

echo

From camper to leader

Moorelands Camp helps change lives

The kids who have the chance to experience a new way of life at Moorelands Wilderness Camp couldn't ask for a more inspiring role model than Xanthi Phardis. Eighteen-year-old Xanthi started attending Moorelands Camp when she was 11 and is about to begin her second season as a Cabin Leader. Drawing on her experiences, she has shaped a bold, positive direction in her life.

"I think it's really great that Moorelands offers camp to people who couldn't normally afford it. Being at camp gave me a chance to learn things, to be myself and to have fun without worrying about stresses at home. It opened my eyes to a new childhood. I wanted to experience everything that life at camp had to offer. My counsellors were like older sisters to me. It was beyond fun."

Xanthi shone in the Camp's Skills and Leadership Training Program and seemed destined to become a Cabin Leader. "Being a Cabin Leader taught me how to think on my feet and it's affected my life outside of camp as well. I believe that every day has a purpose. Over my time at Moorelands I learned to communicate my feelings to others. I learned not to underestimate myself."

Xanthi has just finished her first year at York University and has a newly declared major in French. She intends to apply to the Faculty of Education, with hopes of becoming a high school teacher.

And in the summers? "I want to make sure that even when I can't work at Moorelands all summer, I spend a week volunteering every year. I love working with kids... It makes me happy to help them like someone helped me."

It costs \$700 to send a kid to Moorelands Camp for one session – an investment that can make an incredible difference to a child! Please make your donation today. A full session... part of a session... whatever you can do. Your support can open up a child's eyes to a whole new way of life – it can give a child a new future.



Moorelands Camp builds self-esteem



That's what the surveys show! We'd like to share with you some key findings that came out of a series of questionnaires completed by Moorelands' campers.

Since 2000, we've been working with Dr. Ann Marie Sorenson, a professor and statistician at the University of Toronto's Department of Sociology, in order to better understand the children who attend Moorelands Camp and to enable us to tailor our programming to meet their needs. In 2000, 2001 and 2005, typically on or around the first and last days of camp, hundreds of campers completed questionnaires regarding how they spend their time at home; personal characteristics; and their experiences at Moorelands.

We are thrilled that the 2005 survey showed that after just one session at Moorelands Camp, the self-esteem of our campers increased significantly.

Our initial surveys in 2000 had pinpointed a need: the average self-esteem scores of boys declined during their Camp session, while girls were unchanged. We started making changes to our programming and in how we trained staff.

In the summer of 2001, there was a significant increase in the average self-esteem scores for girls – an improvement over scores that previously showed no change. There was no significant change for boys after a session at Moorelands – an improvement over scores that had previously declined. Over the next four years, we revamped camp programming to emphasize character education. Staff training/coaching focused on modeling respectful behaviour and acceptance of one another, and encouraging children to share and be real with each other. The concept of community was taught and campers were acknowledged for group effort and character.

As a result, the 2005 survey showed significant increases in the self-esteem scores of both boys and girls after just one session at Moorelands Camp. Building and reinforcing self-esteem is among the stated goals of our work with children at Moorelands. It's great to see our work paying off!



Our campers say...

The 2005 Moorelands Camper Survey identified that:

- The average camper age is 11
- 2/3 of campers spend an average of 2 hours a day caring for siblings
- 74% spend 4 or more hours a day watching TV
- 80% spend 2 or more hours at home alone every day
- Over 60% had been to Moorelands Camp before
- Over 85% came to camp to make friends
- 90% indicated that bullying is not allowed at Moorelands Camp



Could you fill a backpack?



Many campers arrive at camp without important, basic items. It costs approximately \$125 to fill a backpack. It's not necessary to fill a whole pack – all assistance is appreciated! (Please note that we can accept only new items.)

If you'd like to fill a backpack, here's what's needed:

- Backpack
- Beach towel
- Sunscreen (SPF 30)
- Baseball cap
- Bathing suit (sizes girls 8 to ladies 18 – one piece; boys 8 to adult large)
- Flip-flops (children S, M, L and adult S, M, L)
- Disposable camera – processing included
- Sleeping bag
- Hand sanitizer
- Insect repellent (with Deet, non-aerosol)

Taller orders:

- Air-dry modelling clay for arts & crafts
- Orange pylons for sports & games
- New, plain white T-shirts for Tie-dye – large quantity
- Pool noodles
- 100 Fox-40 whistles
- Orienteering compasses
- New tarps 8' square or larger
- ¼ inch yellow nylon rope, 50' & 100' spools
- Balls of hemp twine
- Trampoline
- Screen room tent 12' x 12' or larger
- Open top kayaks & paddles

Please drop off donations at our city office at 250 Merton Street, Suite 501. For more information, please call 416-466-9987. Thank you!

Come join the excitement!

UPCOMING EVENTS

Visitors' Day at Moorelands Camp

Saturday, July 15

Don't miss out on this extra-special day of lunch with the kids, activity demonstrations, tours and a tribute to our Rebuilding of Moorelands Camp supporters! Activities start at 11:00 a.m. See www.moorelands.ca for directions, or board the Moorelands bus from the city. Please RSVP by July 5th to **416-466-9987, ext. 300**.



Camp Kawagama Reunion

Saturday, September 16

Before Moorelands Camp, Camp Kawagama enlivened these shores. We're thrilled to invite former Kawagamites to a reunion in support of building Cabin Kawagama, a legacy to future Moorelands campers. Visit www.kawagama2006.com.



Wildflower

Thursday, September 21

Join 1001 culturally savvy friends in an evening of music, tapas and cocktails in a chic ravine lounge at the historic Brick Works, in support of Moorelands City Programs. Call **416-466-9987 ext. 303** or email wildflower@moorelands.ca.

wildflower

Stand up for Thursdays™

At 10:00 p.m. on the last Thursday of every month (May through August), Fionn MacCool's (21 St. Clair Avenue West) hosts a free evening featuring the city's hottest stand-up comics. Donations will be collected for Moorelands Wilderness Camp.

PAST SUCCESSES

A Most Memorable AGM

We were so happy to recognize volunteers Carole Legget and Dr. Ann Marie Sorenson, and guest speaker Jan Vink, Principal of Grenoble Public School. Special guests Tala El-Khatib and Dakshan Ravichandra spoke of their experiences in the Grenoble After-school Program.

Curl for Moorelands – an inaugural success!

Fourteen teams took to the ice – with Team Fantastic winning the 2006 CHAMPS title – raising \$12,000 net to support Moorelands City Programs! To help plan next year's event, call **Daniela at 416-466-9987 ext. 307**.



A 2nd Annual Culinary Bonanza

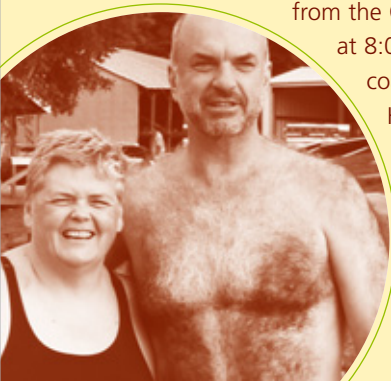
Thank you to everyone who joined culinary host Donna Dooher at the Cooking with Donna fundraiser, which raised \$7,600 to help build the Aquarian Maintenance Workshop at Moorelands Camp.



Swim for Moorelands

July 30, 2006

Here he comes! Brian Brittain, a Partner with Mercer Delta and the Global Leader of the Executive Team Practise is gearing up for his third annual Swim for Moorelands, in the company of a cache of supporters – wet and dry! He'll begin the 3 km trek from the Old Mill Marina to Moorelands Camp at 8:00 a.m. on July 30th along with his coach, renowned long distance swimmer Kim Lumsdon, a group from the Norseman Masters Swimming Club, Moorelands Camp staff, and local cottagers from Lake Kawagama.



Brian hopes to raise \$14,000 for Moorelands Camp. "I've always loved to swim and really enjoy the open, fresh water of Lake Kawagama.

I was looking for a way to contribute to Moorelands and to send kids to camp. Summer camp had a very positive and long lasting impact on my life and I support the work Moorelands does with disadvantaged kids at the camp." Brian is a great example of how one person can make a difference – and inspire others to do the same! To participate in Brian's Swim for Moorelands or to sponsor a swimmer, please contact Daniela at **416-466-9987 ext. 307** or drodriago@moorelands.ca.



Welcome to our new City Program Coordinator!

Just listen to Andrea Neblett muse on what brought her to Moorelands, and you'll see why she's a very welcome addition to our team.



"What really excited me about working with Moorelands is the focus on building self-esteem, skills and personal leadership," says Andrea. "There is a real need for good youth programs right now in this city and I was drawn to this organization because I wanted to help make a difference for Toronto's young people."

Andrea's concern for youth is reflected in her 15 years of experience in childcare and early childhood education, from private schools to public and from the west end to the east. Her hands-on experience gives her invaluable insight into what works – and what doesn't. She notes, "Moorelands' programs are based in reality, on actual lives. I see the youth in Moorelands' programs being able to go on to make a positive impact on their neighbourhoods."

She's excited about getting to know all of Moorelands' programs. "I'm having a lot of fun here already. I love that when you enter a program you are immediately an active participant." With Moorelands' Summer City Day Camp gearing up, she adds, "I am so impressed with the City Day Camp staff we've interviewed who want to come back to work with us to make a difference in kids lives. It is going to be a great summer!"



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!

City Program Facts

Moorelands offers some 900 spaces of quality programming in Toronto public schools for children in need, aged 6 to 15. Over the next few issues of Echo, we'll be sharing some facts about the kids we serve.

Thornccliffe Park After-school Program at Thornccliffe Park Elementary School

- Number of students (Sept. 2005): **1571**
- Primary language other than English: **93%**
- Living in Canada 2 years or less: **20%**
- Living in Canada 3-5 years: **30%**



Valley Park Leadership Program (11-12yrs) at Valley Park Middle School

- Number of students (Sept. 2005): **1082**
- Primary language other than English: **84%**
- Living in Canada 2 years or less: **13%**
- Living in Canada 3-5 years: **29%**



Marc Garneau Leadership Program (13-15yrs) at Marc Garneau Collegiate Institute

- Number of students (Sept. 2005): **648**
- Primary language other than English: **42%**
- Living in Canada 2 years or less: **13%**
- Living in Canada 3-5 years: **29%**



Helping kids shape brighter futures

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