

Jerry Love Children's Fund

2017 ANNUAL REPORT

The Year At A Glance

The Jerry Love Children's Fund is pleased to support the City of Mississauga's **Let's Play in the Park** program. This free program has now provided 43,594 children with the opportunity to play in the park since 2014!

2017 Park Locations

- Lisgar Fields
- Clarkson Park
- Brookemede Park
- Forest Glen Park
- Serson Park
- Brickyard Park
- Community Commons
- Ceremonial Green
- Huron Heights Park
- Rosebush Park
- Neebin Park
- Victory Park

Since its start in 1985, the Jerry Love Children's Fund has raised more than \$1.8 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 2017, 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 **106** children and youth were

supported in 2017, resulting in a grand total of 16,102 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 for children aged 6 to 12 which include a variety of active games, songs, crafts, and more led by HIGH FIVE® trained City staff.

Thanks to a donation from the Pepsi Foundation, the Jerry Love Children's Fund was pleased to continue its support of this program in 2017 which provided 12,656 children with an opportunity to play in 12 parks across the city in July and August.

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 fi-

nances, 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".

2017 Financial Statement

January 1, 2017 to December 31, 2017



<u>Opening Balance</u>	\$ 121,778.51
<u>Revenues</u>	
Pepsi Foundation	\$ 40,000.00
Tim Brown	\$ 25,000.00
Toronto Star Fresh Air Fund	\$ 13,000.00
CLASS Donations	\$ 3,565.99
Clarkson Music Theatre	\$ 1,000.00
Employee Payroll Contributions	\$ 754.00
Advertising In Print	\$ 500.00
Mississauga Central Lions Club	\$ 500.00
Kagami Biraki Family Karate Event	\$ 355.00
Personal Donations	\$ 145.00
Estore Online Donations	\$ 50.00
Carassauga Passport Sales	\$ 118.00
TOTAL	\$ 81,422.00
<u>Expenses</u>	
Program Registrations	\$ 14,034.00
Let's Play In The Park	\$ 50,505.00
Total	\$ 64,539.00
<u>Yearend Balance</u>	<u>\$ 138,661.51</u>

Fund balance is carried forward each year to ensure ongoing Recreation opportunities.

Fund Overview

	Total Revenue Raised	Program Registrations Funded	Let's Play In The Park Participants
2017	\$84,988	106	12,656
1985 - 2017	\$1,857,285	16,102	45,594

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

Message from Jerry



We all get bombarded with various kinds of charitable "asks" throughout the year. This is why we are so grateful for the support of our donors. For over 30 years many Service Clubs, Community Groups, Corporations, Businesses, Individuals and our valued Volunteers have contributed to the Fund.

Every dollar donated to the Jerry Love Children's Fund provides activity for a deserving child in Mississauga!

Several community groups have made it tradition to provide an annual contribution to the Jerry Love Children's Fund.

One of the many examples to stand out this year is the **Kagami Biraki** family Karate event which takes place at South Common Community Centre. Jerry was honoured to attend this event once again, and is even more thankful for the group's continued commitment to donate proceeds from the event to the Fund.

Thanks are also extended to David Love and Timothy Brown for their volunteer support for the growth of the fund as well as city staff who have made personal donations through Employee Payroll contributions.

The Jerry Love Children's Fund acknowledges the partnership of the City of Mississauga which provides in-kind support for financial management and administration of the fund.

