

echo

City programs

We're thrilled to welcome back many returning Moorelands staff members to our After-school and Youth Leadership Programs this fall.

For some, this will be their 3rd, 4th and even 5th year with us. Our staff members are highly trained and skilled - most are in or have completed College/University programs studying Early Childhood Education, Child and Youth Work, Social Work, and Teaching. And what keeps them coming back to work at Moorelands City Programs year after year? They tell us it's because of the sense of accomplishment they experience when they see the positive impact Moorelands programs have on children.

This year Moorelands will offer 400 spaces of quality after-school programming to children aged 6 to 12 in the low income Toronto communities of Flemingdon Park, Thorncliffe Park, and Queen-Greenwood. Children will have the opportunity to participate in literacy, science, sports and arts activities and go on field trips to fun places like the Ontario Science Centre, the ROM and the CN Tower. All the while they will be learning important life lessons about cooperation, problem solving, and teamwork. Our Leadership Programs serve young people

11 to 15 in Flemingdon and Thorncliffe Park.

These smaller, more intense programs focus on helping young people affected by poverty become leaders in their own lives.

It costs \$1,250 to support one youth to participate in a Moorelands Youth Leadership Program for a year. And \$525 buys a school year of adventures and learning for one child at a Moorelands After-school Program.



"I've worked with children all my life and I have to say that Moorelands programs have impressed me the most- no comparison! Everything we do with the children has a higher purpose to it: teamwork, respect, decision making, building community... it's all worked into the games and activities we do. As the months go by, you really see how much it positively affects the children!"

Cory (Program Leader, Applegrove After-school)

**Help us help kids
build brighter futures!**

Flemingdon Park...

Where's that?

Moorelands offers a total of 240 spaces of quality after-school programming in Flemingdon Park which is located south east of Don Mills and Eglinton. It is a low income and densely populated neighbourhood, considered the most culturally diverse community in Canada.

- "Canada's First Planned Apartment Community" was completed in the early 1970's and is characterized by high-rise mostly rental apartments (over 80%)
- Top 10 countries of origin: China, Sri Lanka, Pakistan, India, Philippines, Iran, Afghanistan, Korea, Romania, Bangladesh
- At Grenoble Public School which accommodates approximately 1,000 students from Flemingdon Park, in excess of 70 languages are spoken; 56% of students were born outside Canada; and 50% have lived in Canada less than 5 years



34 Years of Giving

The Tippet Foundation has been a stalwart supporter of Moorelands Community Services for an incredible 34 years! Walter Thompson, President of the Tippet Foundation since 1991, says the origins of the relationship have never been recorded, but there is a story that has been handed down over the years.

It seems that back in 1972, Mrs. Tippet decided to visit Moorelands Camp which was a short drive from her cottage near Minden. While there, she noticed that the camp did not have enough canoes for all the children. On the spot she decided to donate a canoe and to include Moorelands in the Foundation's future giving plans.

For Walter Thompson and other trustees of the Tippet Foundation, personal contact is the key to building a good relationship. "Regular contact, in whatever form, gives us a better appreciation of the work you're doing and the impact our support is having in the community." For his part, Mr. Thompson regularly attends Moorelands' Annual General Meetings and Visitors' Days at Camp. "Visits enable you to see things for yourself – you see people in action and they see you."

The commitment shown by the Tippet Foundation to Moorelands' two key programs – Wilderness Camp and City Programs – has been immeasurable. Moorelands Community Services is proud to be associated with the Tippet Foundation and thanks them for their commitment to Toronto children affected by poverty.



Hot! Hot! Hot!

As temperatures reached near record highs this summer, Moorelands City Summer Day Camp campers kept cool by swimming almost every day! Highlights of the summer also included the camper talent show, the multi-cultural festival, and a trip to Wild Water Kingdom. A good number of our counsellors this summer were former campers, all grown up and wanting to give something back! One thing's for sure: Our counsellors, children and families continually keep coming back for more fun with City Summer Day Camp!

Moorelands City Summer Day Camp is operated in the Queen-Greenwood neighbourhood at the Duke of Connaught Public School and offers spots for 480 children (60 kids a week) aged 6 to 12.

Take a look at our newly redesigned website at www.moorelands.ca! Many thanks to John Howard and MKTech Software for their pro bono work!

From camper to cabin leader

More than 560 children called Moorelands Wilderness Camp home this summer and they had a blast! One Cabin Leader who knows all about that is Tina. "I was a camper at Moorelands for 6 years; this is my first year as a staff member. I remember wanting to go to camp but my mom was reluctant. Finally, when I was 10 she agreed and I got the opportunity to go to Moorelands. I loved it!"

Every year she was a camper at Moorelands, Tina told herself that one day she would work at the camp. "I really wanted to give back to Moorelands," she says. "I completed the leadership programs over two summers and this spring I applied and was hired for a Cabin Leader position!"

"This summer has been amazing. I have learned so much about working with children! There is a lot of bad stuff going on in the city; the gun violence, harassment, bullying, the labels that come when you live in a certain area - these kids are afraid. They are afraid that someone will hurt them and they bring those fears to camp. It can be so hard."

"I love it when I can give campers the 'firsts', the first time hiking, the first time in a tent, even the first time roasting a marshmallow. I want to give them those first times, the memories."

"I am so appreciative that Moorelands gave me an opportunity as a camper and now continues to give me opportunity as a staff member." And we are appreciative of our donors who support hundreds of kids in need every summer to take advantage of the opportunities offered by Moorelands Camp.



Thank you!

A gem of a volunteer

Aiyemobisi (Bisi) Williams' relationship with Moorelands began two years ago when she was invited by long-time friend Brigitte Shim, renowned Toronto architect, designer of the award winning Debs' Dining Hall at Moorelands Wilderness Camp, and a Moorelands' Board Member, to visit the camp. Later that year, another friend hosted a luncheon to raise money to send kids to Moorelands Camp. That evening Bisi decided to become involved with Moorelands herself.

Originally from Winnipeg, Bisi didn't know anything about what she refers to as "Toronto's hidden gem," Moorelands. "Moorelands offers a great return on investment. With a minimal amount of time and money - you can make a huge difference in the lives of many." In no time at all, Bisi, who is married to designer Bruce Mau, and is a mother of three girls, joined Moorelands' Board of Directors.



As an experienced fundraiser for other worthwhile causes, Bisi was asked by board colleagues to craft an event that would generate revenue, increase awareness and highlight the issue of children and poverty in Toronto. A beautiful summer afternoon spent watching kids of diverse backgrounds play together was the inspiration for WILDFLOWER, a fundraising event taking place on September 21 in support of Moorelands' City Programs. Bisi, along with 99 of her closest friends, have come together to support Toronto's disadvantaged kids and celebrate the diversity that is Toronto.

"If we want this city to be a global leader in urban society, which we are poised to become, we must make a commitment to bring our greatest resources to those with the least", says Bisi.

Visitors' Day Wrap-Up

On July 15, 78 Moorelands donors, staff and former staff, board members, and families hopped on the boat for the 5 minute ride to Visitors' Day at Moorelands Wilderness Camp.

This was a very special day as we honoured those generous donors who made it possible to rebuild Moorelands Camp. Board President Michie Garland unveiled the donor appreciation panel that is part of a new covered bench overlooking beautiful Lake Kawagama. As Mr. Garland noted, "our donors' commitment has resulted in a significant legacy for the long term benefit and enjoyment of the present and future generations of Moorelands' children and youth."



Christmas is coming!

Make a donation

It costs approximately **\$360** to fill a basket to make the holidays brighter for a family of four.



It's not too early to starting thinking about how you can make a positive difference this Christmas. Every year, Moorelands provides hampers laden with food, toys and gifts to families affected by poverty. In 2005 we distributed more than 300 Christmas hampers! In the words of one grateful mother, "Without you, Christmas would have been bleak, in fact you saved Christmas for us." We invite you to participate in our Christmas Sharing Program in two rewarding ways:

Make a donation. It costs approximately \$360 to fill a basket to make the holidays brighter for a family of four. Or personalize your giving through our Adopt-A-Family option. Receive a specific family's profile, including the children's first names, ages, interests and our gift suggestions, then shop for your adopted family as you would for your own.

In addition, we greatly appreciate donations of new items and/or volunteers to help prepare and distribute hampers. Call us at 416.466.9987 ext. 300 to share this Christmas.

Introducing Tanya Hayles Development Associate



The Moorelands team is pleased to welcome Tanya Hayles, our new Development Associate assisting Daniela Rodrigo. Tanya's passion for fundraising and special events began in her late

high school years. After receiving her Bachelor of Social Science at the University of Ottawa, Tanya moved back to Toronto and began her career in fundraising for non-profit organizations. Big Brothers Big Sisters of York and Juvenile Diabetes Research Foundation helped her shape the necessary skills needed to succeed.

"Working for non-profit organizations that have a direct impact on the lives of children makes me feel good about myself and makes me work that much harder at my job of securing and raising funds."

"I'm looking forward to working with Moorelands and seeing how I can make a difference."

City Programs Registration

Fall means registration time for Moorelands City Programs and we expect all our After-school and Youth Leadership programs (more than 400 spaces in all) to be packed when they open in October! Registration nights for our After-school programs take place during the last two weeks of September and we anticipate that several hundred families will line up at each location well in advance of doors opening, in hopes of getting a spot. Youth Leadership participants are selected using a lottery system because so many young people want to participate!



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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