



since 1912
Moorelands
Helping kids shape brighter futures

**Annual
Report**

2014

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President's Report 2014

As my term as President of Moorelands draws to a close, I would like to say what a privilege it has been to be part of this small but powerful organization. As many of you know, Moorelands pulls hard at your heartstrings. I know I will be a supporter for many years to come.

Poverty in Toronto continues to be an unbeatable force! This makes the programs that Moorelands offers so critical in shaping a better future for children being raised below the poverty line. Experts have concluded that camp and extra-curricular activities like those offered by Moorelands provide the environment for children to learn self-reliance and resourcefulness. Our programs also expose them to manageable risk-taking and provide the skills to make good choices. Further, the children are immersed in an environment where they experience and develop positive relationships, both with peers and caring adults. This embodies the four “C’s” of the Moorelands mantra — confidence, competence, character and connections. We are a critical service provider in the Toronto community and I encourage you to review a more detailed description of our services contained in this annual report and on our website at www.moorelands.ca.

The contributions of many stakeholders are crucial to the success of Moorelands. First, our donors ensure we have the funds needed to operate. We thank you from the bottom of our hearts and ask that you continue to remember Moorelands when it is time to consider charitable causes in the future. We also encourage you to spread the word and make friends and family aware of the wonderful work we do. As costs escalate, we are motivated to find new supporters.

Second — our staff. We have been very fortunate in attracting and maintaining wonderful staff in the leadership roles and they, in turn, have recruited excellent staff to work in the day to day operation of our programs. Their dedication, creativity and inspiration ensure the excellent quality of the Moorelands offerings.

Finally — our volunteers. Many individuals volunteer in a variety of ways to help ensure the smooth operation of our programs on a day to day basis. In addition, we are fortunate to have had excellent board members whose sage advice and dedication are invaluable.

The past year saw many changes at Moorelands, the most critical being the departure of our Executive Director, Patricia Jacobs after 15 years in that role. I would be remiss if I did not thank her for her years of dedicated service to this organization. Under her stewardship, we received government funding to assist in the total rebuilding of the wilderness camp on Lake Kawagama. We invite supporters to drop in on visitors' day on July 10, 2015 to see what a wonderful facility it is.

We have certainly made strides since the original Moorelands camp opened on Lake Simcoe in 1918. In addition, Patricia brought evidenced-based programming to Moorelands, whereby we can measure our success and design programs accordingly. We will miss her but the groundwork she laid is a solid foundation going forward.

I leave Moorelands knowing “our” children are in good hands with under the leadership of the current staff and board who will ensure that they become thriving members of our community.


Judy Moore,
President

*Now looking
back at Moorelands programs
and working in the field that I do,
I have an even greater appreciation for
Moorelands Community Services for two
main reasons: First, Moorelands is not a “baby-
sitting program.” It is made up of intentional
programming and compassionate staff...The
second reason is that Moorelands invests in the
most vulnerable, communities in Toronto...
We are in need of the kind of programs
Moorelands provides.*

Mahreen, aged 22,
Youth LED participant &
Moorelands' volunteer



Executive Director's Report 2014

At Moorelands, our community bridges the opportunity gap for children in need.

Communities are about people gathering with a common purpose, working together and building relationships. The Moorelands Community, made up of our

donors, volunteers and staff, is strong and works hard to provide opportunities for impoverished children and youth to thrive.

In 2014, we focused all of our programs on what we do best — that is to teach life and leadership skills and guide youth to develop positive character qualities. We want our kids to leave our programs stronger on the inside. Our program vision which drives program delivery is, *'Our kids will have the life skills, leadership skills and character qualities to thrive!'* Concentrating on those skills for children and youth ranging in age from 6 to 16 years is a challenge we excel at. Program methods may look different, but the overarching goals are the same.

Mooreland's staff are trained to deliver intentional programming that focuses on life and leadership skills. Positive character quality development is encouraged as participants apply knowledge and practice skills learned at the programs. Our programs remained strong this year both in the City Programs and at the Wilderness Camp in Dorset. We received much positive feedback from our participants and their parents.

A highlight in November was our **'Fundraiser'** gathering held at the home of John Offutt and Jane Ferguson. The evening was warm and personal — a time to connect with our donors, friends and volunteers as well as meet new people with similar interests. Guests met many of our youth ambassadors and we heard from two of our youth as they shared their Moorelands experience. Mahreen, a city programs participant and staff member who now volunteers her time back to Moorelands, described herself as extremely quiet and shy before her time at Moorelands. For Mahreen, Moorelands provided many of her 'first experiences.' She spoke with confidence about the journey that took her to being a youth

leader in her community and attributed Moorelands programs and teachings to helping her find her voice. Joey, a wilderness camper and first year staff member, recalled the difficulty he had with bullies at school as he tried to stand up for a friend. With wit and humor he shared that Moorelands helped him learn to respect others instead of retaliating, and how Moorelands helped him to build his confidence.

Hearing our youth share their experience is exciting. It demonstrates first hand, the significant role that Moorelands plays in the lives of some 1,000 children and youth.

In another change to our community, Patricia Jacobs retired as Executive Director of Moorelands Community Services after 15 years, in order to embrace a new career opportunity. During her years of service at Moorelands, Patricia strengthened the agency, the leaders and the programs. Patricia made a significant contribution to our community and continues her support as both a donor and ambassador of Moorelands' work.

Our strength is in our community; from generous donors and volunteers to devoted hardworking staff. With your help and continued support, our community works together to bridge the opportunity gap for Toronto's children and youth living in poverty.

The other gap that Moorelands must address is the financial gap. Even with reduced program costs, this gap between revenue and expenses exists. We need more people to join our community and support us financially to close this gap.

Our donors continue to sustain us with their faithful and generous support and for that we are most grateful. Please continue to help us grow our community by spreading the word about Moorelands. Thank you for being a part of Moorelands' community. Together we are bridging the opportunity gap for children in need.

Lynda Tilley,
Acting Executive Director/Director of Camp



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.

Our Programs

I have grown up a lot and learned new traits like respect and responsibility. I learned that you should use these not only at camp but in your daily life. Also I have made so many new friends who I love like family. Thank you for giving me this chance!

Lucy, age 11

Moorelands teaches kids from low-income Toronto neighbourhoods the 21st Century skills they need to be outstanding leaders and engaged citizens. We provide opportunities for them to develop and practise critical thinking and decision

making; emotional intelligence; and interpersonal skills including communication, conflict resolution, creative problem solving, strategic thinking, teamwork, and influencing skills.

We focus on the whole child, bridging the opportunity gap by helping kids build on one or more of the 4 C's (competence, confidence, character and connections), which are the building blocks of the Positive Youth Development practised at Moorelands.

Moorelands Wilderness Camp

600 spaces for children and youth aged 8–16

Moorelands Wilderness Camp offers nature experiences that are invigorating and eye-opening — and pure, unforgettable fun! Traditional camp programs such as swimming, canoeing, kayaking, arts and crafts, sports and high ropes activities led by caring staff and mentors, are used to help children master interpersonal skills, develop self-worth, learn cooperation, and build character. Campers return home with incredible memories, proud achievements, and new friendships — better prepared to face life's challenges with a positive outlook, new skills and a strengthened sense of citizenship and self-esteem.

City Programs

While enjoying a wide variety of activities and field trips in our City Programs: Budding Leaders After-school Teams (BLAST); and Youth Lead, Excel, Demonstrate (Youth LED); participants build life and social skills, increase their sense of self-worth, develop character, and establish positive relationships with peers and adults.

City Programs are offered in Thorncliffe Park and Flemingdon Park, two of the most culturally diverse neighbourhoods in Canada. They are low-income, under-served communities characterized by high-rise, mostly rental apartments, and are first-stop neighbourhoods for thousands of immigrants and refugees.

BLAST (Budding Leaders After-school Team)

After-school Programs offered in schools with 440 spaces for children aged 6–12

Moorelands' BLAST programs offer a wide range of activities such as sports, physical activities, science, homework help, games, cooking classes, field trips and crafts. Children learn and practise new concepts, strategies and skills while vitally engaged in play and fun activities. An emphasis on cooperation, self-control, teamwork and leadership helps build life skills that will serve them well as they grow into young adults.

Youth LED (Youth Lead Excel Demonstrate)

Youth Leadership Programs offered in two schools with 42 spaces for youth aged 11–15

Through role playing, games, workshops, discussions and other engaging activities, including volunteering, participants explore values, critique social issues, and acquire an appreciation of their communities and the importance of helping others. By the program's conclusion, participants have designed and implemented a project that benefits the community. In addition, they have come to know and practise good citizenship, experience improved self-esteem, and earned certification in First Aid/CPR.

Moorelands City Summer Day Camp (Explore, Discover, Learn)

City Summer Day Camp with 448 spaces for children aged 6–12 and 84 leadership spaces for youth aged 13–15

Each one-week session at Moorelands' City Summer Day Camp is brimming with activities that develop self-confidence and a sense of responsibility. Crafts, games, sports, drama, cooking sessions, field trips...there's something to excite and expand the horizons of every child. Daily breakfast and afternoon snack programs keep energy levels healthy, while educational activities reinforce habits of learning that might otherwise stagnate or backtrack.

Moorelands City Summer Leadership Programs provide opportunities for youth to learn about and develop leadership skills. The LEAP program provides an overview to leadership development for younger participants, while the Volunteer Program offers a more in-depth exploration of leadership, and provides hands-on opportunities for older teens to practise what they have learned.



Family Programs

Baby Bundles

151 Bundles distributed

Countless volunteers lovingly knit and crochet the baby sweaters, bonnets and blankets that are the foundation of our Baby Bundles program. Diapers, toiletries, receiving blankets, sleepers and towels are added by our dedicated volunteers and distributed to public health nurses and agency workers who use the wonderful items provided as teaching aids and a means of establishing a bond with new mothers in need.

Christmas Sharing

317 families (more than 1,200 individuals) were adopted, and hundreds of children got to celebrate Christmas thanks to the thoughtful and caring individuals, often working together in groups from their offices, churches or with friends/families, who went out of their way to make the holiday season special for families in need this year. In addition, every child in our After-school and Leadership programs was provided with a gift and holiday treats — made possible by our extended Moorelands family.



Summary Statement of Operating Activities For the year ended December 31

	2014	2013
Revenue		
Donations and grants	1,024,861	1,331,101
Legacies	50,000	7,331
Program fees	136,944	139,321
Investments Income	51,053	60,065
Other income, including interest	49,709	27,898
	<u>1,312,567</u>	<u>1,565,716</u>
Expenses		
Camp	767,556	813,602
City programs	442,170	529,058
Public awareness	72,087	73,433
Administration	111,805	106,950
Fundraising	225,217	225,072
	<u>1,618,835</u>	<u>1,748,115</u>
Excess (deficiency) of revenue	(306,268)	(182,399)
Inter-fund transfers	306,268	182,399
Net change in General fund balance	-	-

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
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
Invested in Capital Assets	Moorelands Camp and other assets and expenses relating to the purchase, amortization and disposal of capital assets

Summary Statement of Financial Position December 31

	2014	2013
Current assets		
Cash and short term investments	849,583	615,055
Receivables and prepaid	61,637	62,252
	<u>911,220</u>	<u>677,307</u>
Current liabilities		
Payables and accruals	32,001	35,275
Deferred revenue	47,100	75,960
	<u>79,101</u>	<u>111,235</u>
Working capital	832,119	857,532
Long term investments	404,455	376,478
Capital assets	2,664,695	2,864,231
	<u>3,913,860</u>	<u>3,806,781</u>
General fund	-	-
Capital fund	200,000	71,682
Operating Reserve fund	644,710	381,276
Bursary	45,500	42,000
Endowment	358,955	334,478
Moorelands Camp fund	0	113,114
Invested in Capital Assets	2,664,695	2,864,231
	<u>3,913,860</u>	<u>3,806,781</u>

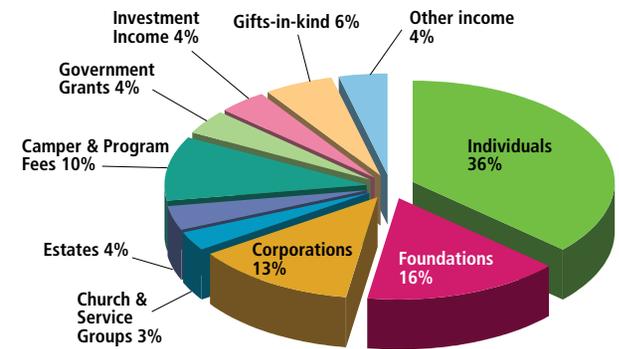
Overview of 2014

As a small charity, we rely heavily on our loyal donors and try very hard to add new donors and granting entities each year. The 2014 fiscal year has been one of the most challenging for Moorelands Community Services in recent history. While our overall revenues were up in 2014, our operating revenue fell short of our expectations, leading to a deficit for the year. We are confident that 2015 will be a better year. Early results to the end of February show that we are slightly ahead of budget and the prior year.

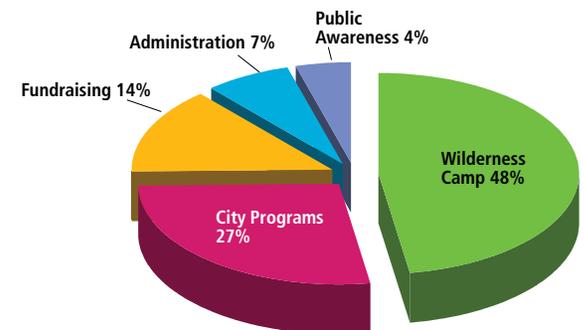
We have a vibrant and energized fundraising department in place, an excellent Fundraising Committee offering leadership support and look forward to delivering excellent programs that bridge the opportunity gap for Toronto children and youth.

Judy Moore,
Chair, Finance Committee

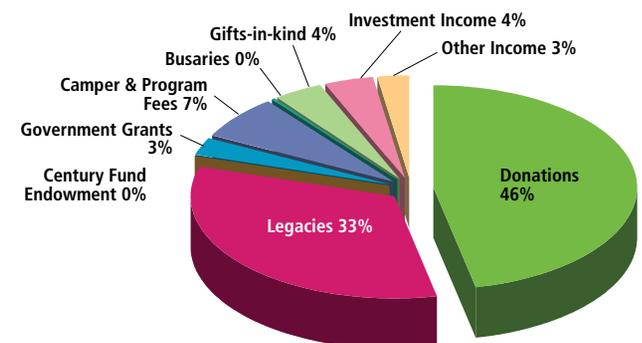
Revenue by Source (Operating Funds 2014)



Operating Expenses 2014



Total Income All Funds 2014



Shaping Brighter Futures Together

We are profoundly grateful to all of our loyal and caring donors. The bolded names belong to a special group of donors – Century Club Members – who have supported our work for 20 years or more. Sustaining donors are a very valued growing group of people who choose to make monthly gifts which allows us to plan our future programming. Thank you for being our foundation!

Sustaining Monthly Donors

Anonymous
Robert G. Boeckner
Leigh A. Davidson
Maureen & David Lewis
Nancy Louise Farrell
**Amelia Anne Ferguson
and Brian Budd**
Janice Flynn
Helen Gaan
Earl Gerber
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Andy Gort
Richard I. Jacobs
Patricia Jacobs and John E. Vanneste

Dianne C. Kehoe
Carolyn A. Kelly
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Lance Morrison
Lynne Ragsdale
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Edith M. Sutherland
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William Wilkins

Leaders Circle (\$50,000.00 +)

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**Great West Life, London Life and
Canada Life**
Jays Care Foundation
Patrick and Barbara Keenan Foundation
Ports Toronto
The Toronto Star Fresh Air Fund
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Robert and Mary Webb
TD Bank Group
The St. George's Society of Toronto

Helping Hand Circle 1 (\$5,000.00 +)

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Marianne E. Girling
J.P. Bickell Foundation
Joanne Fabrics Inc.
Olivia and Douglas Lee
Linda McCain
Schneider Electric Canada Inc.
Scotiabank
TD Securities Underwriting Hope Fund
Lenore Walters



Fossil believes the greatest gifts we can give to today's young people are the confidence and means to determine their own futures. The Fossil Foundation recognizes Moorelands as making a difference in our local community as they promote life and leadership skills in youth from low-income neighbourhoods. Our volunteers have seen first-hand the tremendous impact Moorelands makes in the lives of young people and their families. Our work with Moorelands has steadily grown over the years, a momentum we will continue to embrace in 2015.

**Tracy Rodway, Operations Manager,
Fossil Group Canada**

*I find
Moorelands Camp is great
program for my son's age. He
really grew up through the camp
and did much better than I expected.
I think it's from the careful
consideration and design made by
staff. The camp was perfectly
balanced between being taken care
of and being independent.*

Helena, mother of a BLAST
After-school participant

**Helping Hands 2
(\$1,000.00 +)**

Anonymous (12)

Ann Abraham

ACW-the Church of St. Clement, Eglinton

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Drummond and Kathy Brodeur

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Stanley-Cantor

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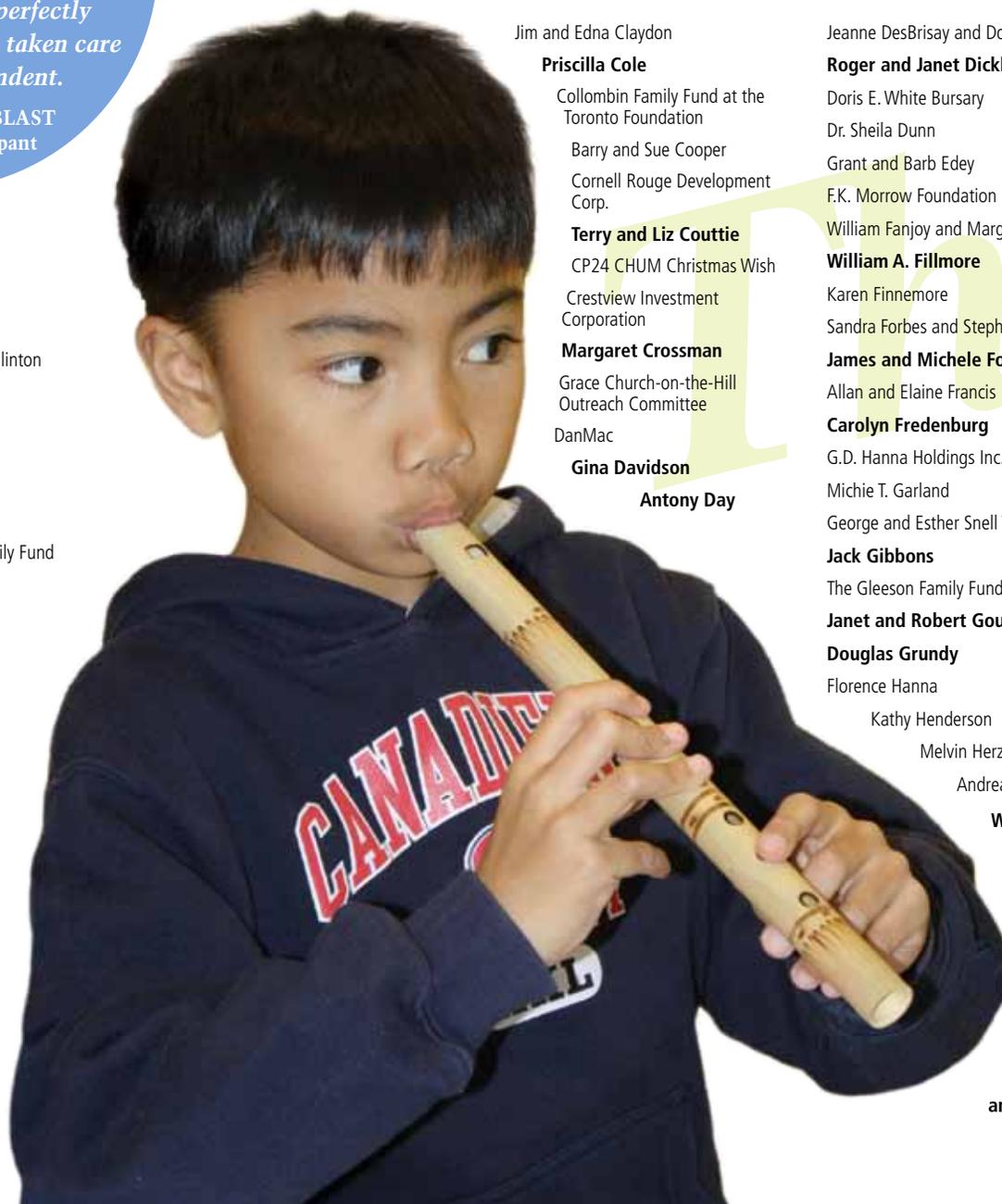
Cynthia J. Chevens

Christ Church Deer Park

Church of St. Augustine of
Canterbury

The Church of St. Timothy

We would also like to acknowledge the in-kind and volunteer contributions so many have made to Moorelands. Countless hours of work have gone into the knitting of beautiful items for our Baby Bundles Program. And our Christmas Sharing Program would not have been possible without the hundreds of adopters whose creativity and generosity made Christmas wishes come true for 317 families and City Programs participants. Thank you all so much.



Jim and Edna Claydon

Priscilla Cole

Collombin Family Fund at the
Toronto Foundation

Barry and Sue Cooper

Cornell Rouge Development
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Terry and Liz Couttie

CP24 CHUM Christmas Wish

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Joan London

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Ian MacGregor

Gail MacNaughton

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Janet Marsh-Frosst

Mattamy Homes Limited

McCarthy Tetrault LLP

June McLean

McLean Foundation

Diana McVitty

Sandra Meinig

Barbara L. Michasiw

Judith Mills

Tom Milroy

*The Tippet
Foundation is proud
of its long-time partnership
with Moorelands,
strengthening
communities together.*

**Richard White,
President Tippet
Foundation**

Mondelez International
Judy Moore
Pauline and Douglas Morris

Margaret Murray

Nancy Brown Holdings
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Stephanie McLuhan

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Jeanette Seymour**

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Michael Shepherd and
Carolyn Watters

**Brigitte Shim and
Howard Sutcliffe**

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Martha Shuttleworth

Paul B. Spafford

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St. Andrew's Group, Church of
St. Timothy North Toronto
St. Cuthbert's Anglican Church
St. George's Golf and Country Club
Women's Bonspeil
St. Matthew the Apostle - Oriole
St. Paul's Church L'Amoreaux
St. Wilfrid's Ladies Bridge Club

Matt Strauss

Jaffer and Parin Sunderji

**Joanne R. Sutherland and
Robert C. Douglas**

TD Bank Group - MROCS Team

Robert Tattersall

Thorek/Scott & Partners

Toronto French School
Jennifer Trant
The United Church of Canada,
South East Presbytery

Frank Van De Water

Edith Wasson

WB Family Foundation
G. L. Weinrib and N. Young

Richard Wernham and Julia West

George Whyte

Steve and Ruth Wilson
Cicely Wilson
Edward Yates

**Helping Hands Circle 3
(\$500 +)**

Anonymous (5)
ACW-Christ Church, Coboconk
ACW-Church of St. Jude, Wexford
ACW-Church of St. Leonard
ACW-Grace Anglican Church
ACW-St. Paul's, Beaverton

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C.A. Baker

Allen and Jane Baldwin

Christopher and Joan Bartrop

Paul and Marilyn Barry

Florence Barwell

Richard and Mary Beadon

Christopher and Joanne Bee

**Robert Bentley and
Anne Richards**

Shiraz and Nurjehan Bharmal

Bonnie Cox Fund

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Alan and Pat Brookbank

Jacqueline Brookes

Denis Galbraith and
Cathy Buckingham

Robert and Patricia Campbell

CIBC Employee Volunteer Program

CIBC Wood Gundy

Margo Coleman

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June Cooley

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Geoffrey Dale

Deer Valley Holdings
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Doone Estey
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Alice Fox

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Catherine Graham

Mr. Peter Gratton

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Mrs. Jane Jeffrey

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David Lee

Anne S. LeFeuvre

Mary Lewis

Lauren E. Marshall

Massey College
Heather McKellar

Donn Millar

Douglas R. Neal

Dorothy and Emil Nenniger

Doug and Janet Newlands

Jean O'Neil

Elizabeth Mary Paterson

Mike Patti and Judith Robertson

Marilyn and William Pattison

Mondelez

*Canada's East York Bakery,
manufacturer of Peek Freans and Oreo
cookies, is a proud supporter of Moorelands'
Blast program. Our support extends beyond
annual grants. At Mondelez we believe in community,
education and diversity, so we engaged with our employee
volunteers to host a richly textured science fair at our plant.
BLAST kids learned about food safety, allergies how to read
labels, packaging, large scale cookie manufacturing and the
diversity of jobs executed to bring those delicious cookies to
market. The highlight of the day was definitely Oreo Cookie
Jenga Towers. I don't know who had a better time—the
kids or our staff! Mondelez is very appreciative of the
wonderful work carried out by the employees and
volunteers at Moorelands who enrich the lives of
children in the Thorncliffe & Flemingdon Park
neighbourhoods!*

Anne Kane, Mondelez Canada's
East York Bakery

*Through our
global philanthropic
program, Scotiabank is
committed to helping students
develop the necessary skills and
experiences to achieve success and
realize their full potential. Scotiabank
is proud to support Moorelands' BLAST
program, to help empower children and
youth to be leaders in their own lives
and champions of their communities.*

Janet Slasor, Director, Donations,
Sponsorships & Executive Projects

Willard W. Piepenburg

Timothy and Margaret Pellew

Barbara Poulson

Sid and Joan Price

Joan and Geoffrey Pringle

Don Raymond and Jennifer Keenan
RBC Employee Volunteer Services

Joan Ridout

Red Robin Foundation

Penny & Rob Richards

John and Bonnie Sacchetti

Edward Saunders

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John and Alena Schram

Cornelia Schuh and Michiel Horn

Mrs. Frances M. Sherring

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Lynda and Stephen Tilley

Douglas Todgham

Ann Tottenham

Lynn Turnbull

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Luc and Pam Vanneste

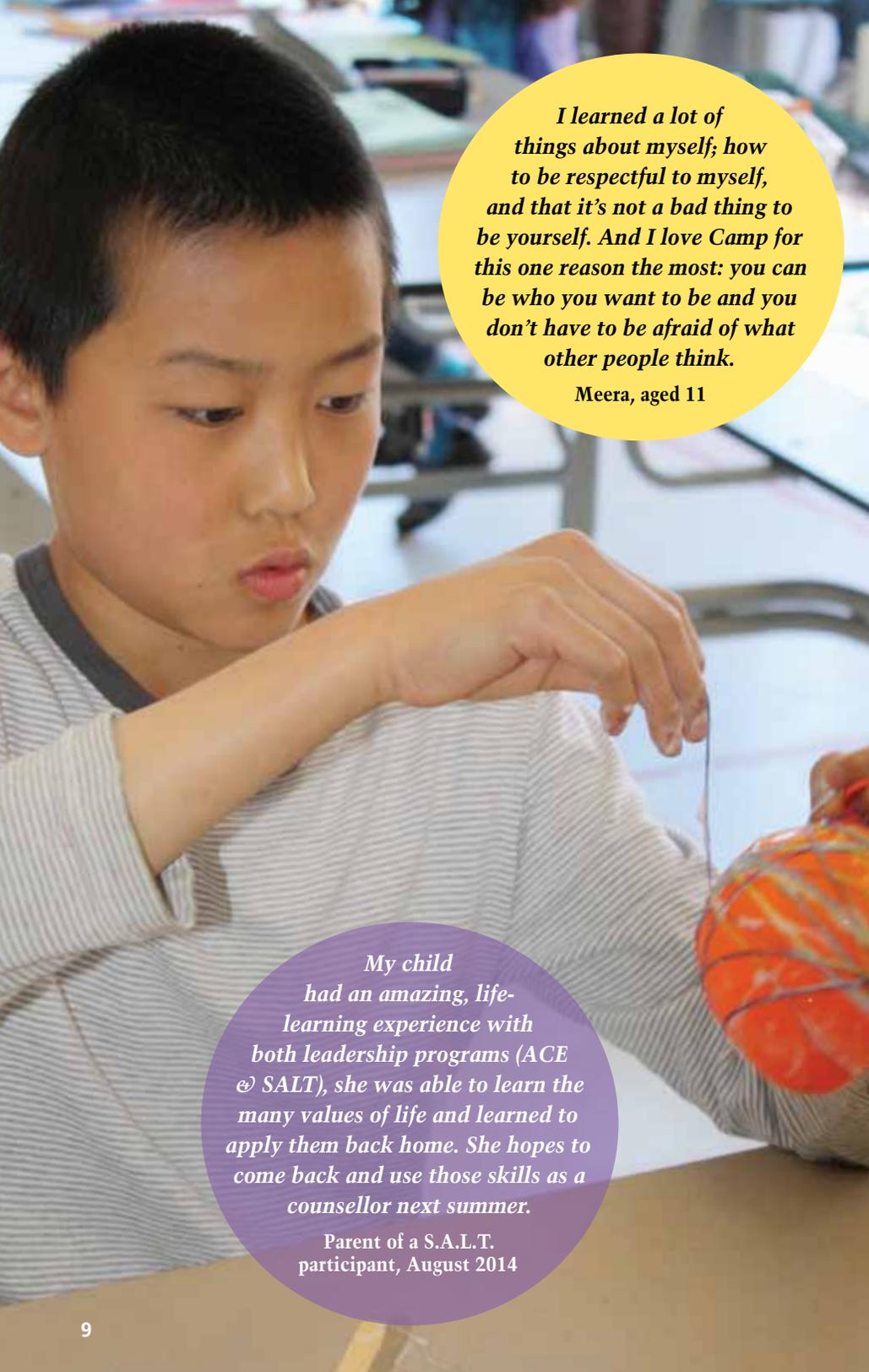
Dennis and Janet Waddington

Ms Gladys Watson

John B. Wilkes

Bart Yabsley

Space restrictions prevent us from thanking ALL our donors here.
The complete listing is available on our website at
www.moorelands.ca *Bold Names: Century Club Donors of 20+ years



I learned a lot of things about myself; how to be respectful to myself, and that it's not a bad thing to be yourself. And I love Camp for this one reason the most: you can be who you want to be and you don't have to be afraid of what other people think.

Meera, aged 11

My child had an amazing, life-learning experience with both leadership programs (ACE & SALT), she was able to learn the many values of life and learned to apply them back home. She hopes to come back and use those skills as a counsellor next summer.

Parent of a S.A.L.T. participant, August 2014

The 4 C's

At Moorelands, we talk a lot about the 4 C's and the "intentionality" of our programs.

By "intentional" programs, we mean that we carefully craft each of our activities to help children develop one or more of the 4 C's which form the foundation of Positive Youth Development. For example, a canoeing lesson is never just a canoeing lesson at Moorelands Camp. Sure campers learn to paddle a canoe, but they also learn to communicate, listen, work with a partner, take direction, persevere, and practise self-control. These are the skills they will use all their lives.

Research tells us that kids who are connected with their communities and have good role models are less likely to participate in delinquent behaviour. Competent, confident children are more likely to experience academic and interpersonal success, and youth who practise positive character qualities such as trustworthiness and responsibility make good citizens.

Competence

Skill building and mastery
Physical, cognitive and social skill development
Emotional competence – to respond affirmatively and to cope with positive and adverse situations
Cultural competence – to respect differences among groups and individuals of diverse backgrounds, interests and traditions

Confidence

Self-esteem
Self-confidence
Self-identity
Self-efficacy
Self-determination

Character

Trustworthiness
Respect
Responsibility
Fairness and Honesty
Caring
Citizenship

Connections

Making and keeping friends
Positive peer relationships
Social skills
Cooperation and team work
Sense of belonging
Getting along with others
Decision making
Positive relations with caring adults

Their Legacy Lives On...

What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. – Pericles

Moorelands would like to take this opportunity to honour the individuals who contributed through their estate in 2014. Their legacy will make a significant, lasting difference in the lives of children in need for generations to come. We are profoundly grateful.



As I looked around and saw those bright-eyed youngsters, drawn from every clime, colour, and culture, all of them from disadvantaged homes, all mixing together and having the time of their lives, I couldn't help thinking: "What a worthwhile way of contributing to the future peace and harmony of our multicultural society!"

Canon Peter Gratton

Anonymous (1)
Doreen Annie Dye
Mary Boswell Gray
Gertrude Moulton
Enid Moxham
Marjorie G. Putt
Anna Marie Ragsdale

If you are thinking about your own legacy and wish to make a meaningful difference in the lives of children living in low-income situations, please consider leaving a gift to Moorelands Community Services in your will. By taking the time now to carefully plan your bequest, you can reduce or eliminate taxes payable on your estate. This way, you can support a cause that is dear to you in a significant way without impacting your heirs.

We believe that every child deserves the chance to grow and succeed. We've seen the difference that Moorelands' programs make in children. That's why we decided to provide ongoing support through a bequest in our will.

M & D Deery

Outlive Your Life

For more information on leaving a legacy gift, or a gift to our endowed Century Fund, please contact us in confidence at 416.466.9987 Ext. 307 or mlewis@moorelands.ca

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(April to September)

Contract Development and Database Coordinator

(Moorelands organization chart is available on our website)

Imagine
Canada Ethical Code



since 1912
Moorelands
Helping kids shape brighter futures

Over 100 years of meeting needs and inspiring change

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