

# Canada 150 Heritage and Hope Timeline

This summer, to celebrate our country's 150th birthday as well as camp's 100th birthday, 600 Moorelands' youth, made up of 58 different cultural backgrounds, will be coming together for six weeks to create a nature walk timeline with 15 stations; one to represent a significant Canadian achievement for each decade of our history.

Moorelands' Heritage and Hope Timeline will create and deepen our understanding of what it means to be Canadian and will help our kids explore their active role in the future of Canada.



## Walk the Heritage and Hope Timeline!

Join us at Moorelands Camp Visitors' Day on July 14th to take part in the Heritage and Hope Timeline and see our campers in action. Please RSVP to Cheryle Pollock by July 5. [cpollock@moorelands.ca](mailto:cpollock@moorelands.ca) or 416-466-9987 ext 300.

Moorelands is a proud recipient of a Canada 150 Grant for our "Heritage and Hope Timeline" this summer. This initiative is made possible by the Community Fund for Canada's 150th, a collaboration between Toronto Foundation, the Government of Canada, and extraordinary leaders from coast to coast to coast.



COMMUNITY FOUNDATIONS OF CANADA  
FONDATIONS COMMUNAUTAIRES DU CANADA  
all for community. ensemble pour tous.



Canada

## Endings and Beginnings

2017 is not only the 100th year of camp, this August will also be the end of an era upon the retirement of our own Cheryle Pollock. Cheryle first came to Moorelands in 1979—taking her summer vacation to volunteer as a cabin leader. Each summer she returned to camp until she agreed to take the role of camp nurse, leading with wisdom, skill and humour.

Famous for introducing "Germy" to generations of campers, Cheryle became a fulltime Moorelands staff member in 1994, working from our head office to oversee our Baby Bundles and Camper registrations. Cheryle is our keeper of history and our much-loved colleague.

She may be retiring from Moorelands, but she will continue to lead in her own caring way, as Parish nurse for St. Nicholas Birch Cliff Anglican Church. Please do join us in wishing Cheryle much love and success in her new beginnings.

Lynda Tilley, Executive Director



## OUR MANDATE

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.

## Patron

His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D.  
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On August 19th, 2017, the "Friends of Moorelands" will be hosting their 3rd annual "Starry Summer Night Bash" on Kawagama Lake. The funds raised go directly to Moorelands Camp to benefit Toronto children living in underserved communities, giving them an incredible summer experience at camp; one they never forget including nature experiences that are invigorating and eye-opening—and pure, unforgettable fun!

Tickets are \$150 and include a \$100 tax receipt. If you would like to find out more about the "Starry Summer Night Bash" or purchase tickets to this wonderful Kawagama Lake event, please visit <http://www.moorelands.ca/starry>.

— M.L.

since 1912  
**Moorelands**  
Bridging the opportunity gap for kids

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HELP US HELP KIDS

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SPRING 2017



*"I am Sage because of Moorelands"—that's what this remarkable young women, recently told me at the Moorelands' AGM.*

I remember my first year at camp, my 8th birthday was the night before. It was my first time being away from my mother and being away from the city. I was excited, but also terrified. But it was definitely worth it because when I came back home I smiled at my mom and said I NEED to go back again!

I've been attending camp every year, ever since and last year I completed my SALT leadership program. Looking back on all those years I can say that Moorelands taught me a lot. You learn about camping and how to canoe and all the fun stuff, but you also learn how to be a good person out there.

*"I feel that at Moorelands—learning the things we do such as responsibility, leadership and trustworthiness—it's a perfect program to help kids get on the right track, clear their minds & send them in the right direction to be successful."*



You learn about good character and what it means to be responsible, and kind and caring towards others, the environment, and yourself. Perhaps the most important thing I took away from Moorelands is how to be a good leader—how to work with others and get it right.

Today, I have been presented with so many opportunities in school, out of school and even at work. I don't believe I would have had those chances without Moorelands Camp. I'm excited to be going into grade 12 and excited to be coming back to camp this summer as a cabin leader. I will share what I've learned with other campers like me. Some will be scared and some will be excited, but I know that by the end of summer, they will ALL be wanting to come back to Moorelands! – M.L.

# Happy 100<sup>th</sup> Birthday

**Thank you 100 years**



**1912**  
Moorelands Founder  
Canon R J Moore

**2016**  
Leadership habits and qualities introduced



**2014**  
Kawagama Day Camp Piloted



**2011**  
Rebuild of camp complete



**2010**  
Camp gets a revised mandate



**2005**  
Moorelands serves more than 1500



**2000**  
Camp research conducted



**1995**  
DCA considers itself a camp organization



## 100 Years of Camp ...

We've helped over 129,500 children

We've supported over 89,300 families

We've made more than 13,200 boat trips to ferry campers to our island on Kawagama Lake

# Moorelands Camp!



**Elijah**, age 8, is growing up in a neighbourhood where the crime rates are high and the achievement rates low.

A great kid, Elijah is smart, funny and kind. His mom worries though about the opportunities for him in their community. So many kids there leave school with poor grades and struggle to find jobs. In fact, she knows of lots of teens who have fallen in with gangs. It's a real and pressing worry for Elijah's mom. She wants a different life for him and that's why she wants to send him to Moorelands.

At **Moorelands Camp** she knows he'll be surrounded by great role models. She knows he'll be safe and having fun in the great outdoors and that his eyes will be opened to a different world. But most of all, she knows that at camp he'll be learning important leadership skills. Skills like decision making and goal setting that will help him make good choices at home and keep him on the path to success.

Sponsor Elijah today and get him to camp this summer. Your gift will change a life.

— H.B.

**1920's**  
Fighting the recession



**1933**  
Beaverton on the beach



**1947**  
Fun and games at camp



**1951**  
Campers make toast at the campfire



**1955**  
Rebuild of camp



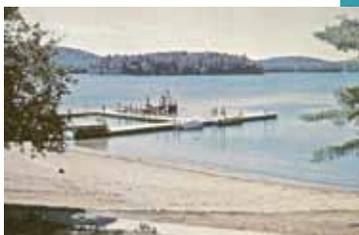
**1964**  
DCA switches gears



**1971**  
Moorelands purchases camp on Kawagama Lake



**1982**  
Mothers and children program discontinued



We lit and enjoyed 8,400 camp fires under milky way skies  
•  
We've roasted over 360,000 marshmallows

Our Impact in Numbers ...

Campers enjoyed over 29 million hours of bonding with a positive, caring role models!

*It costs Moorelands \$1150 to send one child to camp.*

*Please share the cost with us—your donation of any size will make a difference.*

*Invest and give a kid a life-changing opportunity.*

[www.sendmetocamp.ca](http://www.sendmetocamp.ca)

## Who Will You Send?

In this 100th year of Moorelands Camp, 600 children and youth will attend the camp. Our programs plant the seeds of leadership and character development. By sending a kid to camp you are exercising your leadership in a very tangible way. You are planting seeds that will help a child blossom into a future with skills, confidence and strong friendships in place.

Moorelands Camp is the opportunity to:

- try new things from food to activities
- make new friends who are encouraged to accept you for who you are
- learn about positive character qualities
- make connections with a caring adult
- be influenced by a positive role model
- build on your strengths
- face fears and push past labels
- be a kid—sing songs, laugh, play, learn!
- learn to swim
- sing around a campfire with friends
- leave the city & be surrounded by nature
- wonder at the night sky full of stars
- hear loons calling on the lake
- gather amazing memories
- gain skills that will last a lifetime.....

Gather your friends together plant the seeds of opportunity for children and youth in underserved communities. Help us! Send a Kid to Camp [www.sendmetocamp.ca](http://www.sendmetocamp.ca)

Lynda Tilley  
Executive Director