



 **Moorelands**

Creating leadership opportunities for Toronto kids

Annual Report 2017

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President's Message



Despite past successes, our work is not done. Kids still need us.

Toronto is still the Number #1 child poverty capital of Canada, and it's on the rise in Toronto - our

very own backyard. That fact was echoed recently in Toronto Foundation's 2017/2018 report, Toronto's Vital Signs, indicating that child poverty is there and still hurting our most vulnerable.

For over 100 years, Moorelands has stood beside thousands of kids in need. Our job was then, as it remains today, to help kids grow as young leaders and to do so while providing them with safe and fun-filled experiences at a crucial time in their lives.

We intend to stay our course but to do much more.

Reaffirming its earlier decision to **Serve More Children and Youth**, Moorelands' Board of Directors and staff have begun the work of positioning Moorelands to be a stronger and better recognized voice and leader in the community. As part of a phased-in transition, Moorelands intends to accomplish its goal by expanding City programs beyond Thorncliffe Park and Flemingdon Park to a new priority Toronto neighborhood before the end of 2018.

This expansion includes, for instance, introducing a *Youth LED* (Lead, Excel Demonstrate) for 13 and 14-year-olds and then expanding by offering our full *BLAST* (Budding Leaders After School and *VITAL* (Volunteers in Training as Leaders) programs for 6 to 12 and 15-19 year-olds respectively, by early 2019.

In addition, for 2018 we will increase by 30% the number of children who we serve at *Moorelands Camp* and then by another 20% in 2019. The growth at camp can be achieved by fully utilizing our existing excellent facilities and adding one or more weeks to our summer program.

Happy
100th Birthday
Moorelands Camp!



1917
Founder
Canon
R J Moore
opens
Moorelands
Camp



1930

Fighting the Depression



1955

Rebuild of
Camp at
Beaverton

Other great things are happening at Moorelands.

First, we just celebrated our Camp's 100th Anniversary. It's an amazing accomplishment knowing that we have provided a wonderful and safe learning experience for thousands of kids.

Second, we are in the midst of rebranding Moorelands to give it a fresh new image while respecting our past heritage. This will include, for instance, a refreshed logo, and a new look and feel for our quarterly newsletter with the intention of increasing our profile and impact. We have also embarked upon a more formal Planned Giving program. You will hear more about these programs in the coming months.

Moorelands is much stronger today than it has been in the most recent past – we have a strong leadership team in our City After-School Programs, at Camp and in the office, our programs and messages are aligned, and our annual revenues are both meeting current needs and growing.

I close with a number of well deserved recognitions and thanks. To our staff team who regularly exceed expectations in all they do. To our many friends and supporters – both long term and new, including foundations, corporations and individuals in Leaside, at Kawagama Lake, from around the city, and indeed around the world. To our retiring Past President David Dorsch, who has been a wise leader and steward of Moorelands for many years and to our retiring Finance Committee Chair John Tremayne, who has shared his skills, talents and insights with us.

Finally, thank you to the children and youth we serve and to their parents for trusting and having faith in Moorelands. You inspire us. You are the reason we exist.

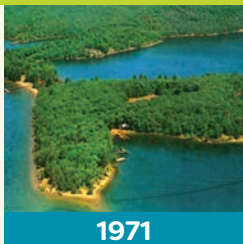
Respectfully Submitted,

Robert Webb | President



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 & character.**



1971

Moorelands Purchases Camp Kawagama

2001

DCA Changes its Name to Moorelands



2011

Camp Rebuild Complete



2017

Mandate to Serve More Kids and Serve Kids More

Executive Director's Report 2017



Dear Friends,

2017 has been a very full year, exploring why 'Moorelands Matters' to 1170 children and their families.

We found new partners and continue to see our community and supporters grow. We launched a strategic directive to serve more youth. We "weathered" the challenge of having camp close for one session over the summer – only the second

time in 100 years of camp – with trees down, no power, no water and no phones, all caused by extreme weather. We sat on an advisory panel of best practices in after-school programming for the benefit of partners Toronto Community Housing and the Jays Care Foundation. We grew our capacity for *Youth LED* to almost double the enrolment of 2016. And we commemorated both camp's 100th birthday and Canada's 150th birthday with a memorable reunion at *Moorelands Camp*. We have so much to celebrate!

At *Moorelands Camp*, with a grant from Toronto Community Foundation, a Canada 150 trail was created, and each camper visited the 15 stations to learn about Canada throughout the decades. Campers wrote their hopes on cards that, when put together, created a huge Canadian flag which was displayed all summer.

Kerry, age 9, shares

My hope for Canada: "I hope that Canada can be a peaceful country and no one is to feel unsafe and insulted."

My hope for Moorelands: "that Moorelands keeps everyone safe and everyone can learn something new."

Moorelands' after-school programs continue to grow and meet the needs of Thorncliffe and Flemingdon Park neighbourhoods. In September 2017, our *BLAST* programs were aligned to include STEM (Science, Technology, Engineering & Math), giving a broad range of skills to the participants. Through strategic partnerships with Scotiabank and Jays Care, we devoted more hours to staff training with strong results.

This summer, our events efforts focused on sending 100 kids to camp with a Moorelands' gala at Palais Royale and the third annual Starry Summer Night Bash, organized by a generous group of Kawagama Lake cottagers.

We heard from Randy, an alumnus, who spoke of his career path that was inspired by his time at *Moorelands*; Sage, who shared that as a successful high school student, every day she uses skills learned at *Moorelands*. And Autumn, who grew and gained strength, as she experienced a sense of belonging at camp.

The strengths that children and youth are gaining through *Moorelands* would not be possible without our dedicated donors, committed board members, faithful volunteers and dynamic staff team.

To those on the journey with us, thank you for being part of *Moorelands* in 2017. Now in 2018 let's give more children and youth the opportunity to discover for themselves why 'Moorelands Matters.'

Respectfully submitted,

A handwritten signature in blue ink that reads "Lynda".

Lynda Tilley | Executive Director

Making A Difference - Our Impact In Numbers

Kids Helped	1170	1595	Volunteer Hours
Families Helped	728	348	New Donors Giving
Young People Provided with Jobs	77	85+	Other Community Agencies supported by Moorelands' Work
Daily Programs, Throughout the School Year	3	487	Hours of New Camper Outreach Achieved
Weekly Programs, Throughout the School Year	2	482	Campers Attended
Spaces/week, After-School Leadership	495	59%	Returning Camper Families
Camp Spaces Available	518	41%	New Camper Families
Baby Bundles Delivered	244	1224	Moorelands' Alumni Identified
Christmas Sharing Families	310	100 th	Anniversary of Camp Reunion

Building Opportunities

Moorelands Camp

518 spaces for children and youth aged 8-16

Moorelands 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 build leadership, 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 After-School Programs

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

Moorelands After-School 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 420 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 (Youth Lead Excel Demonstrate) & VITAL (Volunteers in Training as Leaders)

Youth Leadership Programs offered in two schools with 75 spaces for youth aged 11-18

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 -

244 Moms & Newborns helped

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

310 families (more than 700 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 programs was provided with a gift and holiday treats – made possible by the congregation of Grace Anglican Church Markham, and members of our extended Moorelands family.



At Moorelands We Are Intentional...

We intend that children gain skills, experience personal growth, develop confidence and make friends because they have been to Moorelands.

Moorelands' programs teach kids from low-income Toronto neighbourhoods the 21st Century skills they need to be outstanding leaders and engaged citizens.

91%



of *VITAL* youth reported improvement in their decision making and teamwork skills

100%

of *Youth LED* participants said the program helped them improve their communication skills



97%

of Moorelands' campers reported they found a positive role model in a staff member

91%

of Moorelands' campers told us that camp taught them to be more responsible



98%

of *BLAST* kids can state how they use their new found leadership skills outside of Moorelands

Our Financial Position

Summary Statement of Operating Activities for the Year Ended December 31

	2017	2016
Revenue		
Donations and grants	1,361,446	1,277,648
Legacies	50,000	50,000
Program fees	141,713	141,316
Investments Income	81,032	62,135
Other income	68,267	57,655
	1,702,458	1,588,754
Expenses		
Camp	720,045	700,907
City programs	426,658	367,302
Public awareness	86,009	82,128
Administration	112,375	106,738
Fundraising	259,773	266,241
	1,604,860	1,523,316
Excess (deficiency) of revenue	97,598	65,438
Inter-fund transfers	(97,598)	(65,438)
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

	2017	2016
Current Assets		
Cash and short term investments	1,333,094	1,299,191
Receivables and prepaid	169,183	109,389
	1,502,277	1,408,580
Current liabilities		
Payables and accruals	37,108	23,978
Deferred revenue	2,300	19,575
	39,408	43,553
Working capital	1,462,869	1,365,027
Long term investments	456,170	429,160
Cash Surrender Value of Life Insurance	60,173	41,747
Capital assets	2,171,269	2,313,173
	4,150,481	4,149,107
Fund balances		
General fund	-	-
Capital fund	683,477	668,237
Operating Reserve fund	839,565	738,537
Bursary	58,450	53,000
Endowment	397,720	376,160
Invested in Capital Assets	2,171,269	2,313,173
	4,150,481	4,149,107

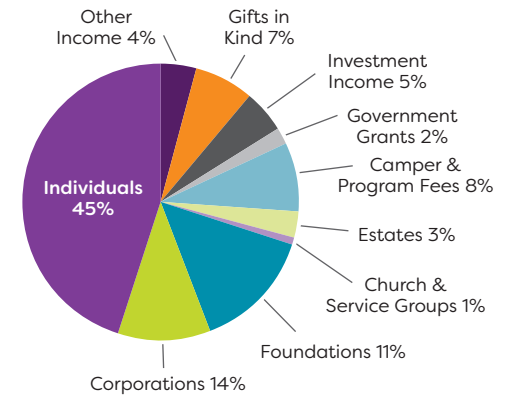
Overview of 2017

As a small charity, we rely heavily on our loyal donors and strive to add new donors and granting entities each year. In 2017, we successfully increased support, resulting in a surplus to be reinvested into Moorelands Community Services' programs and into serving more youth.

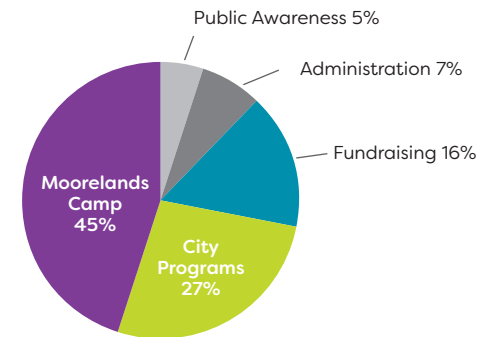
Our committed Board and Fundraising Committee are excited to serve more youth and serve youth more. With the continued support of our donors, we are confident that we will again be able to achieve positive results in 2018. We look forward to delivering excellent programs that bridge the opportunity gap for Toronto children and youth.

John Tremayne | Chair, Finance Committee

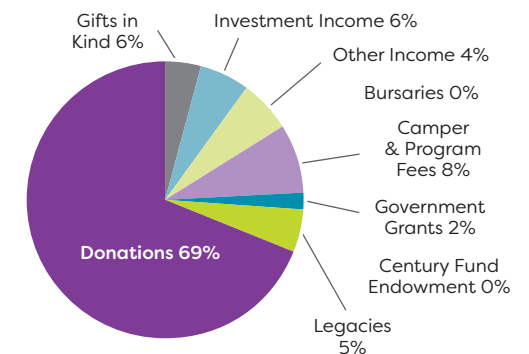
Revenue by Source (Operating Funds 2017)



Operating Expenses 2017



Total Income All Funds 2017



Why Now? The Need in Numbers

 Toronto is Canada's child poverty capital¹

133,000

children in Toronto are living below the poverty line²

That's 1 in every 4 kids you see³



The rate of child poverty is higher for newcomers it's at 1 in 2¹




Where Moorelands serves, child poverty rates are between 40% & 63%¹ below the poverty line.

Toronto is also the income inequality capital of Canada. Between 1970 and 2015, income inequality grew by 68%³



Poverty is not as easy to see as it once was. Over the last 40 years, low-income residents have moved from being primarily in the inner city to the inner suburbs⁵

 Child poverty has been shown to result in lower educational attainment, worse health and lower levels of income in the long-run⁴

¹Unequal City: The Hidden Divide Among Toronto's Children and Youth. (2017)

²Resilient Neighbourhood Economies Report. (2016)

³Toronto's Vital Signs Report. (2017-2018)

⁴Conference Board of Canada. (2017) Child Poverty: International Ranking.

⁵Ibrahim, D. (2017). Growth and Change in Toronto's Neighbourhoods: The challenges of planning for growth and density in the downtown and inner suburbs.

Transforming the Lives of Children

We are profoundly grateful to our loyal and caring donors, and we offer a special thank you to two groups: our long-time Century Club donors, whose names are bolded, many of whom have supported our work for 20 years and more; and our Sustaining Donors, who chose to make monthly gifts, which allow us to plan for our future programming. You are our foundation.



"Giving children an opportunity to learn self-esteem and self-confidence in a supportive and positive environment is key in all aspects of life. Moorelands provides that opportunity."

– Niomie Massey,
Moorelands Donor

Moorelands Sustaining Donors

Anonymous (2)
Patricia Anselmi
Helen Banham
Robert G. Boeckner
Laura and Randy Bowes
Tyanna Cameron
Rebecca Van Monsjou Curran
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Lynda and Steve Tilley
Adrian van Monsjou
Karen Weston
Mari-Lynn and Brian Wikant
William Wilkins

Thank You

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 310 families and City Programs participants. Thank you all so much.

Patrons Circle (\$100,000 +)

The Gale Family

Leaders Circle (\$50,000 +)

Bill & Karen Barnett

Mackenzie Investments
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Joseph Schull

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ACW-Church of
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Mark Alton

Francis Rodriguez Anjo

The Aubrey & Marsha
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the Oakville Community
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Sheila Dunn

Dwight Garden Centre

Grant and Barb Edey

Frances and Todd Edgar

Bill and Pam Estey

Peter Evans

Margaret Fanjoy

William Fanjoy and
Marg McKillop

Fieldgate Developments

"Moorelands
Camp is the
best experience
ever...it taught
me a lot about
what Canada is."

- Yusra
Camper, 2009

William A. Fillmore

Karen Finnemore

Ron and Anne Foerster

Sandra Forbes and
Stephen Grant

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Fordyce**

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The Gleeson Family Fund

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Grace Anglican
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Helping Hands Circle 2 (\$1,000 +)

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Griggs Family
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Foundation
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Andrea and Patrick
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Theresa Horne
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Elizabeth Leeson
Anne S. LeFeuvre
Rev. Mary Lewis
Margaret Light
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Mr. A. Benson Lorriman
**Bob and Janice
MacDonald**
Rory MacDonald
Catherine Mackay

I learned a lot
from my cabin
leaders and I can
surely use respect
and teamwork
in my daily life
to keep a good
reputation.
Thank you!"

- Dana
Camper, age 8

Helen and Derek
Mackesy
Gail MacNaughton
Bruce Macpherson and
Vanessa Slack
Marna Construction Ltd.
Ken and Anne Marpole
Niomie Massey
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Carolyn Watters
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Godyne Sibay
Sheryl Smith
Spark Legal
Management Inc.
St. Paul's L'Amoreaux
Church
Anthony and Nicole
Staughton of TBM &
Associates Inc.

"Moorelands
taught me
how to have
friendships.
It's where I
learned to trust,
to problem
solve, to
communicate
properly ... and
find solutions,
even when you
don't see eye
to eye."

- Mike Roy
Camper, 1992

Stephen Stobie
Sam Sutcliffe
**Joanne R. Sutherland
and Robert C. Douglas**
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Helping Hands Circle 3 (\$500 +)

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Tony Andras
Joan Baker
Allen and Jane Baldwin
**Christopher & Joan and
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Anne Richards**
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Toronto Foundation
M. Lee Booth
**Walter M. &
Lisa Balfour Bowen**
Jacqueline Brookes
Maureen E. Buckingham
Busch Systems
**Robert and Patricia
Campbell**
**Brian and Charlotte
Carter**
Cedar City
Developments
Karen and David Chow
Richard Coles





"BLAST has taught me about taking responsibility for myself and making good choices."

- Hanna, age 10

Helping Hands Circle 3 (\$500 +)

William and June Coward

Geoffrey Dale

Deer Valley Holdings Incorporated

DIALOG

Farrell Family Gift Fund at the Strategic Charitable Giving Foundation

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Cornelia Schuh and Michiel Horn

Patty Seravalle

Carol and John Shelly

Frances Sherring

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Brian Smith

Paul B. Spafford

St. Cuthbert's Anglican Church

St. Leonard's Church

St. Martin's (Anglican) Church Outreach Committee

St. Wilfrid's Ladies Bridge Club

Donald Steadman

Anita Stefan

Louise Stevenson

Jaffer and Parin Sunderji

Ian and Rosemary Tannock

Douglas Todgham

Eleonore Turner

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Twigge-Molecey Family Foundation at Benefaction

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ACW-St. John the Divine

ACW-St. Lukes Anglican Church

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As the 2017-18 Toronto Vital Signs report concluded, "Toronto's continued success is contingent on building a city where everyone can share in emerging opportunities and an excellent quality of life."

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"I still get the shivers
 when I think about
 camp... I always
 wanted to be on
 first so I could get
 the first boat to the
 island... During those
 years there was one
 constant in my life.
 That was Moorelands.
 I never felt anything
 other than totally
 safe."
 - Karen Fudge
 Camper, 1985



"Moorelands gave me many skills, rich experiences and a love of the outdoors that I have brought with me into my current career working with youth with mental health issues."

- Karen Reid, Camper, 1960-70s

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"VITAL has helped me be more responsible. It's helped me be a leader in my community."

- Fasia, age 15



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Their Future is In Your Hands

"Experiencing
Moorelands should
be something every
kid gets a chance to
do, regardless of their
financial situation."

- Jennifer Paredes,
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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.

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