

WINTER 05

REPORT TO



DONORS

A VILLA CHARITIES FOUNDATION PUBLICATION

THE PULSE OF THE
Amore CAMPAIGN

In the first nine months of the sotto voce *Amore* campaign, the community is showing a lot of heart:

- over \$5.8 million in pledges has been secured
- 30% of major gifts are from first-time donors
- 20 new sponsors supported our 2004 Special Events, creating an 80% increase in revenue

♥ *Amore* will support the construction of Villa Colombo Vaughan and the refurbishment of our Dufferin and Lawrence Campus.

IN THIS ISSUE

- P. 2 Pizza Nova Spotlight
- P. 3 New Volunteer Joins Villa
- P. 4 Grazie Donors

Sentry Selects Villa Charities

John F. Driscoll, the founding President, Chairman and Chief Executive Officer of Sentry Select Capital Corp. is committed to supporting community-based charities. For a company whose governing principle is based on building partnerships based on innovation, this means supporting organizations that make a difference. This is why Driscoll has lent his name and financial support to such reputable and precedent-setting institutions like the Royal Ontario Museum, where he sits as Vice-Chair of the Board of Governors, The Royal Ontario Conservatory of Music, the Canadian Walk of Fame, and more recently, Villa Charities.

Sentry Select has been at the forefront of Canadian income trust management and is recognized as one of the most experienced investment managers in the field. Driscoll, who has more than 35 years of diversified business experience, has been at its helm since the company's inception in 1997. "I believe supporting community-based charity is important," Driscoll explains. After being introduced to Villa Charities by a client at Cannacord, Driscoll decided to make his first foray into the Italian-Canadian charity by attending last year's Venetian Ball -



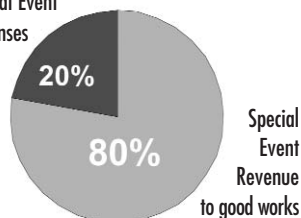
John F. Driscoll

an annual event Driscoll was already familiar with and which he compared to another of Toronto's premiere galas, the Brazilian Ball.

The high profile event was also an opportunity for Driscoll to network and get to know community leaders. "Individuals such as Rudy Bratty and Elvio DelZotto, who are important community leaders and charitable donors and supporters attend the event," he added. This year, the busy entrepreneur, who is president and CEO of J.F. Driscoll Investment Corp., Chairman of Interpipeline Fund, Petrofund Energy Trust, Endeve Energy Corp., Strategic Energy Fund and Capvest Income Corp., all TSX listed companies, as well as a Director of a number of other public companies, was out of the country at the time of the Venetian Ball, but repeated his commitment as a lead sponsor for the second year in a row. Senior Vice-President, David Schwartz, and Vice President of International Business Development, Raniero Corsini attended on behalf of Sentry Select.

"Yes, it's important to know where the money is going and how well it's being spent..."

The repeat attendance underscores Driscoll's commitment to Villa Charities. The CEO agrees that good governance is a key factor to donating funds to a charity, he also emphasizes that the experience should be enjoyable. "Yes, it's important to know where the money is going and how well it's being spent; it's also important for corporations to just get involved, participate and have fun," he added.

Special Event
Expenses

Special Events Make Good Dollars and Sense

In 2004, for every dollar invested in Villa Charities' Special Events, 80 cents went directly to support work with seniors, individuals with disabilities and cultural programming. Only 20 cents on average went towards expenses.

Villa Charities could not maintain this cost efficiency without countless in kind donations, sponsorships, volunteers and friends. *Grazie!*

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Pizza Nova Challenges Corporations to Give Back a “Slice”

In addition to being one of the most popular pizza-chain restaurants in the province of Ontario, Pizza Nova is known for being a “good corporate citizen”. The company’s strong sense of civic responsibility is translated into the many fundraising efforts the company both supports and hosts.

Many attest to the fact that Pizza Nova’s success is based on providing a high quality product at affordable prices. Its motto, “we deliver quality” has held true for over four decades, and the company’s sharp business acumen carries over to the charities they support.

“We believe in giving back to the community,” said Domenic Primucci, son of founder, Sam. Children and seniors are two causes closest to the Primucci family’s heart and this is why the company has been supporting Variety-The Children’s Charity of Ontario and Villa Colombo Services for Seniors for over a decade. An integral aspect of the family’s charity works is based on the integrity of the charity with which they align themselves. “We know that 80 cents from every dollar Villa Charities raises goes towards its programmes and that to me is huge! You know that you’ve absolutely connected yourself with a class-A organization,” Domenic added.

Sam Primucci became involved with Villa Colombo years before the company conceived of

the notion of holding an annual golf tournament to raise funds for Villa Charities. “We organized an event where we donated \$1 from every pizza slice to the Villa and we raised about \$5,000,” explained Domenic.

From the first “pizza” slice to the first golf “slice”, the Primucci family, has been leading this successful third-party event and has raised hundreds of thousands of dollars for Villa Charities. While the company has supported many

“Pizza Nova’s decision to host their own event has given the pizza-chain a more focused and hands-on approach to align their brand with the good work and success of Villa Charities.”

Villa Charities events over the years such as Villa d’Arte and The Venetian Ball, Pizza Nova’s decision to host their own event has given the pizza-chain a more focused and hands-on approach to align their brand with the good work and success of Villa Charities.

Primucci strongly advocates that other corporations participate in third party events,

because the return is measured on a number of levels. The company and employees feel a sense of pride and accomplishment in having done good works, and in return, the company profile is raised in a very positive and public way. “The cross-promotion of the event is a win-win scenario for both the charity and the company,” he added. “Moreover, it is a win for the thousands of seniors and people with disabilities our funds help support,” he concluded.

Interested in running an event? Call (416) 789-7011 ext. 242.



- Founded in 1963, Pizza Nova is a family-owned corporation with its head office located at 2247 Midland Avenue in Toronto. Today the company runs 100 franchised stores and continues to expand in the Southern Ontario market and across the border.
- As of October 2003, Pizza Nova was HACCP (Hazard Analysis Critical Control Points) approved – a milestone achievement in the food industry and an example of the company’s commitment to quality.
- To date, the company has raised over \$557,000 dollars for a number of charities including: The Hospital for Sick Children, Variety-The Children’s Charity of Ontario, United Way, Step by Step Organ Transplants, CARITAS, The Crohn’s and Colitis Foundation and more.

For more information on Pizza Nova please visit www.pizzanova.com

Thank you, *Grazie*, to our Donors

A heart-felt thank you to the following individuals and corporations that have made a single donation of \$100 and more to Villa Charities between April 1, 2005 and October 31, 2005.

\$250,000 - \$500,000

Guglietti Brothers Investments Ltd.

\$100,000 - \$250,000

Interior Systems Contractors
Association of Ontario
United Brotherhood of Carpenters
and Joiners Local 675

\$50,000 - \$99,999

Springtown Homes,
(Berry Wood Homes Inc.)
Carwell Construction Ltd.
Central Ontario Regional Council,
Carpenters, Drywall and
Allied Workers

\$20,000 - \$49,999

Brampton Brick Limited
Bratty & Partners LLP
Commercial Bakeries Corporation
DelZotto, Elvio
Downsview Kitchens
Fusco, Anthony Sr.
Goldfarb, Shulman, Patel & Co.
Italian Canadian Savings &
Credit Union
Jasper Construction Corporation
Pizza Nova Take Out Ltd.
Royal Bank Not for Profit /
Public Sector Markets
Sentry Select Capital Corporation
Tiberini, Galliano

\$10,000 - \$19,999

Arvan Rehab Group Inc.
Avante Mazda
Canaccord Capital Corporation
CIBC - Real Estate & Advisory
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Durisin, Michael N.
Hockley Valley Resort
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Fine Automobiles
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\$100 - \$999

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Avant Garde Real Estate Ltd.
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Corsano, Oto
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Di Iulio, Pal
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Giardino, Fred
Gisonni, Nancy
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Greco, Antonio
(Continued next page)

DeSANTIS JOINS VILLA VOLUNTEERS



Domenica DeSantis

Villa Charities is pleased to welcome a new member to its family of volunteers. Domenica De Santis, a Project Manager with Urbacon, recently joined the organization's dedicated and hard-working team of volunteers. Urbacon is a leading firm of construction and project managers and is a company strongly committed to building better communities. According to De Santis, participation in charity work is an integral part of Urbacon's corporate mandate. In fact, the new volunteer was encouraged by senior staff to find a charity she believed in and donate some of her time.

De Santis' first foray into Villa Charities was at this year's Venetian Ball. A long-time member of Columbus Centre Athletics, the young entrepreneur had always been familiar with Villa Charities and its many programmes. "I've always been interested [in Villa Charities]," explained De Santis. "The Venetian Ball sparked my interest and I decided to call."

The experience this past fall was a very positive one and De Santis encourages others to get actively involved. "I met great people, worked in a great environment, and I had fun. Giving back gives you a really good feeling," she added. "Knowing that I did something for a worthwhile cause is payment enough," concluded.

To find out about volunteer opportunities with Villa Charities' events, please call (416) 789-7011 ext. 242.

Thank you, *Grazie*, to our Donors

(Continued from last page)

Halbert, Ralph
Hauser, Gail
Huntdale Estates Inc.
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Iafrate, Anna
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King York Paving Ltd.
KLM Planning Partners Inc.
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Longo, Mario
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Luchini, Rosalyn
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Pulla, Enza
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Tanzola, Marcella
Tersigni, A.
Trevcor Management Inc.
TriAxis Construction Limited
Vacca, Carlo
Viana Roofing & Sheetmetal Limited
Wanda Energy Inc.
Warwick, John
Yue-Tim Lau, David

IN HONOUR

5th Floor Villa Colombo Staff
Antinozzi, Alberto & Florenza
Cannataro, Benina
Caravaggio, Maria Camilla
Caruso, Mr. & Mrs. A.
DeGasperis, Alfredo
DeGasperis, Alfredo & Teresa
Deltaan, Jan & Ina
Ganga, Jyostna
Pagnielo, Lillian
Piazza, Frances
Poirior, Claude and Teena
Porretta, Rosa
Romita, Emily
Rosanova, Clementina
Rosati, Jackie & Elio
Rosati, Elio

IN MEMORY

Carenza, Frank
Caruso, Salvatore
Ciccocioppo, Lucia
Ciraco, Francesco

Concetta, Guglietti
Cutrara, Casper
D'Amico, J.
D'Argenio, Lucia
De Gaetano, Santo
De Luca, Giacinto
Falbo, Angelina Ida
Fiorino, Giuseppe
Giannobilo, John
Guglietti, Concetta
Liotta, Josephine T.
Lombardi, Adelina
Luccisano, Mariangela
Mifsud, Stella
Morandini, Delfino
Natale, Nicholas
Pasutto, Pietro
Patteson, Jane
Pedano, Gabriele
Pellegrini, Emily
Perrotta, Lucia
Petricca, Rosa
Piccinin, Ines
Piccininni, Angela
Ruscica, Anna Maria
Ruscica, M.
Santangelo, Berardino
Sibellino, Guido
Suma, Gaspar "Frank"
Tanzola, Vittoria
Turrin, Antonio Leno
Ugolini, Rocci

TREE OF LIFE

Cancian, Bruno
Cavalluzzo, Colly
Cianfarani, Giuseppe
Cianfarani, Maria Grazia
Famiglia Iacolucci
Guglietti, Concetta
Mazur, Pauline
Miguel Nedanovski, Rosalinda
Rosati, Elio
Rosati, Elio & Jackie
Sorbara, Sam & Grace
Speciale, Angelo & Maria
Suma, Gaspar "Frank"

Comments, Questions? We welcome your feedback.

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Telephone:
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Fax:
416-789-9387

www.villacharities.com

SUPPORT VILLA CHARITIES

MAKE A DONATION TODAY

There are many ways to make a gift to Villa Charities. Each and every dollar donated does make a difference to the thousands who rely on and benefit from our many programs and services.

A donation can be made at your convenience by phone, mail or online. Official tax receipts are issued for all donations of \$20 and over. To learn about designating your donation to a specific program or service, please visit our web site www.villacharities.com, or contact us at 416-789-7011, ext. 307.

☛ The Tree of Life stands tall in the lobby of Villa Colombo. It is a magnificent bronze and brass sculpture and is a way individuals can pay tribute to beloved family members and friends.

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YES! I would like to pledge: \$ _____ I would like the pledge to support:

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or A Villa Charities priority service area: Seniors Individuals with developmental disabilities Culture, education, arts & recreation

Cheque enclosed: \$ _____ I prefer to use my credit card: Visa Mastercard American Express

Credit Card Number: _____ Expiry Date: ____/____/____

Signature: _____ Date: ____/____/____

Please mail pledge reminders and receipts to: Name: _____

Address: _____ City: _____ Prov: _____

Postal Code: _____ Phone: (day) _____ (evening) _____

Email: _____

Please make all cheques payable to: Villa Charities Foundation, 901 Lawrence Ave West, Toronto, Ontario M6A 1C3



**VILLA CHARITIES
FOUNDATION**