



Deputation to Council

Mississauga Foundation

Building Tomorrow's  Mississauga Together.



ROOTED IN THE COMMUNITY

- Operating in Mississauga since 2001
- Connected with almost 400 charitable organizations in our community
- Award 120 to 150 grants each year
- Helping 20 charitable organizations to build their own endowed funds
- More than \$26 million granted to date

Charities Supported



Acclaim Health and Community Care Services
 Options Mississauga
 Active Adult Centre of Mississauga
 Big Brothers Big Sisters of Peel
 The Riverwood Conservancy
 Acorn to Oak Youth Services
 The Peel Learning Foundation
 Armagh
 Art Gallery of Mississauga
 Indus Community Services
 Community Living Mississauga
 Campfire Circle
Music For Every Child
 I Challenge Diabetes
 The Lighthouse Program for Grieving Children
 Friends of the Museums of Mississauga
 DEEN Support Services
 Compass Food Bank & Outreach Centre
Cycling Without Age
 Dixie Bloor Neighbourhood Centre
 EveryMind Mental Health Sevices
 MIAG Centre for Diverse Women and Families
 Wellspring Cancer Support Foundation
 Visual Arts Mississauga
 Ecosource Mississauga
 Embrave
 The Canadian Arabic Orchestra
 ErinoakKids
 Boys and Girls Club of Peel
 Newcomer Centre of Peel
 Eden Food for Change
 Mississauga Children's Choir
 The Mississauga Food Bank
 Hospice Mississauga
 Second Harvest Canada
 Sickle Cell Awareness Group of Ontario Inc.
 Mississauga Arts Council
 The Dam
 Silent Voice Canada
 Mississauga Big Band Ensemble
 CreativeHub 1352
 Toronto Wildlife Centre

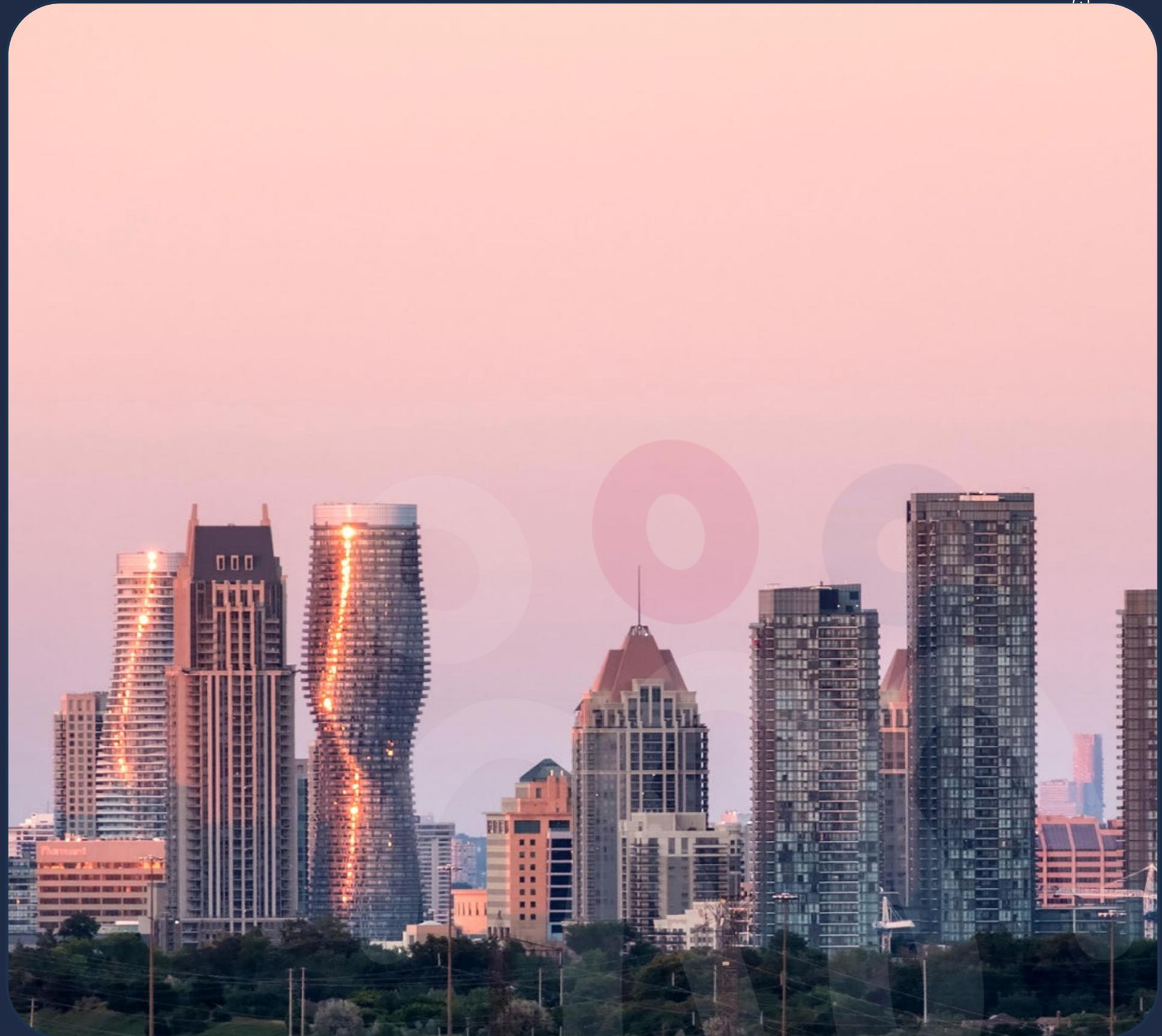


WHAT IS THE NEED IN OUR COMMUNITY?

Grant applications exceed
dollars available by a ratio of

5:1

Mississauga's Vital Signs



Background

Annual check-up that measures the vitality of the city.

The survey used a 5-letter grade scale:

A	EXCELLENT , stay the course
B	GOOD , but some improvements could be made
C	AVERAGE performance, suggest additional effort be made to address these
D	BELOW AVERAGE performance, additional work is required
F	POOR , immediate action is crucial

13 KEY AREAS

- Arts & Culture
- Belonging
- Community Engagement
- Diversity, Equity and Inclusion
- Economy
- Environment
- Health & Wellness
- Housing
- Learning
- Safety
- Sports & Recreation
- Standard of Living
- Transportation

Methodology

Method

Online Survey

Sample:

Leger's LEO panel and an Open Link



Secondary Research



When

August 15 to October 4, 2024

9

Completes

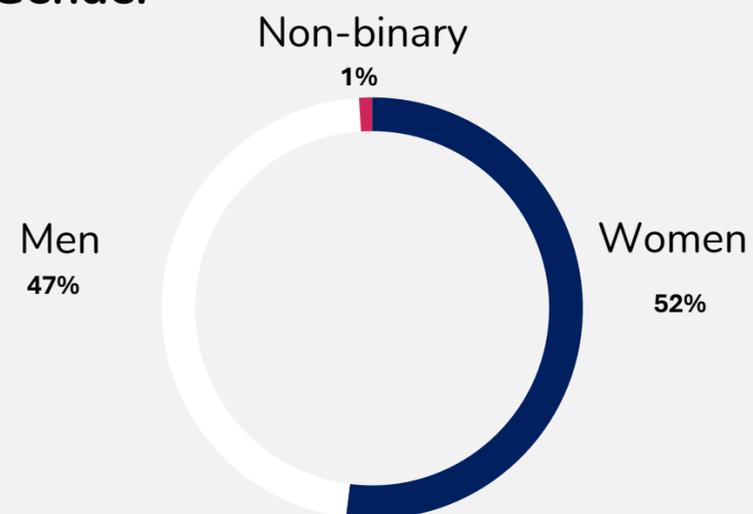
546 completed surveys.

- 399 surveys were completed via research panel
- 147 completed the survey via open-link



Who Answered the Survey

Gender



Age

18 to 24 years old	10%
25 to 34 years old	20%
35 to 44 years old	16%
45 to 54 years old	17%
55+ years old	38%

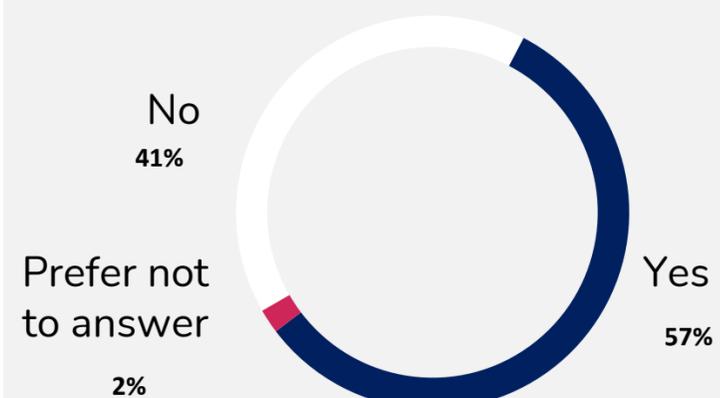
Tenure in Mississauga

<1 year	2%
1 to 5 years	12%
6 to 10 years	11%
More than 10 years	72%
Prefer not to answer	2%

Income

Less than \$20,000	7%
\$20,000 - \$49,999	17%
\$50,000 - \$109,999	35%
\$110,000+	29%
Prefer not to answer	12%

Born in Canada



Identity



Key themes that arose.

Mississaugans rate their quality of life **positively**.



Affordability, especially regarding housing and cost of living, emerges as a key area of concern.

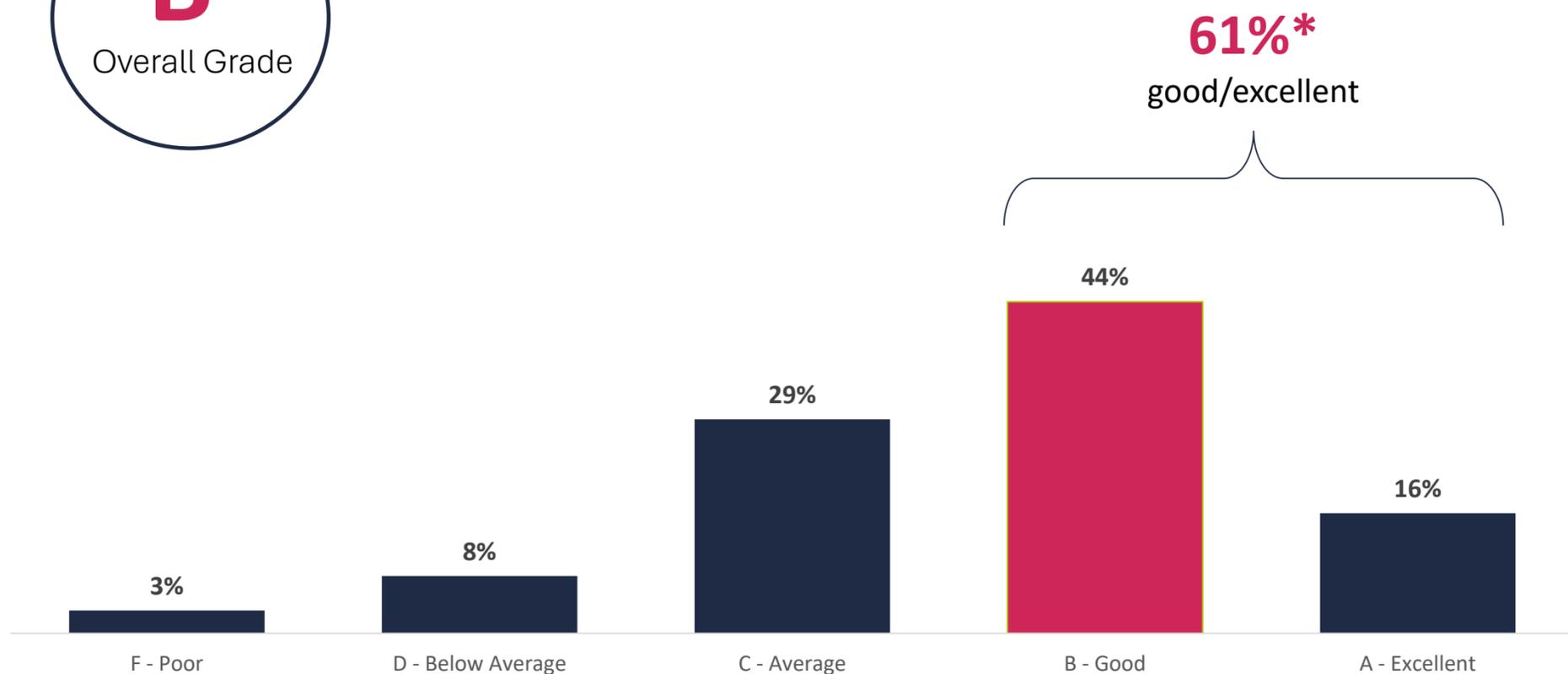
Economy and Transportation are areas that could be improved.



Safety concerns are rising.

Overall Quality of Life Grade

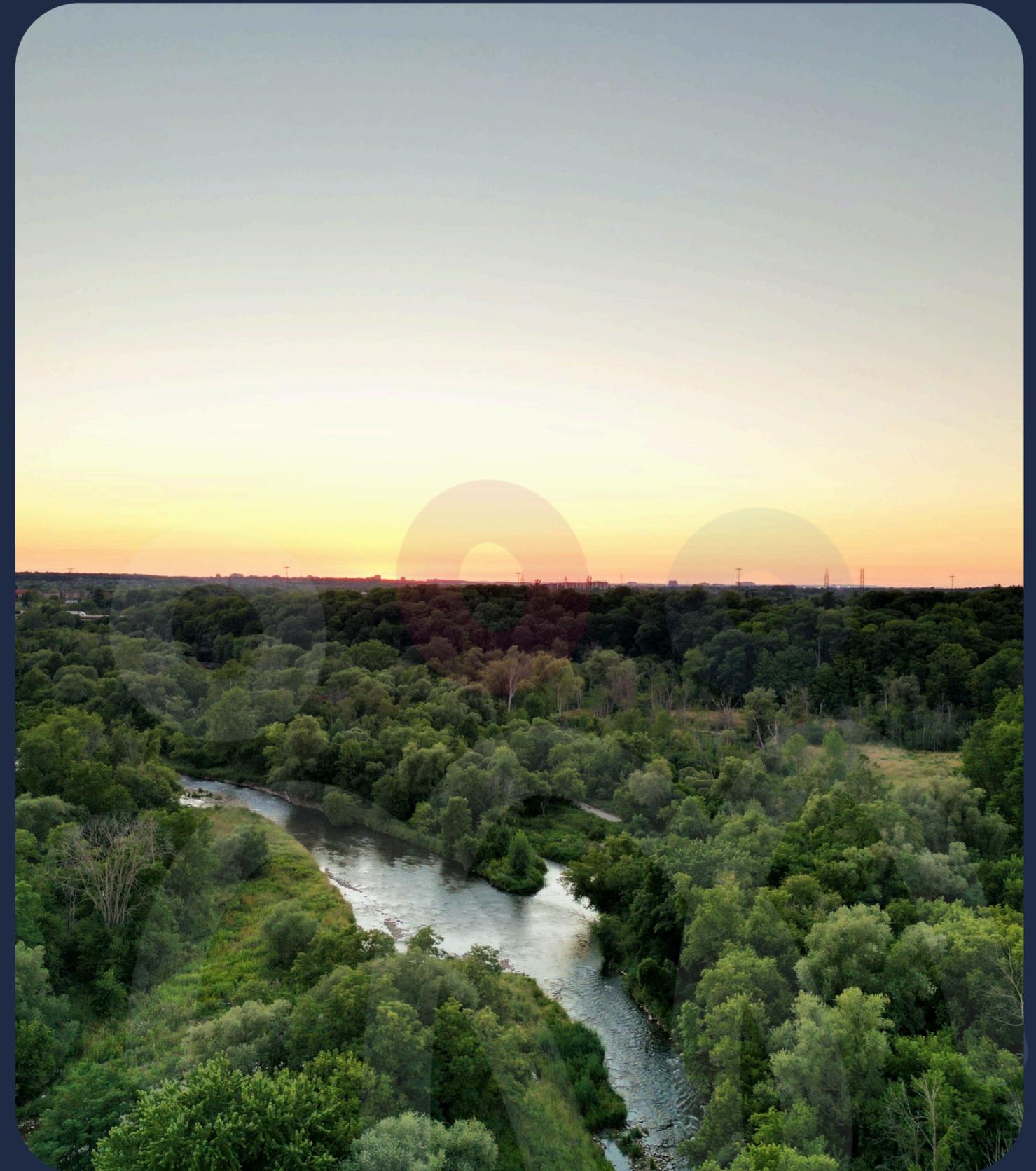
B-
Overall Grade



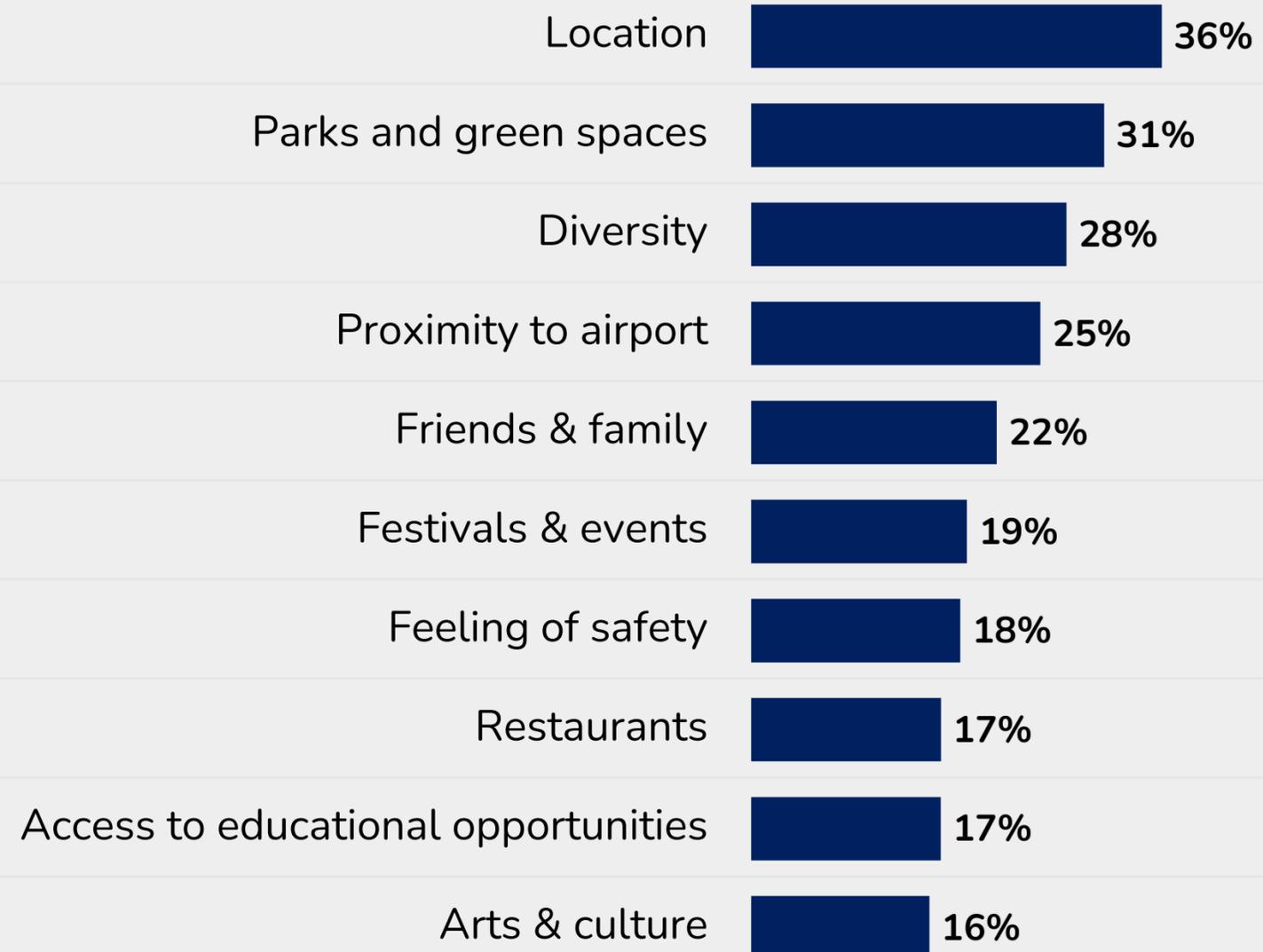
Base: All respondents (n=546).
Q1n. How would you grade your quality of life in Mississauga?

*indicates rounding

Quality of Life: Best Things and Top Issues



Best Things About Mississauga

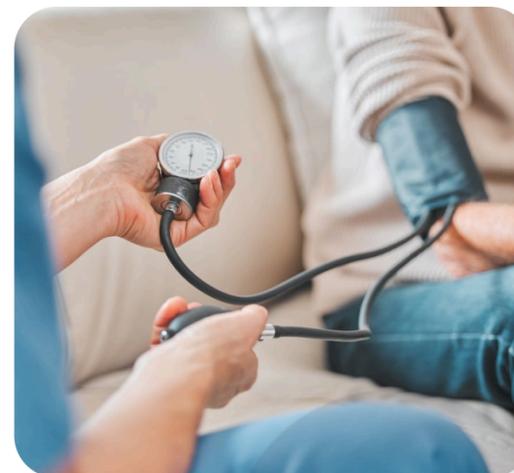
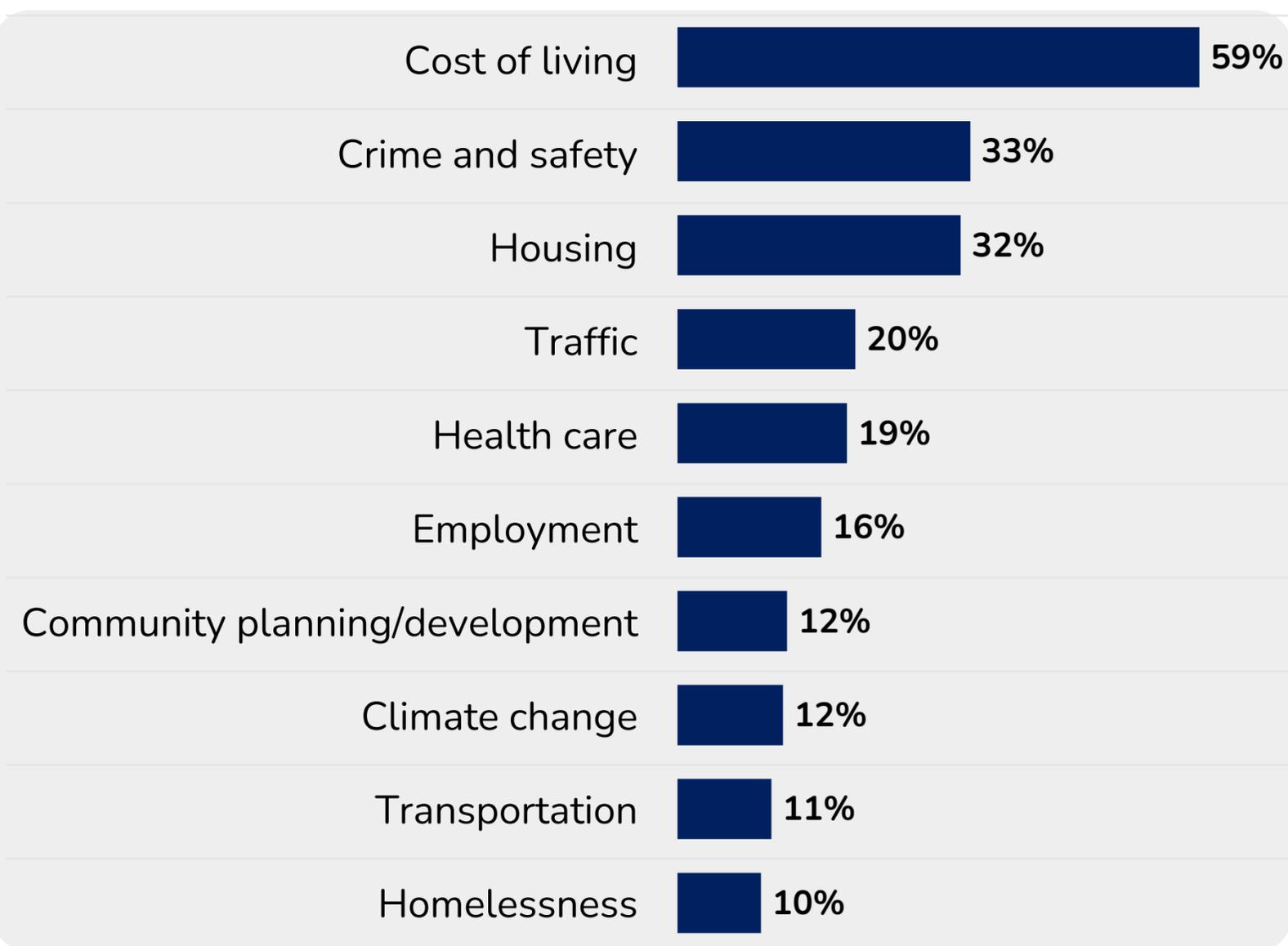


Base: All respondents (n=546).

Q3. Please select what you think are the three best things about Mississauga today.

Top 10 responses shown.

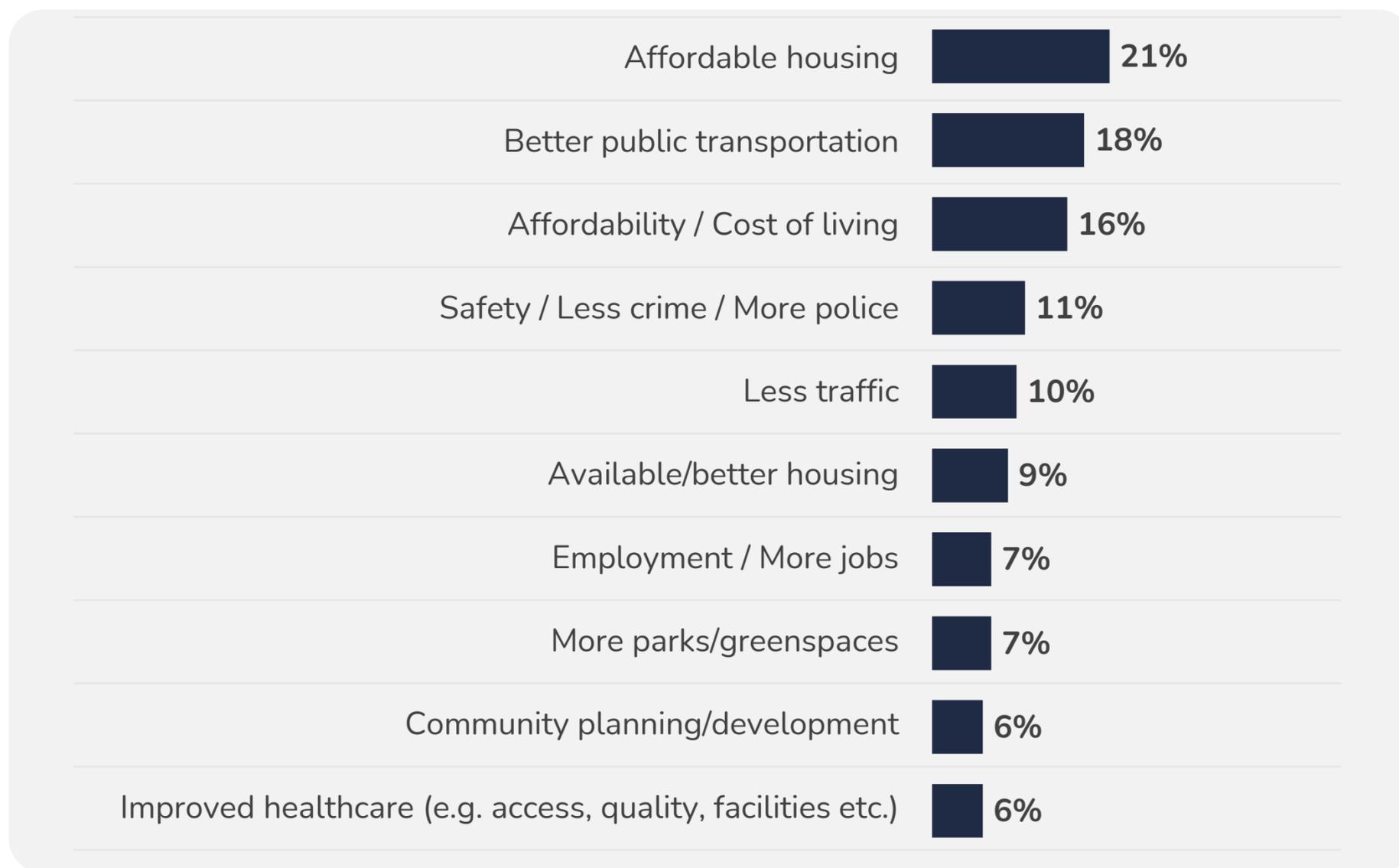
Top Issues in Mississauga Today



Base: All respondents (n=546).

Q2. Please select what you think are the three most important issues facing Mississauga today.
Top 10 responses shown.

Making Mississauga Better



21%

**SAY AFFORDABLE
HOUSING WOULD MAKE
MISSISSAUGA AN EVEN
BETTER PLACE TO LIVE.**

Key Metrics

The 2024 overall **Quality of Life** grade is B-.

Category	Grade
Diversity, Equity, Inclusion	B+
Sports and Recreation	B
Belonging	B-
Environment	B-
Health and Wellness	B-
Learning	B-
Arts and Culture	C+
Engagement	C+
Safety	C+
Standard of Living	C+
Economy	C
Transportation	C
Housing	D+



How Data is presented in the Reports

Data from the Summary Report



Safety

Safety is a top priority for Mississauga, with about half of residents rating it as average or lower. While Mississauga’s proactive approach to safety, including community engagement and strong public services, aim to ensure that residents feel secure in their neighbourhoods, crime rates are rising with over two-thirds indicating crime in Mississauga increased over the last year. As the city grows, efforts on crime prevention and enhancing public safety measures will be critical for making Mississauga a safe and welcoming place for all.

SUSTAINABLE DEVELOPMENT GOALS



Safety remains a priority focus in Mississauga. With a rise in the crime rate, nearly half indicate crime in their neighbourhood increased in the past year and over two-in-five rate the degree to which they feel safe in their neighbourhood as average at best. The city’s commitment to building safe and resilient communities aim to ensure that all residents can live, work, and play in secure neighbourhoods. High trust in public institutions and law enforcement is evident in the city’s effective police, fire, and emergency services.

REGIONAL DATA

Safety in Mississauga



The crime rate in Peel in 2023 was 3,408.14 incidents per 100,000 people. Up from a rate of 3,055.66 incidents per 100,000 people in 2022.

The crime severity index score in 2023, up from 47.67 in 2022 for **Peel** **51.41**

Source: Statistics Canada

In Ontario in 2023, the crime rate was 4,723.4 incidents per 100,000 people in 2023. Up from 672,285 actual incidents and a rate of 4,438.99 incidents per 100,000 people in 2022.

The crime severity index score in 2023, up from 58.81 in 2022 for **Ontario** **60.88**

When asked how the following has changed in Mississauga over the past year, 67% indicate crime in Mississauga has increased, 47% indicate crime in their neighbourhood increased.

Source: Mississauga Vital Signs Report

In 2023, Peel region police reports show:

Source: Peel Regional Police

- 13,487 people charged
- 53,057 criminal code violations (up 19% over 2022).
- 23 homicide victims (down 23% over 2022).
- 833 robberies (up 8.5% over 2022).
- 2,842 break and enters (up 27% over 2022).
- 8,322 auto-thefts (up 38% since 2022).

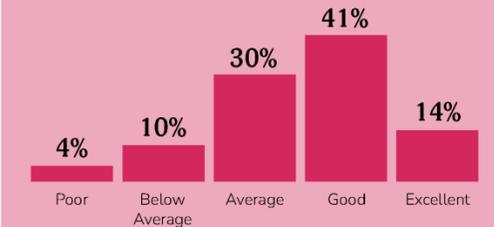
Sustainable Development Goals



Promote health and well-being for all. Create inclusive, safe, and sustainable cities. Promote peaceful and safe societies, with access to justice and accountable institutions.

Respondents rate the degree to which they feel safe in their neighbourhood as:

Source: Mississauga Vital Signs Report



81% believe their neighbourhood is safe for children to play

64% believe their neighbourhood is safe to walk in at night

64% have high confidence in police

48% have high confidence in the justice system and courts

85% are satisfied (very/somewhat) with fire and emergency services (2023, City of Mississauga, Citizen of Satisfaction Report)

Source: Peel Social Capital Report and City of Mississauga

How data is presented in the reports

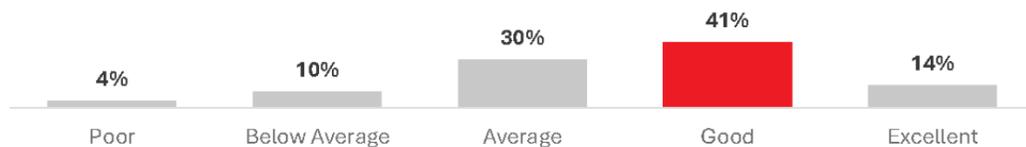
Safety



Rating Aspects of Safety

Safety is a growing concern in Mississauga and is mentioned among the top three issues Mississauga is currently facing. Two-in-five rate the degree of safety in their neighbourhood as good, however about two-thirds indicate crime in Mississauga has increased over the past year.

Please rate the degree to which **you feel safe** in your neighbourhood:



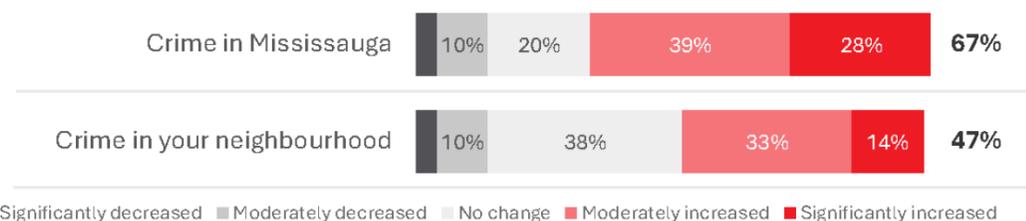
Those **more likely** to rate as good/excellent:

- Those who are BIPOC (61% vs. 51% White).
- Those who were not born in Canada (61% vs. 51% born in Canada).

Data from the Primary Report

How have the following aspects changed in Mississauga over the past year?

NET Top 2



Base: All respondents, excluding not applicable (n=529-541).
 Q12. Please rate the following aspect of **safety** in Mississauga as it applies to you personally.
 Q12b. In your opinion, how have the following aspects changed in Mississauga over the past year?
 Responses 4% or less not labelled.

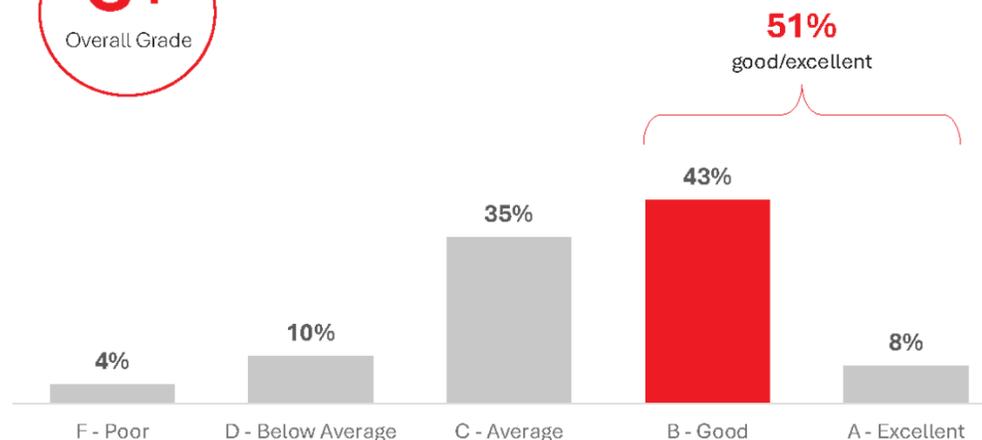
Safety



Overall Safety Grade

Just over half rate safety in Mississauga as good/excellent, while over one-third give it a grade of C-average.

C+
Overall Grade



Those **more likely** to grade good/excellent:

- Males (57% vs. 46% female).
- Those who were not born in Canada (58% vs. 46% born in Canada).
- Those who have lived in Mississauga for 5 years or less (70% vs. 47% 11+ years).

Base: All respondents (n=546).
 Q1g. How would you grade Mississauga when it comes to **safety**?

Data from the Secondary Report

Safety


Safety in Mississauga

According to statistics Canada incident-crime statistics:

There were **51,139 actual incidents** in Peel and a rate of **3,408.14 incidents per 100,000 people** in 2023. Up from **44,192 actual incidents** and a rate of **3,055.66 incidents per 100,000 people** in 2022.

There were **737,246 actual incidents** in Ontario and a rate of **4,723.4 incidents per 100,000 people** in 2023. Up from **672,285 actual incidents** and a rate of **4,438.99 incidents per 100,000 people** in 2022.

Source: Statistics Canada

The crime severity index score:

51.41

in 2023 up from **47.67** in 2022 for Peel

60.88

in 2023 up from **58.81** in 2022 for Ontario

CRIME IN PEEL

In 2023, police reports show:

→ 13,487 people charged over 2022).	→ 3,926 thefts from vehicles (down 5.9% over 2022).
→ 53,057 criminal code violations (up 19% over 2022).	→ 50 shooting victims (down 14% over 2022).
→ 23 homicide victims (down 23% over 2022).	→ 4,235 reports of mischief (up 23.9% over 2022).
→ 833 robberies (up 8.5% over 2022).	→ 30 motor vehicle collision deaths (down 19% over 2022).
→ 2,842 break and enters (up 27% over 2022).	→ 9,570 domestic disputes with an intimate partner (up 3% over 2022).
→ 1,257 sexual violations (up 9.4% over 2022).	
→ 8,322 auto thefts (up 37.7% over 2022).	

Source: Peel Regional Police

FEELINGS OF SAFETY

According to the 2021 Peel Social Capital Report:

-  → **81%** believe their neighbourhood is safe for children to play
-  → **64%** believe their neighbourhood is safe to walk in at night
-  → **64%** have high confidence in police
-  → **48%** have high confidence in the justice system and courts
-  → **85%** are satisfied (very/somewhat) with fire and emergency services

(2023, City of Mississauga, Citizen of Satisfaction Report)

Source: Peel Social Capital Report and City of Mississauga



3 GOOD HEALTH AND WELL-BEING
Promote health and well-being for all.



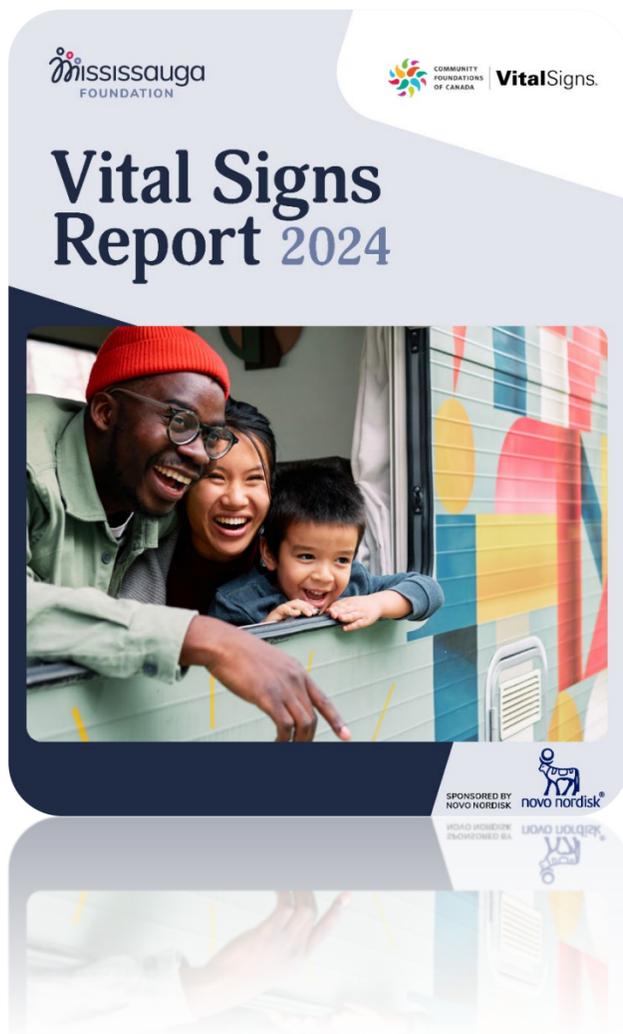
11 SUSTAINABLE CITIES AND COMMUNITIES
Create inclusive, safe, and sustainable cities.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Promote peaceful and safe societies, with access to justice and accountable institutions.

26

All four reports are available to read at www.mississaugafoundation.ca



Vital Signs Report 2024

The Mississauga Foundation, through the Vital Signs Report, gathers critical insights on the city's social, economic, and environmental well-being to inform meaningful actions, tackle challenges, and foster lasting, positive change by leveraging local knowledge and community philanthropy.

While Mississaugans generally rate their quality of life positively—highlighting diversity, parks, and green spaces as key strengths—there are opportunities to address food insecurity, improve housing affordability, and enhance community safety. Nearly 1 in 13* residents rely on food banks, underscoring the importance of equitable access to resources. By working together, the Mississauga Foundation and its partners are striving to build a community where everyone can thrive through innovative and community-driven solutions.

Quality of Life **B-**

Arts and Culture	C+
Belonging	B-
Community Engagement	C+
Economy	C
Housing	D+
Environment	B-
Health and Wellness	B-
Learning	B-
Safety	C+
Standard of Living	C+
Transportation	C
Diversity, Equity and Inclusion	B+
Sports and Recreation	B

Discover more about the key challenges and opportunities shaping Mississauga's future.

Let's build a stronger, more connected Mississauga together!

*CTV News, 2023, October 11. City of Mississauga declares food insecurity an emergency. <https://www.mississauga.ca/newsroom/city-of-mississauga-declares-food-insecurity-an-emergency/>

Next Steps

1. Disseminate the data and raise awareness
2. Granting
3. Vital Conversations
4. Build Partnerships
5. Mississauga Fund





Mississauga FOUNDATION

Building Tomorrow's *Mississauga* Together.

Thank you!

www.mississaugafoundation.ca