

President's Report



Looking back over the challenges and accomplishments of the past twelve months, I'm amazed at what a difference a year has made.

The effects of the global economic crisis of 2008-2009 forced us to cut back our Thorncliffe Park After-school program, but thanks to generous donors who recognized its importance to so many new Canadians in that under-serviced community, we restarted it in January 2010.

At Moorelands Wilderness Camp, major work began on the sports field and the stunning "Hub" recreation centre, which will open this summer, providing a central spot for indoor camp-wide activities.

We're grateful for the timely support of the federal and provincial

governments' Infrastructure Stimulus Fund that allowed us to almost complete the decade-long effort of rebuilding our Camp.

Despite, or perhaps because of, the challenging financial environment, Moorelands enjoyed a small operating surplus in 2010, thanks to staff and management keeping a sharp eye on expenses while maintaining sound financial stewardship of our donors' money.

We take nothing for granted at Moorelands, especially our programming. Under the leadership of Patricia Jacobs, our Executive Director, everything we do is examined in light of the best research available and evaluated against identified outcomes. Professionals call this "evidence-based programming." Together with the University of Toronto, we will continue our commitment to research and improvement so that we can truly make the right kind of difference for the children we serve.

Now we look forward to Moorelands' centenary in 2012, mindful of the fact that despite the economic upturn and the wealth in our city, child poverty levels remain far too high. The need for Moorelands' services remains acute.

I would like to take this opportunity to thank our donors. Space does not permit me to single out the many individuals, groups, foundations and corporations whose exceeding generosity and strong partnerships deserve mention, but please visit the comprehensive donor recognition section on our website at www.moorelands.ca.

I would like to thank Past President Laura Bowes for her guidance on critical issues from governance to finance throughout these challenging years. Our gratitude as well to departing Board members Gail MacNaughton, who leaves behind the strong legacy of the Send A Kid to Camp campaign, and to Geraldine Sherman, who helped rejuvenate our communications efforts.

Executive Director's Report



In 2010, Moorelands provided more than 1,000 children and youth from some of Toronto's poorest neighbourhoods with the tools and skills they need to succeed. We taught kids how to make good choices, helped them build competence, confidence and character, and connected them with caring adults and their communities.

Research tells us that youth who feel a part of their communities and who have good role models are less likely to participate in delinquent behaviour. Competent children are more likely to experience academic success. And youth who practise positive character traits such as trustworthiness, respect and responsibility make good citizens.

Moorelands' programs are "intentional" and all our fun activities are designed to help kids build on one or more of the 4 Cs (Competence, Confidence, Character and Connections), the building blocks of the Positive Youth Development practised at Moorelands. Being "intentional" involves learning, doing (practising) and processing, so we ensure that discussions about new concepts and skills are built into all our programming in an age appropriate way. Our activities are our vehicles to teach and to model important life skills and strategies for children and youth.

For example: A canoeing lesson is never just a canoeing lesson at Moorelands Wilderness Camp. Sure, campers learn to paddle a canoe, but they also learn to communicate, listen, work with a partner, take direction and practise control. These are the skills they take home with them and will use all their lives.

We take care to measure the impact of our programs and study the research to ensure we are doing the most effective work possible with the young people we serve. That said, one of our favourite ways to evaluate our success is by looking at the percentage of kids who return to Moorelands' programs every year (60% at Wilderness Camp alone) and number of former participants who become volunteers and staff (8 volunteers and 4 staff in our City Programs in 2010). Our participants clearly value their Moorelands' experience.

Moorelands has touched the lives of tens of thousands of children and families affected by poverty in the City of Toronto in its almost 100 years of service. Its programs have varied according to the needs and the times but the desired outcomes have remained essentially the same – to support the vulnerable and build a stronger, safer, more connected city. As we look forward to the next hundred years we do so with optimism and confidence that Moorelands' programs make a measurable difference in the lives of children in need.

Our Mandate

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.

Downtown Church Workers Association of the Church of England – Toronto (DCA) created

Mission: To minister to the souls and bodies of the people in the district south of College St. (over 7,000 home visits made in first year)

DCA joins Associated Charities and uses new "scientific charity" approach

1912

Downtown has highest rates of TB and infant mortality in the city of Toronto

Slum housing & overcrowding prevalent in downtown

1914

1914-1918 World War I

Character

Reputation

Integrity

Fortitude

Moorelands Wilderness Camp

ACCREDITED
MEMBER



Tucked away on 40 acres of sandy beach and dense forest in the Algonquin Highlands, accessible only by boat across Lake Kawagama, lies Moorelands Wilderness Camp. Here 600 children come together from the many pockets of poverty throughout Toronto to experience a unique summer wilderness adventure.

For many campers this is their first taste of independence, a chance to live away from home in a cabin with their peers. Together they participate in challenge and adventure activities as well as traditional camp programs such as swimming, canoeing, kayaking, arts and crafts and sports. Our staff are trained to use an “intentional fun” model in all programming. Emphasis is placed on positive character traits such as trustworthiness, respect, responsibility, fairness and citizenship, and there are opportunities provided throughout the day and evening for discussions and processing with campers about lessons learned. They return home having acquired new skills, new friends and the self-confidence to face life’s challenges.

- 600 spaces for children and youth 8-14 in the main program and for youth 15-16 in our leadership programs.
- 73% of Moorelands Camp families earned \$24,000 or less annually.
- Half a ton of french fries cooked over the summer.



Our kids come to us with strengths. Through our intentional programs we help to empower them to meet the challenges of adolescence and adulthood.

1915
1917 DCA incorporated as a corporation w/o share capital in the Province of Ontario

1917
5 acres on Lake Simcoe purchased for Moorelands Camp (would grow eventually to 18 acres)

1918
St. Faith’s Lodge for underprivileged girls opens

1918
Moorelands Camp opens – 500 children and mothers attend in parties of 100 for 12 days

Spanish Flu Pandemic

1915

1917

1918

Connections

Relationships

Belonging

Community



City Summer Day Camp



Moorelands City Summer Day Camp provides a secure and structured environment for children 6-12 who live in Flemingdon Park, one of the city's most under-served neighbourhoods. Here positive connections are made with caring adults and lasting friendships with peers.

There's something available to excite and expand the horizons of every child. Activities such as arts & crafts, cooperative games, sports, drama, cooking sessions and field trips help kids develop self-confidence and new skills including teamwork, cooperation and positive conflict resolution. Daily breakfasts and afternoon snacks keep energy levels high and healthy, while literacy and educational activities reinforce habits of learning that might otherwise stagnate or backtrack.

In 2011, thanks to a generous donation from the Mackenzie Financial Charitable Foundation, a new leadership component begins for 42 youth 13-15!

- Our campers live in a neighbourhood where:
 - 71% of the population are immigrants.
 - 76% are visible minority.
 - 22% are children 0-14.
- 448 available spaces were filled by 108 individual children, many of who attended between 4 and 7 weeks.
- With the help of volunteers and staff they hand-picked over 400 pounds of peas on a trip to Forsythe Farms.

Strong and positive relationships with caring adults in the community are crucial supports for low income, vulnerable children.

Recession results in sharp rise in unemployment & high demand on DCA

1926 Canon Moore dies

DCA responds to the needs of those affected by the Depression with food, clothing & shelter

1939 DCA faces eminent financial crisis due to demands of Depression; budgets are slashed & no new ventures begun

1920

1920-1921 Recession

1929 Wall Street Stock Market Crash

1930

1929-1939 The Great Depression

1939

1939 Canada enters WWII

Competence

Skills

Mastery

Proficiency

BLAST (Budding Leaders After-school Team)

In these enriching programs, kids between 6-12 have the opportunity to develop new life skills and build competence in areas such as cooperation, self-control and problem solving that will serve them well as they grow.

Our BLAST After-school Programs are delivered in the high-needs, under-served, newcomer communities of Thorncliffe Park and Flemingdon Park where we offer activities such as reading circles, sports, physical activities, science, homework help, games, cooking classes, field trips and crafts. At BLAST, our participants finish their school day in a supportive, nurturing environment where each child has a chance to explore and shine.

- All the available 360 spots were filled, with many children attending 3-5 days a week.
- Two-thirds of the low-income families that comprise these two communities live in high-rise buildings where play space for children is hard to find.
- Kids in our programs used more than 1,500 coloured markers.
- They made countless objects out of 5,000 popsicle sticks.
- At one program where hummus and pita was the favourite snack they gobbled up 960 pitas.



Children learn best by doing. Our programs provide appropriate challenges to learn practical skills and experience success.

1940

1940 St. Faith's Lodge given over to United Appeal

1945 WWII ends

1946-1989 Cold War

Emphasis on direct aid, stabilizing financial position and recovering from demands of the Depression

1950

1946-1964 Baby Boom

1950-1953 War in Korea

After being neglected for 20 years, Moorelands Camp infrastructure near dilapidation

1953-55 Massive rebuild of Moorelands Camp leaves little money left for urban programs

1957 Urban Board formed

1959

1959 Castro takes power in Cuba

Confidence

Self-worth

Identity

Assurance



Youth LED (Lead, Excel, Demonstrate)

Adolescence can be a challenging time—particularly for kids living in low-income, under-served communities. That’s why Moorelands’ Youth LED is there for them, preparing and motivating participants to show personal leadership in their lives and in their communities.

Through workshops, discussions, games, role playing and other activities, participants develop and cultivate their own values, critique social issues and acquire an appreciation of their own communities and the importance of helping others. They explore issues of power, pressure and influence. They learn to communicate and work as a team. They earn certifications in first aid/CPR and babysitting. To “graduate,” participants use their newly-acquired confidence and civic pride to design and implement a project that will benefit their community.

- Youth LED provided 42 spaces for youth 11-15 from Flemingdon Park and Thorncliffe Park.
- Participants ate over 90 pizzas in just 7 months.
- They walked more than 100 km during their “Community Amazing Race” challenge.
- Youth LED culminates in a weekend retreat at Moorelands Wilderness Camp.

Confidence allows children to take healthy risks, to believe in themselves, their worth and their abilities.

1960

12 downtown churches now part of DCA

1963 John F Kennedy assassinated

DCA moves from parochial “hand-out” organization to inter-denominational work in the community

1965-1975 US war in Vietnam

1967 Canada turns 100

1970

Financial troubles & changing city lead to full scale reorganization of DCA

1970 FLQ Crisis

1973-1975 Recession

1972- Moorelands Camp Kawagama purchased

1976 US turns 200

By-laws revised & urban work reviewed & re-energized – E.D. position created

1979 Shaw of Iran forced into exile

1979

Our Family Programs



Baby Bundles

This unique program helps mothers in need reach out for help. A free bundle of basic baby supplies and clothing is lovingly put together by one of our dedicated Moorelands' volunteers and then delivered by a public health nurse who helps to educate the new mother and connect her to the community. Established in 1912, this program has been going strong for 99 years with hundreds of bundles delivered annually.

"The Moorelands Baby Bundle Program is absolutely wonderful! As a Public Health Nurse working with mothers coping with the challenges/stressors of parenthood, this gift is more than just providing basic infant necessities. The Baby Bundle helps us make the connection between client and community services by showing them we care and their community cares." – *K. H., Public Health Nurse*

Christmas Sharing

The Christmas spirit is alive and well at Moorelands, where our 2010 Christmas Sharing donors adopted 250 families (over 1,000 individuals) in record time. In addition, each child in our City Programs received a warm hat and mitts, an arts & craft kit, book or game and a toy. Hundreds of individuals, often working together in groups in their offices, churches, and families, ensure the success of this program with their generous donations of time, talent and treasure. Heartfelt thanks to all of our "Christmas Makers".

Christmas Sharing Adopters

All Saints, Kingsway
Mallory Allan
Susan Aspin
Bennet March IPC
Investment Corporation
Idalina Best
Bombardier
Drummond Brodeur & Family
Chris Brown
Bullfrog Power Inc.
Canadian Cystic Fibrosis
Foundation
Canadian Institute for Health
Information
Cardinal Funeral Home

Celestica Inc.
Bonny Chan
Church of The Messiah
Church of St. Timothy
Church of the Transfiguration
CIBC Wood Gundy Anderson
Piccininni Bain Investment Group
Justine Dainard
Clarice Dale
Davis LLP
Deluxe Post Production
Amy Ferguson
Dawn Gallagher
GroupOne Underwriters
Cindy Guyatt

Havergal College
Tim Heeney
Heather Hudson
Humber College Human
Resources
Jane Hutchinson
Katie Hutchinson
Hydro One Networks Inc.
Jacqueline Jacob
Lynn Jette and Holly Reid
Amy Joliat
Jones Gable & Company Limited
Cathy Kettle
Margy Krafchik
Loblaws Companies Limited

Manulife Financial New Business
Linda McCain
Mary McDonnell
Media Edge
Natasha Mok
Sharon Mustos
North West Healthcare Properties
Ontario Hospital Association
Open Lane
Sandy Pacheco
Kim Patrick
Perry Krieger & Associates Inc.
Pina Porto
Leslie Pringle
Fran and Peter Ricketts

Molly Rotering
Lori Russell
Scotiabank Risk Management
Shannon Smithson
Shim-Sutcliffe Architects
Susan Sheen
Sony Music Entertainment
Canada
Ulphia Stevens
St. Clement's Anglican Church
St. Cuthbert's Anglican Church
St. Leonard's Church
Sunwing Vacations
Chris Swail and Jeff Hull
TD Bank Group HR

The Aquarians
Toronto French School
Toronto New School
Barbara Turnbull
Joanna Vujcuf
Lianne Webb
Workplace Safety and Insurance
Board
XL Insurance Company Limited

1980
Special Committee on urban work created to deal with causes of suffering rather than just the effects

1980-1982 Double dip recession

1982 Last summer the mothers' program is offered at camp

1984 AIDS virus discovered

1985
1986 AIDS Ministry initiated to assist the community to respond to the reality of AIDS and to do so with care and compassion

1987 Associates disband – the final step in the transition to a professional staff model at DCA

1989 Berlin Wall comes down

1989

Summary Statement of Operating Activities For the year ended December 31

	2010 (12 months)	2009 (2 months)
Revenue		
Donations and grants	1,357,588	342,365
Legacies	8,000	50,000
Program fees	146,352	1,043
Investments Income	47,726	11,515
Other income, including interest	29,971	0
	1,589,637	404,923
Expenses		
Camp	785,906	57,220
City programs	383,707	55,100
Public awareness	80,942	14,038
Administration	98,145	17,651
Fundraising	172,064	30,344
	1,520,764	174,353
Excess (deficiency) of revenue	68,873	230,570
Inter-fund transfers	(68,873)	(230,570)
Net change in General fund balance	-	-

Overview of 2010

2010 was a year of great donor generosity and excellent cost control by management. As a result, we are pleased to report a small operating surplus for 2010.

Even more exciting, Moorelands was the recipient of Federal/Provincial Infrastructure funding which enabled our organization to rebuild the Hub at the Wilderness Camp as well as improve the sports field and renovate old cabins. Infrastructure funding totaled \$511,092 and the board supplemented this funding with generous donor-directed gifts so that in total, \$784,053 was invested in the project during 2010.

The board remains committed to ensuring the financial health and stability of the organization. Thanks to strong fundraising efforts, tight financial controls, prudent spending and expert investment guidance, Moorelands can safely manage its current programs and we hope always to fund even more programs in the future.

Carolyn Watson
Chair, Finance Committee

Summary Statement of Financial Position For the year ended December 31

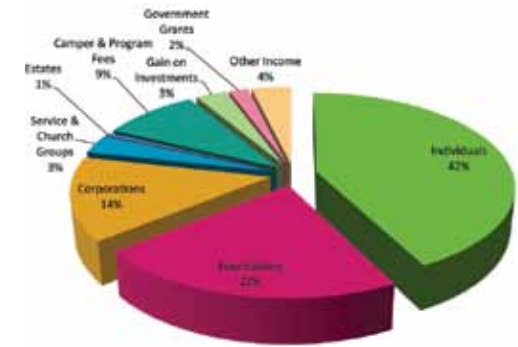
	2010 (12 months)	2009 (2 months)
Current assets		
Cash and short term investments	1,233,627	1,471,579
Receivables and prepaid	166,344	50,535
	1,399,971	1,522,114
Current liabilities		
Payables and accruals	14,170	24,216
Deferred revenue	128,186	257,529
	142,356	281,745
Net Working capital	1,257,615	1,240,369
Capital Assets	3,103,883	2,495,514
	4,361,498	3,735,883
Fund balances		
General fund		
Capital fund	33,383	103,782
Operating Reserve fund	631,211	597,898
Rebuild Moorelands fund	24,032	155,448
Endowment	34,250	32,750
Moorelands Camp fund	385,023	350,491
100th Anniversary Capital Project	149,716	-
Invested in Capital Assets	3,103,883	2,495,514
	4,361,498	3,735,883

Readers will notice that in 2009 Moorelands changed its fiscal year end to December 31 from October 31 to better reflect and present its operating cycle.

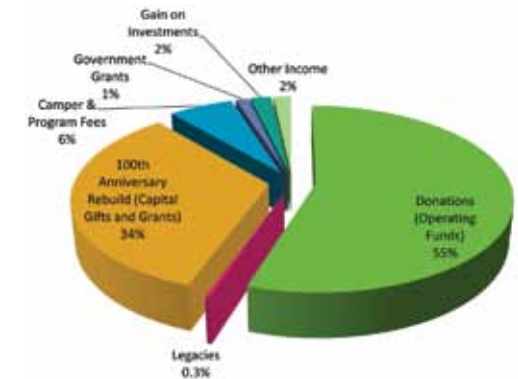
Description of Funds

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
100th Anniversary fund	The 100th Anniversary Capital Project Fund reports the contributions which have been designated, by the donor or by the board, to be used to complete the rebuilding of the Moorelands Camp by its 100th Anniversary in 2012
Invested in Capital Assets	Moorelands Camp and other assets and expenses relating to the purchase, amortization and disposal of capital assets

Source of Revenue Operating funds 2010



Total Income All Funds 2010



1992 Board reduced from 27 to 15 members and focus shifts to policy

1994 New mission statement: DCA works with economically disadvantaged children and youth from Toronto

DCA considers itself a camp organization with supportive programs during the year

1996 Moorelands Camp Capital Maintenance Plan created

1990

1990-1991 First Gulf War

1992 World Wide Web started up for home use

1994 Rwandan Genocide

1995

1997 Hong Kong cedes from England to communist China

1998 City of Toronto amalgamation

1999

Corporate Champions



CIBC Children's Foundation – a true miracle maker for Moorelands

For just over a decade, CIBC Miracle Day, the flagship fundraiser for the CIBC Children's Foundation, has provided the funds to support a variety of Moorelands' programs. We are able to brighten the futures of children living with the effect of poverty with the revenue generated by CIBC investment advisors and trading staff who donate their fees and commissions on Miracle Day each year. In 2010, a group of Moorelands children and staff saw the "miracle" with their own eyes: They were invited to open the morning trade on the floor of the Toronto Stock Exchange. A banner day for everyone involved.



A century of partnership with the Fresh Air Fund

It began a century ago when the Toronto Star Fresh Air Fund gave Moorelands (then the Downtown Churchworker's Association) a donation of \$375. It was a huge sum in those days and provided much-needed respite for inner-city children. Since then the Fresh Air Fund has helped improve the lives of thousands more kids by sponsoring them to attend Moorelands Wilderness Camp. Their objective, as valid today as it was almost 100 years ago, mirrors Moorelands' own – to help children reach their potential. The amount of their support has grown dramatically over the years and the bond between our two organizations remains strong.



HSBC – an innovative financial institution facilitating innovative social solutions

The 'world's local bank', HSBC, has found a grateful neighbourhood in Thorncliffe Park. This multi-ethnic, multi-racial neighbourhood is a perfect example of Toronto's global diversity. Here the majority of the population consists of new immigrants who speak over 50 languages. This is where HSBC Bank Canada has become a sponsor of our Thorncliffe Park BLAST After-school Program. The generosity of HSBC Bank Canada allows us to continue the delivery of our intentional programming, focusing on developing a set of lasting skills and abilities in children 6-12.



Putting their (smart) money where their mouth is – TD Bank Group

TD Bank Group is known for much more than the green chair and comfortable banking. They are also practising a policy of smart community investment—both in cash and people power! For many years, a group of TD employees, under the untiring leadership of John Shelly, has adopted numerous Moorelands families during our Christmas Sharing drive. TD also came to the rescue when we briefly lost our After-school program in Thorncliffe Park. With their gift, the program was reinstated in January 2010. Recently, TD has committed to a multi-year partnership supporting our Youth LED leadership programs. This commitment does not only continue a great tradition but underlines the bank's support for all of our programs. We are happy to have TD amongst our stalwart supporters.



2000

2000-2008 Research studies conducted at Moorelands Camp with professors from U of T

2001 9/11 Attacks/War on Terrorism/War on Afghanistan

2001 DCA changes name to Moorelands Community Services

2002/3 SARS

2002 4 C's & Positive Youth Development introduced

2003

2003 City Programs Expansion Plan approved

2003-2010 War on Iraq

2004

2004 Capital Fundraising goal of \$1.5M achieved to rebuild Moorelands Camp

2004 Boxing Day Tsunami in Southeast Asia

Every year, as we prepare our annual report, we appreciate the extent of support in the community. In the past three years, marked by a financial crisis and a recession, our donors have come through, helping Moorelands navigate the rough waters. Our balance sheet and included pie-charts illustrate the total monetary support received in 2010, but we would be remiss if we did not acknowledge the in-kind and volunteer contributions to our cause. Many hours of work have gone into the knitting of items for our beloved Baby Bundles. Similarly,

the Christmas Sharing campaign would not have happened without hundreds of adopters who bought Christmas gifts for families less fortunate than their own. Finally, even though space restrictions prevent us from thanking ALL our donors here, the complete listing is available on our website at www.moorelands.ca. At Moorelands we appreciate all donations – large and small. In 2010, gifts under \$500 amounted to the staggering sum of \$128,647. Thank you one and all from all of us at Moorelands.

Patrons Circle (\$100,000 and over)

Mackenzie Financial Charitable Foundation

Leaders Circle (\$50,000 - \$99,999)

Bill and Karen Barnett
Richard and Donna Holbrook

HSBC Bank of Canada
Jays Care Foundation
Michael Young Family Foundation

Friends Circle (\$20,000 - \$49,999)

Anonymous (1)
John and Linda Lamacraft
Gretchen Ross

Bank of Montreal Financial Group
CIBC Children's Foundation
Great-West Life, London Life and Canada Life
Sprott Asset Management LP
Tippet Foundation
Toronto Star Fresh Air Fund

Supporters Circle (\$10,000 - \$19,999)

Anonymous (1)
James Brady

Christina Mary Hendrie Trust
Harry E. Foster Charitable Foundation
KBSH Spirit Foundation
McCarthy Tétrault
Norman and Marian Robertson Foundation
TD Bank Group

Helping Hand Circle (\$5,000 - \$9,999)

Anonymous (3)
David L. Dorsch
Michie T. Garland
Gertrude Moulton
Lenore Walters
G. L. Weinrib and N. Young
Steve Wilson

ACW-St. James Cathedral, York Group
CP24 CHUM Christmas Wish
Donald F Hunter Charitable Foundation
Kiwans Club of East York
McCull-Early Foundation
Sony Music Entertainment Canada Inc.
TD Securities Underwriting Hope Fund

\$1,000 - \$4,999

Anonymous (10)
Ann Abraham
Mary L. Aziz
Norman Bain
A. Gordon and Joan Baker
W. Michael Baker
Edward and Eileen Barbeau
R. Victor Barnett
Ralph and Fiona Benson
Shiraz and Nurjehan Bharmal
Robert Black and Judith Adams
Ron Bobson
R.T.A. Bolitho
Laura and Randy Bowes
Kathy and Drummond Brodeur
Brian and Charlotte Carter
Hugh and Marion Chambers
Cynthia J. Chevens
The Rt. Hon. Adrienne Clarkson
Priscilla Cole
June Cooley

Harold Corrigan
Terry and Liz Coultie
Margaret Crossman
James Currie and Bill Newman
Jeanne DesBrisay and Donald Gilchrist
Grant and Barb Edey
Wilfred and Pam Estey
Jane Ferguson and John Offutt
Allan and Elaine Francis
Carolyn Fredenburg
Hannah Freeman
Jack Gibbons
Marianne E. Girling
Janet Gouinlock
Robert Gouinlock
Florence Hanna
Kathy Henderson
Melvin Herzog
William N. Horan
Michaela Hudson
Maruja Jackman
Patricia Jacobs and John E. Vanneste
Patrick and Barbara Keenan
Olivia and Douglas Lee
Elizabeth M. Loach
Wilma and Martha Love
Ian MacGregor
Gail and John MacNaughton
Ken and Anne Marpole
Hon. Margaret McCain OC
Michael McMurrich
Diana McVitty
Barbara L. Michasiw
Eli Mogil
Alice Moulton
Michael and Louisa Newbury
Doug and Janet Newlands
Jeffrey A Nisker
Claude Norfolk
Michael O'Mahony
Johanna Parker

Elizabeth Mary Paterson
Christa Plumley
Andrew Pringle
Don Raymond and Jennifer Keenan
Barbara King Rea and Michael Rea
Robert and Beverley Ross
Shiraz Satchu
Claire Shaw
N.L. Shuttleworth
David G. Smith
Gary Solway
Joanne R. Sutherland and Robert C. Douglas
Jennifer Trant
Eric Tripp
Norene Turvolgyi
Chris and Anne Twigg-Molecey
Frank Van De Water
George Whyte
Anna Yang and Joseph Schull
David and Nancy Young

ACW-St. George's, Scarborough
ACW-St. Paul's, Beaverton
A.W.B. Charitable Foundation
Armstrong Partnership LP
B & B Hamilton Foundation
Bell Canada
BMO Employee Charitable Foundation
Charles and Rita Field-Marsham Foundation
Charles H. Ivey Foundation
Christ Church Deer Park
Church of St. Aidan
Church of St. Augustine of Canterbury
Church of St. Timothy
Collombin Family Fund
Crestview Investment Corporation
Crystallex International Corporation
Franklin Templeton Investments
Geoffrey H. Wood Foundation
George Weston Limited
Grace Church-on-the-Hill-Outreach

2005

Moorelands serves more than 1,500 children & youth in city, camp & family programs

2005 Hurricane Katrina

2007 All City Programs moved to Flemingdon/Thornccliffe Park

2008

2008 Evidence-based programming - research informs all program design

2008-2010 Recession

Research shows one session at Camp increases campers' self-esteem

2009 H1N1 Pandemic

2010

2010 Revised mandate includes building competence, confidence, character & connections

2010 Earthquake devastates Haiti

Committee
 Kawagama Lake Cottagers Association
 Khan Resources Inc.
 Lee and Patrick Howe Family Foundation
 Lind Family Fund at the Toronto
 Community Foundation
 Peter & Greg Walker Contracting Inc.
 S M Blair Family Foundation
 Soroptimist International of Toronto
 St. John's York Mills Lychgate Group
 St. Matthew the Apostle - Oriole
 St. Paul L'Amoreaux
 St. Wilfrid's Ladies Bridge Club
 TD Bank Group HR
 Unilever Canada Foundation
 WB Family Foundation

\$500 - \$999

Anonymous (9)
 Peter M. Adamson
 Patricia Agius
 Alexander and Margo Aird
 Clive Allen
 Bruce and Helen Amey
 Jamie and Patsy Anderson
 Walter Atkinson
 Christopher and Joan Barltrop
 Andy Barrie
 Florence Barwell
 Richard Beadon
 Christopher and Joanne Bee
 Robert Bentley and Anne Richards
 John Bett
 Walter M. and Lisa Balfour Bowen
 Barbara and Jim Brodeur
 Jacqueline Brookes
 Margaret P. Buck
 Robert Campbell
 Barney J. Colvey
 Ruth Cond
 Barry and Sue Cooper
 Maria Corral
 Robin Coster
 Marian D. Hebb
 Geoffrey Dale
 Robert G. Dale
 Antony Day
 Michael Detlefsen and Louise Le Beau

Roger and Janet Dickhout
 Ann Dobbin
 Lynn Eakin and David Young
 John Eckert
 Barbara Estey
 John and Catherine Estey
 Gilles Fecteau
 Mark Feldman and Alex Hoy
 Janice Flynn
 J. E. and Michele Fordyce
 Sally and Nick Forrest
 Robert Fulford
 Dianne Gartley
 Colin Glassco
 Gary Goldberg
 Dean Gooderham
 Gillian Graham
 Jean Green
 David Greig
 Elizabeth Hamilton
 Clifford Hatch
 William Heath
 Helen Hood
 Andrea and Patrick Horan
 Ernest Howard
 Roz Ivey
 Margaret Anne and Peter F.M. Jones
 David and Julia Keeling
 Carolyn A. Kelly
 Scott Legree
 Margaret Light
 Joan London
 Brad Luft
 Bob and Janice MacDonald
 Alexander Mackay
 Lauren E. Marshall
 Eleanor McCain
 Heather McKellar
 June McLean
 Catherine McVitty
 Donn Millar
 Chris Montague
 Douglas and Pauline Morris
 Dr. Robert E. Munn
 Margaret Murray
 Dorothy and Emil Nenniger
 James F. and Jean O'Neil
 David Oakden

Keith Ottaway
 Doris Pattillo
 Laurie and Ellie Pattillo
 William and Marilyn Pattison
 Malcolm W. Payne
 David C. Pearson
 George B. Pearson
 Timothy and Margaret Pellew
 Allan Peterkin and Robert Tomas
 Barbara Poulson
 Joan Pringle
 Dorothy Purchase
 Joan Ridout
 Lynn Ridout
 Margaret Robbins
 Edward A. Robinson
 Dunbar Russel
 Lori Russell
 Edward Saunders
 Dagmar Schroeder and Uwe Stueckmann
 Cornelia Schuh and Michiel Horn
 Peter Sebastian
 Peter and Katherine Seybold
 Robert J. Sharpe
 Frances M. Sherring
 Murray M. Sinclair
 Paul B. Spafford
 Sandy Straw
 Jaffer Sunderji
 Jack Tait
 Ian Tannock
 John D. Thompson
 Douglas Todgham
 Barbara Turnbull
 Eleonore Turner
 Terry and Annick Tyers
 Dennis Waddington
 Philip Walker
 Edith Wasson
 Gladys M. Watson
 John Wilkes
 Cicely Wilson
 Edward Yates

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 ACW-Christ Church Deer Park
 ACW-Christ Church, Woodbridge
 ACW-Church of the Transfiguration

ACW-Grace Church Markham
 ACW-Holy Trinity Church
 ACW-St. Cuthbert Anglican Church
 ACW-St. Olave's Anglican Church
 ACW-Trinity Anglican Church
 American Women's Club of Toronto
 Anglican Church of St. Martin's
 Beard Winter LLP
 Beaver Bible Class
 Bonnie Cox Fund
 Canadian Executive Forums
 Christ Church, Scarborough Village
 Deer Valley Holdings Incorporated
 Entertainment Tonight Canada
 G.D. Hanna Holdings Inc.
 George & Esther Snell Trusts
 Greenwood Tamad Inc.
 HBC Logistics
 Health Strategy Group
 Holy Family Anglican Church
 IODE - Amelia F. Sims Chapter
 Lawrence Park Community Church
 Lowidt Foundation
 Ouellette Family Foundation
 Oliver, Wyman Limited
 Rotary Club of Toronto Leaside
 St. Thomas A Becket Anglican Church
 St. Timothy's MOMs Group
 Sugar Slope Enterprises
 tgi terrafix geosynthetics inc.

Estates

Estate of Florence Winnifred Stacey
 Estate of Mary Jennings
 Estate of Mrs. Violet McDowell
 Estate of Mrs. Olwen Ellis
 Estate of the Late Geoffrey Hobsbawn

Moorelands is a frugal and fiscally responsible organization and an early adopter of Imagine Canada's code of ethical fundraising and financial accountability.



In 2010, the federal and provincial Infrastructure Stimulus Fund, the Jays Care Foundation, the Ontario Trillium Foundation and individual donors provided invaluable financial assistance to our decade-long Camp Rebuild Capital Campaign. Moorelands acknowledges their generous support. On behalf of the thousands of campers who will benefit from tremendous facilities for years to come, we offer our heartfelt thanks.



In 2012 Moorelands will celebrate 100 years of service. Together we've provided opportunities to five generations of Toronto's youngest citizens and their families living in some of our poorest neighbourhoods.

We start this new century with hope and solid plans. Will you help us extend the benefits of caring to future generations?

One way is through a legacy gift. If you want to know more, please contact us (in confidence) at 416-466-9987 x307 or legacy@moorelands.ca

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250 Merton Street, Suite 501,
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Telephone 416.466.9987 Fax 416.466.0727
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