

# echo

HELP US HELP KIDS

WWW.MOORELANDS.CA

SPRING 2015



Fairness swimming Citizenship High-ropes  
 Belonging Connections character  
 confidence character camp  
 Honesty Moorelands Sharing  
 self-confidence self-esteem Belonging connections Responsibility Team-work  
 sports self-determination self-confidence  
 goal-setting communication  
 Respect skills  
 Respect  
 Sharing  
 Honestly  
 archery  
 canoeing  
 Belonging  
 confidence  
 Fairness  
 kayaking  
 Respect  
 Trustworthiness  
 Fairness  
 skills character  
 Team-work  
 Citizenship  
 competence  
 arts-&-crafts swimming Team-work Responsibility  
 Community self-identity self-esteem  
 Caring self-determination connections Sharing self-confidence  
 Friendship Responsibility connections decision-making self-confidence Respect communication  
 Caring self-determination High-ropes competence arts-&-crafts  
 archery self-esteem canoeing camp

## Send me to camp!





**'80% of what I've learned, I learned at camp.'**

Mike Roy started his Moorelands' journey as a 10-year-old camper in 1992, and went on to work as an LIT, CIT and a counselor before becoming one of the first Program Assistants at our Grenoble after-school program (now BLAST) in 1999.

Growing up in the Thorncliffe Park/Flemingdon Park area, Mike knows first-hand what it's like to come from one of Toronto's under-served neighbourhoods, and credits Moorelands with providing the opportunities that changed his life.

"I was an inner-city kid from a single parent family. Without Moorelands I would never have had the chance to go to camp...to learn to canoe...to go out into the real Canadian Wilderness. Everyone should get to experience the real Ontario, to go out there with only a pack on your back."

The more Mike talks about his memories of camp, the more his passion and enthusiasm for the place is evident.

"It's such a special place. Two weeks at camp is like four months in the city in terms of learning. You're thrown together with all sorts of different people and you just have to learn how to make it work. It's not just learning new skills, you really learn how to get to know your fellow campers, how to negotiate with them and find out who these people really are."

It's clear that for Mike, the friendships and connections that have come from camp life are the most important, and enduring, benefits. "Moorelands taught me how to have friendships. It's where I learned to trust, to problem-solve, to communicate properly, even when you're upset or mad."

When Mike heard that Moorelands was starting up an after-school program in the area that he grew up, he didn't hesitate to get involved. He discovered that his outdoors experience and athletic ability were assets to the program. "I loved working with the kids at Grenoble, playing sports and bringing some of the teachings of camp to the city, it was so rewarding."

Mike now runs his own decorating business and attributes much of his success to the skills and experiences he gained at camp. "I wasn't the best student at school. At my High School graduation, a teacher asked me what I had learned during my school years. I told him, '80% of what I've learned, I learned at camp.' And it's so true!" — **H.G. & J.S.**



## Invest in the experience...

"I first went to Moorelands [and] I sat, looking at the water, smelling the aroma of pine on water, and simply felt. A voice whispered to me, 'Everything's going to be all right.' And it was."

**Susan Aurelio (nee Rigby),  
Camper, 1973**



"Moorelands gave me the tools and confidence that I have been using in all aspects of my life, even after I stopped attending camp." **Catlin, Camper, 1995**

"I came from a low-income household where we had our own share of family problems... At Moorelands I was able to forget about everything that was going on at home... I felt secure, and that security allowed me to let go of everything going on at home and just have fun."

**Lee, Camper, 2001**

**Campers consume 164 litres of milk in a week—and that's just at breakfast**

**The average staff member walks 25 miles a week in the course of their job**

"There is no time in my life that I look back on with as much fondness and satisfaction, than my years at Moorelands, on Lake Kawagama. The friendships I made are just as strong now as when they were first made."

**John de Visser, Camper, 1978**



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

**Karen Reid, Camper, 1960-70s**

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

**Karen Fudge, camper, 1985**



"Before that year at Moorelands, I wasn't the most popular kid and I got

bullied and so did my friend. But after experiencing Camp, I stayed with him and defended him. Moorelands taught me that bullying isn't right and that we should respect everybody."

**Joey, Camper, 2007**

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

**Yusra Jangda, Camper, 2009**



"Camp is the best! You have fun and learn new things that can help you in life. I learned how to make a shelter, swim better and we play fun games. At Moorelands camp I don't have to worry about mean people because everyone at Moorelands camp is nice."

**Ashanti, Camper, 2012**

**Our buses travel 6,000 miles to get 600 kids to Wilderness Camp**

**We light and enjoy 84 camp fires under milky way skies**

*What it takes to get camp going... Just to get you thinking...*

**Every summer we make 132 boat trips to ferry the campers to our island on Kawagama Lake**

**We use 84 cans of bug spray to protect the campers from creepy crawlies**

**In terms of paperwork... we go through 480 rolls of toilet paper!!**

**Share your Moorelands experience—visit [www.moorelands.ca/moorelands-alumni/](http://www.moorelands.ca/moorelands-alumni/)**

*Wilderness Camp Map*

**It costs Moorelands \$1150 to send one child to camp. Please share the cost with us—your donation of any size will make a difference. Invest and give a kid a life-changing opportunity. [www.sendmetocamp.ca](http://www.sendmetocamp.ca)**

## Camp is an investment with incredible returns – now that's value!

As we look towards another camp season and plan for the 600 children and youth who will attend the Wilderness Camp, it's really important to understand what the value of camp really is.

Returning campers recall the fun and great memories made at Moorelands, while new campers anticipate their first experience. For some campers, being able to share with friends that they went to camp levels the playing field with their peers. They were able to leave the city behind and just enjoy being a kid!

For all campers, their time at Moorelands on Kawagama Lake is an amazing time; a collection of independent choices and group experiences.

It's the opportunity to:

- try new things from food choices to activities
- make new friends who are encouraged to accept you for who you are
- learn about positive character qualities
- make connections with a caring adult
- be influenced by a positive role model
- build on your strengths
- be a kid—sing silly songs, laugh, play, learn!
- face fears and push past labels
- learn to swim
- sing around a campfire with friends
- leave the city and be surrounded by nature
- wonder at the night sky full of stars
- hear loons calling on the lake
- gather amazing memories
- gain skills that will last a lifetime.....

The return on this investment can't be measured on a calculator. It's in the face of a smiling child, the thoughtfulness of their reflective musings or the joy of a kid who bursts out in song as they walk along! Now that's an investment.

Gather your friends together—invest and add value to children and youth. Help us—Send a Kid to Camp [www.sendmetocamp.ca](http://www.sendmetocamp.ca)

*L. Tilley*

Lynda Tilley  
Acting Executive Director

# BLAST kids get active and gear up for Pan Am!

On March 28<sup>th</sup> our *Budding Leaders After-school Teams (BLAST)* kids attended the Bay Street Hoops Kids Basketball Clinic at the University of Toronto Athletics Center. BLAST Gateway participants got to meet a former member of the Canadian National Basketball team, Rowan Barrett. They enjoyed participating in drills and exercises and learned first-hand the importance of team work and good sportsmanship. A big thank you to Kidsport Ontario for inviting us!

On Wednesday April 8<sup>th</sup>, thanks to our regular physical literacy program at *BLAST*, Moorelands' City



Programs won a visit from representatives of the Pan Am Games 2015! BLAST Gateway welcomed all three programs for a Pan Am workshop featuring rower Dorota Urbaniak, bronze medallist at the 2000 Sydney Olympics. They were also taught a special sports dance by Pan Am representative Josh and PACHI himself taught them the official Pan Am

Wiggle! Our kids had so much fun and learned all about the hard-work, resilience and healthy life-style choices required to be a competitive athlete. They were whipped up into a frenzy of excitement about the games this summer and proudly crafted 40 signs in support of our Canadian athletes who will be competing! Thank you everyone who made this brilliant day possible.

– H.G.



**Don't wait!** Buy your tickets today for a fantastic evening of music in support of Moorelands Community Services.

With live performances by Juno award-winning **Jazz Legend Molly Johnson** and singer-songwriter Tyler Yarema, it's going to be an unforgettable evening at the beautiful Palais Royale.

The event will also feature gourmet food, an open bar and a selection of intriguing and experiential live & silent auction items. Corporate Packages are available and include recognition benefits and a tax receipt.

**Date: May 26th 2015, 6:30pm ~ 11:00pm**

**Venue: Palais Royale – Parking available**

**1601 Lake Shore Blvd. West, Toronto, ON, M6K 3C1**

**Tickets: \$150 each – includes a \$25 tax receipt**

Purchase tickets on our website [www.moorelands.ca](http://www.moorelands.ca) or by contacting Helen Gaan: [hgaan@moorelands.ca](mailto:hgaan@moorelands.ca) or 416-466-9987 ext.312

## 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

His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D  
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Bridging the opportunity gap for kids

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**THANK YOU!** Leaside Laughs Out Loud in support of Moorelands!

Thanks to the fantastic work of Charlene Kalia and her team, LOLL6 raised \$37,000 in support of Moorelands' Budding Leaders After-school Teams! We are so grateful!