



echo

Moorelands Camp

shapes a very bright future!



Marvin L. spent many memorable summers at Moorelands Wilderness Camp when he was a child. This year, he is thrilled to be back at camp as a member of the staff team.

"I don't know how my life would have changed if I hadn't gone to Moorelands." As a youngster, Marvin was an avid hockey player. At Moorelands Camp, he was introduced to basketball and his talent was encouraged. Marvin just finished two years of university in the U.S. on basketball scholarships, and cites Moorelands as a major influence in his success.

Looking back, Marvin says that Moorelands helped him develop socially too. His experience at camp helped him develop a better understanding of teamwork and get along with different personalities. "As a kid, I didn't know how to do that! I didn't know how to act or behave or get along with others. Moorelands helped me open up and learn to speak up. When I returned home, my mom saw on my face what a difference camp made."

When asked about this coming summer – his first back at Moorelands Camp in many years - Marvin laughed softly and said, "Memories... back to a place, a retreat, where the pressures of everyday life are lifted and you don't miss the small things." This summer, Marvin will work alongside his younger brother who was a camper at Moorelands for eight years and is returning for his second year as a staff member. Marvin is amazed at the maturity level his younger brother has attained through working with children at Moorelands.

"Moorelands is a great investment in the future. It gives hope to kids and they always take something back home. I haven't been to Moorelands for nine years, but to this day I remember Moorelands Camp. Like I said, I can't imagine how my life would have changed if I hadn't gone to Moorelands."

It costs \$765 to send a kid to Moorelands Camp for one session. Your support makes possible a summer of delight and a lifetime of difference! Please make a donation today. A full session – part of a session – whatever you can do. Help shape a bright new future!



Helping kids shape brighter futures

Moorelands City Summer Day Camp Moves!

"A crisis is an opportunity riding the dangerous wind," says the proverb. That was certainly how we felt when we were told in late March that the Duke of Connaught Public School in the Queen/Greenwood area, where we have delivered our City Summer Day Camp for the past six years, would be closed this summer for renovations.

After searching madly for an alternative site, Moorelands found space in Flemingdon Park and made the tough decision to leave the

Queen/Greenwood area and our summer partnership with Applegrove Community Complex.

The 2007 Moorelands City Summer Day Camp will operate at the Grenoble Public School for children from our two target communities of

Flemingdon Park and Thorncliffe Park. We will offer 48

spaces of much-needed summer programming for children, aged 6 to 12, each week.

This will be a fabulous summer experience full of opportunities for children who can't leave the city. Through fun activities like arts and crafts, games and sports, cooking sessions, literacy activities, special theme days, daily breakfast and afternoon snack programs, drama and swimming, children will develop self-esteem, learn social and life skills and make new friends. They will also have the chance to learn more about their city and nature through exciting field trips to places like the Ontario Science Centre, Brick Works, Wye Marsh and Centre Island.

If you'd like to sponsor a child to attend one session of Moorelands City Summer Day Camp, the cost is \$210. For more information, call Patricia at 416.466.9987 ext. 308.

Barbara Turnbull Joins the Moorelands Board



Barbara Turnbull has one question about her new role on Mooreland's board of directors: What took so long?

Serving in this capacity seems a natural progression, particularly considering that her relationship with the organization goes back to 1976 – her first summer as a camper.

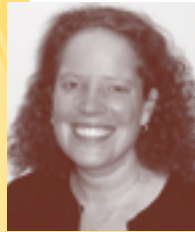
She finds it difficult to pinpoint exactly why camp was such a boost, only that the first time she set foot on that island she experienced a happiness she had never known before, and that what happened after that first step taught her to recognize and grasp positive opportunities.

Three years as a camper and three more as a counselor solidified her

Introducing...

We're thrilled to introduce two new dynamic Moorelands staff members who are already making important contributions.

Nicola Bangham – City Programs Manager



For the past ten years, Nicola has worked with children and adolescents with special needs in various mental health and camping settings. In 2001, she completed a Masters degree in Creative Arts Therapies from Concordia. Her professional experience includes workshop facilitation, school-based research, group, family and individual counselling, and five years as the Assistant Director of a therapeutic residential camp for kids with learning disabilities and associated social

and emotional difficulties.

In 2006, Nicola lived in West Africa where she was volunteering for the United Nations Mission in Liberia as a Stress Counsellor. Her passion for camp and working with kids at risk brought her back home. Nicola is guided by the principle that camp and recreation provides kids with the critical opportunity to experience a different and positive version of themselves. What a great fit with Moorelands!

Robert Pierre Tomas – Director of Development



"What I need most from my work is the satisfaction of making a difference." With these words, Robert Pierre Tomas, CFRE, Moorelands' new Director of Development, rolled up his sleeves and got down to the work of raising money.

"Moorelands is an exceptional organization, because the volunteers on the Board of Directors and Committees take their duties very seriously."

In his first few weeks, Robert made sure to meet some of the participants in the after-school program at Thorncliffe Park Elementary School. "I was blown away by the size of the school. It never occurred to me that the largest elementary school in North America is right here, not far from Eglinton and Don Mills!"

For over 15 years, Robert has worked in the fundraising profession in Arts, Education, Health Care and Social Services. He did not plan to become a fundraiser - in fact, he attended law school and worked in broadcasting – but slowly he was drawn to the not-for-profit environment. As a first-generation immigrant to Canada (from his native Poland and by the way of Denmark, Germany, Austria and Hungary), he has a real appreciation for some of the issues faced by the residents of Flemingdon Park and Thorncliffe Park. For Robert, "Working to improve the lives of children is the most rewarding part of the job."

love and commitment not only for the camp, but also for the organization that keeps it going.

Her firsthand experience with what we do at Moorelands, along with her background as a reporter at the Toronto Star, puts her in a good position to contribute to the team.

"I am happy to renew an official role with Moorelands," she says. "I consider camp one of the best things that's ever happened to me, so anything I can do to make that experience possible for others is a privilege. Though it's only been a matter of weeks since I joined, I've already learned enough to be extremely impressed with the nuts and bolts of this organization."

Barbara particularly looks forward to learning more about the city programs, which would have been a welcome haven for her during her camper years.

90 years and going strong...

the (necessarily) brief history of Moorelands Wilderness Camp.

The 90th anniversary of Moorelands Camp is really something to celebrate! It was in 1917, that the then Downtown Churchworkers' Association purchased a beautiful 5-acre site on Lake Simcoe near Beaverton for Moorelands Camp.

Established to provide a "fresh air" experience for poor children and their mothers from inner-city Toronto, the camp was named in honour of the Rev. Canon R.J. and Mrs. Moore, founders of the DCA. Building began immediately and funding for the large "bungalow" was donated as a memorial by parents who had lost sons in the First World War, which was still raging at the time. The bungalow contained 32 bedrooms, a large living room, dining hall, kitchen and pantries. "Sanitary facilities were as modern as any city home." - John Hayes, 'The Challenge of Change - 50 Years 1912-1962'.

Moorelands Camp accommodated 500 mothers and children in its first year of operation. The following summer, adjoining land was purchased and new buildings were added.

Throughout the Great Depression of the 1930's and the war years of the 1940's, DCA's meagre funds were directed primarily toward providing relief in the city, leaving very little for Moorelands Camp. By the 1950's, the camp fell into a state of such disrepair that a complete re-building was necessary. In 1953, additional land was purchased and a year later, three new dormitories and two cottages were built.

In the early 1970's, overcrowding and water pollution necessitated moving Moorelands Camp to its new location on Lake Kawagama. Surrounded on three sides by sandy beaches, the 80 acres of developed and undeveloped lands are a city kid's paradise.

More recently, thanks to generous donors, Moorelands Camp has undergone a major rebuild. First, it was the award-winning Deb's Dining Hall, and then new cabins, washroom/shower facilities and other buildings, erected to replace old and crumbling camp facilities - many of them dating to the mid-1940's. Our campers are thrilled with the changes! This summer, we invite you to see for yourself the magical place that is Moorelands Camp. Please celebrate our 90th anniversary with us on Visitors' Day, July 14, 2007.



Visitors Day Celebration at Moorelands Camp

Saturday, July 14

Don't miss out on our special 90th Anniversary Visitors' Day Celebration! Join us for a special lunch with the campers, activity demonstrations, tours, and of course, cake! 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 5 to 416.466.9987 ext. 300.

3km Swim at Moorelands Camp

Sunday, August 12

Join Brian Brittain, a Senior Partner with Mercer Delta and the Global Leader of the Executive Team Practise, Coach Kim Lumson, and a host of other swimmers as they make the three kilometre trek from Old Mill Marina to Moorelands Camp on August 12th to raise funds for Moorelands Camp. Brian hopes to raise \$15,000 in this, his fourth annual Swim for Moorelands.

Stuff a Backpack for a Moorelands Camper

Many campers arrive at camp without important, basic items. Can you help? It costs approximately \$125 to fill a backpack. Donate a whole pack, a few items or make a cash donation and we will do the shopping. Any help is appreciated! (Please note that we can only accept new items.)

Here's what's needed:

- Rain Poncho
- Insect Repellent with Deet (non-aerosol)
- Sunscreen (SPF 30)
- Baseball Cap
- Flashlight (disposable)
- Sleeping bag
- Notebook/pen/pencil
- Disposable camera with processing, if possible
- "Flip-Flop" footwear for boys - sizes M-L boys and adult S,M,L male
- Bathing Suits for boys - sizes 8 to adult large

Have a friend in the business? We thought we'd ask our incredible network of friends and supporters, because we also need:

Arts & Crafts Supplies

- Plastic lacing - assorted colours
- Beads - all sizes and colours
- Scissors
- Acrylic craft paint
- Plain new T-shirts
- Glue - large

Health Centre Supplies

- Sunscreen
- Band-aids - assorted sizes
- Insect repellent
- Hand sanitizer (non-alcohol)
- Single bed sheets

Sports Supplies

- Water noodles
- New PFDs
- Fox 40 whistles
- Flutter boards (non-porous)
- 15' trampoline
- Shovels & buckets for beach
- Floor hockey sticks & pads
- Ping pong table
- Mega phone

Please drop off donations at our office at 250 Merton Street, Suite 501 anytime between 8:30 and 4:30 before June 15th.

For more information, please call 416.466.9987 ext. 300. Thank you!

WILDFLOWER 2007 is starting to blossom



On Thursday, September 27, 2007, well over one thousand culturally savvy, civic-minded Torontonians will gather on one night, in the magical playground of the Ontario Science Centre, in support of Moorelands City Programs in Thorncliffe Park and Flemingdon Park.

Capitalizing on the success of Wildflower 2006 at the Don Valley Brick Works last fall, Wildflower 2007 will be Toronto's "must-attend" event. A chic, cool and cosmopolitan cocktail party, it is organized by a most amazing group - the Wildflowers - who have taken on the challenge of raising funds to expand Moorelands City Programs. The Wildflowers are as diverse as this city and include almost 100 women and men - professionals, artists, writers, business people, mothers and fathers.

The Wildflowers want to live in the Toronto of their dreams - a city that is inclusive, fair, equitable, hopeful and optimistic - a city where all kids have a bright future. And they want you to help us accomplish that dream. Please join Moorelands and the Wildflowers in a celebration of world music, global cuisine and city spirit on Thursday, September 27. Help us help kids shape brighter futures!

Wildflower 2007 will be presented in concert with Moorelands' Neighbourhood Partner, the Ontario Science Centre. As a major cultural organization, the Ontario Science Centre plays a vital role in the community and is committed to creating engaging activities for young people and underserved groups. The Neighbourhood Partnership with Moorelands Community Services is a natural step in increasing this commitment.

Right now, Moorelands can serve only one in eight of the children who want to attend Moorelands City Programs. Wildflower 2007 will help change that - with your help.

For details on how to participate in this wonderful event, please visit www.wildflowerevent.ca

wildflower

What We Do

Moorelands City Programs:

- After-School Programs: 400 children and youth, 6-12 years
- Leadership Training Programs: 24 young people, 11-15 years
- Moorelands City Day Camp: 336 children, 6-12 years

Moorelands Wilderness Camp: 600 children and youth, 8-16 years

Moorelands General Programs:

- Christmas Sharing Program: 250 families
- Baby Bundles Program: 300 newborns



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.

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