



A leadership experience for Toronto's disadvantaged kids

**Annual
Report**

2015

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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.

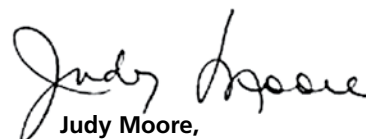
Second — our staff. We have been very fortunate in attracting and maintaining wonderful staff in the leadership roles and they, in turn, have recruited excellent staff to work in the day to day operation of our programs. Their dedication, creativity and inspiration ensure the excellent quality of the 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 2015

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

*Our motto
at Moorelands
Wilderness Camp, is
“that leadership shows us
to use what you know to
help others grow.*

*– Penny-Lane, Camp
Councillor*

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, 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); Youth Lead, Excel, Demonstrate (Youth LED); and Youth LED Volunteer participants build leadership, 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 390 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 these children well as they grow into young adults.

Youth LED (Lead Excel Demonstrate) & Youth LED Volunteer

Youth Leadership Programs offered in two schools with 58 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 — and have come to know and practise good citizenship, experience improved self-esteem, and earned certification in First Aid/CPR.



Family Programs

Baby Bundles

150 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

320 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

	2015	2014
Revenue		
Donations and grants	1,024,133	1,024,133
Legacies	50,000	50,000
Program fees	147,662	136,944
Investments Income	50,593	51,053
Other income, including interest	51,647	49,709
	<u>1,504,035</u>	<u>1,312,567</u>
Expenses		
Camp	752,352	767,556
City programs	291,308	442,170
Public awareness	72,099	72,087
Administration	91,159	111,805
Fundraising	268,728	225,217
	<u>1,475,646</u>	<u>1,618,835</u>
Excess (deficiency) of revenue	28,389	(306,268)
Inter-fund transfers	(28,389)	306,268
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
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

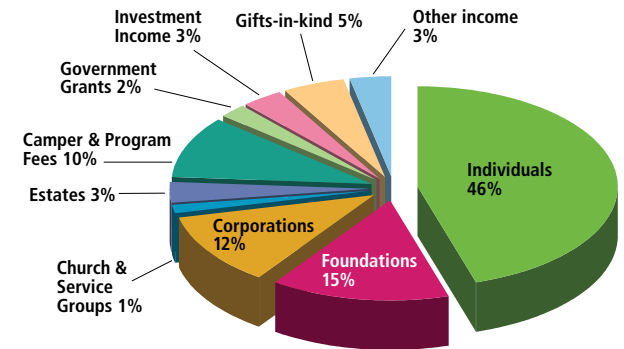
	2015	2014
Current assets		
Cash and short term investments	924,630	849,583
Receivables and prepaid	60,590	61,637
	<u>985,220</u>	<u>911,220</u>
Current liabilities		
Payables and accruals	22,648	32,001
Deferred revenue	15,575	47,100
	<u>38,223</u>	<u>79,101</u>
Working capital	946,997	832,119
Long term investments	412,231	404,455
Capital assets	2,487,170	2,664,695
	<u>3,873,424</u>	<u>3,913,860</u>
Fund balances		
General fund	-	-
Capital fund	300,924	200,000
Operating Reserve fund	673,099	644,710
Bursary	49,000	45,500
Endowment	363,231	358,955
Invested in Capital Assets	2,487,170	2,664,695
	<u>3,873,424</u>	<u>3,913,860</u>

Overview of 2015

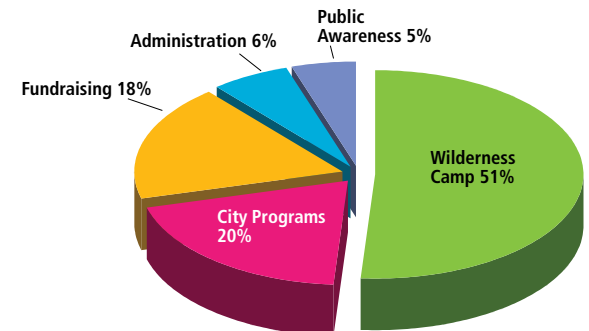
As a small charity, we rely heavily on our loyal donors and strive to add new donors and granting entities each year. This support has led to Moorelands Community Services experiencing a small surplus in the 2015 fiscal year. With the continued support of our donors, we are confident that we will again be able to achieve positive results in 2016. We have a vibrant, energized and committed fundraising department and an excellent Fundraising Committee offering leadership. We look forward to delivering excellent programs that bridge the opportunity gap for Toronto children and youth.

Corinne Ho,
Chair, Finance Committee

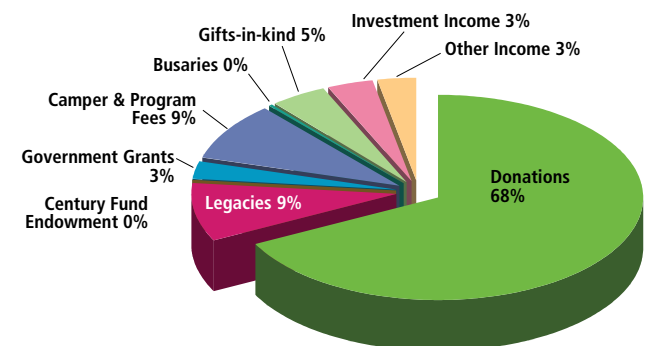
Revenue by Source (Operating Funds 2015)



Operating Expenses 2015



Total Income All Funds 2015



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

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Helen and William Banham
Robert G. Boeckner
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Leigh A. Davidson
Kelly Dunlop and Robert Smith
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Helping Hands Circle 2

(\$1,000.00 +)

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Ann Abraham
ACW-Christ Church Deer Park
Mark Alton

First and foremost, we had an absolute blast participating in your BLAST Pan Am/Parapan Am day. The McCarthy Tétrault Articling students and I regularly comment on the quality of your program; we were all blown away by the kids and could not believe how fun and well-behaved they all were. It was truly remarkable.

– Kathryn Honsberger, Acting Director of Student Programs, McCarthy Tétrault LLP



Moorelands helped me become the person I am today... whenever I look back or think about my time at Moorelands, it always puts a smile on my face."

– Miranda Tulsi,
Alumni

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Red Robin Foundation at the Strategic Giving Foundation

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

**Richard White,
President Tippet
Foundation**



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Helping Hands Circle 3 (\$500.00 +)

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ACW-Church of St. Jude, Wexford
ACW-Church of St. Leonard
ACW-Grace Anglican Church
ACW-St. Paul's, Beaverton
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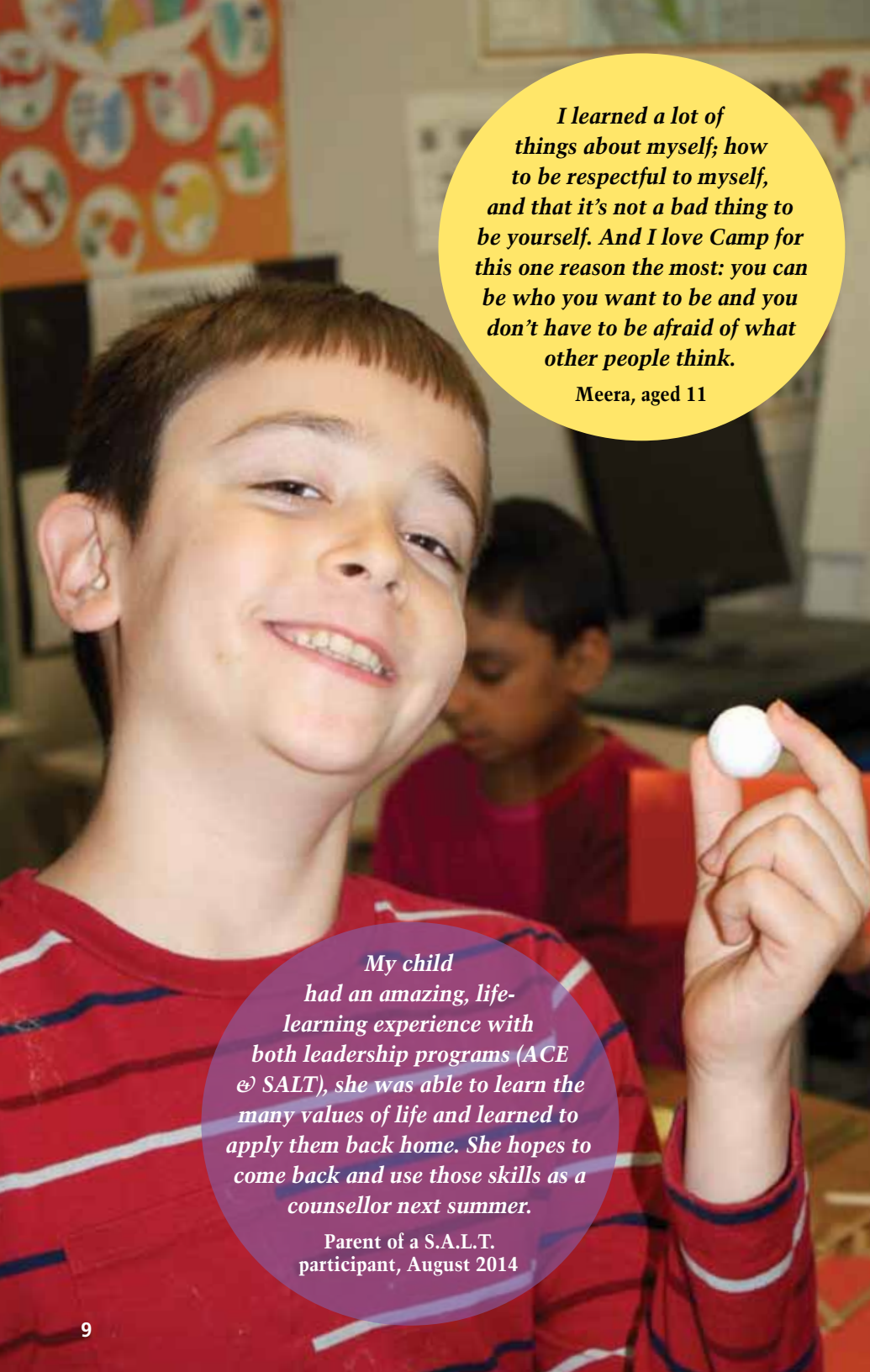
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Bart Yabsley

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

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.

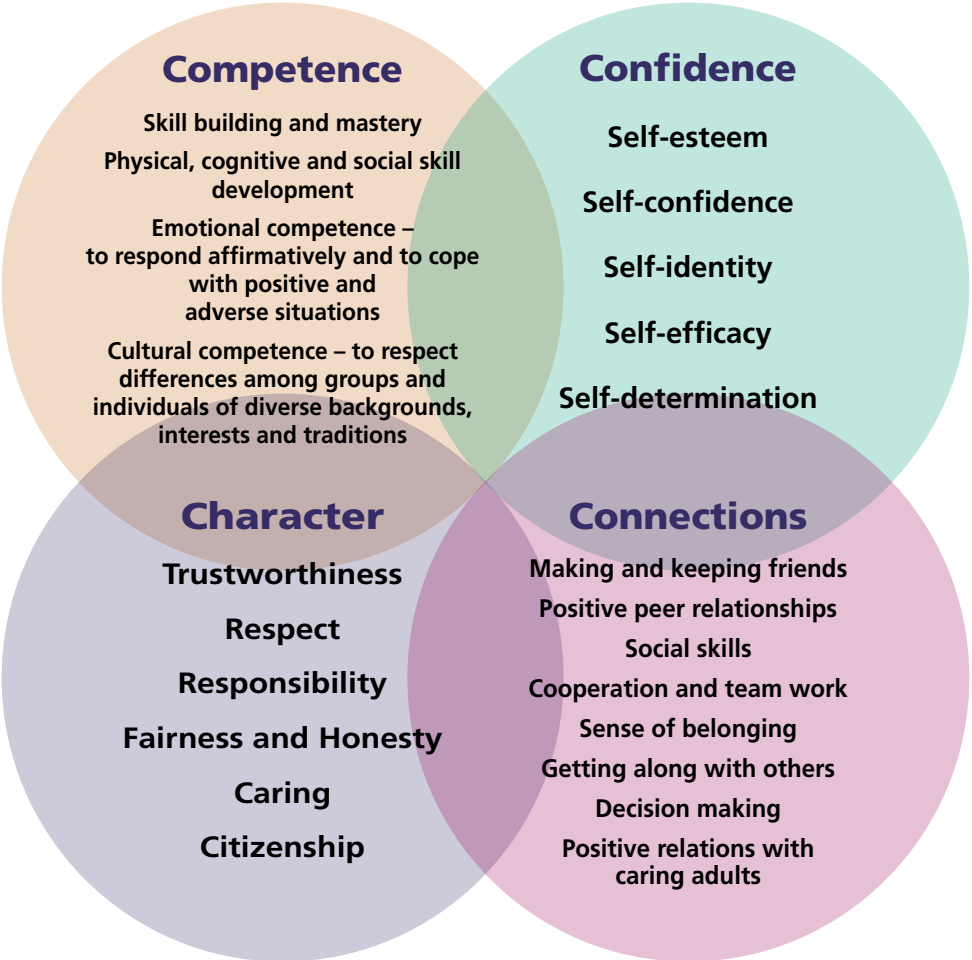
Parent of a S.A.L.T. participant, August 2014

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.



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 2015. Their legacy will make a significant, lasting difference in the lives of children in need for generations to come. We are profoundly grateful.

Estate of Alice Moulton

Estate of Dorelle Cameron

Estate of Doris Jean McCarthy

The Gertrude Moulton Trust

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.



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

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



2015 MOORELANDS BOARD OF DIRECTORS

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President

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Vice-President & Secretary

Robert BLACK

Natasha BRONFMAN

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Barney COLVEY

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Lynda TILLEY

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Development and Stewardship Officer

Ranjan KHATRI

Database and Development Officer

Cheryle POLLOCK

Administrative Coordinator

Leisha SLADDEN-ATKINSON

(April to September)

Contract Development and Database Coordinator

(Moorelands organization chart is available on our website)



Moorelands

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