

brighter

# futures

All kids have the potential to shine as leaders and achievers, but not all are given the building blocks needed to strengthen their skills and self-esteem. Since 1912, Moorelands has been reshaping the spectrum of possibilities available to kids from Toronto's poor and under-served neighbourhoods. Each year, over 1,500 children and youth spread their wings at our wilderness camp and in our city-based programs, enriching their lives, empowering themselves with confidence and competence, and broadening their vision of the future.

In 2002, Moorelands began to expand its services to meet the expressed needs of two low-income, under-resourced communities in Toronto. Responding to this need for expansion, Moorelands has launched its Shaping Futures Campaign. Our campaign goal is to raise \$1.5 million.

**Moorelands:**

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**because every kid deserves**  
**a childhood**

# changing the shape of possibilities

## What We Are All About

Since 1912, Moorelands has been helping reshape the future for Toronto's kids affected by poverty. Moorelands has changed a lot since its inception, but making a difference in the lives of children and youth has remained our first priority.

Currently, we work with over 1,500 children and youth each year, providing positive and fun experiences to help strengthen their confidence, competence, character and connections with peers and adults. The experiences we offer are accomplished through two key programs – our City Programs (after-school, leadership, city summer day camp) and Wilderness Camp.

It is a sad fact that in the city of Toronto, with all its wealth and opportunity, one child in three lives in poverty. Their low income communities call out for a place where kids can be kids – safely and happily – in the summertime and in the empty after-school hours.

In the city, Moorelands runs its programs in the under-served Toronto neighbourhoods of Thorncliffe Park and Flemingdon Park. Many of the children and youth involved with Moorelands are refugees and immigrants adapting to a new language and culture – some of our children have witnessed horrible violence and brutality in their home countries before coming to Canada. Parents line up for *hours* to register their children for our programs.

At Moorelands, we believe in the value and potential of all children and youth. Our programs offer young people the opportunity to shape futures – futures that benefit not only them personally, but also the communities in which they live.

*Our programs have made a positive difference in the lives of many children affected by poverty, but even so, currently we are able to serve less than 12% of the children in need in the Flemingdon Park and Thorncliffe Park communities. The Moorelands Shaping Futures Campaign is our response to help maintain and expand our programs. Our campaign goal is to raise \$1.5 million over five years which will enable us to serve two and a half times more children in need than before we started to expand our programs.*

We are able to reach out and make a difference in young lives because of the support of our donors. With your help, we bring out the best in children and youth. Help Moorelands shape futures for all kids in need. Please give generously.



Helping kids shape brighter futures

## 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.

## Moorelands...

- is not government funded
- is wholly supported by individuals, groups, foundations and corporations
- is not a member of the United Way
- is a frugal organization that demonstrates a high degree of fiscal responsibility
- uses only 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

CAMPAIGN GOAL  
\$1.5 million

# the shape of Moorelands programs


Moorelands works with children from some of Toronto's poorest neighbourhoods to develop competence, confidence, character and positive connections with peers and adults. This is achieved through year-round CITY PROGRAMS, including after-school, leadership and city summer day camp and MOORELANDS CAMP – a summer wilderness camping experience.

## CITY PROGRAMS


Currently, Moorelands City Programs provide over 900 spaces of year-round programming, including five after-school programs, a city summer day camp and three leadership programs.

All City Programs are offered in partnership with local schools in the communities of Flemingdon Park and Thorncliffe Park providing a supportive, nurturing environment where children get the individual help they need, and the opportunity to shine.

### After-School Programs – 400 children

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- Children 6 to 12 years of age
  - Thorncliffe Park Elementary School (2 programs)
  - Gateway Public School
  - Grenoble Public School (2 programs)
  - Each program serves 80 children during the school year
  - The cost to run each of these programs for one year is \$48,000

### Youth Leadership Programs – 36 youth

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- Youth aged 11 to 15 years
  - Valley Park Middle School (2 programs)
  - Marc Garneau Collegiate Institute
  - Smaller more intense programs that prepare and motivate young people to become leaders in their own lives
  - Each program serves 12 youth during the school year
  - The cost to sponsor a leadership program for one year is \$18,000

### City Summer Day Camp – 480 children

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- Children 6 to 12 years of age
  - 60 children attend each week throughout the summer
  - The cost to sponsor a full summer day camp for one year is \$100,000

## MOORELANDS CAMP

Every summer, 600 children from some of the poorest neighbourhoods across the City of Toronto attend Moorelands Camp on Lake Kawagama in the Algonquin Highlands.

### Summer Wilderness Camp – 600 children and youth

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- Children 8 to 16 years of age
  - Wilderness camp experience for 100 children from Toronto each session
  - \$8,000 sponsors one session of Moorelands Wilderness Camp for 10 children

“As soon as I got off the bus, I ran to my mother and told her I want to go to camp next year. I couldn’t stop talking in the car, telling her everything I did. I can’t wait until next summer!” SHALANE, AGE 13

### Moorelands Wilderness Camp

Nature experiences can be healing, invigorating and eye-opening – and pure, unforgettable fun. Since 1917, Moorelands has been offering exhilarating summer experiences to children and youth affected by poverty. Located on beautiful Lake Kawagama near Dorset, Ontario, Moorelands Wilderness Camp welcomes 600 boys and girls every summer, whisking them away from blisteringly hot city streets and captivating them with the quintessential Canadian wilderness experience.



# the shape of summer fun



Within 40 acres of forest and beaches, kids aged 8 to 16 can swim, canoe, kayak, hike, and participate in high ropes, music, drama, arts and crafts. Under the friendly guidance of mentors, they practice important life skills such as communication, teamwork, receiving instruction, problem-solving, and consideration of others.

With your support, children this year and in coming years, will continue to arrive at Moorelands Wilderness Camp, excited and nervous, to begin a remarkable, life-changing experience. They will return home with incredible memories, proud achievements, and new adult and peer friendships – better prepared to face life’s challenges with a positive outlook and a strengthened sense of citizenship and self-esteem.

Your support makes possible a summer of delight and a lifetime of difference. When you give generously, the results are immeasurably rewarding.

**\$26,000**  
Sponsor Moorelands Wilderness Camp's Skills & Leadership Training Program for 16 young leaders

**\$8,000**  
Sponsor one session of Moorelands Wilderness Camp for 10 children



### City Summer Day Camp

Summer in the city... will it bring monotonous hours of hanging out on hot concrete, or enchanting days filled with empowering, fun adventures?

Moorelands Summer Day Camp program provides a secure and structured environment for children from low-income neighbourhoods. Flemingdon Park and Thorncliffe Park call out for a place where kids can be kids – safely and happily – in the long summer. Our Summer Day Camp program gives them this chance. Bring on the fun!

# shaping summer in the city

Every donation of \$2,500 sponsors 10 children to attend summer day camp for a one week session brimming with activities that develop self-confidence and a sense of responsibility. Crafts, cooperative games, sports, drama, cooking sessions... there is something here to excite and expand the horizons of every child. Daily breakfast and afternoon snack programs keep energy levels healthy, while literacy and educational activities keep alive habits of learning that might otherwise stagnate or backtrack.

In a full summer day camp, supported at the \$100,000 donation level, 480 deserving kids experience a school break to remember, one which builds both valuable skills and important memories. With your help, we will continue to free kids from concrete street corners and bring them the pure delight of structured play.



**\$50,000**

Sponsor four weeks of the City Summer Day Camp program for 240 children (60 children weekly)

**\$15,000**

Sponsor one week of the City Summer Day Camp for 60 children

**\$2,500**

Sponsor one week of the City Summer Day Camp for 10 children

**“It was the best part of my whole summer. I did new things that I never thought I could do, and I was never bored!!!” KELSEY, AGE 7**

**\$48,000**

Sponsor an After-School Program  
for one year for 80 children

**\$4,000**

Sponsor one month of an  
After-School Program

### After-School Programs

The school day's over, the playgrounds are empty, the hours before dinner and bedtime stretch on... to be filled how? Moorelands After-school Programs fill them with structure, stress-free learning, adventure and play.

In these enriching programs, disadvantaged kids between the ages of 6 and 12 discover self-confidence, creativity, and new skills in a wide range of activities. An emphasis on cooperation, self-control, and teamwork helps build life skills that will serve these children well as they grow.

Our After-school Programs are offered in the high needs, under-served communities of Thorncliffe Park and Flemingdon Park. Into these challenged communities, we bring activities such as reading circles, sports, science, English as a Second Language coaching, homework help, games, cooking classes, field trips and crafts.

Your donation of \$4,000 enables us to offer programming at one location for an entire month. At \$48,000, 80 needy children will benefit from a year-long program. With your support, kids can finish their school day in a supportive, nurturing environment where each child has a chance to explore and shine. Please help us give them that opportunity.



# fun shapes up after-school

"I think my favourite part is the crafts, but it's hard to pick because every day is different and interesting. The field trips are awesome." FARAH, AGE 10

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**because every kid deserves  
a safe place to grow**

"I like that it wasn't all lectures. We did neat stuff and talked a lot. We figured things out together. The program really made me think." IDRIS, AGE 15

# shaping tomorrow's leaders today

## Youth Leadership Program

Youth is a challenging time. Kids aged 11 to 15 living in underserved communities can find it particularly difficult to navigate these years in positive, affirming ways. That's why Moorelands Youth Leadership Program is there for them, preparing and motivating participants to provide personal leadership in their lives and communities.

Through role playing, games, workshops, discussions and many other activities, participants develop their own values, critique social issues, and acquire an appreciation of their communities and the importance of helping others. They learn teamwork and communication skills, and explore issues of power, pressure and influence. They can even earn certification in first aid/CPR and babysitting. By the program's conclusion, participants have

designed and implemented a project that benefits the community – and have come to know good citizenship and self-esteem.

Your generous gift of \$18,000 enables 12 youth to attend the program for a full, transformative year. Six youth may attend at the \$9,000 donation level. Your support gives youth the chance to learn critical skills and to believe in themselves as role models and peer leaders – chances which can affect the course of these young people's lives.

**\$18,000**

Sponsor a Leadership Program  
for one year for 12 youths

**\$3,000**

Sponsor a Leadership Program  
for one year for a brother  
and sister



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**confidence**

# shaping the future comes with many rewards

## Please Support

With your support, Moorelands can continue to provide children and youth from poor and under-served neighbourhoods with positive, fun experiences which poverty has denied them. Together, we will serve more needy kids, welcoming them into programs which hone their confidence, competence and character. We're pleased to offer our valued sponsors the following opportunities for recognition and, always, our sincere appreciation.

### Patrons Circle \$100,000+

Individualized recognition package including but not limited to:  
Corporate logo on ECHO newsletter\* (three years)  
Corporate logo on program brochure & flyer (three years)  
Program naming opportunity  
Corporate profile in an ECHO issue  
Corporate logo/link on website home page  
Placement on donor wall  
Recognition in the annual review (published in February)  
Income tax receipt for maximum allowable amount

### Leaders Circle \$50,000+

Individualized recognition package including but not limited to:  
Corporate logo on ECHO newsletter\* (one year)  
Corporate logo on program brochure & flyer (one year)  
Program naming opportunity  
Corporate profile in an ECHO issue  
Corporate logo/link on website partners page  
Placement on donor wall  
Recognition in the annual review (published in February)  
Income tax receipt for maximum allowable amount

### Friends Circle \$50,000+

Individualized recognition package including but not limited to:  
Corporate logo on website partners page  
Placement on donor wall  
Recognition in the annual review (published in February)  
Income tax receipt for maximum allowable amount

### Supporters Circle \$10,000+

Individualized recognition package including but not limited to:  
Recognition on website partners page  
Placement on donor wall  
Recognition in the annual review (published in February)  
Income tax receipt for maximum allowable amount

### Helping Hand Circle \$5,000+

Individualized recognition package including but not limited to:  
Placement on donor wall  
Recognition on website partners page  
Recognition in the annual review (published in February)  
Income tax receipt for maximum allowable amount

\*ECHO, the Moorelands official newsletter, is published quarterly and distributed to 6,000 individuals, groups, foundations and corporations.

Help shape brighter futures.

Call us at 416.466.9987, ext.307 or email us at [shapingfutures@moorelands.ca](mailto:shapingfutures@moorelands.ca)

**“There is a growing body of research... demonstrating the beneficial effects of participation in extracurricular activities. Activity participation has been positively linked to academic outcomes, including grades, test scores, school engagement, and educational aspirations. Other research has documented a relation between extracurricular involvement and psychological outcomes, such as higher self-esteem and lower rates of depression.”**

JENNIFER A. FREDRICKS & JACQUELYNNE S. ECCLES, DEVELOPMENTAL PSYCHOLOGY 2006

Charitable Registration No. 11923 0241 RR0001

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