



A Message from the President and Executive Director



As we write this message, the world economy appears to be recovering, slowly, from the severe economic downturn that began late in 2008. It's been tough for everyone – our donors, our clients, our staff. We've had to focus much of our attention on matters of finance. For the first several months, many foundations and individuals had to pull back from previous levels of support. Others responded with increased support, knowing that 2009 would be a challenge.

Special thanks to Michie Garland, John Offutt and Robert Herjavec who planned and hosted "Cellar Treasures"; to Roehl Sanchez and his team at Blitz Media who developed (pro bono) our first multi media fundraising campaign, "The Gift of Opportunity"; to our anonymous benefactor who matched \$50,000 in donations towards After-school programs; to all our donors who rose to the funding challenges that faced Moorelands; to the incredible staff who, with angst and tears, made difficult decisions about necessary restructuring and program cutbacks; and to all those who rallied in response and enabled us to reopen the all-important program in Thorncliffe Park.

Research confirms what we at Moorelands have seen for ourselves: organized and structured activities outside school have a tremendous impact on children. Participation in programs, such as those provided by Moorelands, can help improve school achievement and develop life skills such as communication, problem-solving and teamwork.

In 2009, despite cutbacks, we were able to provide more than 1,500 spaces of quality After-school, Leadership and Camp programs.

Our City Programs alone delivered more than 900 spaces of much needed programming in Thorncliffe Park and Flemingdon Park, two of the poorest, most diverse and under-served neighbourhoods in Toronto.

This summer, 600 disadvantaged kids, 8 to 16, from across Toronto, attended Moorelands Wilderness Camp. Here, working with a highly-skilled staff, they developed new skills, behaviours and competencies, while making friendships that last long after Camp closes. The Rebuilding of Moorelands Wilderness Camp continued with the completion of new cabins and the renovation of a century-old log building.

This year as well, our Family Programs provided over 300 Baby Bundles to new mothers living in poverty. And 250 families experienced holiday joy thanks to our Christmas Sharing Program that included giving every City Program participant a hat and warm gloves or mittens. Generous donors who knit, shopped and created bundles and hampers, speak often of the joy their participation brought to them, their families, friends and colleagues.

Moorelands is now just two years away from celebrating our 100th anniversary. These next years will be financially challenging and frenetic. As a recipient of federal and provincial infrastructure funding Moorelands will be undertaking three major capital projects at Camp – rebuilding the Hub, renovating the sports field and making major repairs to the basketball courts. Everything has to be ready in time to celebrate our 100th anniversary in 2012.

We remain optimistic but concerned about the economy and its impact on our ability to deliver a full complement of Moorelands programs to low income Toronto children and youth. We will continue to be creative and innovative in our fundraising efforts and trust we can count on you, our loyal donors, to continue your support of this important work.


Laura Bowes
President


Patricia Jacobs
Executive Director

Our Mandate

At Moorelands, we recognize the inherent value of all children and youth. We work with Toronto children and youth affected by poverty to provide them with positive and fun experiences to help strengthen their confidence, competence and character.

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Back row left to right: Drummond Brodeur (Vice-President), Patricia Jacobs (Executive Director), Shiraz Satchu, Kyra Clarkson, Laura Bowes (President), Geoff Wilson, John Offutt, and Barney Colvey.
Front row left to right: Carolyn Watson, Nancy Stewart, Gail MacNaughton, and Geraldine Sherman
Absent: Robert Black, Roehl Sanchez, Barbara Turnbull

Moorelands Core Staff

Patricia Jacobs	Executive Director
Lynda Tilley	Camp Director
Robert Tomas	Director of Development
Katie Wright	City Programs Manager
Michael Kim	City Programs Assistant Manager
Min Lin	Controller
Steve Tilley	Camp Site Manager
Cheryle Pollock	Administrative Coordinator
Dagmar Schroeder	Development and Stewardship Coordinator
Karen Bruno	City Summer Day Camp Director

Many thanks to the 100 or so part-time and seasonal front-line staff who make Moorelands Camp and City Programs safe, stimulating and supportive settings for the 1,500 children and youth we serve.



Back row left to right: Karen Bruno, Katie Wright, Robert Tomas, Dagmar Schroeder, Min Lin, and Lynda Tilley
Front row left to right: Patricia Jacobs, Michael Kim, and Cheryle Pollock
Absent: Steve Tilley

About Our Programs

City Programs:

Moorelands City Programs are offered in the under-served and low income Toronto neighbourhoods of Thorncliffe Park and Flemingdon Park.

1. After-school Programs for children, 6-12
2. Leadership Programs for youth, 11-15
3. City Summer Day Camp for children, 6-12

Wilderness Camp:

Moorelands Wilderness Camp serves children and youth, 8 to 16, from low-income neighbourhoods throughout Toronto.

Family Programs:

1. Baby Bundles is delivered in partnership with Public Health and social agencies and supplies new clothing and other necessities to new mothers living in poverty.
2. Christmas Sharing provides gifts, warm hats and gloves to over 250 Toronto families in need.

I first discovered the magic of Moorelands in 1976 when I was 11. Talk about a lifeline. I'm proud to be a supporter today. This organization is essential. – Barbara Turnbull



Our Values

At Moorelands,

- We recognize the inherent value of all persons. We strive to treat all we touch – the families we serve, our staff, community partners, volunteers, donors and suppliers – with courtesy, respect, dignity, compassion and understanding. We strive to maintain the highest standards of ethical conduct in all our dealings.

- We recognize and value the variety and diversity of gifts that are shared with us. We strive to be responsible stewards of the time and talents of our staff and volunteers and of the financial resources entrusted to us. We use all these resources effectively and efficiently to the best of our abilities.

- We recognize our environment – community and natural – as our heritage to the next generation. We commit ourselves to be good stewards of this heritage.

Our City Programs

Moorelands City Programs provided 904 spaces of quality programming in the high needs, low-income and under-served neighbourhoods of Flemingdon Park and Thorncliffe Park.

In 2009, our **After-school Programs** provided a safe, inclusive and fun environment for 242 individual children 6 to 12 years. Participants enhanced their self-confidence, creativity and social skills, while learning about other cultures through special events, cooperative games, arts and crafts, science and cooking activities.

Our **Youth Leadership Programs** used interactive and engaging activities to assist youth, 11-15, develop the skills needed to become leaders in their own lives and communities. We served 56 individual youth this past year.



Moorelands City Summer Day Camp provided a wide range of engaging activities that fostered the development of problem-solving, leadership and teamwork, and helped children 6-12 enhance their self-esteem. We served 120 individual children during the summer of 2009.



I learned a lot from Moorelands like how to develop the leader inside, how to have fun and develop your good characteristics at the same time. – Joevel, age 14, Leadership Program Participant

To me Moorelands is a place where my daughter can feel safe and have fun. It also provides her with new experiences and great role models. – Marina T., mother of Lukia, age 8

Our Wilderness Camp



Tucked away on 45 acres of sandy beaches and dense forests, accessible only by boat is Moorelands Wilderness Camp. A gem in the Algonquin Highlands, each summer Moorelands Camp welcomes 600 children and youth from Toronto. It is our desire to see each child enjoy nature, gain social skills and experience personal growth.

While they enjoyed traditional camp activities such as swimming, canoeing, camping, music and crafts, competence was developed and participants emerged with increased confidence and pride in the things they accomplished. Summer 2009 was cooler and stormier than most but camp spirit prevailed. Wrapped in towels and sometimes sporting toques, our camp community, both campers and staff, made deep friendships and attained personal goals.



I am happy there is a wonderful camp I can send my kids to. They always come back singing songs and talk for weeks about what they did. Thanks. – Charlene M., camper's mom

I have grown in confidence, intelligence, and maturity. Last year taught me how and I now truly understand how to live the (camp motto) 'character counts'. – Stacey T., Lifeguard

Our Family Programs

Baby Bundles

This unique program helped mothers in need reach out for help to care for their newborns. 311 bundles of essential items (blankets, clothing, diapers and toiletries) were lovingly put together by our dedicated volunteers and distributed by public health nurses in 2009.

Christmas Sharing

Last year our generous donors assisted 250 families (over 1,000 individuals) with Christmas Sharing hampers. In addition, each child in every Moorelands After-school and Leadership program received a warm hat, gloves and a small gift.



I can't tell you how extremely valuable this program is in providing support to families. We work with families that are isolated, abused, financially stressed and hard to reach. The bundles are helpful for young teen mothers or single parents that have limited resources to prepare for the infant. The clients love the hand knit blankets and clothing, they are beautifully made and give the bundles a personal touch. – Public Health Nurse.



Thank you so much for the Christmas help. You came along at the worst possible time for our family. I really don't know what we would have done. I couldn't afford to buy food and gifts but you have given my family hope and faith and peace of mind that at least we will have Christmas and I can't thank you enough for that. – Anonymous

Christmas Makers

Hundreds of individuals with their families, small businesses, church groups and corporations made Christmas happen for 250 families of all sizes in 2009. It is your immense generosity, creativity and countless volunteer hours that ensure the success of this important program. On behalf of those you have helped, we thank you.

All Saints Kingsway Anglican Church
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I have been participating in the Moorelands Christmas Sharing program for over 5 years. For me by far the biggest thrill of Christmas is getting the lists for the families and heading to the stores! Knowing my small contribution is putting smiles on children's faces is the highlight of my season. It is a great team effort and I strongly recommend it to anyone who feels Christmas has lost some of its spirit. - Cindy Guyatt



Mackenzie Financial & Jays Care Foundation: Champions of Toronto youth.



Moorelands is fortunate to receive financial support from many community-minded corporations including Mackenzie Financial.

Through their Charitable Foundation, Mackenzie supports Moorelands Youth Leadership Programs in Flemingdon Park with cash and in-kind gifts. Anne Brooks, Moorelands' ambassador at Mackenzie, and Brad Offman, the Foundation's President, were frequent and welcome visitors at our programs in 2009.

The Jays Care Foundation empowers children and youth in need, inspiring them to make positive choices and helping them realize their dreams by providing access to programs that support physical activity, education, and life-skill development. The Foundation supports Moorelands City Summer Day Camp and also makes it possible for our program participants to attend special events at the Rogers Centre. Thanks in no small part to the concerned, hands-on engagement of Brendan Mohammed and Danielle Silverstein of the Jays Care Foundation, Moorelands' kids had the best summer experience ever in 2009!



Century Forest Grows

The Century Forest, planted to commemorate a group of over 350 donors who have supported Moorelands for more than 20 years is growing – literally and figuratively. Last summer, the first trees of the Forest were planted at Moorelands Wilderness Camp. With each year, new long-time donors to Moorelands join the ranks of the Century Club, a number that now stands at 447. We thank these stalwart supporters and will continue to update you on your growing legacy.



Moorelands is a frugal and fiscally responsible organization and an early adopter of Imagine Canada's code of ethical fundraising and financial accountability.

Financial Statement

Summary Statement of Operating Activities For the year ended October 31

	2009	2008
Revenue		
Donations and grants	\$1,233,340	\$1,233,472
Legacies	15,144	40,900
Program participant fees	125,671	116,797
Unrealized gain on investments	21,519	0
Other income, including interest	51,506	68,399
	\$1,447,180	\$1,459,568
Expenses		
Unrealized loss on investments	\$0	\$37,211
Camp	787,934	756,071
City programs	430,472	427,148
Public awareness	78,613	91,082
Administration	115,335	94,213
Fundraising	165,587	167,345
	\$1,577,941	\$1,573,070
Excess (deficiency) of revenue	(\$130,761)	(\$113,502)
Inter-fund transfers	130,761	113,502
Net change in General fund balance	\$0	\$0



Summary Statement of Financial Position October 31

	2009	2008
Current assets		
Cash and short term investments	\$1,102,485	\$709,919
Receivables and prepaid	117,120	66,805
	\$1,219,605	\$776,724
Current liabilities		
Payables and accruals	\$20,785	\$27,724
Deferred revenue	239,130	129,632
	\$259,915	\$157,356
Working capital	959,690	619,368
Long term investments	0	632,743
Capital assets	2,520,521	2,526,422
	\$3,480,211	\$3,778,533
Fund balances		
General fund	\$0	\$0
Capital fund	53,205	42,201
Operating Reserve fund	367,328	436,013
Rebuild Moorelands fund	156,916	315,541
Endowment fund	31,750	30,750
Moorelands Camp fund	350,491	427,606
Invested in Capital Assets	2,520,521	2,526,422
	\$3,480,211	\$3,778,533

Description of Funds

General fund - program delivery and administrative activities

Capital fund - contributions designated for the acquisition of capital assets

Operating Reserve fund - permits continued program delivery during times of financial instability

Rebuild Moorelands fund - contributions and expenses specifically related to stated plans to replace many camp buildings

Endowment fund - contributions required by the contributors to be permanently held as capital

Moorelands Camp fund - contributions required by the contributor to be used for Moorelands Camp

Invested in Capital Assets - Moorelands Camp and other assets and expenses relating to the purchase, amortization and disposal of capital assets

Less than 9 cents out of each dollar donated goes toward administration

Approximately 94% of Moorelands' funding comes from foundations, corporations, groups and individual donors

To support Moorelands, please visit www.moorelands.ca

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Moorelands Community Services gratefully acknowledges the generosity of the 1289 donors who contributed monetary and in-kind gifts in 2009. Our family programs continue to thrive thanks to significant in-kind donations and the countless hours our friends and volunteers spend knitting, crocheting, sewing, shopping and packing. We could not do it without you! Third party events hosted by committed supporters who take it upon themselves to raise much needed funds are also important to Moorelands. For example, the Sean McKenna Memorial Golf Tournament, which is

organized annually by the family and friends of Mr. McKenna has raised tens of thousands of dollars to support Moorelands Wilderness Camp, a cause dear to his heart.

In 2009, the Alternative Fund Management Association, Zurich Reinsurance and the Leaside Rotary Club also donated the proceeds from their third-party events and we are grateful.

Thank you one and all.




Helping kids shape brighter futures

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