

Connections

Competence

Annual  
Report  
2011

Confidence

Character



## Executive Director's Report

As Moorelands (formerly the DCA) celebrates its 100th Anniversary this year, we honour the people – the generations of volunteers, staff, donors, supporters and advisors – who are responsible for 100 years of innovative, dynamic and persistent work to improve the lives of socially and economically disadvantaged children and families in the City of Toronto. We rejoice in Moorelands' long history of creative work responding to, and reducing barriers posed by poverty, while creating opportunities for the well-being of vulnerable children, their families and neighbourhoods.

With its rich history in community service to a variety of at-risk communities, for the past 15 years Moorelands has chosen to focus exclusively on its work with low-income children and youth. Last year alone, Moorelands provided more than 1,000 children and youth from some of the poorest neighbourhoods in this City with opportunities to gain new skills, competencies and strategies to help them meet the challenges of adolescence and adulthood.

Recognizing that investment in children will yield benefits to both the individuals served and to their families and communities for generations, Moorelands has become a model service provider using evidence-based practices grounded in both academic and field research with a rigorous internal and external evaluation regime.

As we look to the future, our vision is to become one of Toronto's leading providers of evidence-based out-of-school programs for disadvantaged children and youth. With your support, we can change the course of children's lives and replicate our model of success throughout low-income Toronto neighbourhoods.

It is true that we live in uncertain economic times. According to Imagine Canada's recent Sector Monitor, over 25% of charities regard themselves as being at risk. Demand for services remains high, and many charities are experiencing difficulties carrying out their mission. That said, we take comfort in the fact that our venerable charity has weathered two World Wars and the Great Depression. In fact, Moorelands has not only survived for 100 years, it has thrived. With this in mind, we look forward with optimism and confidence, and hope we can count on you to be our partners on the exciting journey into the future.

A handwritten signature in black ink, appearing to read "D. Jones".

## President's Report

2011 marked the end of an eventful 99 years. While much has changed over the past century, the incidence of child poverty in Toronto, sadly, has not. Indeed, the need and demand for our services has never been greater. In one year, poverty in the Toronto Region rose 22% and the rate of child poverty was up by more than 43%. Today our biggest challenge by far remains securing sufficient donations to maintain and to expand our programs in order to support disadvantaged children in several of Toronto's most under-served neighbourhoods.

I'd like to thank all of our donors, large and small, who have supported us over the decades. We have been blessed with many very loyal long-term supporters. Together, you have sustained Moorelands and have made a positive difference in the lives of tens of thousands of disadvantaged children, providing them with opportunities to learn new skills, concepts and strategies to help them meet the challenges of adolescence and adulthood.

On the special occasion of our 100th Anniversary, I invite all of you to become a part of Moorelands Community Services forever by contributing to our newly established "Century Fund". This endowment has been set up to secure Moorelands' future, and will generate a steady stream of income to help us finance our programs. The faster we can grow this fund, the higher the annual interest payout will be, and the more programs we will be able to operate.

The fund has been launched with a generous \$50,000 matching gift offer from an anonymous donor. By making a contribution this year, you can double the impact of a gift that keeps on giving.

While 2011 was a challenging financial year for us, it was also a year of accomplishments. In particular, we reached the end of our 10-year rebuilding process of Moorelands Wilderness Camp on Lake Kawagama with the completion of the Hub recreation centre, sports field and renovations of six cabins – all in time for our 100th Anniversary.

I would like to encourage all our supporters to take the time to join us at one or all of the centenary celebrations we will be having throughout 2012, including an Evening of Thanks in June, Moorelands Wilderness Camp Visitors' Day in July, and this year's signature event celebrating "100 Years of Brighter Dreams" on October 18. Details can be found on our website.

Above all, we will strive to continue to earn your support and confidence as able stewards of your gifts and to make a difference in the lives of the children we serve and the urban community we live in.



*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.*



### 1912

*Under the leadership of Canon R.J. Moore, Rector of St. George's, 6 downtown parishes of the Anglican Church unite to form the Downtown Church Workers' Association and begin their fight against grinding poverty, disease and hopelessness facing thousands of families in Toronto.*

### 1914

*Canada joins other British Empire countries to fight in World War I, the Great War.*

### 1917

*DCA is incorporated as a corporation without share capital in the Province of Ontario.*

*5 acres on Lake Simcoe near Beaverton purchased for Moorelands Camp. A large bungalow with 32 bedrooms and a large living room and kitchen is built by laymen as a memorial to their sons who had perished in the Great War. The camp is named after the Reverend and Mrs. Moore, and would eventually grow to 18.5 acres.*

### 1918

*World War I, the Great War, ends and the world experiences the Spanish Flu pandemic.*

*Moorelands Camp opens and welcomes 500 children aged 12 and under and their mothers in parties of 100 for 12 days during the summer. The camp continues at the Beaverton location until 1971.*



## The Intention behind our Programs

Moorelands' programs are evidence-based and "intentional" and all our fun activities are designed to help 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.

We intend that children gain skills, experience personal growth, gain confidence and make friends. The activities we offer are not only fun but provide a means for children to learn, experience and practise important life skills and strategies that help prepare them to meet the challenges of adolescence.

Using a strength-based approach, we teach young people how to make good choices; help them to build social, emotional and cultural competence; provide them with opportunities to develop confidence and self-esteem; and connect them with caring adults and their communities.

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

A key factor that sets Moorelands' programs apart from others is our aim to honour both the individual and the community. Moorelands honours the child as an individual, recognizing that character, competence and confidence will have lasting effects on both their academic and personal success. We also equally honour the communities to which the child belongs and will belong; Moorelands recognizes the importance of cultural, linguistic, and religious heritage and belonging, while maintaining the goal of a cohesive, cooperative and competitive city. The country of origin and the beliefs of the child are honoured and seen as a gift and opportunity for building a vibrant, progressive city rather than as a challenge to be dealt with.

# Our Programs

## Moorelands Wilderness Camp

**600 spaces for children and youth aged 8-16**

Within 40 acres of forest and beaches in the Algonquin Highlands, kids aged 8 to 16 can swim, canoe, kayak, hike, and participate in high ropes, music, arts and crafts, and drama. Under the friendly guidance of carefully trained counsellors, they learn and practise important life skills such as communication, teamwork, problem solving, and character traits such as trustworthiness, respect, responsibility, citizenship and caring. And they return home with incredible memories, proud achievements, and new friendships – 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 (After-school, Youth Leadership and City Summer Day Camp), 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 with 440 spaces for children aged 6-12**

Moorelands' BLAST programs focus on the whole child and offer a wide range of activities such as reading circles, 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.

## Youth LED (Youth Lead Excel Demonstrate)

**Youth Leadership Programs with 84 spaces for youth aged 11-15**

Through role playing, games, workshops, discussions and many other activities, participants develop their own 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 their community, and have come to know and practise teamwork and good citizenship, and experience improved self-esteem.

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

**City Summer Day Camp with 448 spaces for children aged 6-12 and 42 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, cooperative 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 literacy and educational activities reinforce habits of learning that might otherwise stagnate or backtrack.

**Getting it right:  
The sweet spot of  
evidence-based  
practice (EBP)**

Own  
Expertise and  
Experience

EBP

Client and  
Situation

Research  
Evidence

**1926**

*Canon Moore dies.*

**1929**

*Stock Markets around the world crash and the Great Depression begins.*

**1930's**

*DCA responds to the needs of those affected by the Great Depression concentrating on the provision of food, clothing and shelter. Programming includes:*

- St. Faith's Lodge
- Home Visits and distribution of food and clothing
- Moorelands Camp for mothers and children aged 12 and under
- Christmas Exchange for 200 + families each year
- Mothers' Guilds
- The Work Room (starting in 1932) where women (most of whom do not qualify for relief) can sew 1 afternoon a week and are paid \$1 plus car fare to repair donated clothes which are then distributed

*By the end of the decade, DCA faces imminent financial crises due to lower donations and high demand because of the Depression. As a result, budgets are pared and no new ventures are undertaken.*

**1939**

*Canada enters World War II.*

**1940's**

*Emphasis is placed on direct aid, stabilizing the organization's financial position and recovering from the demands of the Depression.*

**1945**

*World War II ends.*

# Our Family Programs



## Baby Bundles

It is natural for all expectant moms to feel some anxiety about the impending arrival of their newborn. It is an especially anxious time when money is really, really tight.

Moorelands co-ordinates the hand-delivery of a free baby bundle to new mothers via a nurse or service worker who uses all the wonderful items provided as teaching aids and a means of establishing a bond. These bundles of basic supplies such as diapers, soaps, shampoos, blankets, clothing and much more, are assembled by our dedicated volunteers. This one-of-a-kind Toronto program helps to ensure that these mothers in need can provide the necessities for their infant, and their interaction with their worker helps them become connected to their community.

Countless volunteers lovingly knit and crochet baby sweaters, booties, bonnets and blankets that become part of the bundle. These personal items send a message of caring and support to struggling young mothers, and help to restore dignity and hope.

*"My clients and I are very pleased and appreciative of these baby bundles. Joy, happiness, relief, and a sense that someone cares for them are some of the reactions I see when I bring the Moorelands baby bundle. To see their faces and reactions when I bring home a baby bundle is more than any words that can express their gratitude. From my perspective, they not only help the families have a good start for their baby, it also gives them a sense of belonging in a "Canadian" community." – Toronto Public Health*

## Christmas Sharing

Hundreds of individuals, often working together in groups from their churches, offices, or with friends/families, helped to make Christmas memorable for 254 families (over 1,000 individuals) with their donation of time, dedication and gifts. In addition to warm clothing and hand-selected gifts for the children, each family received a grocery store gift card to help purchase items for a special holiday meal.

Also, each child in our City Programs received a warm hat and mittens, and a book or game or toy. Our deepest gratitude goes out to all of our 2011 Christmas Sharing donors.

## Christmas Sharing Adopters

### Companies

All Saints Kingsway  
Axis Reinsurance Company of Canada  
Bath Fitter Etobicoke  
Bear Winter LLP  
Belairdirect  
Bullfrog Power  
Cardinal Funeral Homes  
Choice Hotels  
Church of St Leonard  
Church of the Messiah  
Church of the Transfiguration  
CI Investments  
CIBC Wood Gundy  
Canadian Institute for Health Information  
Community Safety & Corrections

Davis LLP  
Haverlag College  
Hydro One Networks  
Jones, Gable & Company  
Koster, Spinks and Koster LLP  
Labbatt Breweries  
Manulife  
Manulife Financial  
Maurice Cody PS Kindergarten  
MEC Canada  
Ministry of Intergovernmental Affairs  
NorthWest Healthcare Properties  
North York General Hospital Pharmacy  
Oliver Wyman Group  
OPENLANE  
Perry Kieger & Associates  
Potpourri Group of St Clements  
Sapa Canada

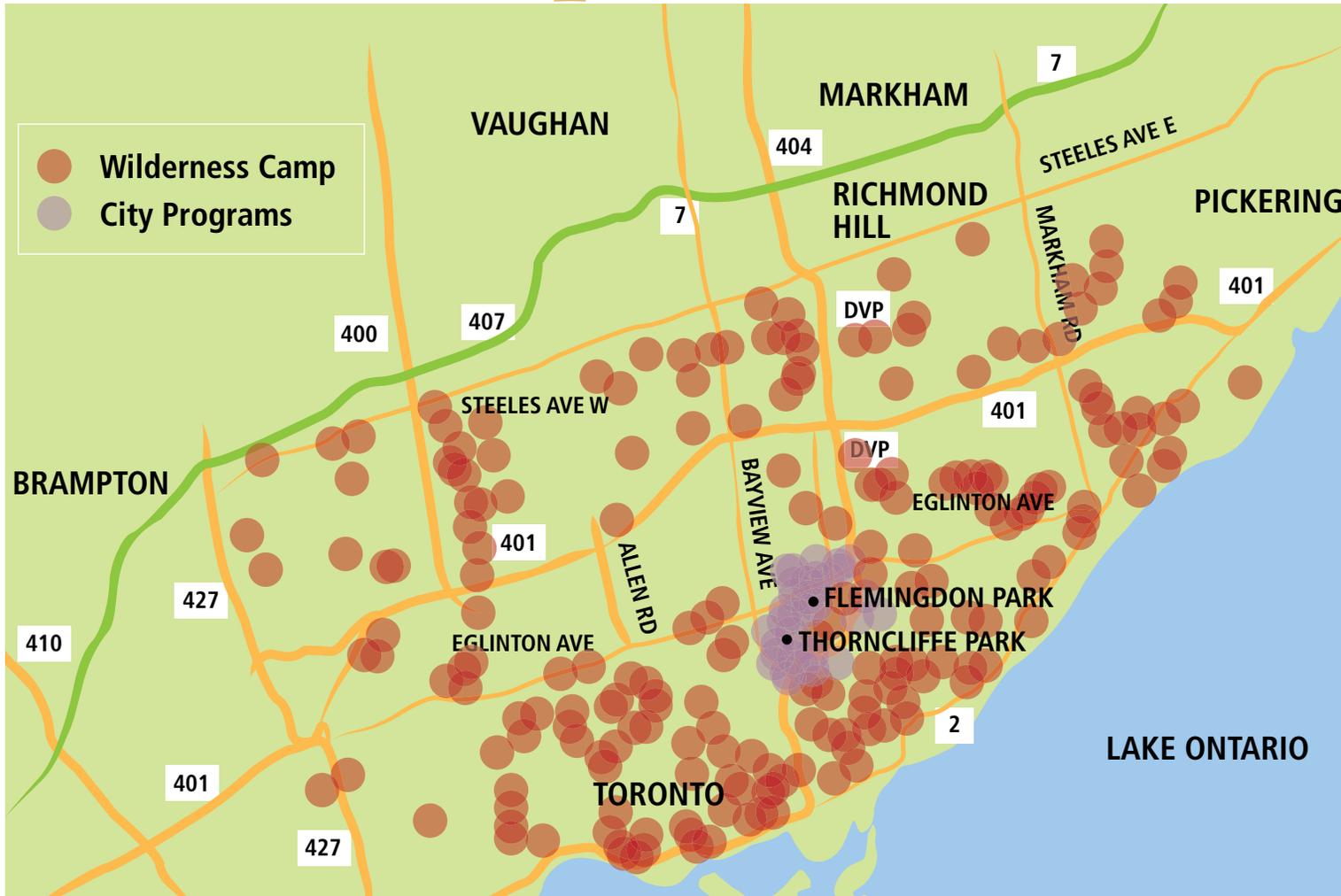
Scotiabank Retail Payments, Deposits and Lending  
Scotiabank - Retail Products & Services  
Shim-Sutcliffe Architects  
Sony Music Entertainment Canada  
St Clement's Anglican Church  
St Cuthbert's Anglican Church  
St Timothy's Anglican Church  
Sun Life Financial  
Sunwing Vacations  
TAXI Advertising  
TD Bank Group HR  
Toronto French School  
Toronto New School  
XL Group  
XL Insurance

### Individuals

Nicole Bontoft  
Cris Brown  
Burton-Cheung Family  
David Carr-Harris & Friends  
Kathleen Close  
Melanie D'Alessandro  
Keka Das Gupta  
Sara Davidson  
Nicole de Vries  
Jessa & Linda Featherstone  
Amy Ferguson  
Cheryl Ficker  
Tim Heeney  
Irene Huang  
Lynn Jette & Holly Reid  
Amy Joliet

Rochelle Liem  
Linda McCain  
Laura and Andrew Mitchel  
Laura Molinaro  
Libby Mulamootil  
Sandy Pacheco  
Kim Patrick  
Pina Porto  
Leslie Pringle  
Fran & Peter Ricketts  
Lori Russell  
Brandi Scales  
Susan Sheen  
Shannon Smithson  
Chris Swail  
Barbara Turnbull

# Our Participant Families



## Stats 2011

74% of Moorelands Wilderness Camp families earn \$24,000 or less and 55% earned \$16,000 or less.

Moorelands campers come from low-income communities throughout Toronto.

Moorelands campers are self-referred or referred by agencies such as Big Brothers/Big Sisters, Children's Aid Society, Toronto Employment & Social Services, and University Settlement House.

Moorelands City Programs are delivered in all the schools located in Thorncliffe Park and Flemingdon Park.

Thorncliffe Park Elementary is the largest elementary school in North America with more than 1,800 students in Kindergarten to grade 5 and has over 30 Kindergarten classes.

Thorncliffe Park and Flemingdon Park are two of the most culturally diverse neighbourhoods in Canada.

## 1950's

Programming includes: recreation programs – scouts, sports and girls clubs; Moorelands Camp for mothers and children aged 12 and under; Christmas Exchange; Layettes; and walking tours of the downtown for groups of teens from affluent congregations.

## 1953

A massive 3-year rebuild of Moorelands Camp is begun, leaving little money for urban programs.

## 1960's

DCA moves from parochial Anglican "hand out" organization to inter-denominational involvement in the wider community. Projects include: Direct Aid, community development in Regent Park, a "Skid Row" project, ESL programs, and the collaborative development of a downtown youth centre on Yonge St.

Moorelands Camp is considered by authorities to be "one of Canada's models in the field of charitable camp enterprises".

## 1970

Facing financial troubles, a changing city and declining participation in downtown churches, DCA undertakes a full-scale re-organization.

## 1972

A new home for Moorelands Camp is purchased on Lake Kawagama near Dorset – the site was formerly operated as Camp Kawagama and includes approximately 40 acres of developed camp property and about 40 acres of undeveloped wilderness.

The Aquarians, a group of more than 20 couples, whose sole beneficiary is DCA/Moorelands Camp, is formed – they go on to support the DCA/Moorelands Camp until 2008.

## Summary Statement of Operating Activities For the year ended December 31

	2011 (12 months)	2010 (12 months)
<b>Revenue</b>		
Donations and grants	1,195,317	1,357,588
Legacies	50,000	8,000
Program fees	142,184	146,352
Investment income, including interest	(21,520)	47,726
Other income	26,486	29,971
	1,392,467	1,589,637
<b>Expenses</b>		
Camp	784,389	785,906
City programs	427,717	383,707
Public awareness	77,494	80,942
Administration	95,852	98,145
Fundraising	198,455	172,064
	1,583,907	1,520,764
Excess (deficiency) of revenue	(191,440)	68,873
Inter-fund transfers	191,440	(68,873)
Net change in General fund balance	-	-

*Audited by Tinkham & Associates LLP*

### Description of Funds

<b>General fund</b>	program delivery and administrative activities
<b>Capital fund</b>	contributions designated for the acquisition of capital assets
<b>Operating Reserve fund</b>	permits continued program delivery during times of financial instability
<b>Rebuild Moorelands fund</b>	contributions and expenses specifically related to stated plans to replace many camp buildings
<b>Endowment fund</b>	contributions required by the contributors to be permanently held as capital
<b>Moorelands Camp fund</b>	contributions required by the contributor to be used for Moorelands Camp
<b>100th Anniversary fund</b>	The 100th Anniversary Capital Project Fun reports the contributions which have been designated, by the donor or by the Board, to be used to complete the rebuilding of the Moorelands Camp by its 100th Anniversary in 2012
<b>The Moorelands @ 100 Fund</b>	The Moorelands @ 100 Fund reports the contributions which have been designated, by the donor or by the Board, to be used to cover expenses related to the marketing plan and 100th Anniversary activities and events
<b>Invested in Capital Assets</b>	Moorelands Camp and other assets and expenses relating to the purchase, amortization and disposal of capital assets

## Summary Statement of Financial Position For the year ended December 31

	2011 (12 months)	2010 (12 months)
<b>Current assets</b>		
Cash and short term investments	1,161,924	1,233,627
Receivables and prepaid	72,956	166,344
	1,234,880	1,399,971
<b>Current liabilities</b>		
Payables and accruals	42,452	14,170
Deferred revenue	75,770	128,186
	118,222	142,356
Working capital	1,116,658	1,257,615
Capital Assets	3,105,312	3,103,883
	4,221,970	4,361,498
<b>Fund balances</b>		
General fund		
Capital fund	136,736	33,383
Operating Reserve fund	535,065	631,211
Rebuild Moorelands fund	-	24,032
Endowment	36,450	34,250
Moorelands Camp fund	265,660	385,023
100th Anniversary Capital Project	-	149,716
Moorelands @ 100	142,747	-
Invested in Capital Assets	3,105,312	3,103,883
	4,221,970	4,361,498

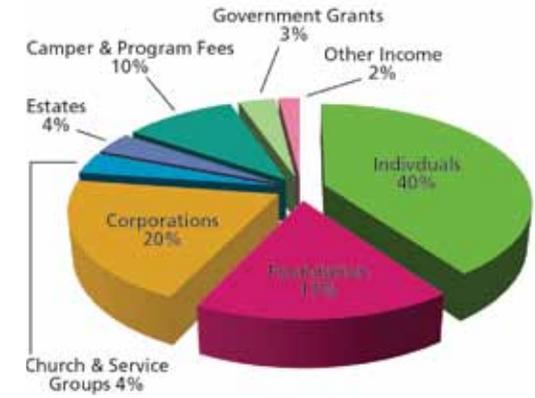
## Overview of 2011

2011 was a challenging year financially for Moorelands. We continue to enjoy the loyalty and generosity of our long-term supporters and patrons; however, we faced challenges in replacing some major gifts that had come to the end of their (3 year/5 year) giving cycles. As 2012 marks the 100th Anniversary of Moorelands, we have established an endowment policy to encourage our supporters to provide more permanent funding for our wonderful programs so that we are not so susceptible to economic swings.

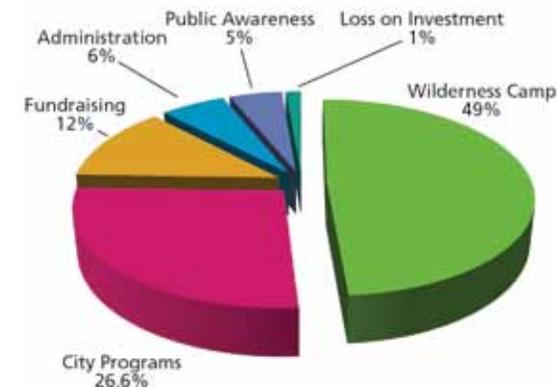
In spite of our challenges, we were able to contain many of our costs while not jeopardizing the quality of program delivery to our users. The staff and Board remain committed to maintaining the long-term financial stability of Moorelands and are continually seeking new sources of financial support. We are confident that our 100th Anniversary celebrations and other initiatives will ensure another 100 years of excellent programs for children and families in our community.

**Judy Moore,**  
Chair, Finance Committee

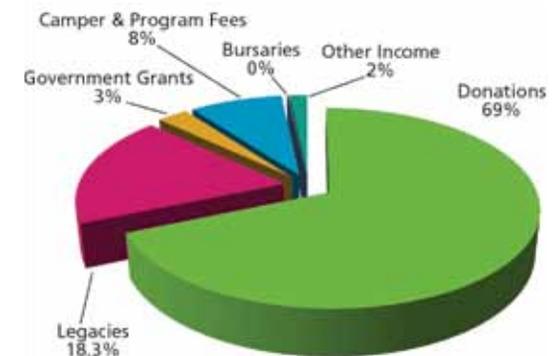
## Revenue by Source (Operating Funds 2011)



## Total Operating Expenses 2011



## Total Income 2011



# Corporate Champions

## Toronto Blue Jays – supporting Moorelands' kids in the City and up North



For the past five years, Toronto Blue Jays through Jays Care Foundation has been a major and valued partner of Moorelands' City Summer Day Camp, which provides a safe, fun-filled and memorable experience for children from the Flemingdon Park community, one of Toronto's 13 Priority Neighbourhoods. Through its Grand Slam Grants program, Jays Care helped subsidize the cost of 448 spaces in our City Summer Day Camp in 2011. In addition, thanks to a generous donation by the Toronto Blue Jays, our camp calendar always includes a much-anticipated field trip to Rogers Centre to watch a baseball game and delight in a welcome greeting on the video board.

In 2010, Jays Care pitched in a sizable contribution to Moorelands' decade-long infrastructure rebuild campaign for our Wilderness Camp in the Algonquin Highlands. A Field of Dreams grant helped

fund the restoration of the sports field, giving our 600 campers an exclusive space for sporting and recreational activities, such as baseball – a crucial element of the camp experience. Restoration of the field began in fall 2010, and when campers returned in summer 2011, they were greeted with a brand new, safe sports field for them to enjoy all summer long! You can see them spelling out their gratitude in the photo above.



## Taking Leadership to the Next Level – Mackenzie Financial Charitable Foundation

A treasured partner and stalwart supporter of our city programs for over a decade, Mackenzie Financial Charitable Foundation has become the main champion of Moorelands' leadership programs.

In 2011, a dream came true for Moorelands' City Program staff: with generous additional funding from Mackenzie Financial Charitable Foundation, LEAP - a leadership pilot - was launched during Moorelands' City Summer Day Camp, addressing a documented lack of summer programming for youth between the ages of 13-15 in the Flemingdon Park and Thorncliffe Park communities. In jam-packed two-week sessions, 24 participants learned about leadership skills and recreational program design, worked closely with the younger campers, acted as mentors and role models, and developed a closer connection with their community. Ten of our LEAP campers enjoyed camp so much that they stayed on as volunteers for the rest of the summer! Thanks to Mackenzie Financial Charitable Foundation, this year Moorelands will offer 42 summer leadership spaces in addition to the 42 spots offered during the school year, thus providing a year-round continuum of program choices for youth.



## HSBC – committed to meeting needs locally



For the second year in a row, HSBC Bank Canada has fully sponsored Moorelands' HSBC BLAST After-school program in Thorncliffe Park, one of Toronto's most under-served and over-crowded neighbourhoods. Here, a dense and hugely diverse population of mostly new immigrants greatly appreciates a corporate citizen committed to meeting their acute demand for affordable after-school programming for their children. The generosity of HSBC Bank Canada allows us to continue the delivery of 120 spots of our intentional programming, focusing on developing a set of lasting skills and abilities in children 6-12.



**1980**

Special committee on urban work created to deal with the cause of human suffering rather than the effects.

**1982**

The last summer the mothers' program is offered at Moorelands Camp.

**1986**

AIDS Ministry initiated to assist the community as a whole to respond to the reality of AIDS and to do so with care and compassion.

**1987**

Associates disband, signalling the completion of the transition to a professional staff model at DCA.

**1992**

The Board is reduced from 27 to 15 members and focus shifts to policy.

**1994**

New mission statement: The DCA works with economically disadvantaged children and youth from Toronto.

**1997**

New programs started in Flemingdon Park including Grenoble After-school and Young Women's Drop-in.

**1999**

DCA operates programs in Regent Park, Flemingdon Park and Queen/ Greenwood.

**2000**

Deb's Hall, the new camp dining hall is officially opened on July 22.

Research studies are conducted at Moorelands Wilderness Camp from 2000 to 2008 with professors from U of T to evaluate the impact of the camp experience on campers.

Every year, as we prepare our annual report, we have the opportunity to reflect on the extent of support we enjoy in the community. While we certainly felt the impact of last year's financial instability and market fluctuations, the vast majority of our loyal donors came through for Moorelands again. A special thank you goes to our long-time donors who have supported us for 5, 10 or even 20 years. But we would be remiss if we did not acknowledge the in-kind and volunteer contributions to our cause. Many hours of work have gone into the knitting of items for our beloved Baby Bundles. Similarly,

the Christmas Sharing campaign would not have been possible without hundreds of adopters who bought Christmas gifts for families less fortunate than their own. Finally, even though space restrictions prevent us from thanking ALL our donors here, the complete listing is available on our website at [www.moorelands.ca](http://www.moorelands.ca). At Moorelands we appreciate all donations – large and small. In 2011, gifts under \$500 amounted to the staggering sum of \$155,017 from 991 donors. Thank you one and all from all of us at Moorelands.

## Leaders Circle (\$50,000 - \$99,999)

**Bill and Karen Barnett**

HSBC Bank of Canada  
Mackenzie Financial Charitable Foundation\*\*

## Friends Circle (\$20,000 - \$49,999)

Anonymous (1)  
John and Linda Lamacraft \*\*  
Anna Yang and Joseph Schull

Bank of Montreal Financial Group\*\*  
**Great-West Life, London Life and Canada Life**  
Jays Care Foundation\*  
Sprott Asset Management LP  
Sun Life Financial  
**Tippet Foundation**

## Supporters Circle (\$10,000 - \$19,999)

Yvonne McGregor\*  
David Ross\*\*

Anonymous (1)  
736 Outreach Corporation  
CIBC Children's Foundation\*\*  
The Geoffrey H. Wood Foundation\*\*  
The Harold E. Ballard Foundation\*\*  
**Harry E. Foster Charitable Foundation**  
TD Bank Group\*  
**The Toronto Star Fresh Air Fund**

## Helping Hand Circle (\$5,000 - \$9,999)

Anonymous (2)  
David L. Dorsch\*\*  
Dension Edwards  
Camp Arowhon Campers of 2011  
**Gertrude Moulton**  
John Offutt and Jane Ferguson\*  
Steve Wilson\*\*

**ACW-St. James Cathedral, York Group**  
**CP24 CHUM Christmas Wish**  
**Church of St. Timothy**  
General Mills Canada Corporation  
**J. P. Bickell Foundation**  
Loblaws Inc.

McCarthy Tetrault LLP  
McCull-Early Foundation\*\*  
**Nelson Arthur Hyland Foundation**  
The Norman and Marian Robertson  
Foundation  
TD Securities Underwriting Hope Fund

## \$1,000 - \$4,999

Anonymous (9)  
**Ann Abraham**  
Patricia Agius\*\*  
Mary L. Aziz\*\*  
**A. Gordon and Joan Baker**  
**W. Michael Baker**  
**R. Victor Barnett**  
**Ralph and Fiona Benson**  
Shiraz and Nurjehan Bharmal\*\*  
Robert Black and Judith Adams\*\*  
**R.T.A. Bolitho**  
Laura and Randy Bowes\*\*  
Kathy and Drummond Brodeur\*  
Jim and Barbara Brodeur\*  
John and Ann Chamberlain\*\*  
**Hugh and Marion Chambers**  
**Cynthia J. Chevens**  
June Cooley\*\*  
Harold Corrigan\*\*  
Terry and Liz Couttie\*\*  
**Margaret Crossman**  
James Currie and Bill Newman  
**Robert G. Dale**  
Leigh A. Davidson\*\*  
Lionel Demercado  
Jeanne DesBrisay and Donald Gilchrist\*\*  
Grant and Barb Edey\*  
**Bill Estey and Pam Rosenthal**  
William Fanjoy and Marg McKillop\*  
Dr. Esther Fine  
**Sally and Nick Forrest**  
Allan and Elaine Francis\*\*  
**Carolyn Fredenburg**  
Michie T. Garland\*\*  
Jack Gibbons  
**Marianne E. Girling**  
**Janet Gouinlock**  
**Robert Gouinlock**  
Florence Hanna\*\*  
William Hatanaka\*  
**Clifford Hatch**  
Kathy Henderson\*  
Melvin Herzog\*

William N. Horan\*\*  
**Maruja Jackman**  
Patricia Jacobs and John E. Vanneste\*\*  
David and Stephanie Keeley\*\*  
Patrick and Barbara Keenan\*  
**Carolyn A. Kelly**  
**Robert and Nancy Langmuir**  
**Olivia and Douglas Lee**  
Elizabeth M. Loach\*\*  
Brad Luft and Keltie Sim  
Bob and Janice MacDonald\*\*  
**Gail and John MacNaughton**  
Ken and Anne Marpole\*  
John Maynard  
Hon. Margaret McCain OC\*  
**Linda McCain**  
**Michael McMurrich**  
**Diana McVitty**  
**Barbara L. Michasiw**  
**Judith Mills**  
Pauline and Douglas Morris\*  
Alice Moulton\*\*  
**Michael and Louisa Newbury**  
Jeffrey A Nisker\*\*  
Michael O'Mahony\*  
**Johanna Parker**  
Elizabeth Mary Paterson\*\*  
Jeff Plotnikoff  
Don Raymond and Jennifer Keenan\*  
**Barbara King Rea and Michael Rea**  
Shiraz Satchu\*  
Dagmar Schroeder and Uwe Stueckmann\*  
**Peter and Katherine Seybold**  
**Claire Shaw**  
**Brigitte Shim and Howard Sutcliffe**  
Martha Shuttleworth\*\*  
N.L. Shuttleworth\*  
Murray M. Sinclair\*\*  
David G. Smith\*\*  
Gary Solway  
**Paul B. Spafford**  
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## Estates

Estate of Esther Gaskon  
**Estate of Muriel Ada Eames**  
**Estate of the Late Doreen Annie Dye**  
**Estate of Wilma Emily Day**

\* donors of 5 years or more

\*\* donors of 10 years or more

**bold: Century Club Donors: 20+ years**

## 2001

*DCA changes its name to Moorelands Community Services to reflect the independent, multi-cultural, multi-faith, and multi-ethnic community service it has become.*

## 2002

*New objectives for the corporation are approved by CRA: "To work with economically disadvantaged children and youth from Toronto and the Greater Toronto area".*

*Four C's/Positive Youth Development introduced – Moorelands programs are designed to help children and youth develop competence, confidence and character and make positive connections with caring adults and community.*

## 2003

*City Program Expansion Plan approved. By 2012, City Programs include After-school Programs with spaces for 440 children aged 6-12; Youth Leadership Programs with spaces for 84 youth aged 11-15; and a City Summer Day Camp with spaces for 448 children aged 6-12. By 2007 all City Programs moved to Flemingdon Park and Thorncliffe Park.*

*Moorelands Wilderness Camp is completely rebuilt from 2003-2011.*

## 2008

*Evidence-based programming in full force; child/youth development research informs all program design.*

*Research shows one session at Moorelands Wilderness Camp increases campers' self-esteem.*

## 2010

*Revised mandate includes building competence, confidence, character and connections is approved.*

## 2012

*Moorelands celebrates its 100th Anniversary.*



**Moorelands is a frugal and fiscally responsible organization and an early adopter of Imagine Canada's code of ethical fundraising and financial accountability.**

2012 marks Moorelands' 100th Anniversary. Together we've provided opportunities to five generations of Toronto's youngest citizens and their families living in some of our poorest neighbourhoods.

We start this new century with hope and solid plans. Will you help us extend the benefits of caring to future generations?

One way is through a legacy gift or a gift to our endowed "Century Fund". If you want to know more, please contact us (in confidence) at 416-466-9987 x307 or [legacy@moorelands.ca](mailto:legacy@moorelands.ca)

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**Moorelands**  
Helping kids shape brighter futures

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*Their future is in your hands*