

Let's Hear it for the Hub and Hoops!

Building for a brighter future



Great things can be accomplished when many partners come together, united by a single dream. That was certainly the case with our 100th Anniversary Build program that saw the completion of a new Hub recreation centre, a remediated sports field and restored basketball court.

But every major project also needs a great catalyst, and in this case it was the remarkable Alice Moulton, who will soon celebrate her own 100th birthday.

A Moorelands' donor for many decades, Miss Moulton determined in 2008 that

she wanted to make a significant gift to Moorelands Wilderness Camp in support of the disadvantaged children who attend and about whom she cares so deeply. She decided to make the lead donation to rebuild the Hub recreation centre. As Miss Moulton sees it, "The Hub is a great gathering place for the young people for games and meetings and social interactions which is important – a place where they can have fun."

Her gift provided the catalyst needed to raise the rest of the funds required to complete the job. Grants and donations were subsequently secured from the Federal/Provincial Infrastructure Stimulus Fund, The Ontario Trillium Foundation, the Jays Care Foundation Field of Dreams Program and from several dedicated individual donors including Stanley Helpert and Elaine Orfus who sponsored the new basketball court.

"I feel sure that Moorelands will continue to do the good work they are doing now and even more of it in the future. They have great insight into what is necessary. A lot of disadvantaged children will benefit," says Miss Moulton.

Moorelands will celebrate the official opening of the Hub, sports field and basketball court on July 16, 2011.

-Robert Tomas/P.J.

Vice Regal Patron for Moorelands

We are proud and honoured that in December 2010, His Excellency the Right Honourable David Johnston, Governor General of Canada, accepted our invitation to become Patron of Moorelands Community Services.

Supporting children and families is extremely important to the Governor General and forms one of three pillars he has outlined to achieve his vision of a nation where all Canadians can succeed, contribute and develop their talents to their fullest potential.

His Excellency is the third Governor General to be our Patron, beginning with the Right Honourable Adrienne Clarkson and followed by the Right Honourable Michaëlle Jean.

-P.J.

Photo credit: Sgt Serge Gouin, Rideau Hall

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His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D., Governor General and Commander-in-Chief of Canada

Want to Send Many Kids to Camp? – Host an Event

On April 28, a wine tasting event orchestrated by John Offutt and Bill Fanjoy raised enough money to send 18 children to camp. If you are interested in putting on an event in support of Moorelands, please call us at 416-466-9987 x307 to find out how.

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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SPRING 2011

Mackenzie Financial: Committed to Building Young Leaders Year-round

Multi-year funding secures new program for youth.

Summer just got a lot more exciting for teens in Flemingdon and Thorncliffe Park thanks to our generous partner Mackenzie Financial Charitable Foundation. They recently approved a three-year funding commitment that will enable us to launch a new Summer Youth Leadership program as part of our City Summer Day Camp.

Every summer, parents with children in our Day Camp could go to work knowing their children were safe, growing both intellectually and emotionally in our high-quality program. But what about the older siblings, 13-15 year-old teenagers, left to manage in a community with few facilities and little green space?

For some time, Moorelands' City Programs staff have recognized the need to offer a Youth Leadership program to challenge and engage neighbourhood teens. Now their dream has come true.

Starting this July, 13-15 year olds will have an opportunity to attend Moorelands Summer Youth Leadership Program. They will acquire new life skills, develop confidence and build self-awareness. They will learn about recreational program design and gain skills that will prepare them for volunteer and employment opportunities with Moorelands and beyond. They will "build capacity".

These motivated and promising youth will act as role models to their younger peers, demonstrating the importance of being engaged and giving back to their communities.

We are thrilled that our friends at Mackenzie Financial Charitable Foundation have made it possible for us to offer this great opportunity for teens in these two high-needs neighbourhoods.

-D.S.

"Because of Camp, I'm able to speak to you today."



With palms sweating and heart racing, 20-year-old Lee Bruncke began to speak before the crowd assembled at the April 5th Moorelands AGM. When she had finished, she was very relieved – and very pleased with herself. She had achieved a long-standing goal – to overcome her fear of public speaking.

But she had done much more. She had shared her love of Moorelands and how it has influenced her young life.

Lee first attended Moorelands Wilderness Camp in 2001, an experience she enjoyed so much that she returned five more times as a camper and as a leader-in-training in the ACE and SALT programs.

"I came from a low-income household where we had our own share of family problems... At Moorelands I was able to forget about everything that was going on at home... I felt secure, and that security allowed me to let go of everything going on at home and just have fun."

She couldn't stay away. In the summer of 2009 she returned as a staff member. This summer will be her third year as a cabin leader.

"Moorelands is a good place for kids because everything we do is done with an intention... We focus on each child's strengths and try to build on those, instead of what the child can't do."

Lee believes that Moorelands has made her a good person, able to think about her actions and who she wants to be. This fall, she'll start university to study the visual arts, hoping to become an art teacher.

Lee says she'll be forever grateful to everyone who has donated to Moorelands' Send a Kid to Camp campaign, for all it's meant to her and to so many others. "Moorelands changed my life!"

-N.S.

It costs \$840 to send a kid to Moorelands Camp for one session. Your support makes a life-time of difference. Please make a donation today – a full session, part of a session – whatever you can do.

Mackenzie
INVESTMENTS

Summertime for urban kids in low-income Toronto neighbourhoods often means hot monotonous hours spent in cramped living spaces watching TV or hanging out on blistering concrete playgrounds. Moorelands Camps, both the City Summer Day Camp and Moorelands Wilderness Camp, offer fun-filled days of adventure, learning and enrichment. And while fun is a priority, we also offer something deeper. Moorelands Camps are "intentional". We intend that children gain skills, experience personal growth, gain confidence and make friends. At both Camps we teach and model important life skills and strategies for children and youth that help prepare them for the challenges of adolescence and beyond.

Making Summer Count at Moorelands Camps



Creative play provides a means by which children discover and communicate an understanding of themselves and the world around them. It delivers some of the richest and most powerful learning experiences children will have. In a warm, supportive environment, children at Moorelands City Summer Day Camp are encouraged to take creative risks and discover their potential.

BECAUSE OF CAMP

Because of camp, I learned how important Character is. I also learned to be optimistic in life. In Moorelands camp I always felt safe and comforted, and I never got left out. I was convinced to trust my cabin leaders and I had tons of fun. From Moorelands, I gained lots of perseverance in everything I do. I never heard a word of discourage and bullying and I heard lots of encouraging. The activities we had were always fun and safe. When I first came to camp, Sully gave everyone a big surprise. When campers saw Sully, they ran and gave them lots of belly rubs because ever xone loved Sully and Sully gave them a really good mood. That week felt like a month with all my new friends and experiences. Because of camp I am now a much more successful person.



At Moorelands City Summer Day Camp, we want children to experience the sense of pride and accomplishment that comes from mastering a new skill. Skills such as riding a bike and being able to swim, that many of us may take for granted, present new challenges for many of our campers from Flemingdon and Thorncliffe Park - diverse, low-income neighbourhoods.



Storytime is important at Moorelands City Summer Day Camp. Not only do stories improve language and listening skills-and tickle the imagination-they teach us about the human condition and help us understand ourselves and our place in the world. It's a double bonus when the story is delivered by a special visitor, such as our executive director, Patricia Jacobs.

I LOVE MOORELANDS



Campers are expected to help with clean-up. They know that responsibility is one of the six character traits valued at Moorelands, the other five being trustworthiness, respect, fairness, caring and citizenship.



Field trips provide great opportunities for hands-on learning. In the words of Confucius, "Tell me and I will forget. Show me and I may remember. Involve me and I will learn."

A donation of \$250 sponsors a child to attend Moorelands City Summer Day Camp for one week.