

City of Mississauga

Corporate Report



<p>Date: May 22, 2025</p> <p>To: Mayor and Members of Council</p> <p>From: Geoff Wright, P.Eng, MBA, City Manager and Chief Administrative Officer</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: June 25, 2025</p>
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Subject

Employee Charitable Giving

Recommendation

1. That The Corporation of the City of Mississauga designate Food Banks Mississauga, Trillium Health Partners Foundation, and United Way Greater Toronto as charitable options for employee giving as outlined in the corporate report entitled "Employee Charitable Giving" dated May 22, 2025 from the City Manager and Chief Administrative Officer.
2. That The Corporation of the City of Mississauga provide in-kind support to these aforementioned charities for promotion and fundraising at pre-determined times annually.
3. That the City Manager or designate be authorized to negotiate and execute, on behalf of the Corporation of the City of Mississauga, corporate charitable giving agreements, with each of the aforementioned charities and that all necessary agreements and related ancillary documents be completed in a form satisfactory to the City Solicitor; and
4. That all necessary by-laws be enacted.

Executive Summary

- For more than 30 years, The Corporation of the City of Mississauga (City) has been conducting an employee giving campaign for United Way Peel Region and more recently for United Way Greater Toronto (UWGT) after amalgamation. In that time, employees have raised more than \$3 million.
- Each year, the employee giving campaign is led by a staff chairperson and a committee of employees. The employee campaign includes multiple divisions and requires significant time and resources. In 2024, the City raised \$95,000 for UWGT. This amount has been declining year over year. At the same time, UWGT continues to invest close to \$3 million annually into the City of Mississauga in funding to agencies that provide vital

programs in the community.

- For over a decade, current and former Mississauga Mayors, Councillors and City staff have actively engaged in annual food and fundraising campaigns, raising millions of dollars and pounds of food, for Food Banks Mississauga. Council has also approved resolutions in support of Food Banks Mississauga and eliminating food insecurity in the community.
- Food bank use in Mississauga continues to climb year over year. Between June 2023 – May 2024, Food Banks Mississauga saw a 58 per cent increase in use, with 1 in 13 residents now using the service. In the same time period, Food Banks Mississauga saw over 420,000 visits, an 80 per cent increase year over year. On many occasions Food Banks Mississauga has asked for support to meet its mandate and ensure people in the community do not go hungry.
- Council has also been supportive of the Trillium Health Partners Foundation, recently passing a resolution to contribute \$390 million to the Foundation in support of its local share campaign to build the new Peter Gilgan Mississauga Hospital, which will be the largest hospital in Canada when complete, providing high quality healthcare to the Mississauga community.
- Given this history and the recent actions and resolutions of Council, moving forward staff recommend formalizing how the City participates as a corporation in charitable giving by:
 - Modifying the staff-led UWGT annual campaign using different promotional tactics, maintaining the option for employee payroll deduction.
 - Expanding employee giving by also offering payroll donation to include Food Banks Mississauga and Trillium Health Partners Foundation in addition to UWGT.
 - Supporting the Trillium Health Partners Foundation, Food Banks Mississauga, and UWGT to help promote their fundraising campaigns both internally with employees and externally in the community.
 - Committing in-kind communications resources (e.g. access to City's digital screen network) at pre-determined times of the year to promote each of these three charities.
 - Engaging in all of the foregoing by way of executing formal written charitable giving agreements with each of the three charities.

Background

United Way Greater Toronto

For more than 30 years as a corporation, City employees have been donating to UWGT through an annual employee giving campaign. Each year, a staff member is selected as the UWGT

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chairperson, and a committee is formed to plan fundraising events across all departments. To date, employees have raised more than \$3 million for United Way.

UWGT has been supporting the Mississauga community since 1957. In 2024/25, they are investing \$2.9 million in community funding to help a wide range of local organizations. By offering three-to-five-year operating grants, UWGT enables these organizations to focus on their mission and service delivery. In Mississauga alone, \$1.8 million is being invested across 14 agencies to support 21 programs, including:

- \$96,000 for the Malton Youth Hub
- \$60,000 for the Metamorphosis campaign
- \$12,500 for the Cooksville Community Festival
- \$150,000 per year for Polycultural Immigrant and Community Services
- \$137,500 in neighbourhood grants

United Way is also partnering with the City on the development of the Glenforest Youth Hub; the Cooksville Hub Network; 2025/26 Cooksville Community Festival; and the Peel Newcomer Strategy Group pilot in Erin Mills and Dixie Bloor.

Food Banks Mississauga

For over a decade, former mayors and previous councils have actively supported fundraising campaigns for Food Banks Mississauga, particularly through the annual Thanksgiving and Holiday food drives. Many have hosted their own fundraising events, while City divisions and individual staff members have regularly participated in these campaigns. Some staff have inquired about supporting Food Banks Mississauga formally as a City.

Mayor Parrish has also been a long-time supporter of food banks in Mississauga. Through her annual Milk Fund Gala, she has raised almost \$1.2 million to purchase fresh milk for local food banks and agencies. In 2024, Mayor Parrish also participated in promoting the Thanksgiving and Holiday food drives, which together raised more than \$3.8 million. City communication channels were used to amplify these campaigns and encourage public participation.

In October 2024, Council passed a resolution declaring food insecurity an emergency in Mississauga and called on the provincial and federal governments to take action through a host of measures. The Mayor has since written letters to the Prime Minister, Premier, and relevant cabinet ministers urging action. Food insecurity was also part of the City's advocacy efforts at the Association of Municipalities of Ontario (AMO) conference in August 2024 and included in the City's 2025 provincial and federal pre-budget submissions.

Food Insecurity in Mississauga

Food insecurity is at record levels and continues to rise at an alarming rate in Mississauga each year. Currently, one in 13 residents - more than 56,000 individuals - rely on food banks, including over 16,000 children, representing 28% of users.

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This marks a 42% year-over-year increase in child food bank use and a 58% increase in use overall. Between June 2023 and May 2024, Food Banks Mississauga alone recorded over 421,000 visits, an 80% increase from the previous year. Mississauga experienced the fastest growth in food bank usage of any municipality in Ontario during this period.

Despite fundraising numbers reaching new highs, demand continues to outpace available resources. Projections indicate that, without intervention, more than 100,000 individuals could be relying on food banks by 2025.

Food Banks Mississauga serves as an umbrella organization, providing food to over 60 local member agencies from local food banks to food pantries and snack programs. While not an official UWGT partner, Food Banks Mississauga collaborates with United Way where possible. Food Banks Mississauga does not receive federal or provincial government funding.

Trillium Health Partners Foundation

On May 28, 2025, Council passed a resolution in support of Trillium Health Partners and the Foundation for the rebuild of the Peter Gilgan Mississauga Hospital. Council has committed to contribute \$390 million towards the hospital rebuild. Mayor and Council also remain supportive of the Trillium Health Partners Foundation's efforts to fundraise for the building and outfitting of the new hospital.

The new hospital will create and estimated 2400 new healthcare jobs and bring 400 new doctors to the community. It will be the largest hospital in Canada, with 950 beds and 23 operating rooms. It will also include the Shah Family Hospital for Women and Children, including the largest neonatal intensive care units in the province.

The Trillium Health Partners Foundation is actively working to fundraise the community share amount of \$1.5 billion. Support from the community, including City of Mississauga employees, would help to achieve this goal.

Present Status

Employee Charitable Giving

Currently, UWGT is the City's only officially recognized charitable partner. The City's involvement with UWGT over the years has been formalized by way of successive written agreements between the two parties, the last of which being a 2020 cloud donation platform agreement that has since been nullified by UWGT. As a result, at the present time the City does not have any formal written agreement in place with UWGT.

Regardless, the City has continued to collaborate with UWGT and City employees have continued to donate through organized events and payroll deductions, raising just over \$95,000 for UWGT in 2024. Payroll deductions are where the bulk of the funds are raised. In recent years, fundraising has become increasingly challenging. Since the pandemic, annual contributions from City staff have steadily declined.

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City employees have also expressed interest in supporting other charitable organizations, such as Food Banks Mississauga and the Trillium Health Partners Foundation. As well, in recent years many staff teams have participated in fundraising initiatives outside of the UWGT campaign, particularly through the Food Banks Mississauga Thanksgiving and Holiday Food Drives.

Comments

Given the growing interest among employees to support a broader range of charitable organizations and Council's recent resolutions in support of Food Banks Mississauga and Trillium Health Partners Foundation, staff recommend expanding and updating the City's approach to employee charitable giving.

Specifically, staff propose the following:

- Modify the staff-led United Way campaign and instead promote giving to the charity in other ways and provide in-kind support through City communication channels.
- Expand employee giving through payroll donation to Food Banks Mississauga and Trillium Health Partners Foundation.
- Supporting the Trillium Health Partners Foundation, Food Banks Mississauga, and UWGT to promote their fundraising campaigns both internally with employees, and externally in the community.
- Commit in-kind communications resources (e.g. access to City's digital screen network) at pre-determined times of the year to promote each charity.
- To engage in all of the foregoing by way of executing formal written charitable giving agreements with each of the three charities.

Modify Staff-Led United Way campaign

For many years, two staff members were selected to lead the City's UWGT campaign in addition to their regular duties. This model has become increasingly resource-intensive, while campaign contributions have steadily declined. Beginning in 2025, the City will shift away from organizing staff-led fundraising events for UWGT towards a new promotional model for UWGT, both internally and externally. Employees will still be encouraged to donate through available channels, but the City will help promote UWGT publicly and perhaps at different times of the year to maximize exposure and donations.

Expand employee giving to two more charities

If Council approves the recommendations in this report, staff will work with Food Banks Mississauga and Trillium Health Partners Foundation to establish the necessary agreements to enable payroll deduction donations, as is currently available for UWGT. This expansion will provide employees with more choice in how they contribute to causes that align with both personal values and Council priorities.

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Promote charities through City communications channels

In 2024, the City successfully supported Food Banks Mississauga's Thanksgiving Food Drive through in-kind communications. Pending Council approval, staff will provide similar in-kind promotional support to UWGT, Food Banks Mississauga and Trillium Health Partners Foundation during pre-determined times of the year. This support will utilize existing City communications channels (e.g. social media channels, digital screens and facility screens, etc). The value to the charities as a result of the City's in-kind contribution of digital screen space for four weeks would be approximately \$20,200. The objective will be to eliminate overlap between campaigns and ensure maximum exposure.

Additional in-kind communications tactics could include:

- Messaging on the employee intranet
- All-staff message from CAO Wright
- A joint-press release between the City and the charity about the fundraising campaign. The City's brand equity and media reach are significant.
- Promotion on the City's website, which receives over 20 million visits annually
- Promotion on the City's social media channels (450,000+ subscribers).

These internal and external communications efforts along with the equity of the City's brand, represents meaningful in-kind contributions that will significantly benefit all three charities.

Financial Impact

There is no financial impact as a result of the recommendations contained in this report.

Conclusion

City staff have long supported local charities, primarily UWGT. In the last decade, City Council has provided tremendous support to Food Banks Mississauga, raising funds and food for the charity. In 2024, Council passed a resolution to tackle the persistent challenge of food insecurity in the community, and to support Food Banks Mississauga with their operating challenges.

More recently, Council passed a resolution in support of Trillium Health Partners Foundation and their goal to raise \$1.5 billion for the community share of the new Peter Gilgan Mississauga Hospital, which will be the largest hospital in Canada.

In light of the long-standing staff commitment to UWGT and Council's support of Food Banks Mississauga and Trillium Health Partners Foundation, staff recommend expanding employee giving to include these three charities.

Moreover, it is recommended that the City enter into agreements with each of these charities to define the terms of promotion with internal and external audiences. This will provide employees with more options to give to local charities and provide public support to important organizations in Mississauga that support many in the local community.



Geoff Wright, P.Eng, MBA, City Manager and Chief Administrative Officer

Prepared by: Rob Trewartha, MA, Director of Strategic Communications and Initiatives