

Echo

Making Christmas Special!

Eid Mubarak!



Moorelands Christmas Sharing Program makes a real difference in the lives of Toronto families struggling to make ends meet!

Take Susan Bishop's* family for example. Last year, Moorelands made the holiday season a lot brighter for Susan, a single mother and her three children. Two of her kids have special needs requiring extra care and that makes a tight budget even tighter at Christmas!

Happy Holidays!

Help

make the holiday season a special time for a family in need! Moorelands offers a number of personalized ways for you to make a real difference this holiday season. Check out the back page of this Echo or call us at 416.466.9987.

Happy Chanukah

"Christmas is a family time for us", says Susan, "but with two children with special needs, finances are pretty tight". "Moorelands made a huge difference last year! The gifts really met my family's very specific needs and were so appreciated!"

"One of my daughters received a pop star board game and just loved it! She wouldn't put it away!" Susan's other two children received gifts that suited their special needs as well. For example, her disabled teenaged daughter who functions at the level of a toddler received a projector to show slides on the wall. "She really enjoys it and it has been very helpful. Her disability limits her reactions but she really responds to the colourful slides!" The grocery store gift card also allowed Susan to purchase the food her children especially like.



Happy Kwanzaa

"Without Moorelands' help my kids would not get much for Christmas. Moorelands really helped to make Christmas special."

* Name has been changed



Christmas at Moorelands City Programs

Did you know that every child and youth who participates in our 5 After-school and 3 Leadership programs receives holiday gifts from Moorelands? Last year we provided over 450 children and youth aged six to fifteen from the low income and high needs neighbourhoods of Flemingdon Park and Thorncliffe Park with a warm hat or gloves/mitts and a small gift. Many of the kids we serve just don't have the head and hand gear necessary for a Canadian winter!

Last Christmas, 12-year-old Angela Vega* was overwhelmed with the gifts she received. "I can't get over the fact that someone I don't even know took the time to knit me mitts and a toque!" "It's just so nice!"

We are hoping to provide every Moorelands participant with a hat and mitts/gloves this Christmas along with a small gift and to do so we need a mini mountain of mitts/gloves (preferably waterproof size six to eight and up) and knit hats as well as small gifts! Can you help?

Please drop off donations of mitts, gloves and small gifts to the Moorelands office by November 30th or call us for more information at 416.466.9987 ext. 300.

*Name has been changed

Moorelands...

- is not government funded
- is wholly supported by individuals, groups, foundations and corporations
- is a frugal organization that demonstrates a high degree of fiscal responsibility
- is not a member of the United Way
- uses less than 9¢ of each dollar donated for administration
- believes in sustainable funding and believes programs should not be expanded unless they can be maintained
- has a talented board of committed individuals
- remains true to its mission

Moorelands Facts



This season will be Carole Legget's twelfth year volunteering with Moorelands Christmas Sharing Program. "When I retired from teaching I went looking for a child centred volunteer job and have been volunteering with Moorelands ever since," says Carole.

Known variously as "Christmas Carole" and the "Queen of the Warehouse", Carole works non-stop from the end of October to the first week of January, sorting and classifying donations, receiving adopt-a-family packages, organizing our Christmas Sharing "warehouse" and packing Christmas boxes. "I love seeing the faces of parents when they pick up their Christmas boxes! Each Moorelands Christmas box is different - every one is prepared to meet individual families' needs. They are thrilled."

When asked about her greatest challenge, Carole says it is getting gifts for teens. "Everyone says Christmas is for children - but it is also for teens. Some years we've been hard pressed to come up with 'something nice' for youth over age 12. Moorelands provides Christmas boxes for more than 250 families and that includes a lot of teens!"

What do teens like? According to Carole, the gifts that are most appreciated include gift cards/certificates for clothing, music, sports, or tickets for movies, sports events, and attractions such as the CN Tower and the Hockey Hall of Fame. Other suggestions are books, journals, art/craft kits, toiletries, bath products, sports equipment, backpacks, board games, grooming kits and jewelry boxes.

Please consider helping Moorelands find that "something nice" for every teen on our long list.

Christmas is for teens too!

Wildflower Wow!

Patricia Elia

Board Member and Wildflower



Patricia Elia, a Moorelands Board Member, is the adopted daughter of Pascal and Daffodil Gomes, who immigrated to Canada in the late 1960s from India (via Nairobi) to Toronto. She grew up in Don Mills and is familiar with Thorncliffe Park and Flemingdon Park. A graduate of Loretto Abbey IBVM, Ryerson Polytechnical University and Queen's University, Patricia practices law at Elia Associates in Toronto with her husband, Richard Elia.

Through her participation with Wildflower 2006 and 2007 and now as a Board Member, Patricia has come to appreciate the important role Moorelands' initiatives play in the development of children whose lives are impacted by poverty in the City of Toronto.

"Moorelands actively works to negate the impact of poverty and level the playing field so that the children can be children, thrive and grow", she says. "They are nurtured in programs where their voice matters and where fun is a priority: they are taught valuable life skills." The commitment to communities in the City of Toronto allows for consistent and continuous provision of services."

Patricia is also an enthusiastic supporter of Moorelands Wilderness Camp. "The unique opportunity offered by Moorelands to go to camp in Algonquin Highlands is a true adventure of discovery for children who have little green space to enjoy. It is a great way to introduce children, especially those who are new to Canada, to the great Canadian landscape."

Patricia says she believes we all have the right to write our own unique story and it is important that "Moorelands is working with children to help facilitate the writing of their own stories."

Donating stocks

Tax changes have made donating publicly listed securities such as stocks, bonds and mutual funds an attractive donation option for many. Effective May 2, 2006 the Federal Budget reduced the Capital Gain Inclusion Rate to 0 on the donation of publicly traded shares to Charities.

Making a gift of publicly traded shares to Moorelands is a snap! For more information, please contact us at 416.466.9987 ext. 307.

What do you get when you put 20 food and beverage vendors, dozens of performers and invited VIPs, over 100 silent auction items and hundreds of revelers in the Great Hall of the Ontario Science Centre? Another successful Wildflower event, that's what!

On September 27, the Ontario Science Centre, Moorelands' Neighbourhood Partner, was transformed with the artwork by and images of Moorelands' children and hundreds of real and artificial flowers into a shimmering, magical playground.

From the exciting main stage acts to buskers and ensembles greeting the guests, to the wonderful food from the

kitchens of Jamie Kennedy, Barone & Tong, Moveable Feast, Marigolds and Onions, Mengrai by Sasi, Riz, Ace Bakery, Dufflet Pastries, Mad Batter Bakery, Patachou and Sultan of Samosas (to name a few), to the fantastic silent auction prizes and luxurious live auction items, the evening was an epitome of fun and glamour – all in an effort to raise money for Moorelands City Programs.



Thousands of volunteer hours went into organizing the event and Moorelands thanks the Wildflower 100 committee, co-chaired by Judy Taylor and Chris Carr. We also gratefully acknowledge our sponsors:

BMO Financial Group, The Gordon & Lorraine Gibson Family Foundation, KPMB Architects, Acura of North Toronto, Scotiabank Group, Media Sponsor: OMNI TV and our Neighbourhood Partner: Ontario Science Centre.

The memory of Sean McKenna lives on – through Moorelands Camp! The family and friends of Sean McKenna came together again this fall for the Annual Sean McKenna Memorial Golf Tournament. This incredible event, celebrating the all too brief life of our late neighbour on Lake Kawagama, raised more than \$12,000 for Moorelands Wilderness Camp. Our thanks to Kathy, Katie and Michael for including Moorelands on this special day.

In
Memory
of Sean
McKenna

Spread the good cheer of the Festive Season

Celebrate the true spirit of the season through Moorelands Christmas Sharing Program and help Toronto children and families affected by poverty.

Tired of exchanging gifts at the office? How about collecting donations for Moorelands instead? Or make a contribution in your son's or daughter's teacher's name - there are many ways to help children and families affected by poverty.

Give a perfect gift without having to fight the crowds in the shopping mall

Make a change in the name of a family member, friend or co-worker and they will receive a lovely greeting card with your message, and the brand new Moorelands DVD. You receive a charitable donation receipt!

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. We'll even provide gift suggestions! Enjoy shopping for your Christmas family! November 30th is the deadline to adopt.

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.

Volunteer

We're looking for friendly elves to help with distributing hampers at our head office on Merton Street on December 14, 17 and 18. Call Nellie, Head Elf at 416-466-9987 ext. 310.

Donate 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 0 to 16 - and we're especially in need of gifts for pre-teens and teens. Drop off unwrapped gift(s) at our head office at 250 Merton Street no later than Friday November 30.



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!)

Toasty Things

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

Toys and Gifts

Arts & Crafts Kits
Backpacks/Fanny packs
Calculators
Clock radios/Watches
Diaries/Journals/Chapter Books
Dolls
Teen Grooming kits (including bath, hair products)
Gift Cards from music, book, clothing or sports stores
Grocery Store Gift Cards
Hair blow-dryers/flat and curling irons
Jewelry boxes
Mirrors
Manicure kits
Sports equipment
Study lamps
Thermal lunch bags
Toy trucks/car sets
Wallets/Purses

Family Fun

Gift certificate/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.

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Moorelands

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.