

## The Moorelands Story

### Looking Ahead

Starting this month, the Moorelands message is being transmitted in Urdu, Pashto, Tamil and English by the children who participate in our programs. In their own words they speak in 30-second segments to the multicultural audience of OMNI Diversity Television. These six public service messages reflect the new reality of the clients Moorelands serves and the donors we hope to reach. This initiative began with a grant from the station and reflects the commitment of these contributors: Aidan Cosgrave, Producer/Director of J.S.T. Productions; the CBC's Andy Barrie who became the "voice" of Moorelands; Robert Fraser Burke, teenage finalist for the new *Hockey Night in Canada* anthem; Nancy Stewart, Guidance Counselor, Valley Park School and Moorelands board member; Sam Levene, documentary filmmaker; Paritosh Mehta and Melanie Farrell, OMNI TV; and Barbara Stoneham. **- R.T & G.S.**



*A Cool Haven for Toronto's Neediest Women & Girls, Jackson's Point, 1925*

### Looking Back Countdown to Moorelands @ 100 1912-2012

In the summer of 1925 a group of young women from poverty-stricken areas of Toronto enjoyed the benefits of a fresh-air outing while staying at Sunnyside on Jackson's Point. This program to rescue mothers and children "from the foul dirt and heat of summer alleys" began shortly after the formation of the Downtown Churchworkers' Association of Toronto. Initiated in 1912 by Canon R.J. Moore,

assisted by 8 other clergy and nine women congregants, they vowed to bring light into the lives of those languishing in the most degraded local parishes and "to rouse a feeling of self-respect." Summer work was paramount and a special fund was established. It led to the creation, in 1917, of the first camp called Moorelands. From now until our 100th Anniversary Special Issue, each edition of ECHO will recount the Moorelands story in pictures and words, decade by decade.

**- G.S.**

**We have never needed your support more than today.**

# The Areas We Serve

During the academic year, Moorelands concentrates its efforts in two high-density, poorly-served, largely-immigrant communities, both in the north-east section of the city – Thorncliffe Park and Flemingdon Park. Of the almost 40,000 residents about 75 percent are visible minorities, and about half don't speak English as their first language.

## After-school Programs

In three large elementary schools, one with 30 kindergartens, Moorelands provides 400 spaces for children 6 - 12 where supervised play, creative learning and nourishing snacks fill those all-important after-school hours. Each family pays \$20. Donations make up the real cost of \$600 per child.

## Leadership Programs

In great demand, middle and high school-age young people (11-15) vie for 56 spots at Valley Park Middle School, Blessed John XXIII and Marc Garneau Collegiate Institute. Here they come to understand group dynamics, explore the city and examine their long-term options. Parents pay only \$30 toward the per child cost. Moorelands supporters pay the remaining \$1,050.

## Christmas Sharing

In 2008 Moorelands supporters brought Christmas cheer to more than 300 families with children up to age 17. Donations of \$360 helped make the dreams of each family come true.



## How well do our programs work?

We measure our success by each child's progress. To do that we use the Ontario Parks and Recreation evaluation tool, comparing our programs against industry standards. Program evaluations are also completed by our partners, participants, parents, staff and donors with whom we keep in touch on a regular basis – often using "kitchen table" focus groups.

Moorelands' camp programs are scrutinized regularly by the city's Children's Services Department and Ontario Camping Association. Inspections focus on compliance with health and safety standards; ensuring that programming is appropriate for the ages/stages of the

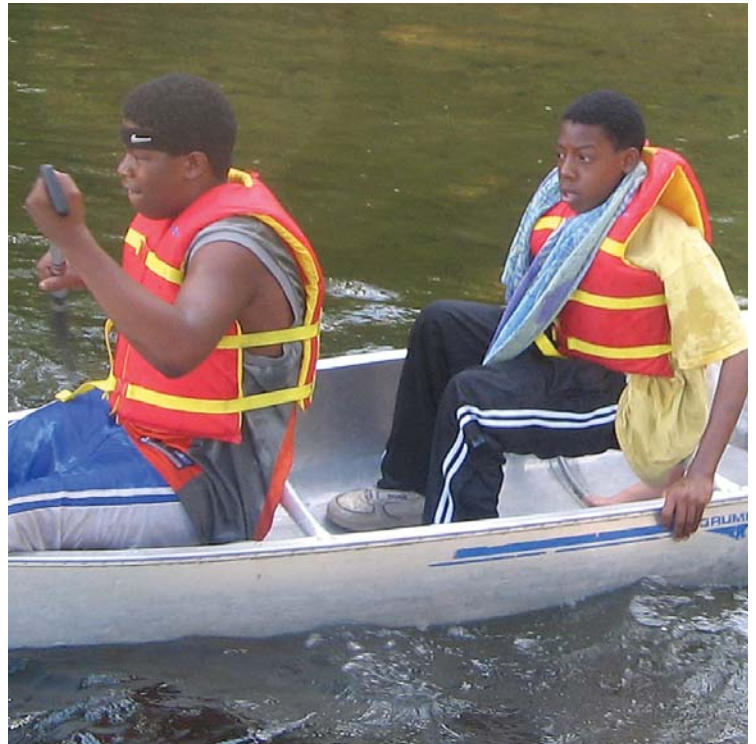
children served; and substantiating that ethical business practises are followed.

Since 2000, Moorelands Wilderness Camp has worked with Dr. Ann Marie Sorenson, a professor and statistician at the University of Toronto Sociology Department to better understand the children we serve; to help us tailor our programming to meet their needs; and to evaluate the impact of our camp programs.

In 2000, 2001 and 2005, hundreds of campers completed questionnaires at the beginning and at the end of their camp experience. Moorelands uses the information

## Moorelands Wilderness Camp

Each summer 600 young people between the ages of 8-16 travel north by bus and then by boat across Lake Kawagama to spend 8 days sleeping in cabins, eating in a scenic dining hall or around a campfire and experiencing independence under the watchful eye of Lynda Tilley and her qualified and enthusiastic staff. These children come from across Toronto, many recommended by agencies such as Toronto Community Housing, Children's Aid and Big Brothers/Sisters. Half come back year after year; some graduate to staff. To send one child costs \$840. Parents pay what they can but their contributions cover a fraction of this amount. According to one mother: "You have made it affordable for a single mom which is wonderful."



## City Summer Day Camp

What happens to the children from Moorelands' After-school programs during the summer? Many of them between the ages of 6 -12 take advantage of 480 spaces created within their home districts and spend the day, sun or shade, doing arts and crafts, going on field trips and learning new skills, all to broaden their experience, develop friendships and learn the advantages of teamwork. It costs \$250 to send a kid to day camp for one session.

Parents pay between \$10 and \$60.



## Baby Bundles

A unique program, one that recognizes that becoming a good mother is hard work, right from the start. When Moorelands is told of a client in need, we are ready with a Baby Bundle filled with blankets, clothing, diapers and other necessities, a starter kit for 300 new moms a year at a cost of \$115 each.

gleaned from various evaluations to continually improve our programming.

For example, when a camp-wide survey conducted in 2001 showed us that boys were not doing as well as girls with regard to self-esteem, we restructured our staff training program, adding modules specifically for male staff to help them learn to nurture boys more effectively. When the next camp-wide survey was done in 2005, the self-esteem of both boys and girls had increased significantly after just one session at Moorelands Camp.

- P.J.



# The True Spirit of Christmas Sharing

There was barely room in Moorelands' office for the 260 generously-packed gift boxes, each destined for a specific family. But what about the more than 40 families on the wait-list? Could something be done for them using the gifts donated by organizations such as CTV Ltd. and CHUM Charitable Foundation? Cheryle Pollock had it. "What if we put together a smaller gift box for every child on the wait-list?"

When asked, Patricia Jacobs grinned and said "Go for it!" Carole Legget and Jenna Fray, the Christmas coordinators, never hesitated. "You mean pack 42 more

packages?" "Why not?" They called each "new" family, then set out to find the perfect gift for each child. To one interested in 'bones' went a science game; to a musical one, a portable piano. Thanks to our donors each child was also outfitted with hats, mitts, gloves and scarves, as well as warm socks.

On Dec. 22nd, the exhausted staff and volunteers stayed late to welcome the last 42 families. More than one mother was surprised. "All this... for my kids? I thought I was picking up only one gift!"

- C.P & G.S

## Moorelands...

- is not government funded
- is not a member of the United Way
- is wholly supported by individuals, groups, foundations and corporations
- is a frugal organization that demonstrates a high degree of fiscal responsibility
- uses less than 9 cents of every dollar raised on administration
- owns no property other than the Wilderness Camp



## Thanks!

Many thanks to the 100 or so part-time and seasonal front-line staff who make our City Programs and Wilderness Camp safe, stimulating and supportive settings for the 1,500 children and youth we serve. We also thank our volunteers who donate their time, their talents and their treasure to make a positive difference in the lives of children in need. Your commitment and energy are an inspiration. Moorelands is as good as it is because of you!

- P.J.

## Moorelands Core Staff

**Patricia Jacobs**  
Executive Director

**Lynda Tilley**  
Camp Director

**Robert Tomas**  
Director of Development

**Katie Wright**  
City Programs Manager

**Michael Kim**  
City Programs Assistant Manager

**Min Lin**  
Controller

**Steve Tilley**  
Camp Site Manager

**Cheryle Pollock**  
Administrative Coordinator

**Dagmar Schroeder**  
Development and Stewardship Coordinator

## Program Partners

We deliver our City Programs in schools in Flemingdon Park and Thorncliffe Park. We are grateful for the support they provide.

### They include:

Blessed John XXIII  
Gateway Public School  
Grenoble Public School  
Marc Garneau Collegiate Institute  
Thorncliffe Park Elementary School  
Valley Park Middle School

## 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.

## Board of Directors

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## Editorial Team

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Helping kids shape brighter futures

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www.moorelands.ca

Charitable Registration No.  
11923 0241 RR0001

## President's Report



When I was first introduced to Moorelands in 1994, I was immediately impressed with the organization's impact on the kids. I couldn't have imagined that one day I would sit in the President's chair.

In the spring of 2008, the board and staff joined together for a day of strategic planning, setting specific goals and objectives for Moorelands through to our 100th anniversary in 2012. Our emphasis continues to be on delivering focussed, evidence-based programs to meet the needs and expectations of Moorelands' kids and their families. Our ability to deliver these programs, however, depends on funding. I want to thank the 357 members of the Century Club who have each supported Moorelands for over 20 years. Their sustained commitment is one of the reasons we have been able to provide 97 years of continuous programming to children living in some of Toronto's poorest neighbourhoods. We want to be able to continue to meet these growing needs into our second century. One of our financial objectives is to grow the endowment fund, through legacies and bequests, in order to

provide a stable source of income through difficult economic times, such as we are currently experiencing.

Moorelands is also working hard to increase our visibility and public profile. Instead of being Toronto's 'hidden gem,' we want to be the organization everyone knows. I want to thank the creative team behind the re-design of our newsletter, Echo. Also, watch for the Public Service Announcements airing on OMNI TV, and for the Moorelands van, donated by the Rotary Club of Toronto and featuring the faces of some of our kids.

It has been a privilege for me to work with Moorelands' incredible staff under the leadership of Patricia Jacobs. Their enthusiasm, commitment and dedication are inspiring. I particularly want to thank Nellie Austin for her 15 years of service to Moorelands; we wish her all the best in her retirement. And we welcome Min Lin, who joined the Moorelands' team as Controller in January, 2009.

Laura Bowes  
President

## Executive Director's Report



In 2008, thanks to our dedicated staff, our generous supporters, our hard working board members and our intrepid volunteers, we provided supportive and fun programming that helped build confidence, competence, character and positive connections for more than 1500 children and youth living in some of the poorest, most diverse and under-served neighbourhoods in Toronto.

600 kids attended Moorelands Camp this summer. The Camp, which serves disadvantaged children from across Toronto, attracted highly skilled staff to deliver programming designed to help children develop important new skills, behaviours and competencies. We were thrilled to work with Dr. Ann Marie Sorenson and Dr. Esme Fuller-Thomson from the University of Toronto this summer to evaluate the impact of our programs on our campers and hope to have the results of the study available in the autumn. The Rebuilding of Moorelands Camp continued with the completion of a new cabin, the staff lounge and the renovation of the kitchen staff quarters in the spring. Moorelands City Programs delivered more than 900 spaces of quality programming in Thorncliffe Park and Flemingdon Park through our After-school, Summer Day Camp and Leadership programs in 2008. Participants learned that every person matters and that all actions have consequences. They also learned skills that will enrich their lives now and in the future.

Our Family Programs provided over 300 Baby Bundles to new mothers living in poverty and some 300 families benefited from our Christmas Sharing Program in 2008. In addition, every City Program participant received a gift, a hat and warm gloves or mittens.

It has been a privilege to work with the highly motivated volunteers who sit on our Board and Committees, and a joy to work with President Laura Bowes to enhance our governance structures. I am also deeply grateful to our faithful donors and to our incredible staff who work day-to-day to help our kids shape brighter futures.

The economic downturn cast a dark shadow on the otherwise sunny prospect of 2008. We are of course worried about its impact on our ability to meet the needs of some of Toronto's most vulnerable children. Fortunately, we have been prudent stewards of the gifts we have been given and have built reasonable reserves that will allow us to manage in the short term. We trust we can count on our loyal donors to continue their support of this important work.

Patricia Jacobs  
Executive Director

# Thank you!

## Patrons Circle \$100,000 and Over

Michael Young Family Foundation  
Anonymous (1)

## Leaders Circle \$50,000 - \$99,999

Bill Barnett

## Friends Circle \$20,000 - \$49,999

Anonymous (1)  
Edward and Eileen Barbeau  
John and Linda Lamacraft  
Great-West Life, London Life and Canada Life  
Kiwanis Club of Toronto  
Mackenzie Financial Charitable Foundation  
Sprott Asset Management Inc.  
TD Securities  
Tippet Foundation

## Supporters Circle \$10,000 - \$19,999

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John Offutt  
Gretchen Ross  
Lenore Walters  
Jays Care Foundation  
The Aquarians  
The Christina Mary Hendrie Trust  
The Harold E. Ballard Foundation  
Harry E. Foster Charitable Foundation  
The Herjavec Group Inc.  
Rotary Club of Toronto Charitable Foundation  
The Toronto Star Fresh Air Fund

## Helping Hand Circle \$5,000 - \$9,999

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Hugh M. DesBrisay  
Michie T. Garland  
Richard and Donna Holbrook  
Elizabeth Leeson  
Donald and Yvonne McGregor  
Gertrude Moulton  
Robert Tattersall  
Steve Wilson  
ACW-St. James Cathedral, York Group  
Camp Arowhon Campers of 2008  
CIBC World Markets Children's Foundation  
Donald F. Hunter Charitable Foundation  
Franklin Templeton Investments  
ING Foundation  
McColl-Early Foundation  
The Aubrey and Marsha Baillie Family Fund  
Unilever Canada Foundation

## \$1,000 - \$4,999

Anonymous (13)

Ann Abraham  
Norman Bain  
A. Gordon and Joan Baker  
W. Michael Baker  
R. Victor Barnett  
Christopher and Joanne Bee  
Ralph and Fiona Benson  
Shiraz and Nurjehan Bharmal  
Robert Black and Judith Adams  
Ron Bobson  
R.T.A. and M. Isobel Bolitho  
Robert Campbell  
Brian and Charlotte Carter  
John and Ann Chamberlain  
Hugh and Marion Chambers  
Ruth Cond  
June Cooley  
Terry and Liz Couttie  
D.J.A. Crane  
Margaret Crossman  
Robert G. Dale  
Michael Detlefsen and Louise Le Beau  
Daniel Devlin  
Roger and Janet Dickhout  
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William A. Fillmore  
Sally and Nick Forrest  
Allan and Elaine Francis  
Carolyn Keen Fredenburg  
Jack Gibbons in Memory of Marion Gibbons  
Marianne E. Girling  
Geoffrey and Anne Gouinlock  
Janet Gouinlock  
Robert Gouinlock  
Elizabeth Hamilton  
William Hatanaka  
Clifford Hatch  
Helen Hood  
Ernest Howard  
Roz Ivey  
Maruja Jackman  
Margaret Anne and Peter F.M. Jones  
Amir and Rabia Kassam  
Patrick and Barbara Keenan  
David Knight  
A. Benson Lorriman  
Wilma Love  
Olivia and Douglas Lee  
Margaret Light  
Alexander Mackay  
Gail and John MacNaughton  
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June McLean  
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Alice Moulton  
Dr. Robert E. Munn  
Michael and Louisa Newbury  
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David and Kathleen Oakden  
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Robert and Beverley Ross  
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Ian Tannock  
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Chris and Anne Twigge-Molecey  
Frank Van De Water  
G.L. Weinrib and N. Young  
Richard Wernham and Julia West  
George Whyte  
David and Nancy Young  
Alexander Zivojinovich  
ACW-Christ Church Deer Park  
ACW-St. Clement's, Eglinton  
ACW-St. Olave's Anglican Church  
ACW-St. George's, Scarborough  
Audrey S. Hellyer Charitable Foundation  
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Bailey Metal Products Ltd.  
Bell Canada  
BMO Employee Charitable Foundation  
Brimstone Holdings Limited  
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CTV Ltd. CHUM Charitable Foundation  
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Church of St. Augustine of Canterbury  
Church of St. Timothy - Outreach Group  
Church of The Messiah  
CIBC Mellon Global Securities Services Company  
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Evergreen  
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George & Esther Snell Trusts  
George Weston Limited  
Grace Church-on-the-Hill Brandon Group  
Grace Church-on-the-Hill, Cariboo Club  
Grace Church-on-the-Hill Outreach Committee  
Hope Charitable Foundation  
Julie-Jiggs Foundation

Moorelands Community Services gratefully acknowledges the generosity of **1436** donors who contributed their monetary and in-kind donations in 2008. A special thank you to the employees of TD Bank Financial Group led by John Shelly, who adopted **75 families** in our Christmas Sharing program and have done so for 15 years! Organizers of the annual **Sean McKenna Memorial Golf Tournament** have continued to expand their support for Moorelands for four

consecutive years. The Staff Swim for Moorelands raised additional funds for the Wilderness Camp. Our Baby Bundles program would not be the success it is without the countless hours spent by many of Moorelands' friends and volunteers who knit, crochet and sew, shop for and pack the 300 bundles. And the considerable support of our in-kind donors has helped us reduce our operating expenses and dedicate most of our raised dollars to program delivery.

Kawagama Lake Cottagers Association  
 Lee and Patrick Howe Family Foundation  
 Lind Family Fund at the Toronto Community Foundation  
 Manulife Financial  
 Maple Leaf Sports & Entertainment Ltd.  
 Ogilvy Healthworld Toronto  
 Peter & Greg Walker Contracting Inc.  
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 The Church of St. Philip the Apostle  
 The Geoffrey H. Wood Foundation  
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 The Max Clarkson Family Foundation  
 The Segelberg Trust  
 Toronto South Presbytery of the United Church of Canada  
 Trinity College School  
 Twenty-First Century Funds Inc.  
 Vale Inco Limited  
 WB Family Foundation

Gerry Conway and KV Srinivasan  
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 Catherine McVitty  
 Susan Merry  
 Derry Millar  
 Donn Millar  
 Greg Mills  
 Helen Murray and Family  
 Margaret Murray  
 Robin and Sheila Nasmith  
 Douglas R. Neal  
 Doug and Janet Newlands  
 Michael O'Mahony  
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 ACW-Grace Church  
 ACW-St. Peter's Anglican Church, Erindale  
 ACW-Trinity Anglican Church  
 American Women's Club of Toronto  
 Bonnie Cox Fund  
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 MacFeeters Family Fund at the Toronto Community Foundation  
 Rosedale United Church  
 Snowy Owl Management Inc.  
 St. Martin's (Anglican) Church Outreach Committee  
 St. Thomas A. Becket Anglican Church  
 St. Andrew's Group, Church of St. Timothy North Toronto  
 ESTATE of Dorothy Mackie  
 ESTATE of F. Helen Elise Christie  
 ESTATE of Gladys M. Barclay  
 ESTATE of Lois J. Wilson  
 ESTATE of Robert C. Swenson

## \$500 - \$999

Anonymous (9)  
 Peter M. Adamson  
 Patricia Agius  
 Alexander and Margo Aird  
 Clive Allen  
 Bruce and Helen Amey  
 Jamie and Patsy Anderson  
 William J. Anderson  
 Philip Arthur  
 Walter Atkinson  
 Mary L. Aziz  
 Richard Bain  
 Allen and Jane Baldwin  
 Christopher and Cecilia Bardsley  
 Christopher and Joan Barltrop  
 Dr. Lindley Bassarath  
 Craig Bater  
 Eunice Bell  
 Robert Bentley and Anne Richards  
 David Blanchard  
 Walter M. and Lisa Balfour Bowen  
 Elizabeth Boyd  
 Barbara Brodeur  
 Jim Brodeur  
 Jacqueline Brookes  
 Gordon Bub  
 Margaret P. Buck  
 Kyra Clarkson  
 Priscilla Cole  
 Richard and Jill Coles  
 Peter and Joy Comber  
 Wallace Compton

**Donors of gifts of up to \$500:**  
 968 individuals, families and groups raised  
 \$123,410.55

# Financial Statement

## Financial Overview of 2008

2008 was a year of tough times for many people and many organizations. All of us at Moorelands are grateful for the support that we received in 2008, despite these bad times, from many individuals, corporations and foundations. Because of donor generosity and tight cost controls, Moorelands was able to keep the operating deficit to less than 8% of its operating budgeted expenditures. The board continues to be committed to ensuring the financial health and stability of the organization.

1. The "Send a Kid to Camp" campaign was particularly successful, raising over \$140,000 – which sent 178 children to Moorelands Wilderness Camp.
2. Moorelands continued to receive significant funds from foundations and legacies. These revenues can fluctuate from year to year, so we are particularly appreciative of the bequests and grants that helped make 2008 as good as it was.
3. The goal of the Operating Reserve Fund is to build up and maintain a cash reserve equal to six months operating expenses. In 2008, however, we were required to allocate funds from reserves to cover the operating deficit. The Fund now has a balance equal to approximately 4 months of operating expenses.
4. The Shaping Futures Campaign raised well over \$190,000 in 2008 and these funds will help us achieve our objective of expanding programs to serve more children in need.

We are confident that through strong fundraising efforts, tight financial controls, prudent spending, and expert investment guidance, Moorelands can safely manage its current programs and, we hope, fund even more programs in the future.

- Carolyn Watson  
Chair of Finance Committee

## Summary Statement of Operating Activities For the year ended October 31

	2008	2007
<b>Revenue</b>		
Donations and grants	\$ 1,233,472	\$ 1,324,888
Legacies	40,900	47,071
Program participant fees	116,797	105,219
Other income, including interest	68,399	75,216
	<u>\$ 1,459,568</u>	<u>\$ 1,552,394</u>
<b>Expenses</b>		
Unrealized loss on investments	\$ 37,211	\$
Camp	756,071	737,077
City programs	427,148	442,654
Public awareness	91,082	89,181
Administration	94,213	107,496
Fundraising	167,345	199,473
	<u>\$ 1,573,070</u>	<u>\$ 1,575,881</u>
Excess (deficiency) of revenue	\$ -113,502	\$ -23,487
Inter-fund transfers	113,502	23,487
Net change in General fund balance	\$ 0	\$ 0

## Summary Statement of Financial Position October 31

	2008	2007
<b>Current assets</b>		
Cash and short term investments	\$ 709,919	\$ 695,694
Receivables and prepaid	66,805	135,449
	<u>\$ 776,724</u>	<u>\$ 831,143</u>
<b>Current liabilities</b>		
Payables and accruals	\$ 27,724	\$ 24,787
Deferred revenue	129,632	180,098
	<u>\$ 157,356</u>	<u>\$ 204,885</u>
<b>Working capital</b>	619,368	626,258
<b>Long term investments</b>	632,743	848,170
<b>Capital assets</b>	<u>2,526,422</u>	<u>2,471,532</u>
	<u>\$ 3,778,533</u>	<u>\$ 3,945,960</u>
<b>Fund balances</b>		
General fund	\$ -	\$ -
Capital fund	42,201	13,824
Operating Reserve fund	436,013	495,034
Rebuild Moorelands fund	315,541	252,783
Endowment fund	30,750	29,400
Moorelands Camp fund	427,606	683,387
Invested in Capital Assets	2,526,422	2,471,532
	<u>\$ 3,778,533</u>	<u>\$ 3,945,960</u>

## Description of Funds

**General fund** - program delivery and administrative activities

**Capital fund** - contributions designated for the acquisition of capital assets

**Operating Reserve fund** - permits continued program delivery during times of financial instability

**Rebuild Moorelands fund** - contributions and expenses specifically related to stated plans to replace many camp buildings

**Endowment fund** - contributions required by the contributors to be permanently held as capital

**Moorelands Camp fund** - contributions required by the contributor to be used for Moorelands Camp

**Invested in Capital Assets** - Moorelands Camp and other assets and expenses relating to the purchase, amortization and disposal of capital assets