

# echo

## The joy of giving

This Christmas will be Kim Abell's seventh year adopting a family through the Moorelands Christmas Sharing Program. "I started the year my husband and I got married as a way of saying we're a family now." Today Kim is a busy mother with three small children aged 5, 3 and 4 months and is still committed to shopping for a family in need at Christmas.

"It is a good project for a family to do," says Kim. "Our lives are just so busy! Time spent together is precious, and planning and doing our Christmas Sharing shopping brings our family together. Eventually I want my children to become more involved. When they are old enough to get an allowance, a third of it will go into their piggy banks to help them learn about philanthropy."

Each year, Moorelands Community Services provides Christmas hampers to more than 200 low-income Toronto families struggling to make ends meet. Moorelands provides the first names, ages and interests of the children, along with some suggestions of items to be included. Adopters then head out on a shopping excursion on behalf of the family, box up the items and bring them into the Moorelands office where we take care of distributing them.

"It takes time, money and energy to adopt a family, but once you've put everything together and imagine how the family will enjoy all the things you've included, it is completely worth the effort! You've given of yourself and that is an honour and a privilege."

During the holiday season, Moorelands offers a number of personalized ways for you to help families in need. Check out the back page of this Echo or call us at 416.466.9987.



It costs about **\$360** to fill a Christmas Hamper for a family of four

# Celebration!

Happy Kwanzaa   Happy Chanukah   Eid Mubarak   Joyeux Noel   Merry Christmas

## Wildflower wonderment

The event may be over but the buzz about WILDFLOWER has just begun! Moorelands first annual fundraiser in support of Moorelands' City Programs took place on September 21 at the historic Don Valley Brick Works. More than 850 guests came together under a spectacular tent to enjoy world music, global



cuisine and city spirit. The proceeds from WILDFLOWER will allow more than 140 children in the under-served, under-resourced communities of Thorncliffe Park and Flemingdon Park to attend a Moorelands after-school program for one full year.

The event was possible because of the support of: our Presenting Sponsor, Totalline Transport; our Silver Sponsors, Acura of North Toronto, Bruce Mau Design and St. Joseph Communications; our Bronze Sponsors, the Gordon & Lorraine Gibson Family Foundation, Morgan Stanley and RBC Capital Markets; our Supporting Sponsors, CIBC Wood Gundy, Dorian & Lyane Munk, Regal Tent Productions Ltd., Scotiabank Group and the van Schaik Family; and our In-kind Sponsors, Chair-man Mills Inc., Evergreen and Waddington's, as well as co-chairs Bisi Williams, Elisa Nuyten, Rita Field-Marsham and the rest of the Wildflower 100 Leadership committee.

## Kawagama forever!

On Sept. 16, 217 former campers and staff from Camp Kawagama arrived at what is now Moorelands Camp for a magical reunion. They laughed and cried, they sang and relived happy times.

Kids from privileged homes used to come to Camp Kawagama to enjoy the quintessential Canadian camping experience. Today, Moorelands Camp is a place for kids from some of the poorest neighbourhoods in Toronto. For both, camp has proven to be a life-changing experience.

Warm thanks to co-chairs Geraldine Sherman and Gail Posen and the rest of the planning committee. Our deep gratitude goes to the Kawagamites, who planted a tree for future Moorelands' campers and raised enough funds to build a camper cabin!

## Teeing up!

Friends and family took to the tee on September 20 to celebrate and remember the life of Sean McKenna. A summer-time neighbour to Moorelands Camp on Lake Kawagama, the McKenna family decided to donate the proceeds of last year's 1st annual Sean McKenna Memorial Golf Tournament - over \$7,700 - to Moorelands Camp.

Our sincere gratitude goes out to Kathy, Katie and Michael for again including Moorelands on this special day.

## Meeting in the market

Enjoy our lunchtime annual general meeting

This year, our AGM is more inviting than ever, with a midday timeslot and convenient location with plenty of parking and easy access from the St. Clair West subway stop. We look forward to sharing our success stories with our generous donors and volunteers.

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

**When:** February 27, 2007, 12:30 p.m. to 2:00 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

She's back! Join Donna Dooher, host of the Food Network's The Cookworks, for a fabulous evening of food and fun. It's a great opportunity to learn about the hottest recipes and techniques from one of Canada's finest culinary professionals - and support Moorelands programs! There are only 112

spaces available, so act now to nab yours! Call Cheryle at 416-466-9987 ext. 300 to book a seat.



**When:** January TBA, Cocktails - 6:30 pm, Demo - 7:00 pm

**Place:** George Brown School of Hospitality

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

## 365 days of giving

When Uwe Petroschke, President & CEO of Totalline Transport, met Moorelands' board member Bisi Williams in summer 2005, the idea of Wildflower was born. As the first two Wildflowers - volunteers who created an outstanding Moorelands fundraising event - Uwe and Bisi put all their passion to the cause.



"Totalline has always been very active in charity work and involved in the local community," says Uwe Petroschke. "I was looking for an initiative that benefited children, and when I found out about Moorelands and the work they were doing for the community, I knew I had found the right organization to focus all our efforts on."

Uwe immigrated to Canada at age seven and experienced first hand how difficult it is to share family time when both parents are working opposite shifts to build a new life in a foreign country. "I wish I could have benefited from one of Moorelands' programs at the time, but I will help to provide more children with this opportunity today."



## Moorelands facts:

Moorelands Community Services works with children and youth from some of the poorest neighbourhoods in Toronto.

- **56%** of Moorelands camper families and Christmas Sharing participants have total incomes of \$16,000 or less
- One session at Moorelands Wilderness Camp is enough to cause significant increases in the self esteem scores of both boys and girls
- **66%** of Moorelands camper families and Christmas Sharing participants are "working poor"

## It's all about the 4 Cs

Moorelands offers a range of programming including After-school, City Summer Day Camp, Leadership, Wilderness Camp and Christmas Sharing programs. Recently we had the chance to chat with Amanda, a grade six student who has attended Moorelands programs for four years.

Moorelands, for Amanda, is mostly about fun, but she says she has also learned some important things. At the Grenoble After-school Program, Amanda learned to cooperate and to respect others – "you know - to treat everyone like everyone else!" At Moorelands Camp she learned to make friends. A shy girl, Amanda says that making friends was something she "really needed help with."

At camp, says Amanda, children get to experience the outdoors, and there's always someone close by if you have a problem. According to Amanda, the best part of the after-school experience is the special trip activities like going bowling – something she's only done through Moorelands.

At all Moorelands programs, Amanda and the other children are presented with a variety of activities designed to achieve the same goal: **to help children from low income, under-served communities build confidence, competence, connections, and character.** The 4 C's.



# Christmas wish list

Help Moorelands' families make this Christmas special for their children. They shared their hopes and we made a list. You can check it once, twice, as many times as you'd like to give! (Gifts for older children and teens would be much appreciated!)

## Warm and toasty

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

## Fun and useful

Art kits  
Backpacks/fanny packs  
Calculators  
Clock radios  
Diaries/journals  
Dolls  
Grooming kits (including bath, hair & teen packs)  
Gift cards from music, book, clothing or sports stores  
Grocery store gift cards  
Hair blow-dryers/flat and curling irons  
Jewelry boxes  
Make-up kits/mirrors  
Manicure kits  
Pajamas  
Sports equipment  
Study lamps  
Thermal lunch bags  
Toy trucks/car sets  
Wallets  
Watches



## Family outings

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

# Celebrate the true spirit of the holidays

Make the holidays special this year by bringing joy to the faces of Toronto children and youth affected by poverty. Moorelands' Christmas Sharing Program offers many ways to celebrate the true spirit of Christmas.

## Adopt a family

Consider "adopting" 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 donation

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

## Be a helper

We're looking for friendly elves to help with distributing hampers at our head office on Merton Street on December 15, 18 and 19. Call Nellie, Head Elf, at 416-466-9987 ext. 310.

## Buy a gift from the wish list

Make a child's Christmas wish come true by checking off an item (or more!) from the Wish List. Gifts are appreciated for children aged 0-16, and we're especially in need of gifts for pre-teens, aged 11-14. Please drop off unwrapped gift(s) at our head office at 250 Merton Street no later than Friday, December 1.

## Donate in someone's name

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

# 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!



Helping kids shape brighter futures

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