



Moorelands

SPRING 2005

echo

The camp is awesome!

will you send a kid to camp?

One Child's Smile

By Janiece DeJong, Camp Counsellor, Summer 2004

*Another summer came and went
 It's not a waste, it was well spent
 Our jobs we did, and did them well
 So many stories we all have to tell
 One story we share will always be the same
 About what we did and why we came
 To make a difference in a camper's life
 To reach out and to comfort amidst their strife
 To wipe their tears
 To calm their fears
 To hold their hand
 To play in the sand
 To lend a listening ear
 Assuring them we are near
 Everyone makes a difference, in every way
 The directors in the activities each day
 Teach them how to be their all
 And pick them up when they fall
 Sometimes this drains our strength
 Because we go to every length
 To make a difference to each one
 There are some hard times, it's not always fun
 But when all is said and done, we can't
 be in denial
 All this hard work is worth one child's smile*

Need a reason to send a kid to camp? Here are just a few from the kids themselves:

- "It's nice to go up north because our apartment is hot and crowded."
- "School is hard and I can't seem to get good marks. I feel dumb, but at camp it's different."
- "I like it at camp because I don't have to worry about being hurt."
- "I don't live near a forest or nature."
- "When I go away for a bit, I don't have to think about my problems for a while"
- "I have to baby-sit a lot for my mom in the summer. It makes me feel like I am an adult with a job. At camp, I feel like a kid."
- "When I get to do things for myself or try new things, I feel stronger on the inside. At camp I get to try lots of new stuff."
- "Our family has changed this year. Some of my brothers and sisters don't live with us anymore. I want to go away and figure things out."



At Moorelands, kids look to us for help. We look to you. Will you help us?

Please make your donation today. A full session... part of a session... your support makes possible a summer of delight and a lifetime of difference.

**It costs
 \$680 to send a
 kid to Moorelands
 Wilderness Camp
 for one session. The
 experience for a
 child in need is
 priceless!**



The counsellors are really cool. They help us solve problems.

inspired success



Eddie, a senior member of our staff team this year, is an outstanding and inspiring example of someone who rose above the obstacles of poverty to achieve his personal goals. The fifth of eight children, Eddie lived in a crowded apartment with much stress and many family responsibilities. His hope for a different kind of experience came from the generosity of donors, which allowed him to go to Moorelands Camp each summer.

Eddie's love for camp life grew as he grew. Eddie began working at Moorelands each summer while the nurturing atmosphere and positive attitude at Moorelands shaped his philosophy on life and his aspirations for the future. Eddie became aware that he wanted to make a significant impact on the lives of other children. With the strengths he acquired from his Moorelands camp experience behind him, Eddie chose to enroll in a post secondary course to study social work, and with the help of a generous donor, is now able to supplement his camp salary with a bursary given at his university.

the right stuff!

The counsellors are good, but strict!



It's called the Skills and Leadership Training Program (or SALT for short). It's a tough and rigorous program that prepares young people to become Moorelands Camp staff. Sari can tell you about it. She's a SALT success story.

Sari is a Moorelands camper through and through; she's the stuff that great campers are made of. With us since she was eight years of age, Sari remembers giving camp leaders a hard time during her many summers at Moorelands.

Sari's experiences each summer culminated into her desire to become a cabin leader. She decided to take part in the SALT program, and in doing so, could finally appreciate the dedication and commitment of

her cabin leaders. "Wow, it's really hard to constantly think about keeping everyone safe! I mean, when I was a kid, we gave the staff a hard time. Now I understand why certain rules are in place!"

Sari flourished throughout the SALT training which included an intensive camping trip, instruction in communication and leadership, training workshops, job shadowing and program planning. She is now equipped with the fundamentals to positively influence kids and keep them safe.

We are thrilled to say Sari will be part of our camp team this summer! Congratulations, Sari – you're a special person and we look forward to having you lead this summer's campers!

LUNCH AT the lake

SATURDAY, JULY 16TH

Moorelands Camp Visitors' Day

Mark your calendar and join us for Visitors' Day at Moorelands Wilderness Camp. The day includes lunch, tours, and activity demonstrations.

Moorelands Wilderness Camp is located just 2 1/2 hours from downtown Toronto – check out our web-site for a map and directions, or take the bus that leaves from the Moorelands' office on Saturday morning. Boats leave the Old Mill Marina for the 5 minute boat ride to the camp starting at 11:00am.

To RSVP, please contact Moorelands by July 6th at 416-466-9987, ex.300.



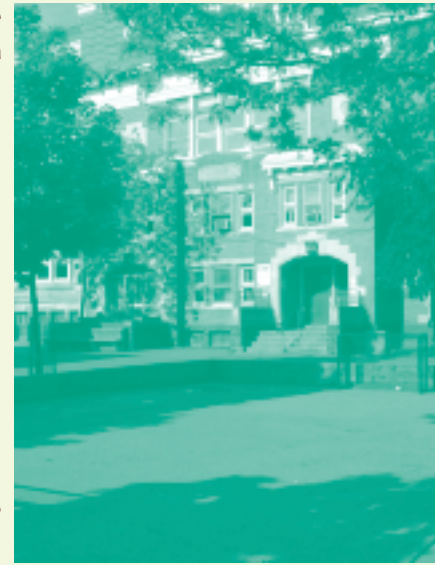
an urban oasis

CAMP IN THE CITY



Established in 2000, the Moorelands/Applegrove Summer Day Camp provides a safe, secure and structured environment where children can develop self-confidence and a sense of responsibility. Programming includes crafts, cooperative games, outdoor activities and sports, cooking sessions, literacy activities, educational workshops, local day trips, special theme days, daily breakfast and afternoon snack programs, drama, games, and swimming. The program is operated in July and August in partnership with the Applegrove Community Complex in the Queen/Greenwood area of the old City of Toronto and offers 480 spaces for children aged 6 to 12.

Every donation of \$250 fills a space at day camp. Help give a child a summer they won't soon forget.



COURAGEOUS new beginnings

A Parent's Point of View:

Joelle is a remarkable woman. Courageous and caring, her primary passion and concern is always for her two children and their well-being. When she and her family arrived as new immigrants to Canada four years ago, Joelle was determined to find somewhere safe and fun for her kids during the summer while she and her husband worked to keep their young family afloat. When they moved to the Queen/Greenwood neighbourhood, Joelle was relieved when neighbours told her about the 'amazing' and affordable Moorelands City Summer Day Camp at Applegrove Community Complex.

Determined to secure a spot for her boys at day camp, Joelle left her job two hours early, sacrificing her earnings to be at Applegrove ahead of

everyone else. Three years later, Joelle is still one of the first to register.

Profoundly grateful for Moorelands, Joelle says that the lost wages are worth it. Her kids are more confident, have more friends, and have enjoyed the benefits of trips to exciting places such as Black Creek Pioneer Village and the Toronto Zoo.

"I am so grateful to Moorelands and Applegrove," says Joelle. "Without this affordable and wonderful day camp, I really don't know what I would do."

The kids were really happy to go to camp each day.

My kids really, really love camp. I would have nowhere to send them if they didn't go to this camp.

We feel that he is really safe at the camp.

The camp kept my son physically and mentally active throughout the summer.

applause, applause!

How would we manage at Moorelands Community Services without all the wonderful people who give of their time, effort and talent? Our Helping Hand Award is given to individuals, foundations, corporations and groups who have played a significant role in the work we do.

On February 17th, at the Annual General Meeting, Moorelands presented the Helping Hand Award to three long-time supporters: **Gayle Baker**, former Program Director at Applegrove Community Complex; **the Parish of Caven-Manvers and St. Thomas Millbrook**, and retiring Board Member, **Lorna McKay**. Long-time volunteer and former Board Chair, **Sally Forrest**, was honoured with the Jan Kerst Award in recognition of her outstanding commitment and volunteerism in support of the children and families we serve.

Congratulations and our heartfelt thanks!

MOORELANDS programs

- **Moorelands City Programs:**
 - > *After-School Programs: 400 children and youth, 6-12 years*
 - > *Leadership Training Programs: 36 young people, 11-15 years.*
 - > *Moorelands/Applegrove City Day Camp: 480 children, 6-12 years, July-August.*
 - > *Christmas Sharing Program: 225 families*
 - > *Baby Bundles Program: 300 newborns*
- **Moorelands Wilderness Camp: 600 children and youth, 8-16 years**

organization facts

- Moorelands is a frugal organization that demonstrates a high degree of fiscal responsibility.
- Moorelands spends only 9¢ of every dollar raised on administration.
- Moorelands is not government funded.
- Moorelands is not a member of the United Way or FaithWorks.
- Moorelands is wholly supported by individuals, groups, foundations and corporations.
- Moorelands believes in sustainable funding and believes programs should not be expanded unless they can be maintained.



Mission Statement

At Moorelands, we recognize the inherent value of all children and youth. We work with Toronto's children and youth affected by poverty, to provide them with positive and fun experiences to help strengthen their confidence, competence and character... because every kid deserves a childhood!



Moorelands

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Charitable Registration No. 11923 0241 RR0001

pack a pack

Many campers arrive at camp in need of these basic items. If you can't pack an entire pack, we would appreciate any assistance you can provide.

It costs
approximately
\$125 to fill a
back pack.

If you'd like to help a camper pack a pack, here's what's needed:

Please note that we can accept only new items.



Back
Pack



Sunscreen
(SP 30)



Baseball Cap



Beach Towel



Sleeping Bag



Toothbrush
and Toothpaste



Notebook &
Pen/Pencil



3 pairs
Athletic Socks



Disposable Camera
(processing included)



Hairbrush
and Comb



Bathing Suit
(Sizes girls 8 to
ladies 18. Boys 8
to adult large)



Hand Soap
Hand Sanitizer



Flip Flops
(Children S, M, L
Adult S, M, L)



Insect Repellent
(with Deet,
Non-Aerosol)

Taller Orders

We also need larger items that are a little hard to squeeze into the average back pack.

These include: Kayaks, Paddles, Floor Hockey Sticks, Stacking Chairs, Sun Pavillion.

If you are able to contribute any of these larger items, your support would be greatly appreciated.

Donations can be dropped off at our city office at 250 Merton St., Suite 501. For further information please call 416.466.9987.

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