

How we started —a labour of Love

Making recreation opportunities available to all of the City of Mississauga's children is literally a labour of love for Jerry Love, the City's former director of recreation.

Before retiring in 1991, Jerry City recreation staff and volunteers spent 35 years offering Mississauga's children recreation programs that best met their physical and social needs. He also realized that many families were not in a financial position to enroll their children in municipally operated recreation programs.

Jerry was a major advocate behind a fund that provided children, despite family finances, an opportunity to participate in the City's range of recreation and leadership programs. When Jerry retired, Mayor Hazel McCallion honoured his efforts and renamed the fund the Jerry Love Children's Fund—a truly fitting designation.



Funding fun for kids

Your much-needed support in the investment of our youth will afford them opportunities in their community so that they may achieve mental, physical, social and personal development through participation in active living.

If you would like to contribute to the Jerry Love Children's Fund, donations can be made:

Online at:
mississauga.ca/jerrylovechildrensfund

By calling:
905-615-4100

Or by mail to:
City of Mississauga
Jerry Love Children's Fund
Recreation Division Customer Service Centre
301 Burnhamthorpe Road West
Mississauga, ON L5B 3Y3

Please make cheques payable to
City of Mississauga, Jerry Love Children's Fund.

For corporate donation information, please contact:

Michael Campbell,
Manager, Sponsorship & Corporate Development
905-615-3200, ext. 3461
michael.campbell@mississauga.ca

Donations of \$20 and more are also tax deductible and donors receive a receipt for income tax purposes.



mississauga.ca/jerrylovechildrensfund



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(@MississaugaRP)

jerry love children's fund



Providing recreation experiences...
Because children **LOVE** to play





Since its start in 1985, the Jerry Love Children's Fund has helped more than 15,000 children participate in sport, art, cultural and social recreation activities.

Available to City of Mississauga residents aged 15 or younger, for any program operated by Recreation or Culture, this generous Fund offers young people the means to challenge their abilities, to play, have fun and to make friends.

Learning new skills and cooperation, exercising bodies and minds

—nothing offers children as many benefits as recreation. Recreation is essential to the growth and well-being of our youth. Providing positive experiences and supporting children to lead healthy, active lifestyles is our goal.

Administered by City of Mississauga's Recreation Division the Jerry Love Children's Fund raises thousands of dollars each year to help hundreds of children enjoy the benefits of participating in recreation programs. Making recreation programs available to children who might otherwise be unable to afford them is what the Jerry Love Children's Fund is all about.

All donors to the Jerry Love Children's Fund share a belief in the value of recreation and in the need to ensure that no young person misses out. The Fund is supported by individuals, local businesses, service clubs, community groups and other funding bodies such as the PepsiCo Canada Foundation. Each and every dollar raised goes towards program registrations, with the City of Mississauga covering all administration costs.

