUDHURI - A JOURNEY FROM AN IMMIGRANT TO INSPIRED PHILANTHROPIST

Sanjib Choudhuri's story began in 1970 when he arrived in Canada from India with aspirations of post-graduate studies and a new life. After two decades in Toronto, a career shift led Sanjib and his family to settle in Mississauga in the early 1990s, which he has proudly called home for the past 35 years. While Sanjib had included philanthropic contributions in his estate plan for educational and medical causes, his heart was set on supporting Mississauga—the community his family chose as their own.

Shortly after his retirement, Sanjib's neighbour introduced him to Bonnie Yagar, then Chair of The Community Foundation of Mississauga (now The Mississauga Foundation). Through Bonnie's inspiring vision and leadership, Sanjib was captivated by the foundation's mission, seeing it as the perfect opportunity to give back to the community that had given his family so much.

Sanjib began with an unrestricted fund, offering the flexibility to support the foundation's immediate priorities. Later, he directed support specifically to the Smart and Caring Children and Youth Fund, recognizing the profound impact it has on Mississauga's young people. Sanjib highlights the tax-efficient strategy of donating appreciated securities, especially those with significant capital gains. By transferring these assets directly, he avoids capital gains tax, allowing him to direct more resources to his chosen causes. This approach maximizes his giving impact while incurring minimal tax savings, reinforcing his commitment to meaningful philanthropy in a financially savvy way.

**"It has been extremely gratifying,"** Sanjib reflects, **"to see the wide range of initiatives that The Mississauga Foundation has supported under the banner of The Smart and Caring Children and Youth Fund."**

**Donate now** to support the fund that provides targeted educational, social, and practical assistance to Mississauga's most vulnerable children across all neighborhoods. Together, we can continue to uplift and empower the next generation.

**Learn more [here](#) about donating Appreciated Securities and how you can be tax-efficient while driving community change.**

As we close out the year, we are reminded of the strength of our community and the profound difference we can make when we come together. Through the establishment of funds, strategic collaborations, and the unwavering support of our donors, we continue to build a brighter future for Mississauga—one rooted in generosity, sustainability, and collective impact.

Building Tomorrow's **MISSISSAUGA** Together.



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