



Joy All Winter Long

In the fall Denice Dunn lost her job and hasn't been able to find work since. Life has been tough, not only for her but for her two daughters, Randilee 15, and Jesse Rose, 8. Christmas this year would be especially bleak if it weren't for the help coming their way from Moorelands and our generous supporters. Many years ago, Denice herself went to Moorelands Wilderness Camp and remembers her time there as "the best experience of my life." Now her eldest has gone for two summers and this year the little one will join her big sister so she too can participate in programs that promote growth and

build confidence. It was there that Randilee learned an important life lesson. "Since Camp, she's been really good at dealing with complications, learning how to talk things through rather than just get emotional." She's even found her way back to high school.

But for a single mom with no child support, Christmas can break your heart. For two years, Moorelands Holiday Hampers have filled a gap for this family and brought hours of joy that stretched well beyond the holiday season.

"Randilee got wonderful stuff, just the things a teenage girl would want." Some of the best presents were gift certificates - H&M for clothes, Macdonald's to help satisfy that teenage appetite, movie passes and, proving that childhood wasn't that far behind, lots of Tinker Bell toys. "Best of all there were three tickets to see *Disney On Ice*, Denice recalls. "We all went, and it was terrific."
- G.S.



A DONATION OF \$360 WILL MAKE HOLIDAY DREAMS COME TRUE FOR A FAMILY OF FOUR.

Let Your Kid Choose: Get another present or give a kid a better life?

Who hasn't received a gift they didn't need or want? Or given a present to a child who opened it and put aside, never to be picked up again? Birthdays and Christmases can be holidays of plenty, even excess, for privileged children. Or they can be opportunities to transform the life of a less fortunate child. Moorelands is launching a new campaign to encourage children to consider others, be thankful for their good fortune and be generous. All in the best holiday spirit.

Please ask the children in your life - family members or friends - to give up one gift, just one gift, from you or some other relative or friend. Let your child or grandchild know the value of the gift will be donated instead to sponsor a less fortunate child to attend a Moorelands After-school program. There's more: Turn the page and you will find a full-size colour poster that will give the kids in your life a way to spread the word themselves. Or they could spread the word digitally

by logging onto www.moorelands.ca This small action could cause an avalanche of good will. The campaign has been conceived with the help of creative directors at Cossette Communications - Jamie Lirette, Graham Munch and Roehl Sanchez, the newest member of Moorelands' Board. Pass the word along to teachers, friends and relatives.
- K.C & G.S.



**GET A GIFT
YOU DON'T
NEED**

~ OR ~

**GIVE A KID
A BETTER
LIFE?**



You'll get a lot of gifts this holiday, so why not give up one – just one – to help Toronto's kids in need? Ask someone to take the money they would have spent on your gift and give it to Moorelands instead. You'll be giving less fortunate kids aged 6-12 a safe place to play and learn after school. That's a gift that lasts all year.

Make a difference at www.moorelands.ca

Moorelands

Helping kids shape brighter futures

Christmas Sharing: How You Can Help



For many who are part of the Moorelands community - those in need as well as those able to give – 2009 has been a particularly tough year. Unless those with more reach out to those with much less, this Christmas could be wrenching for many Moorelands families. Here's what you can do to make this holiday season a little brighter for families in need:

Adopt-a-Family

Consider "adopting" a family this Christmas. We'll provide you with information about them, 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 financial contribution

Donate to Moorelands Christmas Sharing Program 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 Holiday Hamper distribution at our office on Merton Street on December 15, 17 and 18. If you have a few hours to spare between 2:00 p.m. and 8:00 p.m. please call our Christmas Sharing coordinator, Karen Bruno at 416-466-9987 ext. 302. *- P.J.*

Matching Donation Challenge

In our last ECHO, we told you about the wonderful matching donation challenge issued by one of our long-time donor families - all donations to Moorelands City Programs received by October 31, 2009 would be matched up to a total of \$50,000. We are thrilled to report that the challenge was a complete success. Thanks to you, our Moorelands supporters, we have been able to save most City Programs for the 2009/10 school year. We are deeply grateful for your support. *- P.J.*

Looking (a little) Ahead

Despite your great generosity, we were not able to save all City Programs this fall. Two After-school programs offered at Thorncliffe Park Elementary School were put on hold for lack of funds. Principal Felicia DiCiero was "deeply saddened and disappointed by this news." She believes that the Thorncliffe community has truly benefitted from Moorelands involvement. "With our growing population, 1,900 pupils from kindergarten to Grade 5, and with the local public library and community centre still closed for renovations, the impact is more profound than I could articulate." We have not stopped trying to raise the funds needed to re-start at least one Thorncliffe program in January. Thanks to the TD Bank Financial Group and an

anonymous donor we are only \$10,000 short of our goal. With your help we can make up this shortfall and open our doors this winter to children and youth most in need of a safe and stimulating environment in which to play and learn. *- P.J. & G.S.*

Save the Date

Moorelands Annual General Meeting
February 24, 2009. 12:30 p.m.
For details call 416-466-9987

THE COST TO SPONSOR ONE CHILD TO ATTEND A MOORELANDS AFTER-SCHOOL PROGRAM EVERY SCHOOL DAY FOR ONE MONTH IS \$260. ALL DONATIONS HELP.

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.

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Helping kids shape brighter futures

250 Merton Street, Suite 501
Toronto, Ontario, M4S 1B1
T 416-466-9987 F 416-466-0727
www.moorelands.ca

Charitable Registration No.
11923 0241 RR0001