

so thrilled that he jumped for joy and they both had tears in their eyes. Thank you elves for touching the lives of so many.

**City Program Highlights - Leadership (48 youth) Leading by example**

There's nothing quite as rewarding as watching 11 - 15 year olds learn leadership skills. This summer our leadership kids from Flemingdon Park, Thorncliffe Park and South Riverdale headed up to Moorelands Camp for a weekend of challenges. Apart from the physical challenges - many had never swum in open water, paddled a canoe, or tackled a rope course - were the personal challenges that come from working together and encouraging one another to succeed.

Our future leaders "put it all together" for a confidence-building weekend that will prove to be invaluable for years to come.

Leadership kids in South Riverdale also applied their skills mentoring younger kids at their Reading Buddies Day in the Moorelands After-school program at Applegrove Community Complex. As the saying goes, not all readers are leaders, but all leaders are readers.

**After-school (320 children) Alice in foodland**

An Alice in Wonderland theme provided the backdrop when the Moorelands After-school kids at Applegrove Community Complex in South Riverdale held their end of season dinner party. What a great

'unbirthday' party it was. The kids successfully demonstrated how much they had learned about healthy food preparation over the year and friends and family were happily stuffed with the results.

**City Summer Day Camp (480 children) Lions and tigers and bears, oh my!**

The Applegrove-Moorelands Day Camp in South Riverdale showed that you don't have to leave the city to have fun, you just have to be willing to get creative and try new things like making up plays and stories and presenting them to each other. Of course, it didn't hurt that their field trips included visits to the Toronto Zoo, the Ontario Science Centre and the African Lion Safari.



If there is one thing that we learned in 2003, it's that bigger is definitely better. This fall we doubled our After-school Programs to three high-needs, under-served communities in Toronto. That meant that over 300 children can now participate in fun and creative activities like reading circles, sports and games, crafts and cooking classes plus ESL programming and homework help. So what better way to greet the new year than by trying to repeat this success and keep on growing? Our plan for 2004/5 is to expand our After-school programs by another 160 spaces!

These additional spaces are so desperately needed because the families living in our three key communities of South Riverdale, Flemingdon Park and Thorncliffe Park are struggling so hard to make ends meet.

Flemingdon Park and Thorncliffe Park are home to large numbers of newcomers to Canada. At

Grenoble Public School, our partner in Flemingdon Park, approximately 93% of the 1000 students are new to Canada. Thorncliffe Park Public School, our partner in Thorncliffe Park, is the largest elementary school in North America. It has over 1500 students in Kindergarten - Grade 5 and has identified a total of 47 different languages spoken by their students. The families in these communities, often living in poverty, are eager to provide their children with opportunities to help them succeed in their new country.

That's what makes the Moorelands After-school programs so desirable. The programs create

spaces that are comfortable and welcoming to the diverse participants they serve. Children are encouraged to share their skills and experiences and develop new interests. Healthy communication and respectful cooperation are encouraged and fun activities are used to foster leadership skills, self-control, and self-confidence.

But the neighbourhoods we serve are over-crowded and the demand for programming far outstrips the resources, which is why we will continue our quest to expand our programs. It is our long-term dream to ensure that every child wishing to participate in a Moorelands program will have a space available for them. Such growth can only be possible through the strong partnerships we have fostered with our donors, our community partners and the families we serve.

**• Over 1600 children participate in Moorelands programs**  
**• 70% of Moorelands Camper families have annual family incomes of \$24,000 or less**  
**• All city programs are operated in partnership with community groups or schools**  
**• Our vision for the future includes adding 2 more after-school programs and one leadership program in 2004/5**  
**• Moorelands operating budget for 2003/4 is \$1.4M**

# You should know.

**Team players Program Partners**

At Moorelands we work with other community service providers to deliver needed programs in an effective and efficient way. We are all part of one big community team trying to make a difference in children's lives.

**Moorelands City Program Partners:**

- Grenoble Public School
- Valley Park Middle School
- Marc Garneau Collegiate Institute
- Thorncliffe Park Public School
- Applegrove Community Complex

**Moorelands Camp Partners:**

- Children's Aid Society of Toronto
- Catholic Children's Aid Society of Toronto
- St. Paul L'Amoreaux Anglican Church
- Millionaire's Night (Scarborough Teachers)
- Big Brothers / Big Sisters of Toronto
- Ken Four Acre Fund

**The front-line troops Moorelands Senior Staff**

- Patricia Jacobs, Executive Director
- Nellie Austin, Director of Finance and Administration
- Hailee Morrison, Director of Development
- Lynda Tilley, Camp Director
- Rishika Williams, City Program Coordinator
- Ryan Duggin, City Program Coordinator
- Steve Tilley, Moorelands Camp Site Director
- Cheryle Pollock, Support Staff
- Sarah Doherty, Administrative Assistant, Fundraising

**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 1,600 children and youth we serve.

**The backroom brigade Moorelands Board of Directors**

- |   |                  |
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# Something we can't say enough! "Thank you!"

The words "thank you" are often used in our daily lives as casually as "excuse me." At Moorelands, we can never say "thank you" casually. Your support has helped us achieve our goal of assisting young people build the necessary life-skills and self-esteem to flourish, despite the adversities they face. **THANK YOU!** You have truly made a difference.

## Foundations

A & A King Family Foundation  
 Anne Butler Slaght Foundation  
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 Employees Foundation of Bank of Montreal  
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## Faith Groups

All Saints Church-Group #10  
 All Saints, Penetanguishene  
 Christ Church Campbellford  
 Christ Church, Deer Park  
 ACW-Christ Church, Cobocok, Ont  
 ACW-Christ Church, Mimico  
 ACW-Christ Church, Woodbridge  
 ACW-Church of Our Saviour  
 ACW-Church of St. Jude, Wexford  
 ACW-Church of St. Wilfrid  
 ACW-Church of St. Leonard  
 ACW-Church of the Good Shepherd  
 ACW-Church of Transfiguration  
 ACW-Good Shepherd, Wyebridge  
 ACW-Grace Church  
 ACW-Holy Trinity Church  
 ACW-St. Andrew's Anglican Church  
 ACW-St. Andrew's Group, St. Timothy's  
 ACW-St. Andrew's Group, St George's  
 ACW-St. Andrew's, Thistletown  
 ACW-St. Andrews Fellowship Group  
 ACW-St. Ann's Group  
 ACW-St. Clement's, Eglinton



ACW-St. Clement, St Margaret's Group  
 ACW-St. Cuthbert's Anglican Church  
 ACW-St. George, Scarborough  
 ACW-St. Giles, Scarborough  
 ACW-St. James Cathedral, York Group  
 ACW-St. James the Apostle, Brampton  
 ACW-St. James Church On-The-Lines Ladies' Guild  
 ACW-St. James, Fenlon Falls  
 ACW-St. John the Divine  
 ACW-St. John Anglican Church  
 ACW-St. John Church, York Group  
 ACW-St. John, Craighurst  
 ACW-St. John, York Ridge Group  
 ACW-St. John, Norway  
 ACW-St. John Ida Anglican Church  
 ACW-St. Luke Anglican Church  
 ACW-St. Patrick Church  
 ACW-St. Paul the Apostle  
 ACW-St. Paul, Brighton  
 ACW-St. Paul, Uxbridge  
 ACW-St. Paul, Beaverton  
 ACW-St. Peter Church, Erindale  
 ACW-The Church of St. Columba & All Hallows  
 ACW-Trinity Anglican Church  
 ACW-Winchester Group  
 Christ Church Women's Guild  
 St John Anglican Church  
 Lychgate Group  
 Trinity Anglican Church  
 Ladies Guild

Beaver Bible Class  
 Church of St. Timothy  
 Deer Park United Church, Sunday School  
 Grace Anglican Church  
 Grace Church On-The-Hill, Brandon Group  
 Grace Church On-The-Hill, Cariboo Club  
 Incorporated Synod of the Diocese of Toronto  
 Parish of St. Margaret, Kumeetus Club  
 St. David Outreach  
 St. Paul L'Amoreaux Outreach Committee  
 Toronto South Presbytery of the United Church of Canada  
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 Christ Church, Scarborough Village  
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 Church of the Ascension  
 Grace Church On-The-Hill  
 Holy Family Anglican Church  
 Norway Point Community Church  
 Parish of Mono  
 Rosedale United Church  
 St. Andrew's-Ballinafad United Church  
 St. Cuthbert Anglican Church  
 St. Dunstan of Canterbury  
 St. George Church On-The-Hill

St. John The Baptist, Lakefield  
 St. Joseph of Nazareth, Bramalea  
 St. Margaret Church  
 St. Martin, Bay Ridges, Pickering  
 St. Matthew the Apostle, Oriole  
 St. Matthew Anglican Church, Islington  
 St. Olave Anglican Church  
 St. Paul Anglican Church, Lindsay  
 St. Paul Anglican Church, Uxbridge  
 St. Philip Church, Etobicoke  
 St. Thomas A Becket Anglican Church  
 The Church of St. Clement-Eglinton  
 The Church of St. Augustine of Canterbury  
 The Church of St. Mark and Calvary  
 Trinity Anglican Church, Bradford  
 Fairbank United Church



**Service Groups**  
 The Aquarians  
 American Women's Club of Toronto  
 B'Nai Brith Canada Don Mills Lodge #2131  
 Briar Hill Recreation Club  
 Canada Conclave #7,  
 Order of True Kindred  
 IODE - Amelia F. Sims Chapter  
 IODE - Princess Anne Chapter  
 Kawagama Lake Cottagers Association  
 Order of the Eastern Star Birch Cliff Chapter, No. 103

Royal Canadian Legion, Branch 73  
 Toronto Professional Fire Fighters Association

## School Groups

Cawthra Park Secondary School  
 Havergal College  
 Holy Trinity School  
 Peel District School Board  
 Seneca Student Federation Incorporated

## Estates

ESTATE of Dorothy Fincham  
 ESTATE of Dr. Martha Jane Poulson  
 ESTATE of Edward H. Dye  
 ESTATE of F. Helen Elise Christie  
 ESTATE of Flora Simpson Spencer  
 ESTATE of John W. Everett  
 ESTATE of Margaret S. Gemmill  
 ESTATE of Mr. Joseph A. Worthy  
 ESTATE of Sally May Longfield

All gifts to Moorelands Community Services are greatly appreciated, however due to space limitations, only monetary gifts of \$250 or greater from corporations, foundations, service clubs, faith and other groups have been acknowledged here. In recognition of the new Personal Information Protection and Electronic Documents Act, individual's names have not been included. However, we will be contacting individuals during the year to obtain permission to do so in 2004. We also gratefully acknowledge the ongoing support of those who have donated gifts-in-kind and the countless hours that have been contributed by our dedicated volunteers. In the event of an error or omission please contact 416-466-9987.

## Many thanks to the friends of Moorelands Community Services.

### Moorelands Camp - A Residential Wilderness Experience (600 children)

Have you heard the classic campfire tale of the kids who went to Moorelands Camp for the summer and mysteriously kept showing up at the frog pond? Well, believe it or not, the story is 100% Fact.

The truth is that the little frog pond, complete with a small bridge, bull-rushes, reeds and hopping inhabitants, continues to draw campers lulled by its gentle, calming activity.

Hmm. When you compare this with the noise and stress of Toronto's inner-city streets, the story really doesn't seem to be such a mystery after all.

### Welcome to the jungle

For many Moorelands campers, life in the inner-city and at camp is an ongoing exercise in survival. Some arrive with attitudes garnered from years of ridicule and judgement from peers. Some survive by judging others in order to deflect attention away from themselves. And others still arrive emotionally stressed from the pressures of life

in the city. During their time at Moorelands Camp we try to teach them to trust themselves and each other, to listen, and to open up without fear of condemnation. We work at showing them that the key to a successful community is communication and acceptance. It is our wish that every camper leaving Moorelands has learned that the best way to survive the jungle is to work together.

### Baby Bundles (264 newborns) Great expectations

The arrival of a new baby is usually met with feelings of joy and excitement, but for families living in poverty it can also come with anxiety and fear. That's where the Moorelands Baby Bundles have had a real impact.

The gifts of new toiletries, clothing and blankets not only helped to keep newborns warm and dry, but they provided comfort for the new moms. A special thanks is extended to all the individuals and groups who provided 264 baby bundles in 2003 and showed new families living in poverty that Toronto may be a big city, but it is also a community with a big and caring heart.

### Christmas Sharing (241 families) Here an elf, there an elf, everywhere an elf, elf

Our Christmas elves did it again this year. The generosity of our Moorelands community allowed us to provide a real Christmas to 241 camper families as well as all the children in our after-school and leadership programs! That's a total of 799 children! We continue to be overwhelmed by the generosity and support of our donors and volunteers.

It probably won't surprise you to learn that our hamper recipients are just as overwhelmed as we are. One particular 11 year old boy couldn't contain himself when he opened his gifts to find an official Number 15 Raptors jersey. His mom said he was



Character counts at Moorelands Camp

What's a frog's favourite car? The Beetle.  
 The mystery of the mesmerizing frog pond  
 What kind of shoes do frogs wear? Open toed!