



Moorelands Kids

STAKEHOLDER
IMPACT REPORT

2020



Highlights 2020

Sharing our Strengths
to Empower Kids



January–February: Celebrated Videographer Creates Moorelands Kids Video

Jim Allen, former Moorelands Camp staff, and celebrated videographer and director, donates his time and talent to create and shoot the transformative new video detailing our work and showcasing our kids. RBC volunteers from the National Financial Advisory Services and led by Director, Sebastian Hon, build 74 Baby Bundles and prepare and sort for 106 more.

Video Link: youtu.be/f2c1NG8W_vU

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President's Report

COVID-19 Pandemic Expected to Have Unprecedented Impact on Children & Youth¹.

This headline, taken from a recent United Nations Children's Fund (UNICEF) publication, highlights the way school closures, inequitable access to traditional avenues of support, loss of recreational opportunities and reduction of family income all affect the physical and mental health of children – both their education experience and their childhood development.

We agree. Moorelands Kids knows that "*Toronto's 'inequity disparity' was driven even wider by COVID-19 and highlights the high price paid by too many Toronto children².*"

YOU have expressed your deep concern to us about the negative impact of COVID-19 on children. **YOU**, and many of your fellow donors, rallied to support our efforts to keep kids resilient, connected and strong; then **YOU took action**. By supporting us in our urgent relief efforts and your outstanding support of over 311 hours of virtual Camp, *BLAST*, *VITAL* and *LED*, we could take an active role in helping kids cope. THANK YOU for your action and the gifts you made to improve the lives and experiences of Toronto's most vulnerable children and youth.

In this extraordinary year marked by highs and lows, we experienced the lows of no children at camp, donor corporations falling as businesses closed, and the loss of some extraordinary people in our Moorelands Community. These things impacted us in ways hard to measure or counter.



The highs – being recognized as one of the **top 100 charities among 86,000 in Canada** by Charity Intelligence; the speed with which the Programs Team had virtual programs out to the kids; and our ability to deliver emergency supports to our families and new indigenous partner-agencies – demonstrates our work fills a vital need.

While delivering

these supports, we managed our cash flow and expenses to carry forward enough to make capital repairs to camp for 2021. Managing these highs and lows shows just how important leadership is for an organization. **Resiliency is not just a principle we teach; it is a vitally needed quality for all.** And 'stronger together' is not only a programs' value; it speaks to the society we live in and how we realize our mission.

I'm pleased to share that we both met our financial needs in 2020 and realized \$368,000 as a carry-forward to protect the return of in-person programs. The fixed costs of camp alone remained at over \$450,000. So to create the carry-forward, we first reduced our 2020 program spend by \$450,000. Management and staff took swift strategic action, reallocating much-needed supplies and combing



February–March: Highs & Lows

Moorelands Kids is designated one of Canada's Top 100 Charities by Charity Intelligence in February. March 13, COVID-19 is announced as a pandemic and schools announce they will close for an extended March break. March 30th, Moorelands Kids offers our first Virtual BLAST programs online to children 6-12.



April–May: 1200 Families Receive Emergency Help!

We secure and distribute kids' soap and hygiene kits, children's books, eyeglasses, crafting supplies and Baby Bundles to 1200+ families. Moorelands Kids' Food Security program starts with \$20,000 distributed in food gift cards sent to after-school and camp families on an as-needed basis.

through expense lines to eliminate every cost associated with 2020 in-person program needs, now paused. In doing so, we were still able to provide new funding of over \$50,000 in emergency food support to families. We stripped our in-person program supplies to give our children's books, crafting materials, soaps and eyeglasses as immediate relief to agency partners, both longstanding and new. Much of the savings realized were from delayed capital repairs and staffing reductions. The carry-forward strategy better positioned us to meet the needs of (the anticipated) in-person camp in 2021.

This 2021 year will be a challenging year with new COVID related health costs and increases caused by dual-year programming – running programs both in-person and online – as we navigate our way out of the pandemic. We are better positioned now than we were going into COVID in 2020. And we depend on you and the gifts you share with us to succeed.

Moorelands Kids stays constant in our commitment to Toronto's most vulnerable kids. In a very real and tangible way, the current crisis emphasizes the barriers that social disadvantage and inequality cause our kids.

While some children are back to school, the need for support for children is now both more apparent and more important than ever.

I want to end my report to you by dedicating 2020 to the memory of Stephen Walter Tilley, *Moorelands Camp* Site Manager and mentor to so many camp staff. Stephen is one of four people from our immediate community, lost to us this year. All four, Stephen, Ann Wondolowski, Volunteer/ Canon Moore Member; Christopher Bartrop, former Board Member; and John Offutt, former Board Member and committed SAK Writer, worked daily to better the lives of Toronto's children impacted by poverty. All passed for reasons other than COVID, and we mourn them without the chance to come together in support of one another.

Our work is not done. Let us make sure we leave no child unsupported in the challenging days ahead. Thank you all for your continued commitment to Moorelands Kids.

Sincerely and in your service,

John Shelly, President | Board of Moorelands Kids

Moorelands Kids

Our Mission

Children and youth living with financial challenges face barriers that other kids don't.

Moorelands Kids' mission is to bridge the opportunity gap through skill-building experiences, empowering kids to overcome the barriers to success.

¹ UNICEF Report on the status of Children ² Toronto VITAL SIGNS Report, TCF 2020 ³ Vital Signs Report, TCF 2020



In Memory of Stephen Walter Tilley

In March 2020, we lost staff member Stephen Tilley, our beloved Bushwacker. For 20 years, Steve gave countless hours of service as our Site Manager, dedicated to the camp and city facilities, camp staff and the children of Moorelands Kids. Steve made serving others his purpose. At his passing, many gifts were made in memory of Steve and his dedication to *Moorelands Camp*. Steve's legacy lives on in Moorelands Kids as we continue his work to empower kids to transform lives.



June-July: First Virtual AGM

Moorelands hosts its 1st ever virtual AGM to great success. RBC Trade for the Kids @Home, virtual event raises over \$68,000 for virtual camp! No children to camp – a first since camp began in 1917. Virtual Camp goes live and interactive to the kids resulting in 126 hours of virtual camp programming for kids.



August: "At Moorelands, We Choose Leadership!"

Camp is here with 417 campers attending online. SSN celebrates the 2020 SSN – non-event and raises over \$64,000 when combined with Karin Ibscher's Moorelands Camp Aqua hug – a swim rally involving teams of swimmers "hugging" the camp to raise much needed funds for SAK and SSN.

Executive Director's Report



Achieve More Together!

That was the theme we set at the start of the year - it spoke to how much more can be achieved when we share our strengths. 2020 certainly wasn't a year that anyone expected, but it brought into focus just how important our work is and that sharing our strengths is the key to achieving more!

At Moorelands Kids, we know that children and youth experiencing financial challenges already face many barriers that other kids don't. For 109 years, our organization has been working to bridge this opportunity gap by creating strong, nurturing community and skill-building experiences that give children the tools, skills and resiliency they need to overcome the barriers to success.

The pandemic has deepened the already existing inequity in our city and intensified the challenges kids face. A study by Children's Mental Health Ontario revealed that two-thirds of youth reported their mental health had worsened since the pandemic, and 45% of parents with young children report their mental health has declined.

But the good news is, in a year of so much turmoil, YOU and Moorelands Kids were there to meet the changing needs of some of the most vulnerable children in our community. Because of you, we were able to provide kids with connection, engaging interactive experiences and mentorship – elements that are critical to the mental health, resiliency and wellbeing of our children and youth.

Change isn't easy. Moorelands Kids' model relied on face-to-face program delivery, but being there for our families, and continuing to serve Toronto kids, is non-negotiable. Schools announced a COVID lockout March 13th, 2020. We sprang into action, reaching out to all participants. Assessing immediate needs and access to technology, we switched to the development and execution of virtual program delivery as a way to keep kids safe, connected and growing. Our virtual programs were up and running by March 30th. We continued to work with school and community partners, providing our families with tech needs and emergency supports of food and new channels to share information around local health, food banks, and wage supports.

When the province cancelled all overnight camps for the summer, we were ready. We took all that we learned in the virtual spring programs to create an amazing online summer camp experience for our campers. Moorelands' online camp set real physical challenges, created a safe and structured virtual space for real-time peer interactions, and supported kids with meaningful leadership and life-skills training. We declared 2020 the SEND CAMP to KIDS Year and put together camper kits to support the activities, crafts and environmental projects our campers would do. Every online camper got a kit; no child would miss out because they couldn't afford to participate. At camp, staff created programs in the morning, mentored live interactions of cabin groups in the afternoon, played online interactive games with families and children in the evening, spent countless hours completing maintenance tasks and went long into the night to edit videos for the following day.

In September, our robust online after-school programs, *BLAST*, *LED* and *VITAL*, were there to support kids through the second wave of COVID lockdowns.



September–October: Continued Growth and Transformation!

Virtual After-School programs start for the second time in 2020. Shamir Masood, our volunteer intern from York University completes his impact project. Festi-fall! moves online and becomes a monthly event for families: Moorelands' Festive Fridays.



November–December: Transforming Christmas for Those in Need!

Launch of Moorelands Kids' first ever Holiday Gift Guide. #GivingTuesday a huge success with over \$40,000 raised in one day! A 22% increase in new donors in our 'Drive Thru' Christmas Sharing. And NEW: Top Up the Pantry food security supports families through the January to come. You transform the festive season with gifts, supplies and groceries for 762 children and babies!

Again program kits were sent out to every *BLAST* and *LED* child – and our participants took what they learned to give back to their community, spreading laughter, positivity and encouragement to others through projects and videos as part of #GivingTuesday 2020.

As I reflect on all that happened, I'm indeed so proud of what we've achieved together by sharing our strengths.

Transforming to meet children's needs in an online space had a steep learning curve and it was not without its challenges. Staff had to adapt and adjust to running programs without the reward and energy of seeing kids in-person. Many of us are now all too familiar with the feeling of Zoom fatigue! Most of our young part-time staff had their contracts cancelled as we weren't able to be in our program spaces. What was achieved happened with a skeleton core team of 30% of the staffing it takes to run in a normal year.

Our staff rose to the challenge and devised new and exciting ways to engage with the kids. We created 311 hours of high-quality video programming and online interactive meet-ups using social media platforms like YouTube, Facebook, and Instagram. We discovered new opportunities to connect with our camper families year-round.

Looking forward to camp 2021, we anticipate a mandated reduction of camp spaces permitted, which will increase the cost of camp per camper. We know our families are disproportionately affected by positive COVID results. We anticipate that some will not yet be ready or able to meet in-person. Until all our children are welcomed back to in-person programs – projected for 2022 – we will continue to deliver services both ways. But, the additional burdens caused by programming in both ways are not all negative.

In the following pages, you will see the transformative impact of what we achieved together.

Despite all the challenges we faced as a community, our camp families reported that 99% felt supported and connected because of our online programs. None of this would be possible without you, our staff, board members, volunteers, and community partners. In a year when we have all had our lives turned upside down, you stayed constant and committed.

Thank you for sharing your strengths and gifts with Moorelands Kids and the children we serve. We have **Achieved More Together!**

With Gratitude,

Lynda Tilley
Executive Director, Moorelands Kids

"I use the leadership Habits & Qualities at home: I listen to my parents by making my bed, putting the dishwasher [on] or getting ready to go out. They trusted me to clean my room today and I am using trustworthiness while doing it."

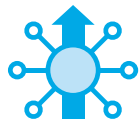
Shayla, camper, age 8



Sharing Our Strengths in a Year of Turmoil

COVID CHALLENGES

Decades of growing inequality in Toronto have left low-income and racialized residents at greater risk of the damaging effects of the COVID-19 pandemic:



Lower income people, new immigrants and racialized Canadians are at higher risk of contracting COVID-19.¹ By the end of May 2020, the most racialized parts of the city had 10 times more cases.²



People earning less than \$30,000 annually are 5.3 times more likely to be affected by COVID-19.³



70.2 % of school-aged children (six to 18 years old) reported deterioration in at least one mental health area due to the pandemic.⁴



Students who attended virtual school in 2020 tended to be from lower socio-economic status households, have parents with less education, and are more likely to be racialized, whereas students from higher income households have returned to the classroom.⁵

MOORELANDS KIDS' RESPONSE

But by partnering with Moorelands Kids you shared your strengths to support Toronto communities in their time of need:



857 families supported by Moorelands Kids' programs from those groups and neighbourhoods most affected by the COVID-19 pandemic. An additional 1210 families supported through emergency outreach.



337 vulnerable children provided with PPE.
40 additional agencies provided with emergency hygiene supplies, PPE, books, reading glasses, and program supplies to support 1200+ families.



235 activity kits and books mailed to all participants to empower them to engage and connect.
311 hours of virtual programming provided to keep kids connected, resilient and strong!



1356 kids supported, of which 594 actively engaged in robust online programming that kept them learning and growing.
\$51,250 provided in emergency food relief to families in dire need.

¹ www.ices.on.ca/Newsroom/News-Releases/2020/ICES-releases-up-to-date-COVID-19-testing-dashboards-to-the-public

² torontofoundation.ca/fallout-report-health-and-wellness/

³ torontofoundation.ca/fallout-report-health-and-wellness/

⁴ www.sickkids.ca/en/news/archive/2021/impact-of-covid-19-pandemic-on-child-youth-mental-health/

⁵ torontofoundation.ca/fallout-report-learning/

Stronger Together!



"My favourite part was being able to see the leaders from camp. I love going to camp, and because we missed it this year I am just so happy we were able to see them was sooooo good. The weekly meet ups helped me grow as a leader because we talked about topics that affected us as teenagers, and it showed me how to be a better leader and be a better person. I am using the Habits & Qualities all the time, especially at school. I liked hanging out with people, working with people, I integrate the HQ's in group work a lot."

Dashika, STEP camper, age 16.



"Thank you so much for your virtual programs this summer. My younger son is 'battling' virtual school right now and yesterday would not have turned his camera on during his presentation if he didn't get the confidence from doing you're summer program."

Joyce, camper parent.



In Memory of Ann Wondolowski November 1954 to May 2020

Ann was actively working as a volunteer until weeks before her passing in May 2020. A whip-smart incredibly organized doer and planner, Ann loved nothing better than creating order out of chaos and planning projects to demonstrate impact. Ann chose to make a gift of life-insurance to Moorelands Kids back in 2014 when making retirement plans and looking for tax advantages. Her foresight not only resulted in a tax gain for her in life; it also created the cornerstone gift for young girls at camp for decades to come.



"Thank you! I just got home and opened our package of supplies and I am lost for words. I am so thankful for this kindness. As soon as my family are all home, I am going take them to the grocery store to pick up food. It's been so long since we've been able to have anything other than the most basic essentials."

Atif, Camper parent and Food Security Recipient.

Programs to Empower Kids!

2020 was a year of disruption, social isolation and detrimental impacts on children's mental and physical health. By partnering with Moorelands Kids, you kept kids connected to a caring and nurturing community.

With your support, we quickly and continuously adapted our programming to the ever-shifting challenges of the pandemic. You helped break kids out of isolation and improved their well-being by providing them with critical connections to peers and supportive mentors. Our safe, interactive and fun online programs provided structure and stability in a time of turmoil. Programs which – and this could not be more critical right now – teach children how to build resiliency and life-changing skills, and offer a safe place in which to practice them.

Even before the pandemic, kids from low-income families faced an opportunity gap. COVID-19 has worsened already existing inequality in our city. Low-wage workers bore the brunt of the pandemic, losing far more hours than higher-wage workers:

70%
of pandemic-caused job losses happened to hourly employees.

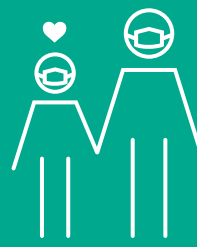
Front line workers in retail, the food industry, home supports and the more "precariously employed" were the first to be laid off. They remain out of work and economists believe they will be the last for job recovery. Over 35% of food services jobs are not expected to return.

According to research from Sick Kids¹, **70% of otherwise healthy school-aged children (6 to 18 years old) reported deterioration in at least one area of mental health**, including increased depression (37.6%), anxiety (38.7%), irritability (40.5%) and attention span (40.8%). Further studies from the Search Institute² show that for kids to thrive now and into the future, they need essential developmental assets and relationships. **That's exactly what you provide when you fund a Moorelands Kids program.**

Extra-curricular activities during the pandemic are important to counter the adverse mental health impacts.



Young people need to feel safe, valued and valuable. They need strong positive relationships with caring adults and peers.



Young people need opportunities—outside of school—to interact in groups and develop new skills and interests with other youth and adults.



Young people need the skills to interact effectively with others, to make difficult decisions, and to cope with new situations.



¹ www.sickkids.ca/en/news/archive/2021/impact-of-covid-19-pandemic-on-child-youth-mental-health/ ² www.search-institute.org/



BLAST Online

BLAST (Budding Leaders After-School Teams) ran five days per week January to the end of May. *BLAST* went to three days/week when re-introduced as an online-only opportunity from September to December in 2020. *BLAST* Online offers 255 spaces of fun, structured and interactive after-school programming at no cost to participants. While in-person *BLAST* is offered at public schools in Thorncliffe Park and Flemingdon Park, our online program serves kids from high-needs neighbourhoods across Toronto. *BLAST* provides wellness-boosting programming, giving kids a safe space to share concerns, interact, work together, get active with friends, and connect with familiar leaders. All registered participants receive activity kits of materials, books and supplies needed to participate in the program. Children as young as six develop the critical literacy, numeracy, socio-emotional and leadership skills they need to succeed in an online environment after-school.

LED Online

In spring of 2020, *LED* (Lead, Excel, Demonstrate) was unable to run in our partner schools, Valley Park Middle School, Humber Summit Middle School and Gulfstream PS schools, due to the COVID-19 pandemic. In fall 2020, we relaunched *LED* as a 32-week online program running every Wednesday at 4 pm – **offered at no cost to participants - with 50 spaces for kids in Grades 6-8**. One benefit of the shift to online is that we can serve kids from across the city. *LED* online challenges tweens to explore their role in community building while developing problem-solving, teamwork, leadership, goal setting, and communication skills. The online program is designed to help youth navigate the challenging transition from child to teen and provides them with the confidence and guidance they need to make good choices. *LED* online also builds kids' confidence in using technology to connect and build relationships in a remote setting. Registered participants received kits containing all the materials needed to participate in the program.

VITAL Online

Before the COVID-19 pandemic, we offered *VITAL* (Volunteers In Training As Leaders) at Marc Garneau C.I. as a hands-on volunteer program focused on leadership development and job preparedness. When the pandemic hit, youth were in the volunteering stage of the program. As the pandemic meant that in-person volunteering had to stop, our staff team reached out to our participants and parents to see what supports we could provide. The overwhelming response was that youth were focused on completing online school and caring for younger siblings and didn't feel able to access

virtual programming at that time. In fall 2020, we relaunched *VITAL* as a 32-week online program – offered at no cost to participants – with 25 spaces for kids in Grades 9-12. Youth meet online every Wednesday at 4 pm with their experienced staff leaders and mentors to build the core skills and qualities of communication, responsibility, community and trust. Experiential learning and having a safe place to practice the Moorelands Kids Habits & Qualities skills with real-time support and feedback remain essential elements of *VITAL*. In response to placement restrictions caused by COVID-19, we have increased the job skills training element with new modules on interviewing skills, resume and cover letter workshops and preparedness certification.

Baby Bundles

Baby Bundles is for moms and newborns living in isolation or at risk of economic instability. In 2020, you made it possible for us to deliver 415 *Baby Bundles* and provide emergency supplies to mothers living below the poverty line and link them to further community supports. The pandemic meant that our deeply committed and long-standing volunteers could no longer come in to run the program due to social distancing. We had to shift gears and distribute to existing and new partner agencies with urgent needs. At Christmas, thanks to phenomenal donor support of our 'drive-through drop off,' we were able to distribute our bundles with our 12 partner agencies while following COVID-handling protocols to keep everyone safe.



Moorelands Camp Online

In summer 2020, the Government cancelled all overnight camps. *Moorelands Camp* moved to virtual programming for kids aged 8-16 with 360 spaces and offered at no cost to participants. Virtual Camp provided structured, fun and interactive activities that encouraged personal leadership and development, and provided meaningful social connections that were imperative to support campers' mental health, resiliency and well-being. Campers experienced a combination of video programming and virtual cabin group-time for necessary debriefs, mentorship and relationship building. Video programming was filmed at camp to sustain kids' excitement and connection to the *Moorelands Camp* community and their love of nature and the outdoors. Videos consisted of a mix of activities that campers could take part in from home. They had theme skits to watch, enjoy and learn from; camp sing-a-longs with beloved songs and cheers; live all-camp games like eye-spy, bingo, spot the difference and clue; and virtual camp experiences like at home cook-outs, campfires, and tripping. All registered participants received camper kits with materials and supplies to take part in activities. All received emergency grocery support to keep pantries stocked during the first wave.

LEDGE (Learn, Experience, Deepen, Grow, Empower)

LEDGE is an experiential leadership learning program for youth in Grade 9 (14 years old) designed to challenge biases and encourage leadership skills over one session at camp. In summer 2020, it was offered as an online program with 16 spaces to introduce participants to becoming leaders in their community. Participants met for an hour twice a week for six weeks. They were split into a boys' cabin and a girls' cabin. Interactive meetups covered identifying their personal strengths as a leader, learning to work within a team, improving communication skills, and applying *Moorelands Kids'* Habits and Qualities in their daily lives and interactions.

STEP (Serve, Transform, Excel, Practice)

STEP is an advanced leadership and pre-employment program for youth in Grade 10 (15 years old). In summer 2020, an online cabin of 9 participants met weekly for six weeks every Wednesday for 1.5 hours. Their leadership journey continued as the program prepared them to succeed in online school and the workplace. In interactive online sessions, youth built trust and learned about the rigours and challenges of online communication. They developed and practised essential skills, including problem-solving, project design and team building. *STEP* participants were encouraged to sign up for our *VITAL* after-school program in the fall to continue their leadership journey and develop the pre-employment skills they would usually gain at camp during job shadowing.

Christmas Sharing

Christmas Sharing brings Christmas to families that otherwise wouldn't have the opportunity to have a traditional Christmas experience. It spreads joy to families in need. In 2020, our Adopt-a-Family program was open to participants enrolled in summer 2019 or 2020 *Moorelands Camp* programs or our 2020 after-school programs. The COVID-19 pandemic meant many changes: contactless drop-off/pick-up and social distancing measures were in place to ensure families and staff were kept safe. To tackle urgent food security concerns, we launched a Top up the Pantry initiative. Thanks to remarkable donor response, in addition to the grocery money that families received with their Christmas Sharing gifts, we were able to provide grocery support for each family in the program. You topped up their pantry throughout January with a total of \$30,850 raised during the Holiday season. You also enabled us to provide *Moorelands Kids'* 3-ply masks to every family member in the program – that's 337 kids!



How We Empower Kids to Transform their Lives



Children and youth

affected by poverty encounter a higher rate of **Adverse Childhood Experiences (ACEs)**¹ which are barriers to healthy, successful lives:



They are more likely to experience increased socio-emotional problems, behavioural problems and lower test scores on both intelligence and cognitive functioning²...

AND



They are three times as likely to drop out of high school³...

AND



They are disproportionately affected by chronic disease, depression, and other long-term negative health outcomes⁴...

However

research shows that intervention with developmental assets and relationship-building programs can **reduce negative outcomes**⁵. Through Moorelands Kids' programs, kids get the opportunity to:



Develop self-awareness, confidence and accountability...

AND



Increase resiliency and wellbeing through positive connections with peers & adult role models...

AND



Engage in active pursuits where they learn & practise valuable life & leadership skills that they can take beyond the Moorelands Kids' setting...

So that

the children and youth we serve are equipped with the tools they need to succeed & **live positive, healthy lives** as engaged citizens who make strong contributions to the community



¹ [web.archive.org/web/20151227092712/http://www.cdc.gov/violenceprevention/acestudy/index.html](http://www.cdc.gov/violenceprevention/acestudy/index.html)

² McLoyd, V. (1998). Socioeconomic disadvantage and child development.

³ TDSB, "Achievement Outcomes of Secondary Students in Years 4 to 7 by Average Family Income (2016-2017)" (Toronto, ON, 2019)

⁴ National Collaborating Centre for Determinants of Health. (2016).

⁵ www.search-institute.org/our-research/

Laurette, Irahs & Sage's Story



Laurette McLaren is a single mom in Scarborough whose two daughters, 13-year-old Irahs and 15-year-old Sage, have participated in Moorelands Kids' programs for several years.

Laurette has metal rods in her back from an accident when she was 17, so she's on a disability pension. Her occasional work at a catering company dried up when the pandemic cancelled events and parties, so the past year has been even more challenging than usual.

Scarborough has been a Covid-19 hotspot since the beginning of the pandemic, and in fall 2020, several schools shut down within days of each other due to high infection rates. Throughout the pandemic, McLaren and her girls have been the model of Covid-19 prevention, rarely leaving the house except to buy absolute necessities.

Laurette is grateful for all the opportunities that Moorelands Kids' programs have provided for several years. Both girls have been campers since they were 8 years old and in summer 2020, they joined our online camp programs. The benefits of camp have always been clear to Laurette:

"Since Sage has been in camp, she's been displaying a lot of leadership qualities – she's become very responsible and organized - she's really matured. Irahs is not as outgoing as her older sister and your programs have been especially beneficial for her. She was terrified of the pandemic."

In summer 2020, Moorelands Kids was there to support the family, despite all the changes and challenges.

"Moorelands Camp really came through for us." Laurette explains, "It helped both of them escape the lockdown when they felt helpless – it gave them a sense of community and made them feel that they weren't alone."

In September 2020, Laurette opted to send the girls to virtual school because the family didn't want to get sick, or worse, risk giving the virus to their 75-year-old grandmother, who lives in the apartment next door – but she worried about the girls continuing to spend so much time in isolation. Happily, Moorelands Kids' online after-school programming was there to provide some much-needed socializing and connection. Irahs enrolled in **LED** and Sage enrolled in **VITAL** – opportunities that they previously would not have been able to access because of geography.

"I'm so thankful that your programs exist to give extra support online." Laurette continues, "My biggest concern is for their mental health; before your online programs, they were beginning to become depressed but Moorelands helped them snap out of it and be able to enjoy being kids again."

In December of last year, the family also took part in Moorelands Kids' Christmas Sharing.

*"What's so special about Mooreland Kids' Christmas Sharing is the fact that the kids get to choose things they are interested in. **Both my daughters have big ambitions, so they always pick things to help with their futures.** I'm always so impressed by the amazing job your donors do in fulfilling their Christmas lists! The kids appreciate it so much too. **It's not just about toys – you're giving them tools to help with their future.** We're all so grateful for this opportunity."*

For Laurette, the challenges of the pandemic go far beyond the financial impact, being unable to go to work and school has been socially isolating and really tough on the family's wellbeing and mental health. That's why your support in 2020 for Laurette, Irahs and Sage was was invaluable:

*"I'd like your donors to know that their support is going to a really good place. **Moorelands is a really excellent tool for young people and not only for the time that they are actually in the programs. You're giving kids the opportunity to build skills that will help for their future.** You've been there for my girls from a very young age. You've helped shape their character and inspired them to plan for their futures. Thank you!"*

*A stock photo has been used to protect the family's privacy.

We Are Intentional. Lives Are Transformed.



GOAL 1

Youth develop self-awareness and confidence.

92%

of LED participants demonstrated a notable increase in confidence



GOAL 2

Through positive, intentional connections with peers and caring adults, youth increase resiliency and strengthen their mental health and wellbeing.

95%

of VITAL youth made positive connections with peers and staff role models



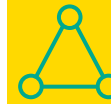
GOAL 3

Youth develop their personal leadership skills and are empowered to achieve success in their daily lives by applying the Moorelands Kids Leadership Habits & Qualities.

(Which encompass respect, responsibility, ability to work in teams, communication, decision making and goal setting)

100%

of BLAST parents reported their child demonstrated improved teamwork skills outside of Moorelands



GOAL 4

By strengthening personal leadership skills, youth are empowered to be future leaders and role models in their communities; be it their immediate circle or the community at large.



86%

of campers could articulate how they are using their leadership skills in their community

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

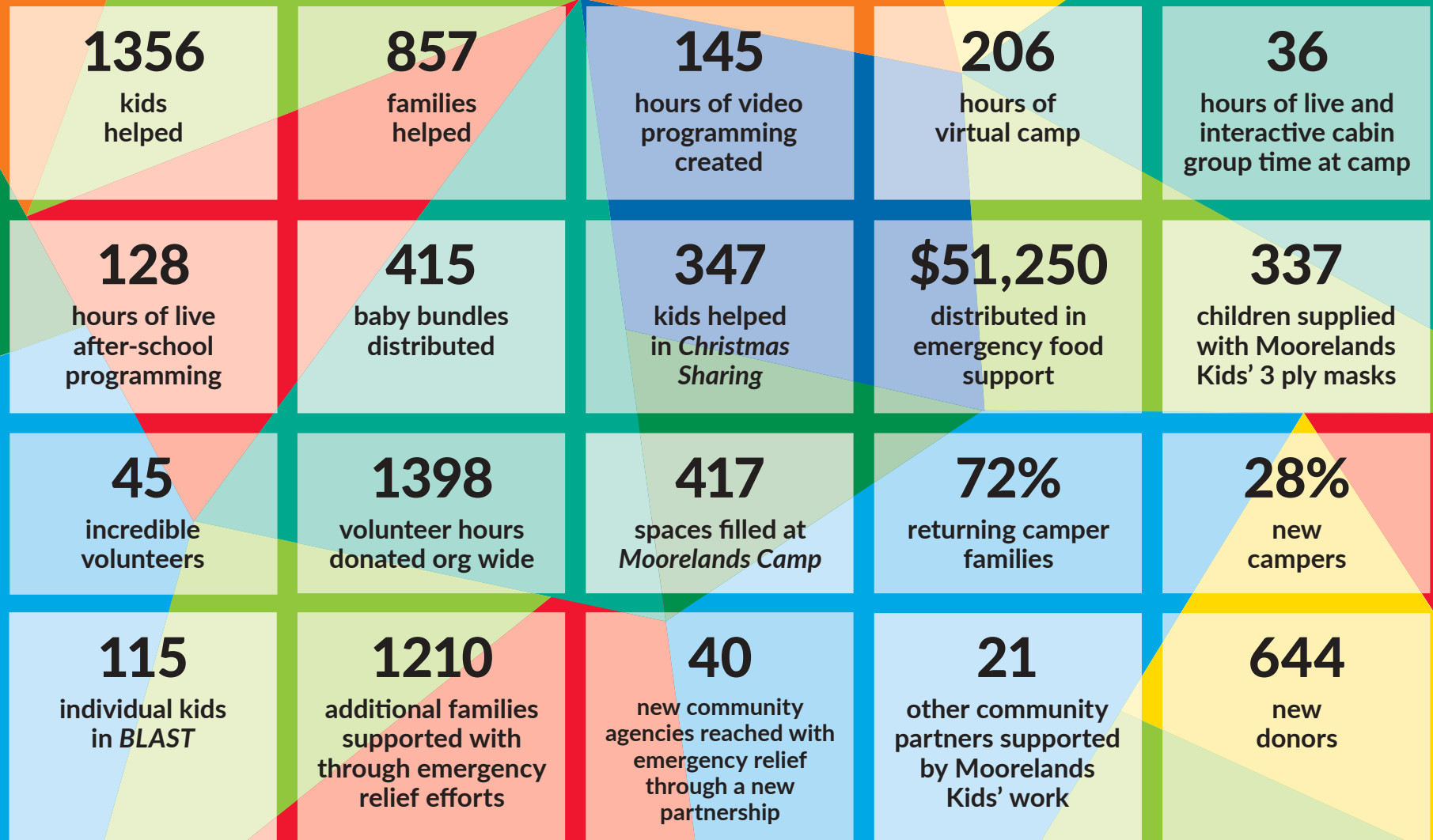


“The pandemic has been really hard lately, and some of the challenges are, not being able to physically go to school, seeing friends and family, and it's just overall stressful in my opinion. Especially with the thought that someone you care about might be sick. But Moorelands has helped me, because all the leaders are always so positive and supportive, and it's just so much fun to be there even if it's online. And, hopefully, camp will open this year, because this will be my sister's first year going, and I can't wait to share it with her!”

Kennedy, LED participant and camper, age 13.

Stronger Together: Transformation by the Numbers 2020

Like many things, our numbers look a little different this year. While we served less individual children due to COVID-cancelled in-person programs, by sharing our strengths and resources with other community agencies when the pandemic first hit, we were able to serve a substantially higher number of families through our emergency response and wrap-around supports.



Financial Overview

As Chair of the Finance Committee, it's my pleasure to bring you the results of the Moorelands Kids' Audited Financial Statements 2020 and to announce that Moorelands Kids is designated a Top 100 Charity in Canada by outside reviewing body, Charity Intelligence (Ci). Charity Intelligence's designation is awarded based on a host of measures. Primary among them is fiscal responsibility, transparency, and mission impact. Being named a Top 100 Charity in Canada means we were chosen over 86,000 other charities operating in Canada in 2020.

As an organization, we are committed to being good stewards of the resources, in-kind and in dollars, that you gift to us. The 2020 plan originally stated program costs of \$1.9 million and all children attending programs in-person. It is no surprise to anyone reading this report that we needed to adjust our plan once COVID struck. It may surprise you to know that we ended the year having met our financial requirements and at the same time shifted to meet the urgent needs of kids and families, as caused by COVID-19.

As a responsible and agile organization, the Finance Committee and Board of Moorelands Kids approved a plan to reduce our organizational spend by over \$450,000. While not sustainable over the long-term, these extraordinary efforts made it possible for us to deliver you a balanced year. With the help of government assistance, it also allowed us to provide a significant carry-forward of \$368,000 needed for what we hope and believe will be in-person camp in 2021.

We are grateful to the many new donors, corporations and foundations who chose to support our work and our kids. The single strongest indicator of our success was the incredible support of existing individual donors who continued and increased their support through direct individual giving and a notable increase in gifts of securities, the most tax-efficient way to give.

Reports from the pandemic clearly show us that children have fallen behind in mental health and positive development. Only with your help and commitment will Moorelands Kids continue to reach more children. Together, we can empower them to reach out of poverty and into opportunity.

Sincerely,

Alison

Alison Larocque, Finance Chair

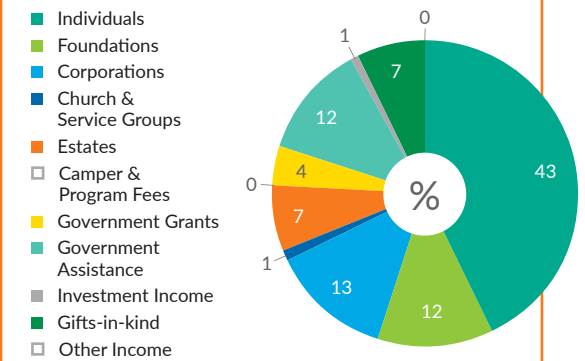
Summary Statement of Operating Activities For the year ended December 31

	2020	2019
Revenue		
Donations and grants	1,435,108	1,383,408
Legacies	126,000	100,000
Program fees	6,065	92,795
Investments Income	20,984	125,494
Government Assistance	218,389	--
Other income	4,294	79,829
	1,810,840	1,781,526
Expenses		
Camp	487,689	880,992
City programs	524,990	536,415
Public awareness	84,620	65,258
Administration	100,930	117,915
Fundraising	244,504	257,095
	1,442,733	1,857,675
Carry Forward	368,107	(76,149)
Inter-fund transfers	(368,107)	76,149
Net change in General fund balance	-	-

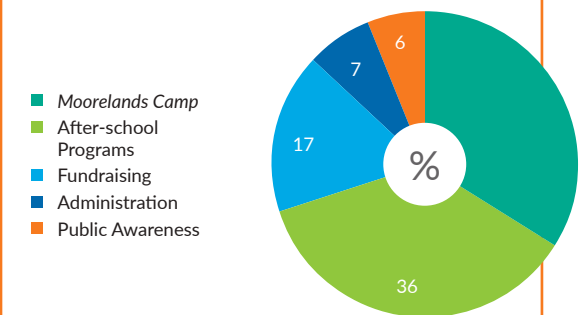
Summary Statement of Financial Position December 31

	2020	2019
Current Assets		
Cash and short term investments	2,254,371	1,486,162
Receivables and prepaid	110,336	87,720
	2,364,707	1,573,882
Current Liabilities		
Payables and accruals	68,531	67,379
Deferred revenue	9,652	4,545
	78,183	71,924
Working capital	2,286,524	1,501,958
Long term investments	529,366	482,264
Cash Surrender Value of Life Insurance	0	96,712
Capital assets	1,828,323	1,962,326
	4,644,213	4,043,260
Fund Balances		
General fund	--	--
Capital fund	1,080,001	800,254
Operating Reserve fund	1,166,523	798,416
Bursary	72,950	67,950
Endowment	456,416	414,314
Invested in Capital Assets	1,828,323	1,962,326
	4,604,213	4,043,260

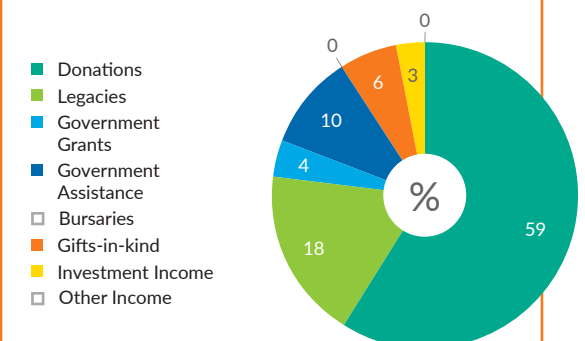
Revenue by Source (Operating Funds 2020)



Operating Expenses 2020



Total Income All Funds 2020



It Takes a Village

Our work to combat the negative effects of poverty and the impacts of the pandemic in the lives of the children we serve would not be possible without our community. In 2020, our volunteers and peer-to-peer fundraisers shared their strengths to ensure Moorelands Kids' programs were there to keep kids connected, resilient and strong.

We want to say a huge thank you to our amazing team of camp, after-school, baby bundles and virtual volunteers and interns: Dan (Recon) Andrade, Kayla (Tenor) Bakker, Nicole (VODA) Martinez, Robyn (Aurora) Bell, Carole Legget, Diane Hopkins, Margo Coleman, Cheryle Pollock, the Finance Advisory Team at RBC, Shamir Masood, Matt Wilkie, Dawson Nyffenegger, Sarah Van Heuverswyn, Jim Allan, Ann Wondolowski and all our volunteer camp leaders who made online camp possible!

We are also incredibly grateful to our fundraisers who took up the challenge to rally their family, friends and networks and helped make our transformative programs possible – including our amazing team of Send a Kid to Camp fundraisers who started it all by taking part in the 101st Annual Send a Kid to Camp letter-writing campaign.

And those who created their own fundraising activities, including:

- ▶ The Starry Summer Night Committee who raised funds for a new camp boat with their "Non-Event of the Year" and the socially distanced "Aqua Hug!"
- ▶ The Ward Family Foundation whose #GivingTuesday matching gift helped us raise **\$40,000+** in one day!
- ▶ Our camp staff and alumni who organized the virtual "Together Around the Campfire" fundraiser!
- ▶ Patrick Marzouk and his *Christmas Sharing & Top up the Pantry Go Fund Me Campaign*
- ▶ The RBC Global Traders who selected Moorelands Kids as one of the beneficiaries of their 2020 event RBC Trade for the Kids @ Home
- ▶ Individuals asking for donations to Moorelands for their birthday in lieu of gifts via Facebook
- ▶ And many more fundraising dinners and personal events...

...Your support transforms lives and helps us grow our community, a tangible benefit of being stronger together. **Thank you!**



Why Our Community Believes Resiliency is Important

Our community believes in the importance of Moorelands Kids' resiliency building leadership programs for kids. Here's why:



"RBC Future Launch is a 10-year \$500 million commitment to help Canadian youth prepare for the jobs of tomorrow. We are moving beyond financial investment by engaging the public and private sectors to understand the issue further and significantly impact young Canadians' lives. Young people need the skills to interact effectively with others, make difficult decisions, and cope with new situations. That is why the RBC Foundation is a proud supporter of VITAL, teaching youth the communication and job-preparedness skills they need to thrive in the workplaces of the future."
Emily Coolican, RBC

"The Kiwanis Club of Toronto knows that now, more than ever, we need effective leaders to build resilient communities. That's why we were pleased to partner with Moorelands Kids' BLAST program in 2020 to provide fun and enriching leadership and life skills learning to Toronto kids."
Andrea Simpson, Kiwanis Club of Toronto



YOU are Empowering Kids to Transform Their 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 appear throughout these recognition pages in **bold** and have supported our work for 20 years and more; and our growing group of Sustaining Donors, who chose to make monthly gifts, which allow us to plan for our future programming. You are our foundation.

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**In Memory of
Christopher
Spencer Bartrop**
1940 – 2020, Century
Club Member, Former
Board Member

Christopher passed away peacefully
with family by his side on Monday,
February 24, 2020, in his 80th year.
Beloved husband of Joan for over 55
years. Christopher served on the Board
of Moorelands Kids between 1995 to 2000,
overseeing the change from Downtown Church
Worker's Association to Moorelands Community
Services.

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Mary Horan**
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Cian McDonnell
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"[Your online programs] are so important because they offer kids the chance to get some support, take part in recreational and social activities and talk about things of concern. Having a teenager and a pre-teen, I know it's an age when they really need extra support: self-esteem issues and anxiety are something I see coming out more and more."
Ingrid Palmer, Moorelands Camp alum and camper parent

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"The pandemic's changed the way I go to school and means I have to wear a mask everyday... but what I enjoy about online **BLAST** is playing games and working together. **The Zoom meetings help entertain me and stop me being bored!**"
Yanni, BLAST participant, age 10

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“Social distancing has been difficult - the first month was very distressing for the children. They wanted to go out and see their friends but they were also frightened. It was very stressful for me as a single mom, I wasn't able to go to work and somehow I also had to learn to be a teacher! *Moorelands Camp* was really, really helpful. My kids learned so many things at virtual camp and it instilled a spirit of togetherness even though everyone was separate.

**Thank you to everyone who supported my family!”
Maximilliana, mother of two
Moorelands' campers!**

Ross Edmunds and
Carole Crompton

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"By following the HQs it helps me stay safe. Like decide and plan, today I wanted to go down to the park but I also want to play inside, so I decide and plan to stay inside because it's safe."

Ji-woo, age 7.



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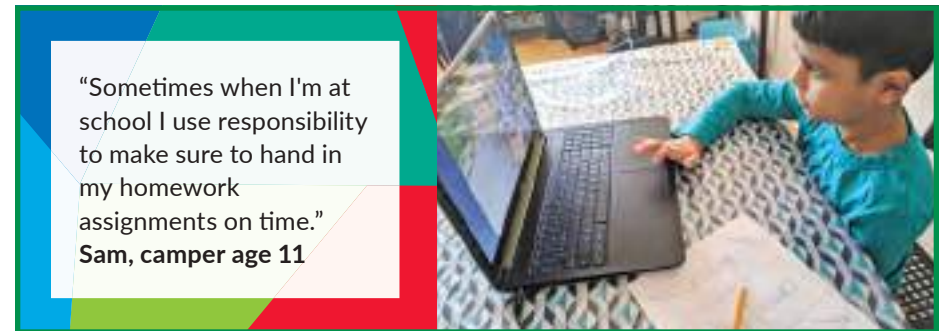
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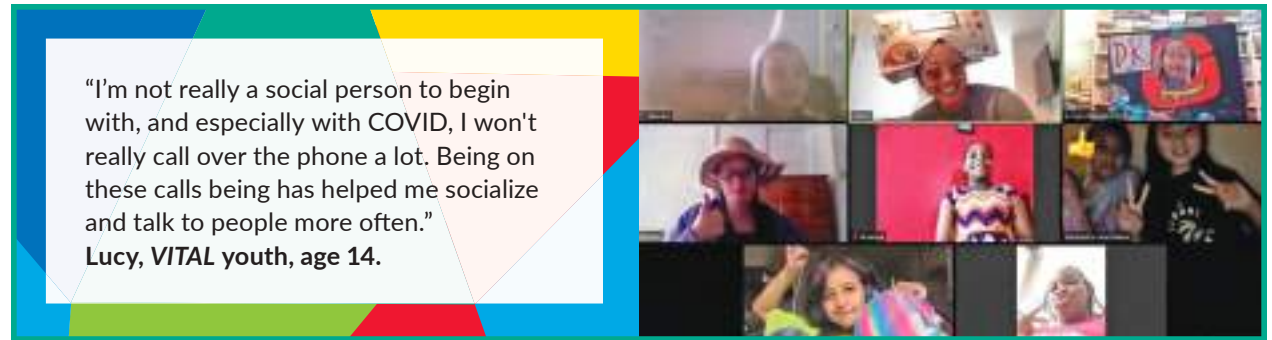
Melanie Provost



"In High School we do 2 courses at a time, and even though it's only 2 courses, it's stressful and a lot of work. It kind of gives me anxiety about that because there are so many assignments. But VITAL helps because it helps me relax and gives me some time to myself." Adhira, VITAL participant, age 15.

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"I'm using what I learned at online camp with my family for better communication skills and treating others the way they want to be treated and making sure I can trust in others as they trust in me."

Jessie, camper age, 13

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Leave a Legacy

In Memory of John Longmaid Offutt

June 30, 1961 to November 20, 2020

Former Board Member, SAK Writer, Educator and Philanthropist, John Offutt actively made changes in his life to devote his skill and time to breaking down equity barriers surrounding children in Toronto. He educated his friends and business colleagues about the need and then introduced them to opportunities to get involved with Moorelands themselves. John was a profoundly thoughtful, deeply philanthropic person. Perhaps most of all, he genuinely lived his values. After his death, many memorial gifts were made in John's remembrance. His legacy lives on in Moorelands Kids' continued work to empower kids to transform lives.



They Shape the Future...

Moorelands would like to take this opportunity to honour the individuals who contributed through their estate in 2020. Their legacy will make a significant, lasting difference in the lives of children in need for generations to come. We are profoundly grateful.

- ▶ Estate of Ann Wondolowski
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- ▶ Estate of James Arthur Metcalfe
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- ▶ Estate of Willard Warren Piepenburg



2021 Is Canada Make a Will Year

If you are thinking about your own legacy and wish to make a meaningful difference in the lives of children living in financial disadvantage, please consider leaving a gift to Moorelands Kids in your will. By taking the time now to plan your legacy carefully, 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 while preserving capital for your heirs. Let us share how with you.

Please contact Maureen Lewis to discuss your wishes in confidence at mlewis@moorelands.ca or 416-466-9987 ext. 307.



Moorelands Kids

Looking forward
to brighter days ahead
when we are back at camp!


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