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Amazing Things **YOU** Have Made Possible



YOU built community leaders: VITAL teens each completed 40+ hours of community volunteering in the past year.



YOU provided 428 spaces of after-school leadership programming each week for kids in neighbourhoods affected by poverty.



YOU gave 179 non-swimmers the chance to learn how to swim.



YOU provided the opportunity for BLAST kids to improve their leadership skills: 87% said they are better at teamwork and goal setting because of Moorelands.



YOU gave 518 campers a safe place to just be kids and explore nature away from the pressures of the city.



Alumni Day— THANK YOU for 100 Years of Moorelands Camp!

This year, Moorelands Camp celebrated its 100th Birthday and we'd like to say a BIG THANK YOU to everyone who came together to make the Alumni Day Reunion Day at camp such a success! Former campers and camp staff from the 1950s to 2017 came back to share memories and create new ones. It was so wonderful to reconnect with you all! Here's what some of our alumni had to say about why Moorelands Camp is so special:

"Moorelands got me out of the city into the fresh air. I enjoyed the camp fire and singing and learning a lot of songs. It was the place I overcame my fear and learned to swim."

– Carole, Moorelands camper, 1960 – 1962.

"Moorelands was home, a spiritual place where I felt safe. It led to two of my career choices and I met some of the best people."

– Roger, Moorelands camper, 1967 – 1983; staff, 1983 – 1992.

"What makes Moorelands Camp so special? The people... Moorelands gave me the confidence to be myself and reach for the stars."

– James, Moorelands camper, 1976 – 1985; staff, 1986 – 1996.

"Moorelands shaped who I am now. It supported me to grow when I was without emotional and financial support from my family."

– Lee, Moorelands camper, 2000 – 2007; staff, 2009 – 2012.

– H.B.

Look How Much Good Your Gifts to Moorelands Do

This summer...



YOU gave 518 campers a safe place to just be kids and explore nature away from the pressures of the city. Grace, age 10, told us she loved her time at camp because ***"I learned that one of my strengths is trying new things... and now I am (sort of) not afraid of spiders...!"***

YOU provided campers with 50 well trained staff. 93% of campers reported that they had strong connections to positive staff role models. Ryan, age 8, told us: ***"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!"***



YOU gave 179 non-swimmers the chance to learn how to swim. Sara, age 12, told us: ***"The only chance I get to swim is at camp, and I love it so much! The water is amazing!"***

YOU provided the opportunity for campers to improve their leadership skills: 91% said they are more responsible because of camp.

Brayden, age 13, told us:

"Because of camp I feel like now I care for others more. I can use this to be more respectful and responsible at home."

YOUR efforts through the Send a Kid to Camp Campaign paid the fees for 219 Moorelands campers. Mark, age 13, told us his time at camp will help him at home: ***"What I learned at camp can help me outside of Moorelands because I can help spread positivity in my community."***

"Just wanted to say this year at Moorelands was absolutely fantastic and a huge success. I know you always do your best for the kids but this year was special. The counsellors were absolutely phenomenal. Both my boys were thrilled... Keep up the very good job. Way to go! BRAVO! And a huge thank you to those who helped us get to camp, from the bottom of my heart!"

– Camper Parent 2017



Stay tuned for Moorelands' **Adopt-a-Family** Christmas Sharing program. Our camper families need your support. Go online this October and register to make Christmas happen for one of the 518 camper families.

Get your Elf Groove On!

Can't Wait till Christmas?

Moorelands Baby Bundles program needs your help now. We are critically short of sleepers 0-6 months, towels, zinc lotion, Vaseline and baby-safe soft toys.

Donations of these items gratefully accepted at 250 Merton St., Suite 501, Toronto, ON, M4S 1B1.

But the Year is Far From Over... Read on to learn what can be achieved this fall at Moorelands After-School!



Kids from low income neighbourhoods are falling behind their middle class peers—reports confirm economic disparities result in academic disparities. At BLAST, super fun activities teach kids, grades 1-6, vital skills needed to succeed in school... PLUS we offer homework help every day. Amira, a BLAST parent, told us: ***"The wide ranging activities kids do help them learn and understand different things. That includes science, arts and crafts and reading."***



Kids living in poverty are 3X more likely to experience isolation and depression. 78% of Youth LED kids, grade 6 and 7, told us that Youth LED helped them feel safer, more confident and make new friends. Maia, age 13, told us: ***"Moorelands has taught me about being safe and being confident and trying my best."***



Kids growing up in poverty are more likely to engage in/are at-risk of delinquent behaviours. You can affect these behaviours by supporting Moorelands' BLAST, Youth LED or VITAL programs. All Moorelands kids and youth develop: respect, responsibility, teamwork, communication, decision making & goal setting. Daveed, age 15 and enrolled in VITAL, told us: ***"Something I learned that will help me outside of Moorelands is being respectful. Even if someone is mean to someone else, I now have ways to diffuse the situation and get them to stop."***



There's a direct correlation between neighbourhood income and kids being at risk of obesity and type-2 diabetes. 94% of parents reported that they felt the BLAST program encouraged their child to be more active. Rupal, a BLAST parent, told us: ***"Now my kids are more self-confident & more active... It's safe, affordable and fun!"***



Toronto is Canada's "child poverty capital." Many working parents cannot afford childcare after school. All spots at Moorelands after-school programs are subsidized and geared to income. Leisha, a BLAST parent, told us: ***"The program helps me to make my crazy schedule easier. Being a full time working mom I do appreciate all your help. Knowing Moorelands is there for my kids to ensure their safety and encourage them to be better kids—it means we will all have a stronger future, together."***



It's Time to Register ONLINE

For **BLAST (Budding Leaders After-School Teams), Youth LED (Lead Excel Demonstrate) or VITAL (Volunteers In Training And Leadership)**. Moorelands' after school programs are open to children and youth in grades 1 through 12, attending Grenoble Public School, Thorncliffe Park Public School, Gateway Public School, Valley Park Middle School and Marc Garneau Collegiate Institute. – **M.L.**

Learn more at:
www.moorelands.ca/register-online-for-programs/



Meet Sabina Youth LED Advocate

Sabina is 13 years old and, as we all know, being 13 can be tough. Before she came to **Moorelands Youth LED (Lead Excel Demonstrate)** program, she was "a shy type of person." Sabina never put herself forward and didn't have the confidence to speak up in class. She also struggled to make friends and as a result hated going to school. Things got so bad in fact that she began making up excuses to stay at home telling her mother she was sick.

When her grades suffered, her guidance counsellor referred her to **Moorelands Youth LED** program. It was the beginning of a new chapter in Sabina's life.

At **Youth LED**, she learned the leadership skills that would help her overcome her shyness. Interacting with her fellow participants,

she built skills like communication that she'd lacked before. As her strength in teamwork grew, so she grew in confidence. Sabina began to realise that, in fact, she was a pretty awesome group leader and that her input was valuable.

With the encouragement of her **Youth LED** leaders Sabina applied the skills she had learned in **Youth LED** to her school life. She started raising her hand and participating in class. Her grades improved and she felt more at ease with her classmates. Now Sabina is a **Youth LED** advocate and tells all her new friends to join the program too.

It costs \$740 to send Sabina to **Youth LED** for a semester including an end of program leadership retreat. This year will be Sabina's second year. Sponsor her now to help her continue her growth.

– **H.B.**



1100 Participate in Canada 150 Heritage and Hope Timeline Walk

Moorelands was a proud recipient of a Canada 150 Grant for our "Heritage and Hope Timeline Walk" at Moorelands Camp this summer. The initiative was made possible by the Community Fund for Canada's 150th, collaboration between Toronto Foundation, the Government of Canada, and extraordinary leaders from coast to coast to coast.

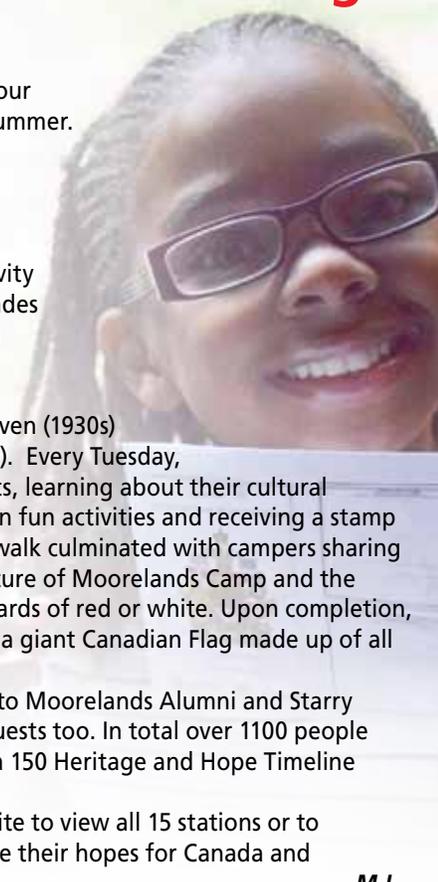
The Heritage and Hope Timeline Walk was a whole camp activity that took campers on a tour of fascinating facts from all 15 decades of Canada's history as a nation. As they made their way through the wilderness of camp they completed imaginative challenges such as panning for gold in the Yukon Gold rush (1890's), creating their own pine tree painting in the style of Group of Seven (1930s) or driving in the last spike on the great Canadian Railway (1880s). Every Tuesday, all 100 campers walked the timeline with their timeline passports, learning about their cultural

heritage, taking part in fun activities and receiving a stamp for each decade. The walk culminated with campers sharing their hopes for the future of Moorelands Camp and the future of Canada on cards of red or white. Upon completion, the cards were placed a giant Canadian Flag made up of all the camper's answers.

The walk was open to Moorelands Alumni and Starry Summer Night Bash guests too. In total over 1100 people completed the Canada 150 Heritage and Hope Timeline at Moorelands Camp.

Check out our website to view all 15 stations or to hear our campers share their hopes for Canada and for Moorelands.

- M.L.



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all for community. ensemble pour tous.



Canada



Celebrating All Things Canadian with Starry Summer Night III

Moorelands is so very grateful for the amazing hard work and effort put in by the fabulous Starry Summer Night Bash Committee. The Starry Summer Night Bash III on August 19th was not only a magical night it **exceeded** its goal of raising \$115,000 for camp! This group of engaged and committed volunteers made up of our camp neighbours—cottagers on Kawagama Lake—gave of themselves to create a spectacular fundraising party for Moorelands camp.

In the words of Co-Chairs Brenda Norfolk and Michael Wiebe;

"What a great night! Despite the crazy weather, 200+ guests attended Starry Summer Night 2017. Everyone made the evening that much more enjoyable by really engaging in and dressing up in Canadiana costumes with the room a sea of red and white. Live jazz, raffle and costume prizes, delicious food, cottage camaraderie and plenty of fun was had by everyone. Guests also had a chance to hear firsthand from Autumn, a brilliant guest speaker, camp counsellor and leader. You could have heard a pin drop as she moved the crowd with how being able to attend Moorelands Camp can be a positive, life changing experience for a child growing up. We were all inspired by her comments."

Thank you to all of the guests, sponsors, donors, volunteers and staff who made Starry Summer Night 2017 an unforgettable night that sent 102 kids to Moorelands Camp in one evening.

- M.L.



OUR MANDATE

At Moorelands, we recognize the inherent value of all children and youth. We work with Toronto's children and youth affected by poverty, to provide them with positive and fun experiences to help strengthen their confidence, competence and character.

Patron

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Bridging the opportunity gap for kids

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