



Moorelands

Because every kid deserves a childhood

ECHO

spring
2004

Full IMPACT Camping



You've heard us tell you about the positive impact that Moorelands camp has on the campers. But what we haven't really talked about is that it's not just the campers who benefit from the experiences, it's also the camp leaders and staff. These wonderful, dedicated young adults also feel a great positive impact from their participation in Moorelands programs. We'd like to share some of their stories so you can have a real sense of the full impact that Moorelands has on all their participants.

Camp Packs An Impact

I'm a third-year student at the University of Guelph and last summer I worked as a swimming instructor at Moorelands Camp. There is so much about Moorelands that impacted me last summer that I could never hope to share it all but I'd like to give you a glimpse.

I want to tell you a story about an

11-year-old girl named Katie and her cabin-mates who were in one of my swimming classes. I knew from the very first lesson, that this would not be an easy group of girls to work with. They didn't want to take direction and were not used to working together. I knew that I would have a difficult time keeping them together and on track. The week progressed and I didn't see any improvement in the girls' attitudes. They balked at the idea of working in partners to solve problems and these girls would never dare show weakness.

On the second last day of camp, I decided that the girls were ready to learn how to do a kneeling dive. One by one they tried it, and had great success. That is, until it was Katie's turn. "Alright Katie, why don't you give it a try, just kneel down, squeeze your ears with your arms, finger tips

together and point to the treasure at the bottom of the lake..." She looked up at me with terror in her eyes.

"I can't," she whispered. Tears were beginning to escape her.

See "Full Impact Camping" - Pg.3

Helpful Camping Tip#1

You can duplicate the warmth of a down-filled sleeping bag by climbing into a plastic garbage bag with several geese.

It costs \$600 to send a kid to Moorelands Camp for an eight day camp session. Please help send a kid to camp. You can make such a difference in their lives.

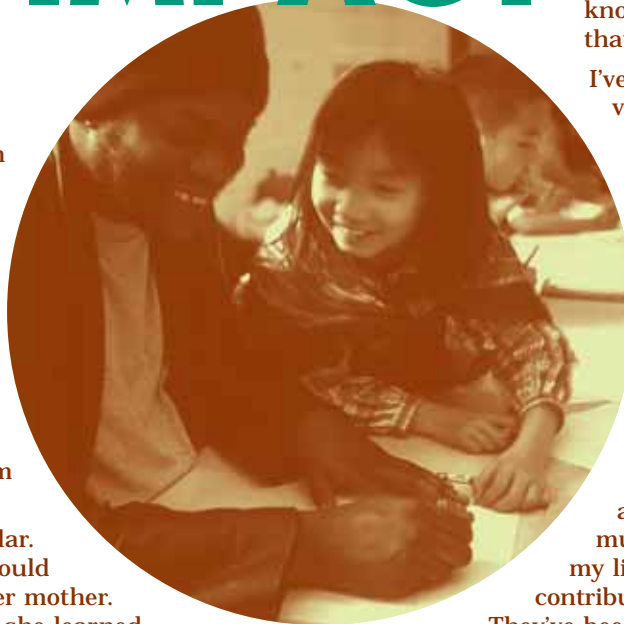


Staff who pack an **IMPACT**

My name is Carmi, and I've been working at Moorelands Applegrove Day Camp for four amazing years! I feel so grateful to be a part of the Day Camp program. It's been such an awesome opportunity for me to grow as a child-care professional and as a person.

As Camp Director my goal has been to create an environment where kids can feel safe and secure and also where they can feel free to have the fun they deserve. I think it's important to create an atmosphere where kids are comfortable and know and feel they belong. When some of our kids first come to camp they seem so uncertain, insecure and even afraid. It's so wonderful to see them blossom and open up over time.

I remember one little girl in particular. She was so shy and nervous and would arrive at our programs crying for her mother. But over the course of the program she learned to let go of her fear and to trust herself and those around her, and now she's this independent, outgoing



little girl who always has a smile on her face.

It is my belief that kids need to know that they're important and that they have a say in this world.

I've always tried to bring something valuable to our kids and it's so rewarding to know that I've contributed to someone else's life and someone else's memories. Year after year kids come up to me and say "remember last summer when..." or "remember the time we...". It's quite an amazing feeling to be in a page of someone's history – as someone who has influenced their life in one way or another. But the really amazing thing is realizing how much these kids have influenced my life too. All our campers have contributed to my life and my memories. They've been a living example of the power we all have to overcome our fears, to find our voices and our confidence and to let our spirits sing.

Moorelands Programs Pack a Punch!

All of our Moorelands programs have such an impact on the participants and their families. We'd like to pass along some of their comments so you can feel the impact.

"I love Moorelands! P.S. Thanks for the best two summers of my life!" (Delfina, age 12) **"I leaned how to work together. Things work better that way."** **Evonne (age 12)** "My child had a lot of fun in the program. Tuesday became his favourite day of schooling because there was the after-school program. And he asked me to register him for the program every year". (anonymous)



In operation since 1912, Moorelands makes an impact on the lives of more than 1,600 Toronto children and youth living in high needs neighbourhoods with few services by helping build confidence, competence, character and positive connections with peers and adults.

Full IMPACT Camping

cont'd

"Come on Katie, I know that you can do it. Let's give it a go."

"No," she said, "I'll hit my head... I'll get hurt...I can't do it." I could see how afraid she was and I wasn't going to push her anymore. But I wasn't the only one who noticed the fear on her face and in her voice. "Come on Katie! You can totally do it!" "Just give it a try, we know you can!"

I could not believe my ears. These girls were rallying around and encouraging her. "Here Katie, you can borrow my lifejacket." Another climbed out and took her hand. "I'll dive with you if you want Katie."

Without even realizing it, these girls were demonstrating to me one of the most precious things that I experienced at camp last summer. They were working together. They were encouraging each other. They were putting aside their differences and genuinely caring for one another.

I knelt down next to Katie. "So? What do you say; do you want to try it?"

Helpful Camping Tip #2

Get even with a bear that raided your food bag by kicking his favorite stump apart and eating all the ants.

"Yes," she said. "I want to try." And with that Katie knelt down, squeezed her ears with her arms and pointed to the treasure at the bottom of the lake. Cheers erupted from the girls and I'm not sure I've ever seen a little girl smile such a huge smile. These were not the seven challenging girls that came into my class at the beginning of the week. Through one lesson in swimming, these seven girls walked away with more than just a kneeling dive, they grew in competence, in character, they made connections and they had a new confidence in themselves. That one day had more of an effect on me than the entire summer that I had spent working at another camp. I am so much richer for it.

I had a comfortable summer job lined up in which I would make the money that I needed to cover my University tuition. For some reason, I couldn't get the idea out of my mind of working at a camp that is totally dedicated to helping inner-city kids. I knew what I needed to do and it was worth it, the experience was invaluable to me because every kid deserves a childhood.

Thank You, M.F.

Actually, M.F it's you we'd like to thank. Your selfless dedication has made a real difference to so many kids in need. We couldn't do it without you.

Helpful Camping Tip #3

Bear bells provide an element of safety for hikers in grizzly country. The tricky part is getting them on the bears.



"I learned how to cook! I can make tacos now." (after-school program participant) "Thank you for the baby things. I only have old things. It is so nice

to put new things on my baby. She looks so pretty. It is nice to know someone cares – and the sweater keeps her warm." (anonymous)

"This has been a very hard year for our family. You have put smiles on my children's faces with the Christmas Hampers." (anonymous)

Our Programs Include:

Moorelands Camp – a residential wilderness experience (600 children)

After-school programs (320 children)

Leadership Training programs (48 youth)

City Day Camp (480 children)

Christmas Sharing Program (241 families)

Baby Bundles Program (264 newborns)

Impact in Action

Feel the impact that Moorelands Camp has on kids. Join us for **Visitor's Day on Saturday, July 17, 2004**. We'd love to show you the impact you make in the lives of inner-city children.

Come and take a tour, witness activity demonstrations and share some lunch with the campers.

Boats leave the Old Mill Marina at 11:00 for a 5 minute ride to camp. It's only a 2 1/2 hour drive from Toronto, so what are you waiting for? For more information, to RSVP, and/or to arrange transportation, please call Cheryle at 416.466.9987 x 300.

The fun never ends!

Here are some of the fun-filled events coming up this summer. Be sure to mark your calendars, you won't want to miss any of the excitement.

The race is on!

The annual **Molson Indy Bike Challenge** is running from **Saturday, July 3 through till Wednesday, July 7 at Exhibition Place**. Teams of 9 people (8 power peddlers and 1 driver) race Formula One shaped cars powered by bike pedals. The challenge is to make the fastest time and to raise the most pledges for Moorelands. What's never a challenge is the fun and craziness that all the teams experience. If you want to join in the fun by registering a team, join an existing team, or cheer from the sidelines, please call 416-466-9987 ext 309.

A Stroke of Luck

We're fortunate again this year to have **Brian Brittain** and his coach **Kim Lumsdon** continue their now **second annual swim** from the Old Mill Marina to Moorelands Camp. Last year \$14,000 in pledges was raised when Brian swam the 3 km distance and this year they're hoping to beat that amount by having Kim join in the action. Every dollar they raise goes towards sending kids to camp. So come on out and join us on July 31 and help us cheer on these two extraordinary athletes!

Another Stroke of Luck

Kim Lumsdon seems to be unstoppable. She's using her swim at Moorelands camp as a warm-up to her real challenge for the year. On **August 16, 2004, Kim is setting out to swim across Lake Ontario!** And joining her on the approach to shore will be **Marilyn Bell** – the first woman to cross Lake Ontario in 1956. What an amazing event. And **all proceeds raised from this swim will go to support Moorelands Community Services**. We can't thank Kim enough for her commitment, but we can certainly do our best to show her how much her efforts mean to us by making sure she has the cheering section she deserves at the shores of the Canadian National Exhibition. Please plan to join us and cheer on this amazing supporter.

To help support Brian and Kim check out our website at: www.moorelands.org or go directly to www.charity.ca

You're a hit!

We at Moorelands are so grateful for the help of each of our supporters. It is only because people like you care and are willing to show you care in tangible ways through donations and volunteering efforts that we are able to make such a positive difference in the lives of families in need.

At this year's Annual General Meeting we were proud to present Helping Hand Awards to three long-time Moorelands supporters: The Needlework Guild of Canada-Toronto Chapter and former Moorelands Board members and volunteers Douglas Lee and Dave Williams.

The Moorelands Helping Hand Award was created three years ago to honour those individuals, foundations, corporations or groups who contribute their time, talent or treasure. Through their contributions, they help to bring about an improved quality of life for children and young people living in poverty in Toronto.

This year also marked the first year of our Jan Kerst Award, presented to Jan Kerst for outstanding volunteerism and commitment to Moorelands. In future years the award will be presented to outstanding volunteers who follow in Jan's path.

Congratulations to our award recipients and thank you for helping us make an impact ... because every kid deserves a childhood.

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Pack a Pack

Many campers arrive at camp in need of these basic items. It costs approximately \$125 to fill a back pack. If you can't pack an entire pack, we would appreciate any assistance you can provide.

If you'd like to help a camper pack a pack, here's what's needed:

Please note that we can accept only new items.

Knapsack



Disposable camera
(processing included)



Bathing Suit
(sizes girls 8 to ladies 18)



Flip flops
Children S, M, L,
Adult S, M, L



Beach towel



Toothbrush and toothpaste



3 pairs athletic socks



Hairbrush and comb



Hand soap



Insect repellent (with Deet, non-aerosol)



Sunscreen (SP 30)

Hand sanitizer



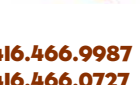
Baseball cap



Sleeping bag



Notebook & pen/pencil



TALLER ORDERS

We also need larger items that are a little hard to squeeze into the average backpack.

These include:

- Kayaks
- Paddles
- Floor hockey sticks
- Stacking chairs
- Sun pavilion

If you are able to contribute any of these larger items, your support would be greatly appreciated.

Donations can be dropped off at our city office at 250 Merton Street, Suite 501.

For further information please call 416-466-9987