

Magical moments

Wishes come true



## Santa's Helpers

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Sam LEVENE

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Chris TWIGGE-  
MOLECEY

Bisi WILLIAMS

David YOUNG

### Adopt-a-Family

Please participate in our Adopt-a-Family program and buy presents and holiday fare for a family in need. We will provide first names, ages and interests of the children and manage distribution. Deadline to adopt a family: December 3rd.

### Donate Gifts

Check out our Wish List for the gifts that are needed most. Your gift(s) will be given to children aged 0-16 years; we especially need gifts for the tweens, aged 11-14. Please bring them to the Merton Street office no later than December 3rd.

### A Gift for the Person Who Has Everything

Are there people on your holiday gift list who are difficult to buy for - an Aunt who already has everything or a nephew whose taste is generations away from yours, or perhaps a client who deserves a special gift this holiday season? We have the perfect answer - make a donation to Moorelands on their behalf. We will send out a lovely holiday gift announcement informing them that a donation has been made in their name. In return, we will supply you with a tax receipt for your donation. It's a simple solution to a holiday headache!

### Make a Financial Contribution

Christmas hampers are one of the best ways we can make Christmas special for our families. Filled with food and gifts for a family of four, the cost to fill each one is \$360. Please give generously and we will supply you with an official tax receipt.

### Volunteers

Get into the true spirit of Christmas and help us sort or distribute hampers at our head office on Merton Street. Bring your family; bring your friends ... between November 15 and December 17. Call Nellie, Head Elf: 416-466-9987, ex.310

**Each hamper for a family of 4 costs \$360. Please help with your donation, large or small.**



PLEASE NOTE that we no longer provide clothing in our Christmas Hampers except for gloves and mittens, hats/headbands, scarves, and socks.



# Give generously...for the children!

# ECHO

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Moorelands

because every kid deserves a childhood

# ECHO

Christmas  
2004



## The Best Christmas Ever

**Make it special, make it happy ...  
make this the best Christmas ever  
for Moorelands' kids.**

Our Christmas Sharing Program  
is the icing on the cake; the star on the  
Christmas tree; and the light that shines  
in the eyes of Moorelands' kids.

Thank you for caring;  
thank you for sharing ...  
and our very best wishes  
to you and yours  
during the holiday  
season.



### Moorelands Mission

At Moorelands, we recognize the value and the potential of all children and youth. We work with Toronto's children and youth affected by poverty, to provide them with positive and fun experiences to help strengthen their confidence, competence and character ... because every kid deserves a childhood!

## Star light, star bright...

Our donors are bright stars in the Moorelands' universe. Your generous giving benefits over 200 Christmas Sharing families, and since you share with them, we would like to share with you some of the things our families told us recently:

- ★ "Our kids mean everything."
- ★ The Christmas Sharing Program addresses a real need for parents who cannot afford festive treats, trimmings and gifts for their kids.
- ★ Parents really appreciate the care that donors take when they select the gifts they give.
- ★ Some of the most appreciated gifts are gift certificates and admission tickets to special attractions such as Canada's Wonderland, Wild Water Kingdom, the Hockey Hall of Fame, and the ROM etc.
- ★ Hats, headbands, scarves, mittens/gloves and socks make great gifts – even for teenagers.
- ★ Holiday fare – food items and/or food vouchers – brings the family together for a festive dinner.
- ★ Parents appreciate all Moorelands programs and put their trust in us when it comes to their children.
- ★ The Christmas Sharing Program is working in a wondrous way ... thanks to you!



**"Your help has put the celebration back into Christmas for us."**

## Getting To Know You!

Part 2

In this issue, we are visiting Applegrove, a neighbourhood in the Queen and Greenwood area of South Riverdale. Located in the east end of old Toronto, Moorelands operates an after-school program, summer day camp and a leadership program in the community, serving more than 500 children and youth each year. Our community partner is the Applegrove Community Complex.

A culturally diverse neighbourhood with many newcomers, the area boasts a mix of affordable high and medium density housing. Its proximity to the downtown core, access to public transit and local

services together with its affordability makes the community especially attractive to families with low incomes, including a relatively high percentage of lone parent families with children.

### **Ms Lew, mother of 10-year old Ella Lew**

Ms Lew and her family have lived in the community for 8 years. She loves the area because it's convenient to shops, schools, parks, the TTC, the library, the community centre and the beach. Ms Lew considers South Riverdale a 'safe' neighbourhood, especially as the school is close to the community centre. Ella enjoys the Moorelands' After School Program because she mixes with other kids, gets help with her homework, and it offers her lots of practical things to do. Ella has already considered a number of different career paths for the future. "Ella has changed career direction with every age," laughs her mother, "but whatever path she chooses, we will always support her."

## ...I wish I may, I wish I might

We'd like to highlight one of our important Christmas Sharing Program areas:

**Adopt-a-Family.** This is a very special way to make a difference this holiday season. We do our part in making wishes come true by putting together hampers for financially stressed families. If you 'adopt' a family, you can have the pleasure of buying for them as you buy for your own family - all the treats, trimmings, gifts and glitter of the Christmas season. We provide you with the names, ages and interests of the children in the family.

If you're feeling especially generous this year please consider adopting two families rather than being overly generous with one. This makes Christmas a fair season as well as a festive one! Don't wait to adopt - the deadline is Friday, December 3rd.

**"If you could see my kids' faces Christmas morning you would understand what your help means to me. My kids got to celebrate just like their friends. Thank you!"**

### **Alice Graham, mother of 12-year old Hayley Graham**

Alice Graham, her husband Tony and two children have lived in the South Riverdale area for 14 years. Alice is a freelance make-up artist and says that the location is great for her, as she can often walk to her clients when she's on a project. She also feels that South Riverdale is one of the last affordable housing 'pockets' in Toronto, and that the excellent public transit is perfect for her husband who travels on the Queen streetcar to his job downtown every day. Daughter Hayley, is an active child who enjoys sports, particularly soccer and volleyball. She loves the Moorelands After-School program, especially crafts, cooking, field trips, and getting help with her homework. Alice, Hayley and son Mitchell will all be featured in the February issue of Canadian Living Magazine in an article on Busy Mothers, so watch for that issue.

## Moorelands Wish List

**We've checked our list and checked it twice ... and here's what our families tell us they wish for:**

### **Cold Weather Items:**

Hats, headbands, scarves, mitts & gloves, socks

### **Toy/Gift Suggestions:**

Puzzles, Arts & crafts kits, Books, Board games, Backpacks/Fanny Packs, Jewelry Boxes, Slippers, Calculators, Make-up Kits, Mirrors, Sports Equipment, Clock Radios, Manicure Kits, Study Lamps, Diaries, Journals, Movie Passes, Thermal Lunch Bags, Dolls, Music/CD gift certificates, Toiletry Gift Kits, Hair Blowers / Curling Irons, Stuffed Animals, Wallets, Hair Grooming Kits, Teen Grooming Kits, Watches

### **Special wishes from our families:**

Gift certificates or family passes to 'experiences' such as the Hockey Hall of Fame, Ontario Science Centre, CN Tower, ROM, IMAX theaters  
Vouchers - for purchase of turkey or other meat, fresh fruit/vegetables.