



## *“Moorelands is our Santa”*

About ten years ago, Sarah Joseph, recently divorced and looking for a camp for her two oldest children, had Moorelands recommended to her by a friend. That Christmas, Sarah and her family were adopted by the Moorelands Christmas Sharing Program. It was one of the best Christmases ever!

Sarah remembers some pretty lean times, like the year she made a Christmas tree out of construction paper. And when – oh joy! in the Christmas package was wrapping paper and ribbons! Not having to buy those supplies meant a few more of her own limited dollars could go towards gifts from her for her three children.

When asked what Christmas would be like without Moorelands, Sarah’s response was a quiet, “Wow!” followed by a long silence. “The stress I would

have. [Moorelands] is a relief. I wouldn’t know where to begin with nothing. With Moorelands, our cupboards are full at Christmastime.” Sarah believes that “people who haven’t had to struggle don’t always understand, but Moorelands has come through in a big way a lot of times.”

Sarah is impressed with how well Moorelands donors shop for her family. Her eldest daughter, aged 18, still has a Barbie doll and jeep that she received many years ago. Her son loves receiving gift cards and shopping with “his

money.” Sarah appreciates that donors will often include a gift just for her. She will ask her children, “Did you get this for me?” And when she receives a chorus of “no’s” she always responds, “Well, I guess Santa brought it!”

Sarah says her budgeting skills have improved over the years, but Christmas is still a tough time. “I don’t know how to say ‘Thank you’ because ‘Thank you’ just doesn’t seem to say enough. Moorelands is our Santa and, at our house, everyone believes in Santa.” -NS



**Give a gift of opportunity! Your donation of \$600 will allow a child to learn and grow in a BLAST After-school Program all year.**

# Camp Changed My Life

A profile of legendary CBC host Andy Barrie



If you ever went to camp as a child, you know of its transformative power. Free from everyday stress in the city, camp can be a life-changing experience for a child. And so it was for beloved CBC broadcaster Andy Barrie.

Andy's broadcast career began at summer camp. The legendary CBC radio host was no athlete growing up. He was into puppetry and magic – interests that didn't help him fit in with the popular kids. But he was lucky enough to end up at a camp where everyone was given a chance to feel empowered. At this camp, he was offered his first broadcast opportunity – a morning show on the camp's public-address system.

So when he heard about Moorelands in 1998, he became an immediate donor. "I didn't need much convincing," he says. "It seemed like a perfect place."

One of the things that impressed him was the dining hall – designed by award-winning architects Howard Sutcliffe and Brigitte Shim. "It was clear to me that there were a lot of folks determined these kids were not going to be in any way compromised," he says. A visit to the site solidified his support. "I was impressed with the counselors as well, many of whom had been campers and were determined to give back," he says.

Now a long-time and regular supporter, Andy's made Moorelands a beneficiary in his estate. He knows that opportunities kids have are largely determined by the environment in which they grow up. "Summer camp is one of those experiences that can reverse a child's trajectory," he says. "I don't know many other experiences that can do that for them so quickly. At a camp, everyone is equal from day one," he says. "Maybe kids have to be tough or are being picked on. They go to camp and no one knows about that stuff."

"Summer camp basically changed my life." -BT



**"You made my kids smile and my family warm even though it was a cold winter. Thank you!"**

(Parent 2013)



## All I Want For Christmas is...

To Be a Moorelands Century Club Member

Those from our family of committed donors, who have been supporting Moorelands for 20 years or more, hold a special place in our hearts. We honour them as Century Club members through the planting of a beautiful tree at Moorelands Wilderness Camp, on Lake Kawagama. Celebrated in 2012 as a part of our 100th year anniversary, our Century Club members are 497 strong and growing.

**And they have accomplished amazing things.**

As we come to this special Christmas season of joyful sharing, we want to thank our Century Club members for their very special and committed support. On behalf of all of us here at Moorelands, and especially from the children and their families who continue to benefit from your generosity, we cannot thank you enough! -ML

# The Joy and All

# Ways to Share the Joy of the Season

"Thank you so much for the gifts you sent me. I really enjoy your gifts. I wish I could send you gifts too."

(Michael, age 9)

Donate to Moorelands Christmas Sharing Program and we'll do the shopping.

**\$125** will make the holidays happy for a family of two

**\$225** will do the same for a family of three


**\$300-360** will bring smiles to a family of four


**\$400** will spread joy to the largest family on our list



## Give the Gift of Opportunity

Christmas is a magical and wonderful time, but what about the rest of the year? We have a long waiting list of children hoping to get into Moorelands programs right now. You can brighten not only the holidays for a disadvantaged child, but also brighten his or her future for many years to come.

 A donation of **\$600** will allow a child to attend a Moorelands After-School program one day a week for a full school year

 A donation of **\$1,000** will send a child to Moorelands Wilderness Camp for one life-changing session

### Double Gift

Looking for a meaningful gift for a loved one? Consider making a donation to Moorelands in their name, and we will take care of the rest, including a lovely Holiday card with your personal greeting.

### Get Shopping

Do you enjoy the excitement of shopping for others at this festive time of the year? Then consider making a specific gift-in-kind donation to our Baby Bundles program or City programs.

A donation of a Baby Bundle for a mother in need is the gift of a healthy start in life. Each Baby Bundle includes baby basics and costs about \$125. Items include:

2 sleepers, 2 undershirts (all 6-month size), 2 receiving blankets, 1 crib blanket, 2 bibs, 2 wash cloths, 1 towel, 12 newborn and first-size disposable diapers, 1 sweater set, petroleum jelly, baby wash/soap, baby lotion, zinc oxide, baby wipes and a soft toy.

"As a single parent & full time student, this time of year can be extremely difficult. Please know that this is a hand 'up' and one day I hope to pay it forward."

(Christmas Sharing parent)

### Moorelands BLAST City programs would welcome:

- Storybooks for ages 6 to 12 that can be read to the group
- Craft supplies including:

- ✓ Markers
- ✓ Pencil Crayons
- ✓ Construction Paper
- ✓ White Paper for drawing
- ✓ Paint – all colours
- ✓ Paint Brushes
- ✓ Modelling Clay
- ✓ Feathers
- ✓ Googly Eyes – all sizes
- ✓ Pom Poms – all sizes and colours
- ✓ Foam Shapes
- ✓ Glitter – all colours
- ✓ White Glue & Glue Sticks
- ✓ Beads and Bead String – all sizes



earing of Giving

# On Your Marks, Get Set, Go!



This year, Moorelands' arrived eager, early (and icy cold!) at the 2014 Scotiabank Toronto Waterfront Marathon ready to walk/run in bright colours for brighter futures for the children we serve! With a target of \$20,000, we walked proudly in our vibrant outfits, united in our goal. After jubilantly completing the 5k, we cheered on several Wilderness Camp Staff who completed a heroic half marathon and one proud supporter who did the entire 42k. It was a brilliant day of unity, and we felt so thankful to all our supporters whose donations ensure that Moorelands continues to be a place where brighter futures are shaped. Go team Moorelands! -HG

## What Gift Will You Give This Holiday Season?

Give the capital gains tax-exempt gift of securities such as stocks or bonds, to make the most of your philanthropic support, and to save you the most in taxes paid for 2014.

As you finalize your year-end giving, put Moorelands on your Santa list by giving stocks or bonds to help Toronto's most vulnerable children build character, and learn new skills and strategies that help prepare them to meet the challenges of adolescence and adulthood. This capital gains tax-exempt Christmas gift creates opportunity – both for you and for our young people. For more information, or to learn how, please call Maureen Lewis, 416.466.9987, ext 307. -ML



## Financial Challenges to Brighter Futures

Despite very tight cost management and efforts to enhance fundraising activity, Moorelands continues to face financial challenges, and it is likely that we will finish 2014 with a deficit.

Though we continue to believe that in three years' time, our strategic plan (which is designed to close the financial gap between funds raised and expenses), will bear fruit, we really need your help this year-end.

If you are organizing your annual end-of-year charitable donations, please consider making Moorelands your charity of choice, and give generously to this wonderful organization that makes a real difference in the lives of children living in some of Toronto's poorest neighbourhoods.

If you are in a position to do so, you may wish to opt to make a gift of stock. A donation of

shares will cause any capital gain on the shares to be eliminated, and the total amount is still eligible for a tax deduction.

Please help us to continue to provide children from low-income neighbourhoods with opportunities to develop the skills, tools and strategies that will enable them to become effective leaders and succeed in a highly competitive environment.

Wishing you all a safe, healthy and happy Holiday.

*-Judy Moore, President*

## Where There is a Will, There is a Way

For all your planned giving needs, including information on leaving a legacy gift, or a gift to our endowed 'Century Fund,' please contact us (in confidence) at 416-466-9987 ext 307, or [mlewis@moorelands.ca](mailto:mlewis@moorelands.ca).

## 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 Governor General of Canada

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