



At Moorelands:

We believe that all youth have strengths, regardless of their background or life situation.

We believe that children and youth can grow and flourish when their strengths are aligned with the benefits of our intentional, quality programs.

We focus on understanding, educating, and engaging children and youth in productive activities, rather than fixing, curing, or treating them.

Moorelands' Four C's – Competence, Confidence, Character, and Connections facilitate Positive Youth Development and are linked to positive youth outcomes. Research tells us that when a young person demonstrates the "Four C's" over time, he or she will be on a path toward a happy, healthy and self-sufficient adult life.

Moorelands Board of Directors

Laura BOWES
President

Drummond BRODEUR
Vice-President & Secretary

Michie GARLAND
Past President

Kyra CLARKSON
Patricia ELIA
Gail MACNAUGHTON
John OFFUTT
Shiraz SATCHU
Geraldine SHERMAN
Tara SILVER
Nancy STEWART
Barbara TURNBULL
Carolyn WATSON
David YOUNG

Stuff a Backpack for a Moorelands Camper

Some campers arrive at Moorelands Camp without the essentials. Can you help? It costs about \$100 to fill a backpack. Donate a whole pack, a few items or make a cash donation and we will do the shopping. Your help is appreciated! (Please note that we can only accept new items.)

Here's what's needed:

- Rain Poncho
- 'Flip-Flop' footwear for boys size M-L: and Adult S,M,L for males
- Insect Repellant with DEET— non-aerosol
- Sunscreen—SPF 30
- Baseball Cap
- Flashlight—disposable
- Sleeping Bag
- Notebook/Pen/Pencil
- Disposable Camera with processing if possible
- Boys' Bathing Suits sizes 8 to adult large

Got a friend in the business? We thought we'd ask because we also need:

Sports Equipment

- 50 Bug/butterfly nets
- 3 Tetherball poles/balls (heavy duty)
- Board games/card games (e.g. UNO, skipbo, bingo)
- 6 four person tents
- 4 eight person tents
- PFDs (personal flotation devices) 50-90 lbs size
- Fox 40 Whistles
- Megaphone

Arts & Crafts Supplies

- Plastic lacing – assorted colours
- Beads – all sizes and colours
- Scissors
- Acrylic craft paint
- White Glue – large

Health Centre Supplies

- Sunscreen
- Band-aids – assorted sizes
- Insect repellent
- Non-alcohol hand sanitizer

Donations can be delivered to our office at 250 Merton Street Suite 501 Toronto, Monday to Friday, 8:30a.m. to 4:30p.m. For further information call 416-466-9987 or visit our website at www.moorelands.ca.



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

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.



echo

Stellar Connections...

David, who hails from Northampton in the U.K., joined the Moorelands Camp staff team last year. It was his first experience working in a camp environment and we asked him to tell us about it.

"Before I came to Moorelands from England, I thought camp was all about having fun. Looking back over my first summer I now realize that Moorelands Camp is so much more than that.

I remember talking with a boy named Jeffery on the first overnight out-trip. We sat on a rock overlooking the lake, with the stars thick over our heads, talking. Through our conversation a connection was being made between an adult and a child – a connection not based on directives or demands - just Jeffery and Dave, two people talking.

This moment affirmed to me the importance of the Moorelands camp setting, where children feel valued and wanted and where they can develop positive relationships with adults. At Moorelands, what children have to say is important and they can feel free to express themselves in the company of caring, supportive adults.

As the evening moved on, Jeffery looked out over the expanse of the lake and the night sky and told me that his time at Moorelands every summer was his only vacation. He explained that having this time was special to him because in the city the buildings always obstructed his view of the world. At Moorelands he could look out over the lake and his mind could feel free.

These words impacted me massively and made me feel so proud that I could be part of something that could affect someone in such a positive way.

Jeffery's story is not unique. His feelings and sentiments are echoed every day at camp by hundreds of children. Moorelands is a place for children to develop, grow and build character in a setting where, with the support of caring staff, they can feel valued and free from the demands and worries that they may have at home."

David will be coming back to Moorelands Camp this summer because he believes in the power of caring adults to affect positive change in the lives of children in need.

It costs

\$785

to send a kid to Moorelands Camp for one session. Show disadvantaged Toronto kids the power of caring adults. Please make your donation today. A full session – part of a session – whatever you can do.



Spring 2008

HELP US HELP KIDS SHAPE BRIGHTER FUTURES!

Gail MacNaughton Tireless Campaigner



Gail MacNaughton, Moorelands Board Member and Chair of the Send a Kid to Camp Campaign explains why she became involved with Moorelands:

"My initial introduction to Moorelands was a letter my husband, John, and I received from Peter Hayden, a member of the Board of what was then called the Downtown

Churchworkers Association. It would have been more than 25 years ago. Peter told us about the work of the DCA and asked us to consider sponsoring a child for a one week camp experience. It was a compelling ask – both John and I had been fortunate enough to enjoy summer camp when we were young and we were very happy to offer this memorable experience to one of the young people being supported by the work of the DCA.

Then, our daughter Adeline spent two summers working as a camp counselor at Moorelands. We visited her there and had a chance to see the beautiful wilderness camp site on Lake Kawagama and to meet some of the campers. We saw the Moorelands philosophy and program in action and were impressed and moved by what we learned that day. The campers' enthusiasm and the commitment of the counselors were absolutely contagious!"

When Rob Ross, a long time friend, Aquarian and Moorelands Board member whose daughter Kate was also a camp counselor invited Gail to become more involved in Moorelands, Gail says she was happy to accept. For the past 4 years she has served as Chair of the Send a Kid to Camp Campaign – a natural fit because she has such enthusiasm for the camp and what it offers to the 600 campers who attend it each year.

"What is most important to me is the Moorelands belief in the value and potential of all children and youth and our vision of providing positive life experiences which they will carry with them always. Our campers as well as our After-school program and Leadership participants have fun and, at the same time, learn about themselves and how to live in community ... character, competence confidence and connection ... life enhancing skills indeed."

Spring has sprung in Moorelands City Programs

Spring is a very exciting time of year in the Moorelands City Programs Department. After a year of providing opportunities for new experiences, new skills and new friendships, our After-school and Youth Leadership Programs are starting to wrap up. The programs, which offered more than 400 spaces for children and youth aged 6 to 15, are celebrating the growth and achievements of the participants with special activities and trips, including a weekend at the Moorelands Wilderness Camp for our Leadership participants.

All Moorelands City Programs are delivered in Thorncliffe Park and Flemingdon Park, "first-stop" communities to thousands of immigrants and refugees arriving in Canada's largest city. These are crowded, low-income and underserved neighbourhoods that are nevertheless vibrant, caring and committed to the well-being of children.



The end of After-school Programs means that the opening of Moorelands City Summer Day Camp is just around the corner. This is the second year Moorelands City Summer Day Camp will operate at Grenoble Public School in Flemingdon Park. This summer we have expanded the camp to accommodate 16 more participants each week and will offer a total of 450 spaces. Camp will start on Monday June 30 and will end seven fun-filled weeks later.

With experienced and talented staff, this summer promises to be another enjoyable and educational experience for children. Activities for the summer will include a trip to the Rogers Centre to cheer on the Toronto Blue Jays (courtesy of the Jays Care Foundation) and an outdoor adventure at the Brick Works in partnership with Evergreen. Field trips are just one of the many ways we will work with children to help them develop new skills, make connections with new friends, mentors and their community, build character and enhance their self-confidence this summer.

Not all children can go away to an overnight camp. At Moorelands City Summer Day Camp, we bring a first-rate Camp experience to kids in the City. **It costs \$250 to send a kid to our city camp. Your support will make a real difference in the life of a child from Flemingdon/Thorncliffe Park.**

HELP US HELP KIDS SHAPE BRIGHTER FUTURES!

A Tale of Two Camps....

Empowering Kids, Inspiring Choices and Realizing Dreams at Moorelands City Summer Day Camp

Empowering Kids. Inspiring Choices. Realizing Dreams. These are the guiding principles of the Jays Care Foundation, one of our newest partners making a positive difference in the lives of kids in need. The Foundation came on board for the first time last summer to support the Moorelands City Summer Day Camp and they will join us again this summer.

The Jays Care Foundation supports programs that encourage physical activity, education and life-skill development – a perfect fit with Moorelands!

"Not only do we want to be a successful team on the field, but we also want to make a difference off the field. Jays Care Foundation is proud to team up with Moorelands Community Services which helps children build competence, instills confidence and shapes character. We want Jays Care Foundation to be seen as a social leader, through an identifiable series of programs such as Moorelands City Summer Day Camp which will help us to expand our reach and create a legacy in the community." Supa D.A. Meikle - Manager, Programs & Outreach – Jays Care Foundation.

We're thrilled to partner with Jays Care Foundation and know our kids will benefit from their generous support!

"We Build" at Moorelands Wilderness Camp



The motto of the Kiwanis Club of Toronto Foundation, "WE BUILD" recently found a wonderful new expression at Moorelands Wilderness Camp on Lake Kawagama. The Foundation made a significant gift that will enable us to build a new staff cabin this spring - replacing one of the old camp structures which dates back to the mid-1940's.

As Philip J.W. Smith, the Foundation's Treasurer, explains: "Our investment in Moorelands Camp is an example of the heritage that we build for our children today.

It will continue to make a difference in their lives, lives of those who will be called leaders in the days to come. The Toronto Kiwanis Club is proud to be part of that ongoing heritage through this relationship with Moorelands."

In September of this year, the Kiwanis Club of Toronto will celebrate its 90th anniversary – just a year after Moorelands celebrated the 90th anniversary of the establishment of Moorelands Wilderness Camp. It is inspiring to see these two venerable Toronto institutions working together today to help build brighter futures for children in need.

Past Successes

The Aquarian Denim and Diamonds Gala

The always fun and colourful Aquarian Gala took place on April 12, 2008. The theme of Denim and Diamonds together with a new location at the Westmount Gallery inspired almost 200 attendees to mingle and raise funds for Moorelands Wilderness Camp.

Upcoming Events

The Fifth Annual 3km Swim for Moorelands Camp
Sunday, August 10

Brian Brittain, a Partner with Oliver Wyman – Delta Organization & Leadership (and long-time Aquarian) together with Coach Kim Lumsdon and a host of other swimmers will brave the waters of Lake Kawagama again this summer for the 3 kilometer trek from Old Mill Marina to Moorelands Camp to raise funds for Moorelands Camp. Brian and his friends hope to beat last year's incredible goal of \$19,000.

Visitors' Day at Moorelands Camp

Saturday, July 12

Don't miss Visitors' Day Celebrations! Join us for a special lunch with the campers, activity demonstrations and tours. Boats leave the dock at the Old Mill Marina starting at 11: 00 a.m. See www.moorelands.ca for directions or board the Moorelands bus from the city. Please RSVP by July 4 to 416.466.9987 ext. 300.

