

2012



# Annual Report

# MOORELANDS BOARD OF DIRECTORS

SATCHU, Shiraz  
President

MOORE, Judy  
Vice-President & Secretary

BRODEUR, Drummond  
Past President

BLACK, Robert  
CLARKSON, Kyra  
COLVEY, Barney  
DORSCH, David  
HENDERSON, Kathy  
OFFUTT, John  
SANCHEZ, Roehl  
SITAL, Michael  
TURNBULL, Barbara  
WILSON, Geoffrey

## MOORELANDS STAFF

Patricia JACOBS  
Executive Director

Lynda TILLEY  
Wilderness Camp Director

Dagmar SCHROEDER  
Director, Development & Communications

Min LIN  
Controller

Katie WRIGHT  
City Programs Manager

Mary CAMPBELL  
Assistant Manager City Programs/  
Day Camp Director

Steve TILLEY  
Site Manager, Wilderness Camp

Cheryle POLLOCK  
Administrative Coordinator

Inta DUKULE  
Development & Database Coordinator

Marla GREEN  
Stewardship and Outreach Coordinator

Imagine  
Canada Ethical Code



# Executive Director's Report

2012 was a year of celebration. It was also a much-welcomed opportunity to honour the generations of volunteers, staff and donors responsible for 100 years of DCA/Moorelands' innovative and dedicated work to improve the lives of socially and economically disadvantaged children and families in the City of Toronto.

We set out three major goals for our 100th Anniversary commemorations - to increase our profile; reconnect with our stakeholders; and secure Moorelands' future. The results, happily, were encouraging in all three areas.

Moorelands was featured three times on television in 2012, twice in response to the terrible gun violence that has plagued Toronto over the past year. Our programs were presented as important, preventative interventions for children living in at-risk communities. Moorelands was also showcased in five articles in the Toronto Star as well as in the Huffington Post, East York Mirror and the Anglican Journal.

We had the privilege of reconnecting with many old friends, and the pleasure of making dozens of new ones through a number of events including our 100th Anniversary Celebration at the gorgeous TD tower. Our 100th Birthday Bash in Thorncliffe Park attracted throngs of children, parents and supporters, and the Scotiabank Charity Challenge mobilized 100 supporters who walked, ran and cheered for Moorelands in the Waterfront Marathon. We also touched many with the distribution of "The Moorelands Story", a book filled with photos, stories and a timeline documenting Moorelands' 100 years of meeting needs and inspiring change. In addition, our social media efforts saw positive return on investment. We now have over 1,000 friends on Facebook, and maintain an active presence on Twitter and YouTube.

The highlight of our work to secure Moorelands' future undoubtedly was the establishment of the Century Fund Endowment with a goal of \$1M. Thanks to generous donors and matching challenges, the fund reached \$280,000 at the end of its first year. We also added 500 new donors to the Moorelands fold, and believe we are now on the right path to move into Moorelands' next century.

All this activity, of course, took place in concert with the ongoing delivery of our critically acclaimed, evidence-based programs for children and youth living in some of Toronto's poorest neighbourhoods. Our "intentional" after-school, leadership and camp programs supported almost 1,000 children and youth to gain new skills, explore and grow in an environment focused on collaboration and character development.

As renowned Child Psychologist, Madeline Levine notes, camp and extra-curricular programs like those offered by Moorelands are in a unique position to support the basic tasks of childhood such as learning to make and keep friends, becoming resilient in the face of adversity and approaching the world with zest. These kinds of quality programs, says Dr. Levine, provide a supportive, "try something new" environment with an emphasis on teamwork and healthy competition. They teach and value self-reliance and resourcefulness, encourage manageable risk-taking, and facilitate positive relationships.

As we enter our second century of service, we recognize that engaging new supporters will be critical in order to sustain our programs. Our theme for 2013 is "Spread the Word", and we hope that our extended Moorelands family will help us do just that. We invite all to tell friends and family about why they support Moorelands; to bring a friend or family member to the next Moorelands event; or suggest Moorelands as a recipient charity for a work fundraiser. Children's basic needs are timeless. Our ability to continue to meet them in our second century of service depends on you helping to spread the word.

Patricia Jacobs  
Executive Director

*"As one of those who went through the transition from D.C.A. to 'Moorelands,' it is with great interest and pride that I have witnessed the conversion of a struggling organization to one of a wonderfully successful operation. There are many reasons for this, but first and foremost is the quality and dedication of the board members who had the vision and foresight to foresee what Moorelands could and has become."*

- Ray Hughes

# President's Report

To use official Moorelands terminology, it's been a BLAST! What a privilege it has been to be a part of this small but mighty agency, serving on its Board of Directors for seven years and taking on the role of Chair in our centenary year. As I end my formal involvement with Moorelands, I am confident that the organization is well positioned not only to adapt, but to lead innovative changes as it enters its second century of service. Moorelands is constantly evolving – questioning, evaluating and modifying practices - while staying true to its mandate of shaping brighter futures for Toronto's vulnerable children and youth, their families and the communities they live in.

2012 was a particularly busy year: Celebrating the milestone of our 100th anniversary provided the impetus to review our history, take stock of how far we've come, and start the process of planning for the next 100 years. Three key strengths and one key challenge emerged.

Firstly, Moorelands' staff are second to none. Moorelands is able to attract and retain highly motivated, passionate and deeply committed employees at all levels of the organization – the kind of person who will say in a job interview that he/she could not work with people who don't put children first.

Secondly, Moorelands' programs are of the highest quality. They are carefully researched, developed and evaluated to achieve maximum impact. This past year's gang-related shootings in Toronto have re-kindled the debate about the roots of and responses to youth violence, and there is strong evidence that programs such as ours which connect children and youth to their communities, teach them how to make good choices, and expose them to caring and effective role models are achieving the desired outcomes.

Thirdly, Moorelands builds strong relationships. We are fortunate to have a loyal donor base of deeply committed individuals and church and service groups. We have also built solid partnerships with caring corporations and foundations, many of who have supported us for decades. That said, our donors are aging, and adding new supporters to help finance our programs and keep up with rising costs and inflation remains an ongoing challenge. Like many other charities, Moorelands has been affected by the market volatility that began with the economic downturn of 2008. We responded to this uncertainty by tightly controlling costs, establishing the "Century Fund" endowment and investing strategically into marketing. The results are outlined in the Executive Director's Report, and provide some of the benchmarks for our next strategic plan which is currently being developed.

As many of you know, one tends to get attached to Moorelands forever, and as I continue as a supporter and volunteer, I hope you will help me spread the word on the marvelous work it does. If each of us brings only one new committed supporter to Moorelands in 2013, then we will be in a position to extend our programs and continue to meet the expanding needs of our constituency.

**Shiraz Satchu**  
President

*SSatchu*

## 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

## 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

Moorelands City Programs help children and youth develop practical social and life skills (e.g. problem solving, goal setting, decision making, teamwork and friend making/keeping) through fun, active play and learning activities. They include After-school and Youth Leadership programs as well as a City Summer Day Camp which are offered in Thorncliffe Park and Flemingdon Park, two of the most culturally diverse neighbourhoods in Canada. These low-income, under-served communities characterized by high-rise, mostly rental apartments, are first-stop neighbourhoods for thousands of immigrants and refugees.

### BLAST

#### Budding Leaders After-school Team

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

Moorelands' BLAST programs 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. 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

**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, 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 and babysitting.

## 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.

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, and offers opportunities for youth aged 13-14 to learn basic skills to become effective leaders, acquire knowledge, and practise new skills. CLIMB for youth aged 15-16, offers a more in-depth exploration of leadership development and builds on skills learned in LEAP. Youth have enhanced opportunities to apply their leadership skills in the day camp and community setting by planning and implementing activities.

## Family Programs

### Baby Bundles

**225 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 (including zinc ointment, shampoo and soap), receiving blankets, sleepers and towels are added by our dedicated volunteers and distributed to public health nurses and social service workers who use the wonderful items provided as teaching aids and a means of establishing a bond with new mothers in need.

### Christmas Sharing

**Over 250 families** (more than 1,000 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.

Moorelands bridges the opportunity gap for disadvantaged children through positive experiences, aimed at fostering self-esteem and resilience. Our fun, "intentional" programs 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. Our focus is on the whole child and we promote: 1) physical activity; 2) life skills development; 3) character development; 4) cultural competence; 5) tolerance and appreciation for diversity; 6) connections with peers, positive role models and the community.

*75% of camper families had total annual incomes of \$24,000 or less (and only 1.5% had total family incomes of \$48,001 or higher)*



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

	2012 (12 months)	2011 (12 months)
<b>Revenue</b>		
Donations and grants	1,315,928	1,258,392
Legacies	27,854	50,000
Program fees	153,513	142,184
Investment income, including interest	41,938	(21,520)
Other income	13,719	26,486
	<b>1,552,952</b>	<b>1,455,542</b>
<b>Expenses</b>		
Camp	794,497	784,389
City programs	507,849	490,792
Public awareness	75,641	77,494
Administration	103,499	95,852
Fundraising	179,363	198,455
	<b>1,660,849</b>	<b>1,646,982</b>
Excess (deficiency) of revenue	(107,897)	(191,440)
Inter-fund transfers	107,897	191,440
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>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>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

	2012 (12 months)	2011 (12 months)
<b>Current assets</b>		
Cash and short term investments	909,464	1,161,924
Receivables and prepaid	88,173	72,956
	<b>997,637</b>	<b>1,234,880</b>
<b>Current liabilities</b>		
Payables and accruals	74,675	42,452
Deferred revenue	65,430	75,770
	<b>140,105</b>	<b>118,222</b>
Working capital	857,532	1,116,658
Long term investments	319,138	0.00
Capital Assets	2,999,825	3,105,312
	<b>4,176,495</b>	<b>4,221,970</b>
<b>Fund balances</b>		
General fund	-	-
Capital fund	112,977	136,736
Operating Reserve fund	478,783	535,065
Bursary	39,000	36,450
Endowment	280,138	0.00
Moorelands Camp fund	209,429	265,660
Moorelands @ 100	56,343	-
Invested in Capital Assets	2,999,825	3,105,312
	<b>4,176,495</b>	<b>4,221,970</b>

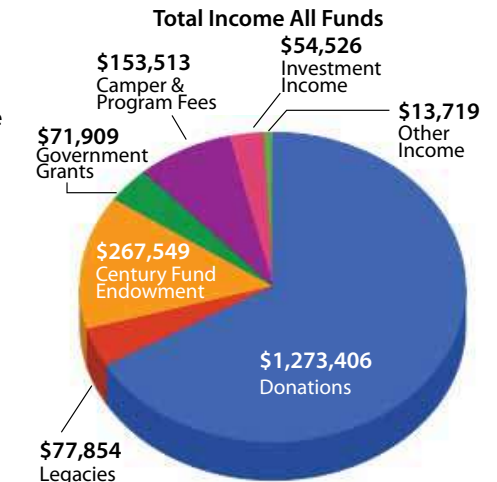
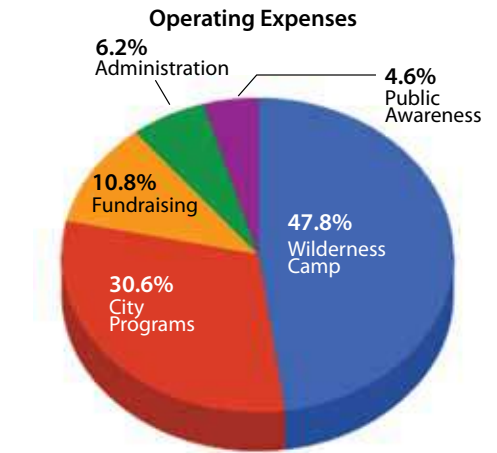
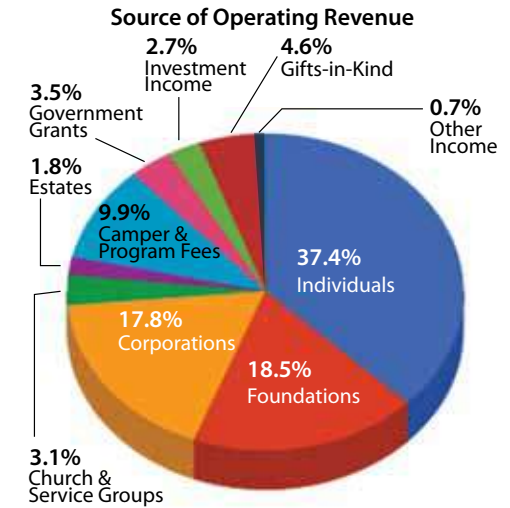
## Overview of 2012

In 2012, we celebrated our 100th anniversary in style. Our AGM featured one of the participants in our programs who has developed into a wonderful young woman and her description of the importance of Moorelands in helping to shape her life moved many of us to tears. We had a wonderful Supporter Appreciation Evening in the TD Bank Tower in June to thank all of the people who have supported us over the years. We also were a featured charity for the Scotiabank Marathon in October which helped raise the profile of Moorelands on the charity landscape.

On the financial front we were successful in "kick starting" an endowment fund to ensure we have a base to continue to run our fabulous programs for underprivileged children in our city. However, it is a continuous and never ending struggle to ensure we have sufficient funding to maintain our programs. This makes us all the more grateful to our loyal supporters. We have hired professionals to help raise our profile in the community with a view to sourcing even more loyal supporters to ensure we can continue with our existing programs and, dare we dream, even expand them to serve even more needy children in Toronto.

Our wonderful staff make this all happen and we on the board, and the children in our programs, are indebted to them.

**Judy Moore,**  
Chair, Finance Committee



# Together We Are Shaping Brighter Futures. Thank You.

It is impossible to adequately express 100 years' of gratitude. We would like to recognize the tremendous philanthropic effort that has sustained Moorelands for a century. We honour and remember our founder, Canon R.J. Moore and the many visionaries and volunteers who followed in his footsteps. We honour five generations of supporters and pay tribute to those who are no longer with us. And we celebrate all of you who are currently funding our programs and are committed to securing Moorelands' future as we enter our second century of service.

## Patrons Circle (\$100,000 +)

Richard and Donna Holbrook

## Leaders Circle (\$50,000 +)

Anonymous (1)

**Bill and Karen Barnett**

**Gail and John MacNaughton**

CIBC Children's Foundation

HSBC Bank Canada

Mackenzie Financial Charitable  
Foundation

## Friends Circle (\$20,000 +)

Anonymous (1)

**John and Linda Lamacraft**

Anna Yang and Joseph Schull

736 Outreach Corporation

**Great-West Life Assurance Company**

Jays Care Foundation

Ontario Trillium Foundation

Sprott Asset Management LP

Telus Corporation

The W. Garfield Weston Foundation

**Tippet Foundation**

## Supporters Circle (\$10,000 +)

Anonymous (1)

Yvonne McGregor

John Offutt and Jane Ferguson

David Ross

**Harry E. Foster Charitable Foundation**

TD Bank Group

TD Securities Underwriting Hope Fund

**The Toronto Star Fresh Air Fund**

*"CIBC is proud to support Moorelands' important work through funds raised on CIBC Miracle Day. We are very pleased that our donation this year enabled more than 100 kids to attend the BLAST after-school program each week, helping them gain confidence, develop important life skills and build positive relationships to better prepare them for a successful future."*

*Richard Nesbitt,  
Senior Executive Vice-President, CIBC*

*"The Mackenzie Financial Charitable Foundation is honoured to be a partner of Moorelands. Moorelands has helped our community grow and blossom for a century. But despite its proud history, Moorelands is not rooted in the past. It is an innovative organization, alive with new ideas about how we can address today's challenges."*

*Brad Offman, Senior Vice President,  
Strategic Philanthropy,  
Mackenzie Investments*



*“At HSBC we believe in investing in the communities where we operate. HSBC Bank Canada is proud to support Moorelands’ HSBC Budding Leaders After-School Team Program providing important after-school programming to children in under-served neighbourhoods in Toronto.”*

*David Kuo, Head of Branch Network, Ontario, HSBC Bank Canada*

**Margaret Crossman**  
**Robert G. Dale**  
 David Denison  
 Jeanne DesBrisay and Donald Gilchrist  
 Allison Dickhout  
 Grant and Barb Edey  
**Bill Estey and Pam Rosenthal**  
**J. E. and Michele Fordyce**  
 Elaine and Allan Francis  
 Michie T. Garland  
**Jack Gibbons**  
**Marianne E. Girling**  
**Janet and Robert Gouinlock**  
 Douglas Grundy  
 Florence Hanna  
 Kathy Henderson  
**Grahame and Joyce Henry**  
 Melvin Herzog  
 David Honderich  
 William N. and Mary Horan  
 Roz Ivey  
**Maruja Jackman**  
**Margaret Anne and Peter F.M. Jones**  
**Carolyn A. Kelly**  
**Barbara King Rea and Michael Rea**  
**Robert and Nancy Langmuir**  
 David Lee  
**Olivia and Douglas Lee**  
**Sam and Aasta Levene**  
 Elizabeth M. Loach  
**A. Benson Lorriman**  
 Bob and Janice MacDonald  
 Ken and Anne Marpole  
**Linda McCain**  
**The Hon. Margaret McCain**  
**Diana McVitty**  
**Barbara L. Michasiw**  
**Judith Mills**  
 Douglas and Pauline Morris  
**Michael and Louisa Newbury**  
 Jeffrey A Nisker and Cynthia Osborne  
 Michael O’Mahony  
**Johanna Parker**  
 Elizabeth Mary Paterson  
**Joan and Geoffrey Pringle**  
 Don Raymond and Jennifer Keenan  
 Edward A. Robinson  
 Rustom Satchu  
 Fareeda and Shiraz Satchu  
 Regina Sawczak  
 Dagmar Schroeder and Uwe Stueckmann  
**Harry, Lillian, Sasha & Jeanette Seymour**  
**Claire Shaw**  
 N.L. Shuttleworth  
**Paul B. Spafford**  
 Sandra Straw and Gladys M. Watson  
 Joanne R. Sutherland and Robert C. Douglas  
**Robert Tattersall**  
 Jennifer Trant  
 Eleonore Turner  
**Chris and Anne Twigge-Molecey**

Frank Van De Water  
**Donna and Philip Walker**  
**Edith Wasson**  
 G. L. Weinrib and N. Young  
**Richard Wernham and Julia West**  
**George Whyte**  
**John B. Wilkes**  
 Edward Yates  
 David and Robin Young  
 Richard and Karen Zurawski

A & A King Family Foundation  
**ACW-Christ Church Deer Park**  
**ACW-Christ Church, Woodbridge**  
 B & B Hamilton Foundation  
 Beard Winter LLP  
 Bell Canada  
 Canada Running Series Inc.  
**Church of St. Aidan**  
**Church of St. Augustine of Canterbury**  
**Church of St. Timothy - Outreach Group**  
 Collombin Family Fund at the Toronto  
 Community Foundation  
 Crestview Investment Corporation  
 Doris E. White Bursary  
 G.D. Hanna Holdings Inc.  
 George & Esther Snell Trusts  
 George Weston Limited  
 Grace Church-on-the-Hill Brandon Group  
**Grace Church-on-the-Hill Outreach Cmte**  
 Havergal College  
**Kawagama Lake Cottagers Association**  
 Kraft Canada Inc.  
 Lind Family Fund at the Toronto Community  
 Foundation  
 Loblaw Companies Limited  
**McLean Foundation**  
 Nancy Brown Holdings  
**Nelson Arthur Hyland Foundation**  
 Patrick and Barbara Keenan Foundation  
 Peter & Greg Walker Contracting Inc.  
 Rand Kildare Charitable Foundation  
 RBC  
 Rotork Controls (Canada) Ltd.  
 St. George’s Golf and Country Club  
**St. John’s York Mills Lychgate Group**  
**St. Matthew the Apostle - Oriole**  
**St. Paul’s Church L’Amoreaux**  
 St. Wilfrid’s Ladies Bridge Club  
 TD Bank Group - Investor Relations  
 terrafix geosynthetics inc.  
 Tesari Charitable Foundation  
**The Aubrey and Marsha Baillie Family Fund**  
 The Lowidt Foundation  
**The Mary-Margaret Webb Foundation**  
**The United Church of Canada - Toronto**  
**Southeast Presbyteries**  
 WB Family Foundation

## \$500-\$999

Anonymous (10)  
 Tony Andras and Judith Meeks  
**Christopher and Joan Barltrop**  
 Sue Barnacal and Joseph Groia  
 Andy Barrie  
**Florence Barwell**  
**Christopher and Joanne Bee**  
**Robert Bentley and Anne Richards**  
 Shiraz and Nurjehan Bharmal  
**Walter M. and Lisa Balfour Bowen**  
 Laura and Randy Bowes  
**Jacqueline Brookes**  
 Cathy and Randy Burke  
**Robert Campbell**  
 Warren Cantor and Kerrie Stanley-Cantor  
 Jim and Edna Claydon  
**Ann Coneybeare**  
 Jane Cooke-Lauder  
 Barry and Sue Cooper  
**Geoffrey Dale**  
 Keka DasGupta  
 Gina Davidson  
**Antony Day**  
 Hugh M. DesBrisay  
 Michael Detlefsen and Louise Le Beau  
 Elizabeth Dunbar  
 Sheila Dunn  
 Lynn Eakin and David Young  
**Todd and Fran Edgar**  
 Andrea and Andrew Federer  
 Mark Feldman and Alex Hoy  
**William A. Fillmore**  
 Janice Flynn  
**Alice Fox**  
**Carolyn Fredenburg**  
 Hannah Freeman  
 Gary Goldberg  
**Dean Gooderham**  
 Gillian Graham  
 Douglas and Ruth Grant  
**Peter Gratton**  
 Brian K Greene  
**David Greig**  
**Elizabeth Hamilton**  
 Marlene and Eric Hartley  
 E Carol Hayles  
**William and Josephine Heath**  
 Tom Hopkinson  
 Andrea and Patrick Horan  
**Ernest Howard**  
**Benjamin Hutzel**  
**Susan Hylton**  
 Patricia Jacobs  
**Marion Lambert**  
**Lavina Lickley**  
**Margaret Light**  
**Martha and Wilma Love**  
 Barbara Macdonald  
 Rory Macdonald  
 Ian MacGregor

## Helping Hands Circle (\$5,000 +)

Anonymous (3)  
 David L. Dorsch  
**June McLean**  
**Gertrude Moulton**  
 Steve and Ruth Wilson

**ACW-St. James Cathedral, York Group**  
**CP24 CHUM Christmas Wish**  
 Camp Arowhon Campers of 2012  
 Franklin Templeton Investments  
 McCarthy Tétrault LLP  
**McCull-Early Foundation**  
**The Christina Mary Hendrie Trust**

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

Anonymous (8)  
**Ann Abraham**  
 Mark and Janet Allemang  
 Mary L. Aziz  
**A. Gordon and Joan Baker**  
**W. Michael Baker**  
**R. Victor Barnett**  
 Robert Black and Judith Adams  
**M. Isobel Bolitho**  
 Jim and Barbara Brodeur  
 Kathy and Drummond Brodeur  
 Brian and Charlotte Carter  
 John and Ann Chamberlain  
**Hugh and Marion Chambers**  
**Cynthia J. Chevens**  
 The Rt. Hon. Adrienne Clarkson  
**Priscilla Cole**  
 June Cooley  
 Harold Corrigan  
**Terry and Liz Couttie**

Thank You

Vivien MacKay  
**Valerie Mackie**  
**Lauren E. Marshall**  
 John Maynard  
 Mary McDonnell and Frank Merante  
 Heather McKellar  
 Donn Millar  
 Judy Moore  
**Dr. Robert E. Munn**  
 Douglas R. Neal  
 Diane Neuman  
 Doug and Janet Newlands  
**James F. and Jean O'Neil**  
 W. Niels Orved and Stephanie McLuhan  
 Keith and Brenda Ottaway  
 Gilles Oullette  
 Alfred Page  
**William and Marilyn Pattison**  
**Malcolm W. Payne**  
 David and Sheryl Pearson  
**Timothy and Margaret Pellew**  
 Sid and Joan Price  
**Andrew Pringle**  
 John Proctor  
**Joan Ridout**  
 Lynn Ridout  
 Derek and Anne Riley  
**J. Michael Robinson**  
 Michael Rodger  
 Dunbar Russel  
**Charlotte Saunders**  
**Edward Saunders**  
 John and Alena Schram  
**Cornelia Schuh and Michiel Horn**  
 Ron and Susan Schwark  
 Peter Sebastian  
**Peter and Katherine Seybold**  
**Robert J. Sharpe**  
 Martha Shuttleworth  
 Peter Sidgwick  
 Louise Smith  
 Nancy Stewart  
 Matt Strauss

Jaffer and Parin Sunderji  
 Ian and Rosemary Tannock  
**Barbara Turnbull**  
 Susan and John Vincent  
**Dennis Waddington**  
 Sean Wikant  
 Cicely Wilson  
 Geoffrey Wilson and Martha  
 Heighington  
 Nely Zagdanski

**ACW-Grace Anglican Church, Markham**  
**ACW-St. Cuthbert Anglican Church**  
**ACW-St. Paul's, Beaverton**  
**ACW-Trinity Anglican Church**  
 Bonnie Cox Fund  
 Collins Barrow Toronto LLP  
 Deer Valley Holdings Inc.  
 Fossil Canada  
 Greenwood Tamad Inc.  
 Ideaca  
 illustrate inc  
**IODE - Amelia F. Sims Chapter**  
 Kuttis Family Fund at the  
 Toronto Community Foundation  
 MacFeeters Family Fund at the Toronto  
 Community Foundation  
 RBC Employee Volunteer Services  
**St. Andrew's Group, Church of St. Timothy North Toronto**  
**St. Cuthbert's Anglican Church**  
**St. George Jubilate**  
**St. James Cathedral**  
 St. Martin's (Anglican) Church Outreach Cmte

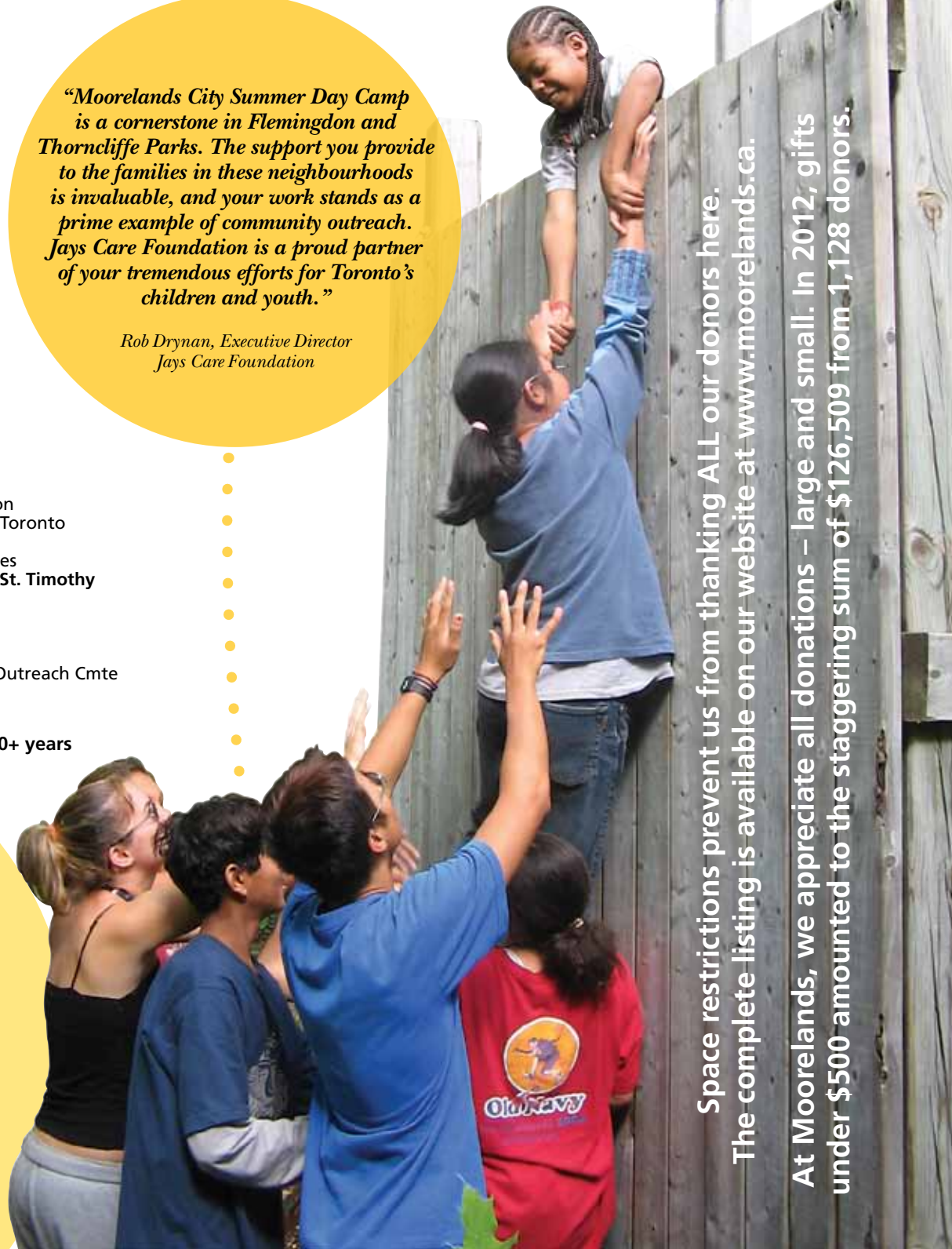
**bold: Century Club Donors: 20+ years**

*"More than a century ago, there were two visionaries in the city of Toronto: Joseph E. Atkinson who established The Toronto Star Fresh Air Fund in 1901, and Canon R.J. Moore who founded the Down Town Church Worker's Association (now Moorelands Community Services) in 1912. These people were true visionaries for their time as looking back, they knew that there would be a need that would continue far into the future, to help underprivileged children experience the joys and lessons of attending summer camp. The relationship that started back in 1912 between the Fresh Air Fund and Moorelands has benefitted thousands upon thousands of children over the past century to learn, to grow, to develop and to build life-lasting friendships along the way. We look forward to working with Moorelands well into the next century."*

*Barbara Mrozek, Director,  
 Toronto Star Charities and Philanthropy*

*"Moorelands City Summer Day Camp is a cornerstone in Flemingdon and Thorncliffe Parks. The support you provide to the families in these neighbourhoods is invaluable, and your work stands as a prime example of community outreach. Jays Care Foundation is a proud partner of your tremendous efforts for Toronto's children and youth."*

*Rob Drynan, Executive Director  
 Jays Care Foundation*



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 2012, gifts under \$500 amounted to the staggering sum of \$126,509 from 1,128 donors.

# Christmas Sharing

*"Since my divorce, I have been struggling and have not been able to find work. I was so worried that this Christmas my girls would see how much I had failed them. When I came to Moorelands to pick up our Christmas packages it brought me shame at first because of instead of being helped I would have loved to be helping others. Then I felt a great deal of gratitude. 'Thank you,' just does not seem like it is enough."*

*(Name withheld)*

*& Baby Bundles*

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 and sewing 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.

Brodeur Family  
Raymond Chin  
Kathleen Close  
Julia Cole  
Lindsay Colley  
Cristina Commisso  
Clarice Dale  
Keka DasGupta  
Cindy Dimitroff  
Amelia A. Ferguson  
Martina Fitzgerald  
Chris Geady  
Jaqueline Goodfellow  
Gouinlock Family  
Cindy Guyatt  
Tim Heeney  
Rachel Hutchinson  
Maggie Janmohamed  
Rob Krasny  
Caroline Le  
Jennifer Lunergan  
Mary McDonnell  
Libby Mulamootil  
Aveena Murray  
Matthew Owens  
Agata Pietrzak  
Joel Planert  
Pina Porto  
Leslie Pringle  
Sharmia Selvarajah  
Susan Sheen  
Shirin  
Solis Family  
Christie Swail  
Barbara Turnbull  
Anuja Varghese  
Lianne Webb  
Lisa Wilkinson

Beard Winter LLP  
BMO P&C Risk HQ  
ACW Christ the King, Etobicoke  
ACW York Group, St. James Cathedral  
Bullfrog Power Inc.  
CAA Travel Call Centre  
Canadian Institute of Plumbing and Heating  
Cardinal Funeral Homes  
Children's Garden Nursery School  
Christ Church, Woodbridge  
Church of St. Leonard  
Church of St. Timothy, North Toronto  
Church of The Messiah  
Church of the Transfiguration  
CIBC Wood Gundy

City of Toronto Parks and Recreation  
CYSSC  
Davis LLP  
Doris Hosiery Mills Ltd.  
Future Shop Scarborough West  
Grace Anglican Church, Markham  
Granite Club  
Havergal College  
Helping Hand Knitters  
Holiday Helpers  
Hospital for Sick Children  
Hydro One Networks Inc.  
Ideaca  
Jones, Gable & Company Limited  
Koster, Spinks & Koster LLP  
Loblaw Companies Limited  
Maurice Cody Public School  
Kindergarten Class  
MEC Canada  
MTCC 933  
Needlework Guild of Toronto  
Nike Canada Corp.  
North West Healthcare Properties  
North York General Hospital, Pharmacy  
Oliver Wyman Limited  
Ontario Chiropractic Association  
Pareto  
RBC  
Santa's Little Helpers  
ScotiaMcLeod North Toronto  
Skate Canada - Central Ontario  
Sony Music Entertainment Canada Inc.  
St. Clement's Early Learning School  
St. Clement's Potpourri Group  
St. Cuthbert's Anglican Church  
St. Matthew the Apostle, Oriole  
St. Paul's, Uxbridge  
Sun Life Financial  
Sunwing Travel Group  
T4G  
TD Bank Group HR  
TELCO Community Volunteers  
TELUS  
The Canadian Council on Rehabilitation and Work  
The Church of St. Jude, Wexford  
Toronto French School  
Total Security Management Services  
Treasured Moments - Bloor St.  
Treasured Moments Kids  
Trinity Church, Campbell's Cross  
Upper Canada College  
Winchester Group  
Workplace Safety and Insurance Board  
XL Insurance Company Limited

# Their Legacy Lives On...

Moorelands would like to honour and pay tribute to the individuals who contributed through their estate in 2012. Their legacy will make a significant, lasting difference in the lives of hundreds of children in need for generations to come. We are deeply grateful.

**Mary Patricia Agius**  
**Ruth M. Cowan**  
**Sue Crassweller**  
**Doris D. McCarthy**  
**Alice Moulton**

A number of our long-time supporters lost loved ones this past year. We would like to dedicate this page to their memory and extend our heartfelt condolences to those of you who are grieving.

We were touched and honoured by the response to our request for gifts that will help secure Moorelands' future. Sixty-nine individuals contributed \$267,550 to our endowed Century Fund, and a fair number informed us of their intent to include Moorelands in their wills.

*" Moorelands holds a very special place in my heart. Because I believe so strongly in the organization's ability to shape brighter futures for low-income children and youth in this city, I have made the decision to include Moorelands in my will. It is important for me to know that through my annual donations, and through a bequest, I am able to support the incredible work of Moorelands now and in the future. "*

*– Barbara Turnbull*

*"It has been a pleasure to be associated with Moorelands - you give me confidence that the world will be in good hands. Congratulations on 100 years!" - Michie Garland*

*"TD supports various local and national programs and initiatives that reinforce our commitment to the environment, education and financial literacy, and create unique opportunities for young people. In 2012, TD donated over \$65 million to support community organizations in Canada, the United States and the United Kingdom. TD is proud to be working with Moorelands to make a difference in the community."*

*TD Bank Group*



## Outlive Your Life

For information on leaving a legacy gift, or a gift to our endowed "Century Fund", please contact us (in confidence) at 416-466-9987 x307 or [legacy@moorelands.ca](mailto:legacy@moorelands.ca)

# 1912



since 1912  
**Moorelands**  
Helping kids shape brighter futures

250 Merton Street, Suite 501,  
Toronto, Ontario M4S 1B1  
Telephone 416.466.9987 Fax 416.466.0727  
[www.moorelands.ca](http://www.moorelands.ca)  
Charitable Registration Number 11923 0241 RR0001

*100 years of meeting needs and inspiring change*