



echo

When Moorelands moved its City Summer Day Camp to the communities of Thorncliffe Park and Flemingdon Park this summer, we completed the circle of year round programming for two of the neediest communities in the City. Moorelands now offers 5 after-school and 3 leadership programs during the school year as well as a summer-long City Summer Day Camp in these neighbourhoods, serving more than 800 children and youth.

Flemingdon Park and Thorncliffe Park, two communities on either side of Don Mills Road, south of Eglinton, are over-crowded and low income neighborhoods with extremely limited resources for children. Noted author, M.G Vassanji, has called these first-stop neighbourhoods, which are home to thousands of immigrants and refugees, Canada's Ellis Island. One quarter of the population in Thorncliffe Park and Flemingdon Park are children under the age of 14. In fact, according to the 2006 census, Flemingdon Park is Toronto's youngest neighbourhood.

Our kids are clearly benefiting from Moorelands year round high quality programming. Most adults know that consistency is a key to success in a child's life - gain is made through consistent messages throughout a child's development. With Moorelands year round programs, our kids get the consistent teaching, support and positive reinforcement they need to shape CHARACTER, strengthen CONFIDENCE, build COMPETENCE and develop positive CONNECTIONS with peers, adults and community.

"Ahmed" couldn't believe his ears when he heard Moorelands was taking applications for its new City Summer Day Camp in his neighbourhood. He attends a Moorelands after-school program in Flemingdon Park and his parents had just registered him to attend a session at Moorelands Wilderness Camp. This would round out his summer perfectly!

Moorelands is like home to Ahmed. "There is no other place in the community that is more fun than Moorelands!" Ahmed has made many good friends at the City Summer Day Camp and at his after-school program. He feels safe and appreciated there. This sentiment is echoed by his mother, a new Canadian who has developed trust in the "Moorelands name" having witnessed a significant increase in her son's self confidence and motivation. "Ahmed lives and breathes for Moorelands. It is the best thing in his life!"

Living and Breathing Moorelands

All Year 'Round



It costs \$250 to send a child to Moorelands City Summer Day Camp for one session and \$600 to sponsor a child to attend a Moorelands After-school Program for one year.

HELP US HELP KIDS SHAPE BRIGHTER FUTURES!

A helping hand to families in need

Since 1912, Moorelands has been lending a helping hand to new mothers living in poverty in Toronto. Our Baby Bundles program – the only program of its kind in the city – distributes basic baby supplies to those in need.

With assistance from Toronto Public Health Nurses and other community agencies, Moorelands Baby Bundles are used as tools to connect with new mothers and teach newborn care.

“Baby Bundles make such a difference in the lives of each of my clients. To see their faces and their reactions when I bring home a Baby Bundle is more than any words that can express their gratitude.”

Carezza C., PHN

“When I was looking through the bag of new baby things, I felt less alone knowing someone else was thinking about my baby too.”

New Mother

Donor support makes it possible to provide care and support for vulnerable new mothers and their babies. A typical Baby Bundle costs \$125 and contains two sleepers, two undershirts, two receiving



blankets, a crib blanket, two bibs, two wash cloths, one towel, 12 newborn and first size disposable diapers, one sweater set, petroleum jelly, baby wash/soap, baby lotion, zinc oxide, baby wipes and a soft toy.

For more information or to volunteer, please contact our Baby Bundle Coordinator at 416.466.9987 ext. 300.

90 years of making an impact!

In this, Moorelands Camp's 90th year, it has been fun to reflect with current and former campers and staff about the impact camp has had on their lives.

Dennis shared his story with us on Visitors' Day, which he attended with his son. Dennis first arrived at Moorelands Camp 37 years ago at age 13. He says he was pretty scared at first, but soon found that camp was not just a place, but “a united community with a special spirit. The staff were there with a united intention: to show the kids a great time and teach them as much as they knew themselves.”

When he was 16, Dennis became a cabin leader and later a life guard. “Being at Moorelands was an experience that made us all better rounded,” he says. “The fresh air, the staff, the opportunity to do activities you would never do at school or at home, and those friends you always remember fondly. Moorelands is really about making a difference in kids' lives.”

Eleven year old Dominic knows all about the difference Moorelands Camp can make in a child's life. When he moved to Toronto from South America four years ago, he spoke very little English and was the only Spanish speaking child in his class. Friends were few and Dominic found himself continually starting over as his family moved several times in a short period.

Last summer was his first at Moorelands Camp. “People welcomed me and I felt special about myself, important. I had friends. I kind of felt like the popular kid. That's never happened to me before!”

Like most Moorelands campers, Dominic has more than his share of worries and responsibilities. “I don't always feel safe in my neighborhood. There are many gangs...I want to help my mother and I look after my little brother everyday while she rests after work.”

But he also has his dreams. “I want to become a cabin leader at Moorelands because they are nice, have lots of friends and get to live here! Plus, my little brother will come and I will keep an eye on him. Then I'll invent something and get a good job.”

For 90 years and still today, Moorelands Camp is a place where children bring their worries, their hopes and their dreams. At camp they are listened to, supported and challenged. They learn, they play and for a short time, they enjoy just being a kid.



Seeing is believing one family's commitment

"I was first introduced to Moorelands about four years ago when friends invited my wife and me to the Aquarian Ball in support of Moorelands Summer Wilderness Camp. The timing was excellent! I was a Director of the KBSH Spirit Foundation at the time and we were looking for a beneficiary for our annual golf tournament that focused on helping children in a direct and meaningful fashion. Listening to Executive Director Patricia Jacobs speak, it was clear that Moorelands offered a perfect fit. I asked Patricia to meet with the Spirit Foundation Board and together we raised over \$75,000 for Moorelands City Programs. But it didn't end there!

With three young children of our own, Caroline 8, Robert 10 and Lara 11, growing up in central Toronto, my wife Kathy and I could not help but be sensitive to the needs of the children



An interview with Drummond Brodeur, VP Portfolio Management, CI Investments...and Moorelands Board Member

Moorelands serves. The statistics on child poverty are astonishing and for many of us, the communities served by Moorelands are only a few blocks from our homes.

All kids deserve opportunities to flourish, yet clearly, without the help of organizations such as Moorelands, many children do not get that chance.

Having visited Moorelands City Programs, having seen and interacted with the children at both the City Programs and at the Wilderness Camp, it was clear to our family how Moorelands helps open up the potential inherent in all kids. I would challenge any parent raising kids in Toronto to look at the neighbourhoods Moorelands serves, to look at the work Moorelands does, then look at their own family and not want to help to make a difference! When I was approached to join the Moorelands Board almost two years ago, it was not a difficult decision for our family to make. For us, it is a family commitment."

There's always something happening at Moorelands...

Upcoming Events

wildflower

Thursday, September 27

Join more than 1,000 culturally savvy friends for an evening of world music, global cuisine and city spirit at the Ontario Science Centre in support of Moorelands City Programs. For tickets (\$150) call 416.466.9987 ext. 313 or go to our web site at www.moorelands.ca to order on line.

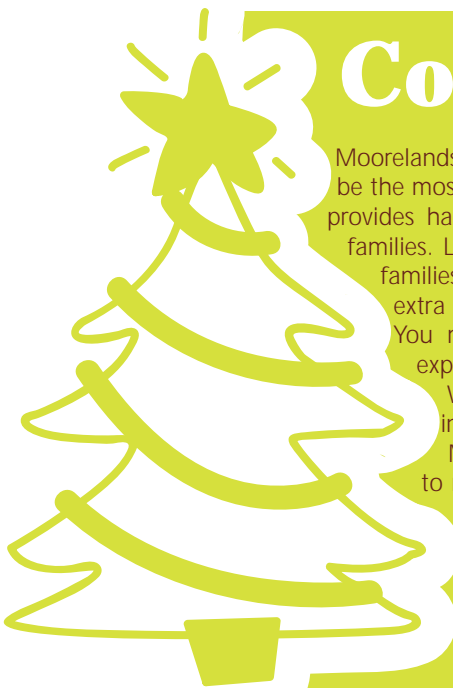
Past Successes

Moorelands Swim for Kids
Moorelands "Swim for Kids" has raised \$15,000 and counting! On August 12th, Aquarian Brian Brittain and swim coach Kim Lumsdon led a group of 11 hardy swimmers on an early morning dip, from Old Mill Marina to Moorelands Camp. That's three kilometres before breakfast! Many thanks to everyone, especially Normac Masters Swim Club for four years of support in the water.



Visitors' Day 90th Anniversary of Moorelands Camp

More than 70 visitors – many of them former campers and staff, including Doug Varey, a long-time Camp Director – joined us to celebrate the Moorelands Camp's 90th anniversary. Visitors were treated to a special lunch with the campers, activity demonstrations, tours and of course, cake!



Countdown to Christmas!

Moorelands' Christmas elves are busy at work putting together what we hope will be the most successful Christmas Sharing Program ever! Each year, Moorelands provides hampers laden with toys, gifts and food to low income Toronto families. Last year, we distributed more than 250 Christmas hampers to families in need! In the words of one grateful mother, "There is no extra money for Christmas in our home – I can barely pay the bills. You made Christmas possible for me and my children! Please express my gratitude to everyone involved!"

We invite you to participate in our Christmas Sharing Program in two rewarding ways:

Make a donation. It costs approximately \$360 to fill a hamper 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.



What We Do

Moorelands City Programs:

- After-School Programs: 400 children and youth, 6-12 years
- Leadership Training Programs: 36 young people, 11-15 years
- Moorelands City Summer Day Camp: 400 children, 6-12 years

Moorelands Family Programs:

- Christmas Sharing Program: 250 families
- Baby Bundles Program: 350 newborns

Moorelands Wilderness Camp:

- Wilderness Camp: 600 children and youth, 8-16 years

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Moorelands Board of Directors

Philanthropy Across Generations

Ken Marpole does not remember when his aunt, Dorothy Edmonds, and her husband Jack began contributing to Moorelands "Send a Kid to Camp" campaign, but he is sure it must have started with their family cottage, located on Lake Simcoe near the original Moorelands Camp.

Having no children themselves, his aunt and uncle made sure that the less fortunate kids assisted by Moorelands (back then, known as the Downtown Churchworkers Association) had a chance to attend summer camp.

Mrs. Edmonds was especially touched by a letter she received from one of the camp counsellors, explaining how her donation had helped build the ropes course.

It meant a lot to the Edmonds to know that young campers were learning to overcome their fears and build character while they gained confidence, practiced teamwork, developed trust and learned communication skills to take back home with them when they returned to the city. They always said that today's youth are tomorrow's adults.

After Mr. Marpole's uncle and aunt passed away, they left a legacy of caring. Now in British Columbia with his family, Mr. Marpole told us, "... sending-a-kid to camp meant a great deal to my aunt and uncle, (and) it was their request that my wife and I continue to make an ongoing donation on their behalf."

The Marpoles continue their support of Moorelands. And each summer the ropes course continues to provide 600 children with an opportunity to conquer their fears.



Helping kids shape brighter futures

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Mission Statement

At Moorelands, we recognize the inherent value of all children and youth. We work with Toronto children and youth affected by poverty to provide them with positive and fun experiences to help strengthen their confidence, competence and character.