



Moorelands Kids

myMoorelands
Our Vision: We Empower Kids to Transform their Lives

Spring 2019

Let's Get Letitia to Camp

"The happiness and positive vibes are in every person, place or thing on that island."

Moorelands' camper, Letitia, shares her story:

"I first came to camp when I was 11 with my younger sister. Before attending, I had been getting bullied at school which made me very nervous about going to the camp full of other children... but mom still made me go - and thank goodness she did. After getting past the swim test and the first day jitters, I forgot about life outside of *Moorelands Camp* and began to absorb all of the positive energy in the air. I'm not kidding the happiness and positive vibes are in every person, place or thing on that island.

"One of my favourite things about camp is when we go to the campfire at Hub Point and sing songs, watch skits, hear what's new on the island while sitting next to our cabin mates in front of the nice warm fire and, at the end of it all, finish off by singing 'The Fire is Low'.

"*Moorelands Camp* has definitely taught me how to trust, make new friends and appreciate life and all of the beautiful little things in it. I have even taken the no D's (no demeaning, diminishing, or disrespecting) policy and applied it to my everyday life.

"Thank you to all the staff at *Moorelands Camp*, and all the donors who sponsor me to go there, you have helped me grow so much. Oh and thanks Sully, you're amazing as well!"



Supported by you, and:





Thank you Jelly and Ganoë, Moorelands Camp staff alumni, who used Facebook's Birthday Fundraiser feature to raise money in lieu of gifts!



Put the Fun in FUNdraising with Friends!

Get outside. Breathe deep; feel your whole body start to relax. Hear that—that's the sound of kids laughing. When I ask core donors John Offutt and Jane Ferguson why they choose to throw a party to get kids to Moorelands Camp for summer, this is what they told me.

John & Jane's Tip
Have a well stated goal, tied to # of kids helped



Both are active and avid lovers of nature. John, a full time teacher at Thorncliffe P.S., talks about the kids he teaches who spend "crazy amounts of time indoors" living in apartments in Thorncliffe and Flemingdon Park, and who never get the opportunity to really experience kayaking or a night sky filled with gleaming stars. "Kids need that; they need to get out from the comfort zone of their family, they need to get to Moorelands Camp," adds Jane. "It's eye-opening, and it gives them a different outlook, a chance to be a different kind of kid," she states.

John & Jane's Tip
Suggest a minimum \$ guest donation



Jane, an accomplished lawyer and part-time judge, understands just how important it is to show kids that their futures can be incredible.

John & Jane's Tip
Share the value of the night with your guests in your invite and during the night



But Why a Summer Solstice Party?

"That's easy," says Jane, "summer is my favourite season and summer solstice is one of my favourite holidays. It's a chance to see all your friends before they scatter for the season."

"Spending time outdoors, running, cycling, being at the cottage with good friends is what summer is all about for us. What better way to celebrate the season than to get a whole cabin's-worth of kids up to camp by having a party? We invite our friends to come out and celebrate the solstice, we host it and take care of all the food and John brings his wines. Last year we came together and raised enough to send 11 kids to Moorelands Camp, so this year we're trying to send 12."

John & Jane's Tip
Remind people of the IMPACT they are making



Can you share your best tips for making your SAK event successful?

"Sure", says John, "have a goal at the start and let your friends know what it is and how they are helping the kids. I'm more a connector guy. **If it's something I believe in—and Moorelands is—I want to share what makes Moorelands so special with my friends.** I do that better in person. At the end of the night, our guests get to leave feeling great(!) because they know that while they are having fun, they're also making an extraordinary experience possible for kids."

John & Jane's Tip
Moorelands Kids will send out your personalized message with the tax receipt, if you give them one



"Do what you like to do with your friends, be creative," Jane suggests. "If you like going to movies have a film night. If you love wines like John and I do, host a tasting; do a cycling rally-race, where the each rider kicks in a donation for each kid to be sent."



Alum, Tammy Belaire Ford, raised hundreds of dollars for camp by **holding a raffle** of a beautiful decorative paddle! Thank you!



This summer, Kawagama Lake cottager, Karin Ibscher, is SAK fundraising with a **personal challenge** – swimming the perimeter of Kawagama and Bear Lakes! Support her at www.moorelands.ca/karin-swim/

John & Jane's Tip

Follow up with a personal, one-on-one reminder to your friends, one week after the initial invitation – share a fun fact in the follow-up



“Be creative and do whatever it is you like doing when friends get together—just make sure you leave all your guests feeling great about what they did by sharing in the experience!”

“Being a Moorelands Kids’ Send a Kid To Camp donor is one way of making sure a kid gets a powerful, joyful, experience this summer that could be life changing. Do your own event, or share a SAK brochure with one friend who doesn’t know Moorelands Kids yet. You can be the one to make this happen, and I believe that miracles happen in multiples of one!”

John & Jane's Tip

Get Moorelands Kids to set up a personalized, custom, online donation page for you. **BONUS** – they take care of all the tax receipts



John & Jane's Tip

Build a sense of urgency and excitement by letting people know it's a 'rare opportunity,' limited by time, spaces or type of experience

When asked what issues concern them most in this city, John and Jane instantly respond. “It’s about affordability,” says John, “Not only in housing, but in all the extra curriculars that come with it. **Moorelands Kids bridges the opportunity gap for kids in this city.** It’s a simple but profound difference and I see the ways it’s needed, every day at school.” “**City programs are getting cut and the need has increased tenfold,**” adds Jane.

John & Jane's Tip
Post event, thank your guests and let them know what they achieved by coming!



Thank you to Jane and John Kean and the congregation of Christ Church Woodbridge for their annual **Lenten collection** of camp Arts & Crafts supplies!

How will you FUNdraise to send a kid to camp?

More ideas at www.moorelands.ca/fundraise



Cottagers send 285 Kids to Moorelands Camp Over 4 Years!

The Starry Summer Night Committee, an amazing volunteer group of cottagers, have dedicated hundreds of hours to get kids facing economic hardship at home, away from those challenges and up to camp on Kawagama Lake!

Since its inception in 2015, the Starry Summer Night Bash raised over \$328,000. YOU have sent 285 kids to *Moorelands Camp* for an amazing summer experience with Moorelands Kids on Kawagama Lake.

In 2018, YOU funded the newly launched Stand-Up Paddle Board program for all 700 campers at *Moorelands Camp*.

CONGRATULATIONS to all who participated in this momentous achievement! The specifics of Starry Summer Night 2019 may grow and evolve with the needs of the cottage community. One thing remains constant; WE remain honoured and excited to see how you will engage to change the lives of kids-in-need, by introducing them to this amazing lake community.

Empowering Kids since 1912



Moorelands Kids has been offering amazing experiences to kids since 1912, exposing them to new opportunities and equipping kids with the tools they need to achieve their potential.

At Moorelands Kids we believe that every child has the right to succeed in life. The Moorelands Kids' team, and our skills-building programs, empower children and youth to overcome the barriers to achieving success. *Moorelands Camp* is a magical part of that empowerment, as Serena can tell you:

“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 are so many new experiences, you learn so much.”

Serena, Moorelands camper, age 14

We're delighted that you support all that Moorelands has to offer our children, and to celebrate your own sense of adventure and joy in community.

Lynda Tilley, Executive Director



Moorelands Kids

Our Vision

We Empower Kids to Transform their Lives

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