



Annual Report 2018



Moorelands Kids

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President's Message 2018



The challenges many families in Toronto face resulting from poverty and the lack of affordable housing are in the news virtually every day.

Thanks to our donors' generosity, Moorelands Kids is providing meaningful and life-changing support for the children and youth affected by these challenges by teaching leadership and life-skills in a positive environment. After their 2018 Moorelands' experience, 90% of our program participants report that they are now more responsible, 87% believe they are able to make better choices and 82% indicate greater confidence.

2018 was a year of change at Moorelands and in all cases, change for the better. We served more youth than ever before, with 229 participants in our

after-school programs and 659 attending our summer overnight camp at Kawagama Lake (up 55% and 37%, respectively, from 2017).

In 2018, we began offering our after-school program in Humber Summit and Gulfstream middle schools in Toronto's northwest. Work continued on our initiative to integrate and harmonize core messaging across all our programs to ensure that Moorelands Kids' Leadership Habits & Qualities are consistently taught from the age of six onwards.

In 2018, we also rebranded the organization as Moorelands Kids to emphasize our core purpose, which is to serve children and youth (affectionately, kids). Feedback on our new name and playful and colourful new logo is positive, particularly from the kids. Work began on a new website, to be launched in the spring of 2019. It will make Moorelands more accessible to participants and supporters and, ultimately, will increase our administrative efficiency.

We continue to work to improve our program offerings, our impact, and our transparency for all stakeholders.

Highlights 2018 Our Year in Review



JANUARY – FEBRUARY

Program registration goes online & donor database system brought in-house.



Vision Statement



Moorelands Kids

We Empower Kids to Transform their Lives

What makes Moorelands Kids' programs unique?

Our leadership programs using the Moorelands Kids' Habits & Qualities offer year-round experiences where kids can learn, practice and benefit from valuable life and leadership skills. We set the stage for kids as young as six to become leaders – first of themselves and then in their communities.

In 2018, Charity Intelligence, an organization which rates how well charities are run, awarded Moorelands its highest rating.

We achieved a balanced budget and built our operating reserve to the desired target of six months of operational spending. As we drive towards our objective of serving more kids and serving kids more, broadening our donor base is necessary. Last year, we launched *myLegacy*, a planned giving program to make it easier for our friends and supporters to make Moorelands Kids a part of their estate plans. Please contact the office if you require additional information on this program.

In closing, I wish to recognize and thank the people who allow us to help kids from families most in need of assistance. To our dedicated staff: with your commitment, we served more kids last year and, at the same time, transformed Moorelands. To our long-term and our new friends and donors: you enable our vision for Moorelands Kids. Our supporters include individuals across Toronto as well as around the world; alumni; places of worship; foundations; corporations; the Kawagama Lake and Leaside communities; and the other organizations, large and small, that share our passion. To our retiring Director and Finance Committee Chair, Paul Buligan: your energy and your insights, in Toronto and at Kawagama Lake, are deeply appreciated.

Finally, thank you to the kids we serve and to their parents for trusting and having faith in Moorelands Kids. As I said in my message last year, and as I continue to say, you inspire us and you are the reason we exist.

Respectfully submitted,

Robert Webb

President | Moorelands Kids' Board of Directors

MARCH – APRIL

Moorelands' AGM, hosted by Robert Webb; two key strategic objectives presented:

1. To Serve More Kids &
2. To Serve Kids More.



MAY – JUNE

SAK letter-writers campaign successfully launched; *BLAST* Jays Care Baseball Tournament is held.

Executive Director's Report 2018



Change is Possible

April 2019

Dear Friends,

At Moorelands Kids, we intend to drive success for Toronto's children and youth from low-income families. Moorelands Kids was established in 1912 out of a desire to fight against the impact of grinding poverty, disease and hopelessness facing thousands of families in Toronto.

107 years later outlooks are better for children and youth. Recent reports cite poverty on the decline with only one in four kids facing life below the poverty line. Good News! But one in four is still one too many in an affluent city like ours.

What would you say when you learn that in the communities Moorelands Kids serves, three in every four kids are living below the poverty line?

Children and youth affected by poverty face hurdles that other kids don't. The kids struggle, their families struggle. That's where Moorelands Kids steps in with real opportunity that can make change possible. The Moorelands Kids value proposition – we encourage kids to transform their lives – is an invitation to our children and families. We believe that every child has the right to succeed in life, regardless of their life circumstance.

Our team and our impact-driven leadership programs empower kids to become strong, positive leaders. And yes it's true; we are the only charity teaching children as young as six how to be leaders.

In 2018, we invested in our children, we invested in our infrastructure and you invested in us. Significant investment on all fronts fueled a year of extraordinary success.

We exist to bridge gaps for children who do not have the opportunity or means to access out-of-school programs that bring significant growth in their developing years. Being able to influence kids when the course for their life is being set is key. In 2018, we worked hard to clarify our message; for our families, donors and staff. These changes help portray our strengths and the opportunities we provide for the children and youth of our communities.

A primary focus for Moorelands Kids is to build on the strengths kids already possess; empowering them to change their lives. Moorelands Kids offers children and youth the experience of practicing habits that will bring positive change and help them develop the character qualities that will be part of their life success.

There will always be a need for supportive human relationships and interaction. Our leadership-based family, after-school and camp programs provide children and youth with the opportunity to build on their strengths.



JULY

Moorelands achieves an A-4 Star rating, from Charity Intelligence, ranking us on transparency, accountability, need for funding, cost efficiency and, social impact; camp's on! Over 650 kids attend Moorelands Camp, an incredible 37% increase over 2017 – the most kids on record.



We work with kids and kids love fun. So these principals are taught through games and fun activities, which resonate with kids. The kids don't even realize just how much they are taking in until they mature and have the ability to reflect on what they've gained. We offer kids a safe place to be and to practice these leadership learnings - we have the chance to model what respect, leadership and confidence look like.

Our kids are growing up in a fast paced and ever changing world. Electronic communication is a major presence in their lives and yet research tells us that building genuine relationships with real people is where real change and growth occurs. Moorelands Kids, as in this remarkable year, must also change and grow. And Moorelands Kids, by design and through your commitment, will continue to reflect your values, build strong relationships with kids and offer them that safe, fun place to grow.

Thank you for believing in us.

Respectfully Submitted,



Lynda Tilley
Executive Director | Moorelands Kids

“ I like that they pull the leadership qualities out of you - they show you who you can be. They see something in you and they show you that you have that... Moorelands is important to me because it's helped show me who I am. It's pulled strengths out of me and I get to help other people because they've shown me so I can show other people too. ”

Jess, ACE Camper, age 15



AUGUST

Starry Summer Night Bash IV sends 66 kids to camp and provides funding for new Stand-Up Paddle Board Program.



SEPTEMBER - OCTOBER

Moorelands rebrands as Moorelands Kids! Two new LED programs launch in Toronto's west end.



NOVEMBER - DECEMBER

Investing in Moorelands makes great "cents"! For every dollar we spend, only 6 cents goes to administration; Moorelands Kids help over 1,500 kids this year; an increase of 32% over 2017.

Programs to Empower Kids!

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

We believe in the importance of developing new skills and providing a safe place to practice those skills. At Moorelands Kids, we know that if kids do not feel safe and supported, they will not branch out and try new things; they will miss out on learning opportunities completely and lose out on gaining vital skills that drive their development.

Moorelands Camp

Moorelands Camp is an overnight summer camp with 700 spaces for kids aged 8-16.

Moorelands Camp is a week away from the city in a safe, caring, positive environment focusing on new friends, character and leadership development and FUN.

Swimming, canoeing, kayaking, arts & crafts, archery, sports and ropes are some of the many activities.

Caring staff and mentors prepare campers to face life's challenges with a positive outlook.

All spots are subsidized.

Thank you for your incredible support and encouragement in 2018! Because of you, we ended our year with strength. More kids than ever before were able to experience Moorelands Kids' programs and gain new skills.

BLAST

BLAST (Budding Leaders After-School Teams) is an after-school program with 420 spaces for children aged 6-12, offered at 3 public schools in the Thorncliffe Park and Flemingdon Park communities.

At *BLAST*, children learn and practice new skills and character qualities while engaged in play. There is a rich variety of activities on offer including STEM (Science, Technology, Engineering, and Math), sports and physical literacy, art, homework help, games, drama, cooking classes, field trips and crafts. *BLAST* emphasizes cooperation, self-control, teamwork and leadership. Unique to Moorelands Kids, we teach children as young as six, how to become leaders—first of themselves. Our aim is to help build life-skills that will serve these children well as they grow into young adults.

LED

LED (Lead, Excel, Demonstrate) is an after-school leadership program with 75 spaces/semester for youth in grades 6 – 8.

LED at Valley Park Middle School, Humber Summit Middle School and Gulfstream PS, helps youth develop their leadership and life-skills through fun, hands-on experiences. Participants choose either a first semester or second semester 9-session program. The elements of effective leadership are explored and practiced through varied activities, including planning & implementation workshops; communication & team building games; and the hands-on leading of group activities.

VITAL

VITAL (Volunteers In Training As Leaders) is a high school leadership program with 25 spaces for youth in grades 9–12. *VITAL* is offered at Marc Garneau C.I.

VITAL is a hands-on program designed to help youth master the skills and character qualities they need to become leaders in their community. After a series of workshops exploring the tools required to be a great leader, youth spend the majority of program volunteering back in their neighbourhood. They earn vital community volunteer hours and practice important community engagement.

Family Programs

Baby Bundles

Baby Bundles is one of two family programs aimed at moms and newborns living in isolation or at risk of economic instability. In 2018, we delivered 232 *Baby Bundles*.

The only one of its kind in Toronto, *Baby Bundles* supports families-in-need with new basic baby supplies.

Countless volunteers lovingly knit and crochet the baby sweaters, hats and blankets that are the foundation of our *Baby Bundles* program. Diapers, toiletries, receiving blankets, sleepers, toys and towels are donated and added by our dedicated volunteers.

The new *Baby Bundles* are then distributed to new mothers-in-need through local supportive agencies and used to tie the new mothers to local supports and help. We provide one bundle per baby.



Christmas Sharing

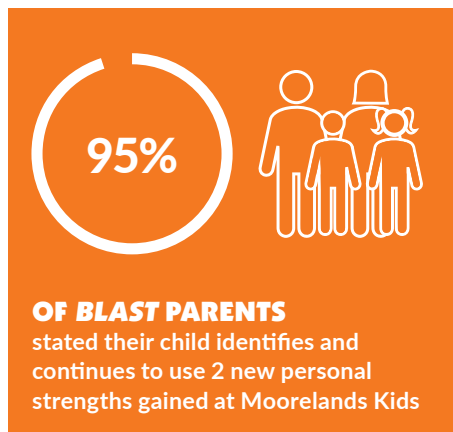
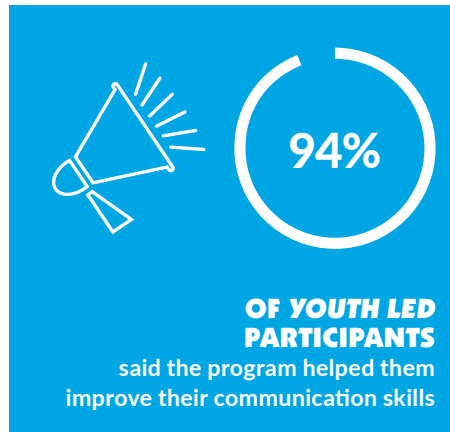
Christmas Sharing brings Christmas to families that otherwise wouldn't have the opportunity to have a traditional Christmas experience. This family program requires one participant already be enrolled in our summer camp or after-school programs. In 2018, we served 819 kids.

This Moorelands Kids' Adopt-a-Family program sees participant kids and their families get supported by individuals, corporations, schools, congregations, work teams and service groups. All children in the family, from 1 month to 16, get to celebrate the holidays thanks to gifts and grocery cards donated by thoughtful and caring individuals, families and groups. The grocery cards include a suggested \$25/per person limit for everyone in the household, including youth over 16 and adults in the immediate family. The majority of our *Christmas Sharing* families need to get by on under \$24,000 per year for a family of four.

At Moorelands Kids We Are Intentional...

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

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



“ 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! ”

Ryan, Moorelands' Camper, age 8

Making a Difference - Our Impact in Numbers

1559

Kids Helped

668

Families Helped

114

Kids in *BLAST*

53

Kids in *LED*

22

Kids in *VITAL*

04

Weekly Programs, throughout the School Year

595

Spaces/week, After-School Leadership

670

Camp Spaces Available

232

Baby Bundles Delivered

458

Families Helped in *Christmas Sharing*

1915

Volunteer Hours Donated Organization-Wide

328

Hours of Camper Outreach Achieved, with a Particular Focus on Supporting Family in 2018

659

Campers Attended *Moorelands Camp*

46%

Returning Camper Families

54%

New Camper Families

80

Young People Provided with Jobs

607

Alumni Volunteer Hours Donated

03

Daily Programs, throughout the School Year

87

Other Community Agencies Supported by *Moorelands'* Work

21

Camp Outreach Fairs to Parents and Community Youth Workers

Moorelands: Repositioning for Success



Moorelands is changing to lead the way for another 100 years.

In 2018, the Moorelands Board of Directors and Executive Director, Lynda Tilley, developed a compelling two year strategy and operational plan to “serve more kids” and “serve kids more.” These two key

objectives put into action the revitalization of Moorelands’ future work plan, the creation and adoption of a new vision and mission, and the development of a new brand image consistent with our desired future.

Our new vision, “Empower Kids to Transform their Lives,” is what we stand for and what we continue to work towards accomplishing. In other words, it’s what sets us apart from other organizations working with and for kids. How we uniquely do this is part of our mission. Check out our new vision and mission statements on our website, www.moorelands.ca.

We’ve also changed our name from “Moorelands Community Services” to “Moorelands Kids.” This change respects our past and present while helping us to reposition the Moorelands brand to reflect who we serve. The name Moorelands remains central to our new name; the extension of the word, “Kids,” helps clarify who we serve.

We’re evolving our brand image to be more compelling to our diverse and broad readership. The Moorelands brand is all about how we present ourselves to our community and the families and kids that we serve. It’s also about the image and experience that we create for families, kids, schools, donors, volunteers, the media, and the broader community.

In addition, you will notice a new logo. This logo embraces diversity, vibrancy, community and celebration through the child’s outreached arms in celebration of life and leadership. The figure is surrounded by multiple colors contained in the letter “M,” which stands for Moorelands Kids living and leading in diverse communities.

Last, but not least, is the new name of our newsletter. It reflects our desired connection with each of you. For more insight about all these changes, please read the Message from our President, Robert Webb, and the Report from our Executive Director, Lynda Tilley.

Sincerely,

Pierre Lebel

Co-Chair Brand Marketing and Communications Committee



“ Moorelands is a light amongst a lot that is troubling in the world...being a kid is tough, and every child deserves the chance for equal opportunity no matter what their background is. The sense of togetherness and community that Moorelands Kids provides, and the fact that you can see the positive impact that the camp has on some kids...is what makes it so full of that warm light. In an ideal world, the whole world would operate with the same sense of community that Moorelands emphasizes. ”

Penny Lane, Camp Staff

Why Toronto Needs More Moorelands Kids

An Unequal City

“The gap in child poverty rates across Toronto neighbourhoods remains stark, ranging from 4.1% in Kingsway South to 60.1% in Thorncliffe Park.”

UNEQUAL CITY: The Hidden Divide Among Toronto’s Children and Youth¹

Child Poverty Capital

“Toronto is now the child poverty capital of Canada.” One in every four children you see as you go about your day are living below the poverty line.

DIVIDED CITY: Life in Canada’s Child Poverty Capital²

Moorelands Kids—The Communities we Serve

- ▶ Did you know together, we helped 1549 children and youth in Moorelands Kids’ programs bridge the opportunity gap?
- ▶ We helped another 87 young people with employment opportunities as program staff.
- ▶ Because of donors like you, we were able to serve 128 individual children, attending up to 5 days a week at *BLAST* this year. Altogether, Moorelands Kids offers 480 program spaces after-school from Monday to Friday.
- ▶ *STEM* activities (an educational focus on Science, Technology, Engineering and Maths) proved particularly popular in Moorelands Kids’ after-school programs in 2018, with a host of active science workshops including how to make slime and the physics of egg drops!
- ▶ Did you know you provided 232 Baby Bundles to moms and newborns in 2018 and an additional 94 Christmas Baby Bundles, with the help of our *Christmas Sharing* adopters?
- ▶ Most of our *Baby Bundle* families live on less than \$18,000 per year.
- ▶ Where do our Christmas families come from? Most of our families are identified from our camp outreach activities and *Christmas Sharing* not only makes Christmas happen for those families but also allows us to check in with our campers between seasons.
- ▶ And speaking of camp... the Camp Directors engaged with the community in a new outreach initiative that saw them reach 158 touchpoints. 21 Foodbank partners shared camp application information with over 800 new families.
- ▶ 27 Foodbank partners shared camp application information with 395 new families.

“ Chaisen liked everything in the camp, especially the leadership badge which he won – he is proud and confident of his achievement. The Moorelands staff encouraged him and boosted his confidence of staying independently from mom – THANK YOU Moorelands! This is the best summer camp. Keep it going! ”

Camper Parent



Financial Overview

Summary Statement of Operating Activities for the Year Ended December 31

| | 2018 | 2017 |
|------------------------------------|-----------|-----------|
| Revenue | | |
| Donations and grants | 1,493,584 | 1,361,446 |
| Legacies | 100,000 | 50,000 |
| Program fees | 160,331 | 141,713 |
| Investments Income | 26,181 | 81,032 |
| Other income | 78,771 | 68,267 |
| | 1,858,867 | 1,702,458 |
| Expenses | | |
| Camp | 806,754 | 720,045 |
| City programs | 485,413 | 426,658 |
| Public awareness | 164,158 | 86,009 |
| Administration | 106,151 | 112,375 |
| Fundraising | 166,121 | 259,773 |
| | 1,728,597 | 1,604,860 |
| Excess (deficiency) of revenue | 130,270 | 97,598 |
| Inter-fund transfers | (130,270) | (97,598) |
| 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

| | 2018 | 2017 |
|---|-----------|-----------|
| Current Assets | | |
| Cash and short term investments | 1,598,334 | 1,333,094 |
| Receivables and prepaid | 167,494 | 169,183 |
| | 1,765,828 | 1,502,277 |
| Current Liabilities | | |
| Payables and accruals | 43,148 | 37,108 |
| Deferred revenue | 19,540 | 2,300 |
| | 62,688 | 39,408 |
| Working Capital | 1,703,140 | 1,462,869 |
| Long Term Investments | 431,838 | 456,170 |
| Cash Surrender Value of Life Insurance | 75,109 | 60,173 |
| Capital Assets | 2,030,765 | 2,171,269 |
| | 4,240,852 | 4,150,481 |
| Fund Balances | | |
| General fund | - | - |
| Capital fund | 903,684 | 683,477 |
| Operating Reserve fund | 874,565 | 839,565 |
| Bursary | 61,170 | 58,450 |
| Endowment | 370,668 | 397,720 |
| Invested in Capital Assets | 2,030,765 | 2,171,269 |
| | 4,240,852 | 4,150,481 |

Overview of 2018

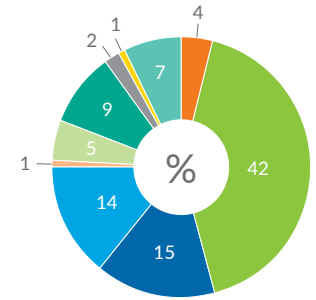
As a small charity, we rely heavily on our loyal donors and strive to add new donors and granting entities each year. In 2018, we successfully increased support, resulting in a healthy surplus to be reinvested into Moorelands Kids' programs and into serving more youth.

With the continued support of our donors, we are confident that we will again be able to achieve positive results in 2019. We look forward to delivering excellent programs that empower children to transform their own lives.

Paul Buligan | Chair, Finance Committee

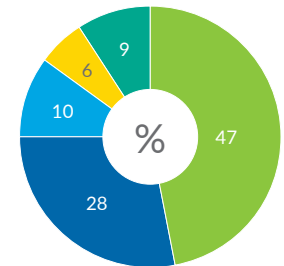
Revenue by Source (Operating Funds 2018)

- Individuals
- Foundations
- Corporations
- Church & Service Groups
- Estates
- Camper & Program Fees
- Government Grants
- Investment Income
- Gifts-in-kind
- Other Income



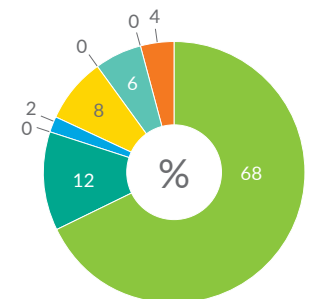
Operating Expenses 2018

- Moorelands Camp
- After-school Programs
- Fundraising
- Administration
- Public Awareness



Total Income All Funds 2018

- Donations
- Legacies
- Century Fund Endowment
- Government Grants
- Camper programs & Fees
- Bursaries
- Gifts-in-kind
- Investment Income
- Other Income



Why Now?

The need in numbers



Toronto is the income inequality capital of Canada. Between 1970 and 2015, income inequality grew by 68%.¹



Our City Government is spending less per person on us in 2018 than they did in 2010. Vital childhood education programs simply aren't being supported to meet the existing need.⁶

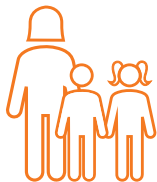


The rate of child poverty is higher for newcomers – 1 child in every 2 is living below the poverty line.²

Where Moorelands serves, the figure rises to 3 in every 4 children living in poverty.



Toronto parents pay more for childcare than anywhere else in Canada. The median cost for an infant is \$1758/month.³



Almost 1/3 of all Toronto families with children are one-parent families.⁴



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 suburbs.⁵

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

² Resilient Neighbourhood Economies Report. (2016)

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

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

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

⁶ Joe Cressy, CBC Metro Morning, <https://www.cbc.ca/listen/shows/metro-morning/segment/15679333>

Transforming Children's Lives

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.

“ I learned about being a good role model. Now I will be more responsible at school. ”

Hayden, Moorelands camper, age 9



Sustaining Donors

***Anonymous (2)**

Patricia Anselmi

Robert G. Boeckner

Laura and Randy Bowes

Tyanna Cameron

Leigh A. Davidson

George E. Davis

Kelly Dunlop and Robert Smith

Nancy Louise Farrell

Mark Fast

Amelia Anne Ferguson and Brian Budd

Janice Flynn

Helen Gaan

The Rev. Earl Gerber

Jean and Jim Good

Cathy Johnson and Andy Gort

Susan and John Hogarth

Patricia Jacobs and John E. Vanneste

Richard I. Jacobs

Carolyn A. Kelly

Ranjan Khatri and Saraswati KC

Patricia Krause

Nancy Langmuir

Victoria Lee

Maureen and David Lewis

Penny Lewis

Sean Lockhart

Kathleen MacLeod

Bill and Jennifer Meeker

Michael Naumoff

Lynne Ragsdale

Kathleen Roulston

Reid Rusonik

Vinojini Shanmugalingam

Margaret Smith

Peter and Diana Stevens-Guille

Lynda and Steve Tilley

Rebecca Van Monsjou Curran

Adrian van Monsjou

Karen Weston

Mari-Lynn and Brian Wikant

William Wilkins

Judith Woodburn

2018 - A Year to Celebrate

2018 was a year to celebrate serving more kids and we didn't do it alone.

We thank our donors, volunteers and supporters who were right there with us as we met our goals. Our alumni continued join with us; a number giving their vacation time to work with the kids. Our Board gave countless hours to support and expand our organizational capacity and work to meet our key strategic goals: to serve more kids; to serve kids more; to brand the Moorelands Kids' experience for all our stakeholders and families; to invest in staff and program development; and to diversify healthy funding sources. In doing so, 2018 became a year of exceptional growth with a 32% increase in the number of children helped.

2018 was also a year to celebrate the return of the Laugh Out Loud in Leaside event, garnering over \$40,000 for our BLAST after-school programs. We welcomed the Ross Family Matching Challenge, which not only helped us end our year so strongly, but when matched with your donations, will also allow us to pilot the *project DIVE!* two week camp experience in 2019. Continued support from the Gale Family Outreach Program, both funded 27 campers directly and provided much needed outreach linked to the increase in number of campers noted in our President's report. And the incredible volunteers of the Starry Summer Night Bash IV, a volunteer cottagers group on Kawagama Lake, both sent 31 kids to camp and funded our newly launched Stand-Up Paddle Board program for campers.

To Moorelands Kids your support is a wonderful gift! It's a celebration of your commitment to Moorelands Kids symbolized by your belief that every kid has the right to succeed regardless of their life circumstance.

We thank you and we honour you.



Lynda Tilley and the Staff of Moorelands Kids



“ I like the fact that you are teaching kids how to bake or make the snacks at Moorelands, it helps my child be more independent at home. The activities that they do keeps them active - the more they move around the better it is. ”

BLAST Parent

“ I highly recommend the program because it is affordable, accommodating, leaders are friendly and knowledgeable. Children love the leaders and what the program offers! ”

Dana, BLAST Parent

Thank You to Our Donors

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 camper families and after-school program participants. Thank you all so much.

Patron's Circle (\$100,000)

Chris and Veronica
Gale and Family

Leaders Circle (\$50,000 +)

***Karen and Bill Barnett
Fund at Toronto
Foundation**

Felicia Ross
United Way of
Greater Toronto

Builders Circle (\$20,000 +)

Fossil Group Canada -
Fossil Foundation
Americas

Jays Care Foundation

Olivia and Douglas Lee

Mackenzie Investments
Charitable Foundation

PortsToronto

Great West Life, London
Life and Canada Life

The Harold E. Ballard
Foundation

TD Bank Group

Tippet Foundation

Anna Yang and
Joseph Schull

Friends Circle (\$10,000 +)

Catherine & Maxwell
Meighen Foundation

Charles H. Ivey
Foundation

John and Christine Currie
Foundation at Toronto
Foundation

Jane Ferguson and
John Offutt

Leede Jones Gable Inc.

John D. McBride

Linda McCain

McCarthy Tétrault
Foundation

Yvonne McGregor

Brenda and
Claude Norfolk

Lynn Ridout

Gretchen Ross

The Harry E. Foster
Charitable Foundation

The Toronto Star
Fresh Air Fund

W.C. Kitchen Family
Foundation

Lenore Walters

Ward Family Foundation

Robert and Mary Webb

Helping Hands Circle (\$5,000 +)

Anonymous (4)

ACW-St. James
Cathedral, York Group

CP24 CHUM
Christmas Wish

**David Dorsch and
Pat Neelands**

Griggs Family Foundation
at Toronto Foundation

Andrea and Patrick Horan

Janet D Ferguson
Children's Fund

**Janet and
Robert Gouinlock**

JF Fabrics

Charlene Kalia

Kiwanis Club of
Toronto Foundation

Maureen and David Lewis

Mondelez International

Joan Ridout

Anita Stefan

The Bank of Nova Scotia

John and
Victoria Tremayne

United Church of Canada,
Region 10, Shining Waters

Supporter (\$1,000 +)

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*Sent to us by Keith Thompson
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“ Back home in Toronto there are so many pressures, especially from social media and stuff. I feel like I can't be myself. But up at camp it's different. I'm not scared of people making fun of me – I love the little sisterhood of the cabin. It's so much fun and there's so many new experiences, you learn so much. ”

Serena, Moorelands camper, age 14



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“ BLAST develops character building habits: cooperation, responsibility, helpfulness, respect and leadership qualities. It makes your child independent and builds confidence. ”

BLAST parent



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“ The things I learned at camp can help me by taking leadership at school and also making better choices everywhere else. ”

Ty, Moorelands camper, age 12

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“ I love supporting Moorelands Kids for *Moorelands Camp*. What you do is so grounding. I went to a camp myself from the time I was 10 and on through LIT, till I was 21. I still use the life-skills I learned there today - and I'm 72.

I also still keep and value many friendships from my camp days. ”

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“ I plan to use the skills I have learned at Moorelands in a positive way. For example at school, in group projects I can help others set goals and be respectful and listen to make sure everyone works well in a group. ”

Khalid, LED participant, age 12

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“ The *BLAST* after-school program was the best thing that happened to my child - a good opportunity to learn, and to get along with other people which is equally important. ”

BLAST Parent

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“ I plan on using my skills outside of Moorelands. They will help me to be more organized and responsible. Also, they'll help with working together with at school. ”

Jameela, VITAL participant, age 15

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“ Because of BLAST I'm more confident than before and more kind and respectful. ”

Sayeed, BLAST participant, age 9

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“ Because of Moorelands I try to act
collaboratively with classmates and
hopefully in future jobs. ”

Ibrahim, VITAL participant, age 15

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Doris E. White Bursary

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 in your will. By taking the time now to carefully plan your bequest, you can reduce or eliminate taxes payable on your estate. This way, you can support a cause that is dear to you in a significant way without impacting your heirs.

Carolyn has left her future legacy gift to Moorelands Kids undesignated. Who knows what future priorities will be and she has every confidence that Moorelands' Board of Directors will use her gift wisely. She also urges everyone to please consider remembering Moorelands with a gift in their own estate plans.

"*Moorelands Camp* is all about abundance – an abundance of food, an abundance of friends, an abundance of fun."
Canon Moore Member, Donor, Carolyn Fredenburg

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Moorelands Kids

Charitable
Registration #
11923 0241 RR0001

Moorelands Kids' organizational chart is available on our website