



Moorelands

Because every kid deserves a childhood

ECHO

fall
2003

Summer Day Camp – Memories to last a lifetime

The summer memories haven't faded for the 450 kids who participated in the Applegrove/Moorelands Day Camp. We don't think anyone is going to forget the games and rides at Ontario Place and Centreville/Centre Island. Nor are they likely to forget the animals at the African Lion Safari and the Toronto Zoo. And for many, the trip to Bronte Creek Provincial Park was their first real exposure to the beauty of the countryside and a lesson in native flora and fauna.

But the days weren't just filled with exciting trips. The kids also learned cooking skills and how to choose healthy foods when shopping. Many campers seemed eager to test their new skills on their families.



But the highlight of the camp for most kids was the visit by the **Snickers Raptors Jam Van**. The kids loved learning all those cool Raptors moves! There was music, fun, and great plays. As one of our kids said, "They can come back anytime!"

Among all these fun activities the children also learned new ways to handle conflict, to work cooperatively to get things done and how to communicate effectively with adults and other kids.

These are the memories that will last a lifetime.

Full speed ahead!

We're starting off the new school year at full throttle. We're thrilled to announce that after a year long effort we've been able to double the number of available spaces for our after-school programs. The expansion will take place in the communities of Flemington Park and Thorncliffe Park at the Grenoble and Thorncliffe Park Public Schools.

A total of 320 children will now be able to participate in our after-school programs, and it couldn't come at a better time. Since 1990, the population of children in the area has increased by an astounding 113%.

One of the reasons our programs are so popular is that they have such a positive impact on the children who attend. Designed for kids 6 – 12 years old, the Moorelands after-school programs are geared towards the enhancement of self-respect, self-esteem and self-confidence while promoting team-work, problem solving, goal setting and life skills.

Why do birds fly south? ...
'Cause walking wears out
their sneakers!



Activities such as reading circles and ESL programming, sports/games, homework help, cooking classes and crafts are used to help foster leadership skills, self control, respect and cooperation, and expose children to activities they might not otherwise encounter.

Our thanks to the Michael Young Family Foundation and The Ontario Trillium Foundation for their support in making these new and much-needed spaces available.

Going to Great Lengths

Swimming the Extra Mile for Children Living in Poverty

At Moorelands we often see people go the extra mile to make a difference to the lives of children at risk, but it never ceases to inspire and amaze us. It happened again this summer.

Brian Brittain raised over \$12,000 from friends and colleagues for swimming the 3 km distance from the Old Mill Marina on Lake Kawagama to Moorelands Camp. Talk about great lengths!

Brian says, "five years ago my wife and I, along with our two teenage girls, joined a group of families called the Aquarians who are dedicated to helping Moorelands Camp. We have been impressed with how Moorelands Camp really makes a difference in the lives of disadvantaged children. Since Moorelands was looking to rebuild much of the camp's infrastructure I wanted to go the extra mile to help."

For the last five years Brian had been swimming to raise money for the Heart and Stroke Foundation through NORMAC (the Master's Swim Club that he belongs to). "Swimming to help rebuild Moorelands Camp seemed like a natural."

Brian's generous support will go towards building a new workshop at the camp. Thank you Brian!



Visitors' Day

Saturday morning sunny. 25°C.

It's difficult to tell exactly who'll turn out for Visitor's Day, but this year we were pleased to welcome back the work crew (and their friends) from the Cavan and Manvers Anglican Parish in Millbrook. On a weekend earlier this spring, these fifty determined helpers (whose numbers have doubled in recent years) managed to build 26 benches, 5 picnic tables, clear the beaches, open the trails, move 40 canoes from winter storage and, with the help of some more than willing teenagers, were able to demolish an old cabin. The youngest of this industrious work crew was just three years old and the eldest eighty-three - neither had ever slept in a sleeping bag before.

This year Joe and Betty Lunn visited at last. After donating and transporting items for the camp over the past twelve years they finally took the boat across to see the camp for themselves.

For many, this was a day of opportunity, a chance to see what has been done, a chance to plan what needs to be done and perhaps most importantly, a chance to see what a great experience Moorelands Camp is for the children. And like everyone who visits Moorelands camp, the visitors left feeling happy, well fed and content.



Camp Rules

Do not Demean,
Diminish or
Disrespect.
Rules to live by.

Campers' Feedback

Summer may be over but the memories are far from gone. Here are what some of our Moorelands campers had to say about their experiences this summer.

Shane's thoughts.

All this people taught me

That no matter what u do u always have time for fun.

I look up at this people and I know that they are my roll-models. I think they should be proud of themselves. I really love this camp.

I've had a lot of fun thank you!

Chiamaka's thoughts.

It's my first week at Moorelands. I enjoyed my stay here. Moorelands is a place for me where I don't need to fear.

My favourite activity was swimming. The life guard was very nice. I'd like to thank Nemo for teaching me how to swim right.

Wish List for the After-school Programs

In an ideal world,
we'd love to enrich the
lives of our charges with
the following items:

Tape/CD Players – 2-3.

Board games –
appropriate for
6-12 yr olds.

Arts and crafts supplies –
construction paper,
tissue paper, paint,
markers, crayons,
pencils, paint brushes,
glue, glitter.

Pencil sharpeners.

Muffin cans, baking tins,
spoons, cutting boards.

Please drop your donations off at the
Moorelands Office on Merton Street. For more
information call our City Program Coordinator,
Rishika Williams at 416.466.9987 x 305

The Cost of Living

A Moorelands Childhood

At Moorelands, we believe that every kid deserves a childhood full of opportunities, encouragement and positive role models. That's why we work with Toronto children living in poverty to help build confidence, competence, character and positive connections with peers and adults and assist them in becoming contributing members of their communities.

Each year over 1,600 children and youth participate in Moorelands programs. We thank our donor partners for making it possible.

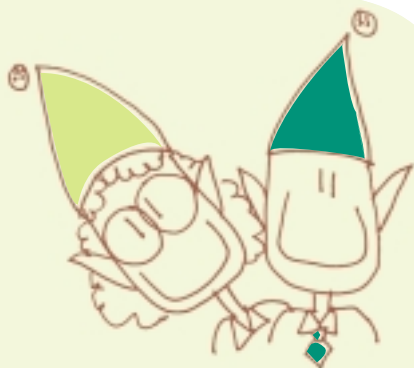
What's the cost?

- \$20** - sends a child to an after school program for a day
- \$75** - sends a youth to a leadership program for a week
- \$125** - sends a child to the Applegrove/Moorelands city day camp for a week
- \$125** - provides a Baby Bundle of new clothes and baby necessities
- \$360** - provides a Christmas Hamper full of toys, presents and food basics for a family of four
- \$600** - sends a child to Moorelands camp for one session

The results...Priceless.



Socks!... Who needs 'em?



Socks, aftershave, horrible tie... let's face it, you've seen it all before. This year, instead of the usual stuff you don't really want or need, why not make a donation to Moorelands. Your gift will help kids and families during this financially stressful time and go toward taking some of the pressure off all year long. 'Tis the season! Give generously!

Give a special Holiday Gift:

Make a donation to Moorelands in the name of the people you care about. Seasonal gift announcements will be sent to your friends and family. A tax receipt will be sent to you.

More ways in which you can give...

Adopt a family:

You'll receive the first names, ages, and interests of the children of the family you adopt.

Donate:

The children who receive your thoughtful gifts are 0-16 years of age and are always grateful for new items such as toys, dolls, games, gifts, journals, slippers, candy, sports equipment, non-perishable food items, and Christmas wrapping.

Please note that we no longer provide clothing in our Christmas Hampers except for gloves and mittens, hats and scarves. In our new location, we simply do not have the space to sort and store the quantity of clothing we need for the program.

Make a financial contribution:

It costs about \$360 to fill a Christmas Hamper for a family of four. This year we hope to fill more than 200 hampers. All contributions are welcome and official receipts for income tax purposes will be issued.

Volunteer:

If you have a few days to spare between November 24 and December 12, we can use your help!

Please call (416) 466-9987 for more information.

Tie a bit of string in your daytimer, stick a post-it note on your fridge, mark off your calendar, but don't, (whatever you do), forget we've moved to 250 Merton St. Suite 501, Toronto, M4S 1B1 (Yonge and Eglinton area). Tel (416) 466-9987.



In the summer of 2000, at the official opening of the award winning DEB'S Dining Hall at Moorelands Camp, a precious photo album filled with pictures of the original Camp Kawagama went missing. The album was lent to a Moorelands supporter by its owner, Dr. Harry Palter, but it was never returned. If you know where this album is, please contact the Moorelands office (416) 466-9987.

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**Your valuable contributions to
Moorelands really make a
world of difference.**



ECHO

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