



Moorelands

echo

A Christmas to remember

It's here – that most remarkable and beautiful time of year! We invite you to share our Christmas wish: that the eyes of every child in Toronto will sparkle with joy and delight this holiday. And we invite you to help make it happen – to be a part of Moorelands' initiatives to make this a special Christmas for children and youth affected by poverty.

Are you already involved in Moorelands' Christmas Sharing program? Thank you for your kind generosity! Are you looking for a way to get involved? We welcome you! This is a great time to join us – to take part in our programs, to participate in fundraising and fun events, to give in ways that mean the most to you. Kids shine when they know someone cares!

OUR WARMEST WISHES TO YOU AND YOURS! HAPPY HOLIDAYS!



Adopt-a-Family for Christmas

"Christmas is supposed to be magical."



Christmas really can be a time of wonder and transformation. We see it again and again when our generous donors "adopt a family" at Christmas. As one recipient told us, with her extremely limited budget, "There's nothing extra for toys, and kids are constantly in need of things like clothes and winter boots... Christmas is no different."

But last year, when she and her children were "adopted" by a Moorelands donor, Christmas became very different indeed.

"It was wonderful..." CONTINUED INSIDE



Adopt-a-Family for Christmas

CONTINUED FROM COVER

"My kids each received so many necessary things – things like hats, mitts, scarves, pencil crayons and colouring books... The kids loved it. Christmas was a whole different day for them. The first thing they asked me was how did this happen. I told them it just came together, like magic. Christmas is supposed to be magical."

"I can't tell you just how poignant that Christmas help was for me. I'm five-and-a-half years single. I get no child support. I'm not a give-up person so I'm not going to give up. I'm trying to teach my kids to set

goals, to lead by example. All the time I keep coming up against circumstances where I have to fight for what we're doing here. Organizations like Moorelands are the only way we can get anywhere. I'm one of these people where I'm working and I'm keeping my eyes on the future and at one point I will be able to give back. There's no question."

Just as there's no question that your support makes a wonderful difference. At Christmas, for families in need, your help is particularly appreciated and special – and yes, even magical.

Come share the

true spirit of Christmas!



Make the holiday bright by bringing smiles to the faces of Toronto children and youth affected by poverty. Moorelands' Christmas Sharing Program offers many ways to make this a memorable, magical Christmas.

Volunteer

We're looking for friendly elves to help with sorting or distributing hampers at our head office on Merton Street between December 1 and December 19. Call Nellie, Head Elf at **416-466-9987 ext. 310**.

Adopt-a-Family

Could you "adopt" a family in need this Christmas? We'll provide you with a family's profile, including the children's first names, ages and interests. With their needs and our gift suggestions in mind, enjoy shopping for your Christmas family!

Make a financial contribution

Your support makes our Christmas hampers possible! Donate to Moorelands and we'll do the shopping. It costs approximately \$360 to fill a basket for a family of four.

Donate a gift from the wish list

Make a Moorelands' kid happy by checking off an item (or more!) from the wish list on the right. Gifts are appreciated for children 0 to 16 – and we're always in great need of gifts for pre-teens, aged 11 to 14 years. Please drop off unwrapped gift(s) at our head office at 250 Merton Street no later than Friday, December 2.

Share the feeling

Know someone who has everything? Make a donation to Moorelands in his or her honour, and share the spirit of giving! The recipient will enjoy a lovely gift announcement, and you'll be given a donation receipt.



Christmas wish list

Help make wishes come true for Moorelands' families.

They shared their hopes and we made a list... so you can check it once, twice, as many times as you'd like to give!

Toasty Things*

Hats, headbands, scarves, mitts and gloves (waterproof if possible), socks

Toys and Gifts

Backpacks/fanny packs
Calculators
Clock radios
Diaries/journals
Dolls
Hair blow-dryers/curling irons
Hair grooming kits
Jewelry boxes
Make-up kits/mirrors
Manicure kits
Music CD gift certificates
Pajamas
Sports equipment
Study lamps
Thermal lunch bags
Toy trucks/car sets
Wallets
Watches

Family Fun

Gift certificates or family passes for outings to special places such as the Hockey Hall of Fame, Ontario Science Centre, CN Tower, ROM, Imax theatres, movie theatres, etc.

Grocery Store Gift Cards

For purchase of turkey or other meat, fresh fruit/vegetables.

*Please note that we no longer provide clothing in our Christmas baskets, except for these items.

Hoping to see you soon!

We're gearing up for a busy and exciting season of fundraising and sharing information. Please take a moment to jot down the dates for these upcoming events. Register early!

Enjoy our lunchtime Annual General Meeting

This year, our AGM is more inviting than ever, with a midday timeslot and a convenient location. Come be a part of it! There's lots of parking, and easy access from the St. Clair West subway. Our special guest speaker is the dynamic Jan Vink, Principal of Grenoble Public School in Flemingdon Park.

Please RSVP by February 20th at 416-466-9987, ext. 300.

Date: **Tuesday, February 28, 2006**

Time: **Noon – 1:30 p.m.**

Place: **"Upstairs at Loblaws" Forest Hill Market, 396 St. Clair Ave. W., 2nd Floor**
(northeast corner, St. Clair & Bathurst)



Unleash your inner chef for Moorelands

Start your new year with a sizzle! Join Donna Dooher, host of the Food Network's *The Cookworks*, for an entertaining evening of appetizing adventure and paletary perfection. It's a great chance to get in on the hottest recipes, techniques and secrets from one of Canada's finest culinary professionals – and support Moorelands programs for kids and families in need!

There are only 112 spaces available for this fun and in-demand event, so act now to nab yours! Call **Cheryle at 416-466-9987 ext. 300** to book your seat.

Date: **Thursday, January 12, 2006**

Time: **Cocktails 6:30 p.m., Demonstration 7:00 p.m.**

Place: **George Brown School of Hospitality**

Cost: **\$100** (A charitable receipt will be issued for the maximum amount allowable.)



Give it a curl!

Novices and experts alike are warmly invited to Mooreland's Curling Bonspiel! The day begins with a curling clinic and includes three 2-end games, a gift for each curler, door prizes, awards and more.

To participate, register your team of four and collect at least \$100 in pledges per curler, in support of Moorelands. Raise even more to be eligible for incentive prizes! Why not make it a corporate challenge? It's fun for all!

Register by calling **Daniela 416-466-9987 ext. 307** or emailing drodrigo@moorelands.ca

Date: **Saturday, January 21, 2006**

Time: **1 p.m. – 5 p.m.**

Place: **Toronto Cricket Skating & Curling Club 141 Wilson Ave. at Avenue Rd.**

Cost: **Minimum \$100 in pledges per curler**



So much, so far!

Thanks to our many donors, volunteers and our amazing staff, we had another great summer – and have everything in place for a terrific autumn!

This summer, over 500 children and youth experienced eight days out of the city, taking advantage of all that nature and Moorelands Camp had to offer. Through a wide variety of activities – including our new archery program – kids learned to communicate with each other, problem solve and make new friends. Staff were strongly committed to helping kids affected by poverty enjoy their summer. Like the kids, they grew and gained a new understanding of people and community. Campers and staff alike came home with incredible memories, new friendships and proud achievements.

Fall programming in the city is well underway, with five after-school and two leadership programs operating in the neighbourhoods of Greenwood/Queen, Flemingdon Park and Thorncliffe Park. In fact, we have a program in every public school in Flemingdon and Thorncliffe Park! More than 800 children and youth will participate in Moorelands City Programs this year. Our only regret is that we can't keep pace with the demand. Already more than 80 names have been added to the waiting list for our leadership programs, and every day we must turn away children from our after-school programs because they are full.

In the under-resourced communities we serve, there is a huge need for the quality programming Moorelands provides. On behalf of those who get to experience the "Moorelands way," we extend our sincere appreciation! Your support has made it possible for us to do so much for kids this summer and fall, and to look forward to an inspiring winter season in the city.

Moorelands' history: the facts

- Moorelands, formerly the Downtown Church Workers Association, was founded in 1912.
- The organization was created to respond to the needs of impoverished families in downtown Toronto.
- Baby Bundles program began more than 90 years ago!
- Moorelands Camp was founded in 1917 to provide a welcome summer escape from Toronto's urban slums.
- Our first after-school program began in 1998 – and today there are five!
- In 2001, we officially adopted our current name, Moorelands Community Services, reflecting the inclusive nature of our focus on children and youth affected by poverty in our city.

Easy giving

Here are two effortless and effective ways to make a difference!

Do wonders with your Shoppers Optimum Points™! Donate points to Moorelands at www.shoppersdrugmart.ca/donate, to help fill Baby Bundles for struggling moms and knapsacks for campers in need annually. Cards are free at Shoppers Drug Mart.



And did you know you can support our programs each time you flash your Hbc Rewards card at Hbc, Zellers, Home Outfitters, Designer Depot and DealsOutlet.ca? To donate your points to Moorelands, simply go to www.hbc rewards.com/community, and enter our **Community Public ID number 2285438** and your card number. What a great way to make free points do valuable work!

Mission Statement

At Moorelands, we recognize the inherent value 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!



Moorelands

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