

2014 Annual Report



JERRY LOVE CHILDREN'S FUND



The Year at a Glance

Since its start in 1985, the Jerry Love Children's Fund has raised more than \$1.5 million to provide children and youth in the City of Mississauga with the means to challenge their abilities, to play, have fun and make friends through participation in sport, art, culture and social recreation activities.

In 2014, the Jerry Love Children's Fund continued its tradition to provide fee assistance support to residents under the age of 15 to participate in City of Mississauga programs operated by Recreation or Culture. A total of **356** children and youth were supported in 2014, resulting in a grand total of **15,498** recipients.

With the City of Mississauga's continued expansion of the **ActiveAssist** Fee Assistance Program, the Jerry Love Children's Fund began to explore other opportunities to eliminate barriers for children to participate in recreation.

In 2014, the City of Mississauga launched **Let's Play in the Park**, a free supervised Summer drop-in program that was offered 5 days a week at 12 park locations throughout the City for 9 weeks. **HIGH FIVE**® trained City staff led a variety of activities for children aged 6 to 12 including active games, songs, crafts, and more. Due to the drop-in nature of the program, children and their caregivers could attend the program whenever they wished! The Jerry Love Children's Fund was pleased to be a supporter of this exciting new program that provided an opportunity for **1,238** children to **Play in the Park**. Thanks to the other 2014 program backers which included: the Pepsi Foundation, the Ontario Sport and Recreation Community Fund, Canada Jobs Grant, Ontario Jobs Grant, Costco and the Mayor's Golf Tournament.

How it Began

Making recreation opportunities available to children in the Community is literally a labour of love for Jerry Love, Mississauga's former Director of Recreation.

Before retiring in 1991, Jerry and Mississauga staff and volunteers spent 35 years offering quality recreation programs to Mississauga's children. During his tenure he came to realize that many families had financial barriers that prevented their children from participating in recreation programs.



Jerry was an advocate for a fund that let children, despite family finances, participate in the City's wide range of recreation programs. When Jerry retired from public service, former Mayor Hazel McCallion paid tribute to his efforts by naming the fund the "Jerry Love Children's Fund".



The City of Mississauga Team receives the 2014 Parks and Recreation Ontario Innovation Award for **Play in the Park**.



2014 Annual Report

2014 Financial Statement

January 1, 2014 to December 31, 2014

Opening Balance \$82,029.49

Revenues

Pepsi Foundation	\$ 50,000.00
ROI Corporation	\$ 25,000.00
Toronto Star Fresh Air Fund	\$ 13,000.00
Costco	\$ 2,500.00
RBC	\$ 1,500.00
Mayor's Golf Tournament	\$ 1,000.00
Central Lions Club	\$ 500.00
A Night At The Club Fundraiser	\$ 4,385.49
Carassauga Passport Sales	\$ 1,698.00
CLASS Donations	\$ 5,509.31
Summer Camp Pizza Sales	\$ 2,441.51
Employee Payroll Contributions	\$ 1,479.86
Miscellaneous	\$ 233.10
Estore Online Donations	\$ 200.00
Total	\$109,447.27

Expenses

Program Registrations	\$ 45,277.00
Let's Play In The Park	\$ 25,651.00
Total	\$ 70,928.00

Yearend Balance \$ 120,548.76

Fund balances are carried forward each year to ensure ongoing Recreation opportunities.

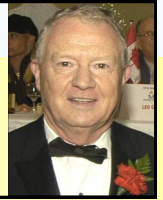
Fund Summary	Revenues	Fund Recipients	Play in the Park
1985-1989* unaudited	\$ 38,064	596	
1990-2013	\$ 1,421,602	14,546	
2014	\$ 109,447	356	1,238
1985 through 2014	\$ 1,569,113	15,498	1,238

Note: all annual reports since 1990 have been audited by the City of Mississauga.



Message From Jerry

*Jerry Love
Founder of
Jerry Love Children's Fund*

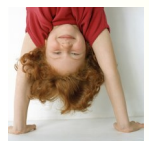


Thank you to the Jerry Love Children's Fund Supporters!

We all get bombarded with various kinds of charitable "asks" throughout the year. This is why we are so grateful for the generous support of our donors. For 30 years, many Service Clubs, Community Groups, Businesses, Corporate Groups, Individuals and Volunteers have contributed to the Fund. Every dollar donated benefits a child in our community, and every child benefits from Recreation opportunities. The Pepsi Co Foundation deserves special recognition for becoming the Funds' all time premier contributor, donating a total of \$170,000 since 2009. Sincere gratitude is also extended to Joan, Roy, Sandy and Tim Brown of ROI Corporation, a new local donor that presented a surprise gift of \$25,000 in 2014 and to the historical contribution of Scotia McLeod (Mississauga) who contributed a total of \$126,814 between 2005-2009.

Looking to Donate?

For 30 years, many Service Clubs, Community Groups, Businesses, Corporate Groups, Individuals and Volunteers have contributed to the fund, and we gratefully acknowledge their support. Every dollar donated benefits a child in our Community, and every child benefits from Recreation opportunities.



Donations may be made online at:

<http://www.mississauga.ca/jerrylovechildrensfund>

or by calling 905-615-3200 extension 4274.

Tax receipts will be issued for donations of \$20.00 or more.