



Moorelands Kids

myMoorelands

Our Vision: We Empower Kids to Transform their Lives



Winter 2022

Finding Joy in Challenging Times

Moorelands Kids Community Supports 701 Children and Babies!

The results are in! By partnering with Moorelands Kids' *Christmas Sharing* in 2021, you shared toys, holiday meals and baby supplies to hundreds of children. You 'Topped Up the Pantry' with over \$30,000 in grocery support to get families with young children through the difficult month of January. And you shared joy to children and families in need. Thank you!

"Our team is proud to continue to support the Moorelands Kids' *Christmas Sharing* program. The program is a wonderful service for Toronto families, and also brings our own team together through the fulfillment of knowing that we bring holiday joy to the families we sponsor."

- Brandon Gill New, OP Trust



"I just wanted to say thank you to all of you for giving such wonderful gifts and gift cards for our family...my children were so happy. They got their favourite books and D's most favourite Pokémon cards. I can never afford these things. Thank you so much for all the happiness you gave to my family."

- Elizabeth, camper parent.



Build your legacy with Moorelands Kids!

Legacy, or Planned Gifts are an important part of the Moorelands Kids' giving tradition. Your legacy can have a transformative impact in a smaller organization like ours and secure opportunities for children for years to come. Contact Maureen Lewis to learn more: mlewis@moorelands.ca or (416) 466-9987 ext 307.

329 "Bundles of Joy" Shared

Moorelands Kids' *Baby Bundles* program makes a big impact across Toronto thanks to amazing community connections. Not only do our bundles provide vital supplies to low-income moms and their newborns, the program links them with a health care worker and community workers who provide ongoing education and support. In 2021, we worked with 12 partner agencies distribute more than 300 *Baby Bundles* to moms in need. Here are some stories from the mothers you helped. **Thank you!**

Sapphire's Story, St. Stephen's The Neighbourhood Group



Moorelands Kids has been working with St. Stephen's since 2018. First time mom, Sapphire and her husband Paul have had a tough year. Newcomers to Canada without a network of support, they are struggling financially due to the COVID-19 pandemic. The company Paul works for has cut his hours severely. In a way, this feels worse than losing his job altogether because although his income has been reduced, he does not qualify for government support. The baby bundle the family received was a bright spot in a tough time. It not only helped them financially, providing supplies they could not afford, it gave them an understanding of what they needed for their baby. More important, it helped immensely in establishing rapport between the family and their new community worker at St. Stephen's. Now, thanks to your help, the family is accessing a range of supports from this agency and their baby is off to a healthy start!



86%

of
mothers
helped
continue
to receive
support
from our
partner
agencies



Bolade's Story, Robertson House



Bolade is a single parent and refugee from Nigeria who is currently relying on Ontario Works for her income. With three other children to take care of, she was already struggling to make ends meet and did not have extra money to buy baby supplies. When she heard about the Baby Bundle from Moorelands Kids, she was so happy. Not only was she overjoyed to receive a gift of beautiful new items and handmade sweaters, booties, hats and blankets, she felt relieved to know that she could spend her limited budget to buy food for her family. Thank you for making it possible for families like Bolade's to get by in difficult times.

34%

of mothers
helped are new
to Canada



ed Across Toronto in 2021!

43%

of mothers helped are
first-time moms

Sofia's Story, Macaulay Child Development Centre

Sofia, also a first time mom, experienced a lot of distress about the upcoming birth of her baby. Pregnant, and anxious over finances, Sofia worried how she would be able to care properly for her baby and whether she could be a good mother. Adding to the stress was the fact that Sofia is still new to the English language and she felt very isolated. Sofia was struggling to communicate, make friends and find community. The Moorelands Kids' Baby Bundle went a long way in alleviating some worries. As the Macaulay Team went through the items in the bundle with her, Sofia was overwhelmed and started to cry. She was so thankful. Sofia shared that because of this gesture of support, it was the first time she felt that she and her baby were loved.



LED and VITAL kids set goals to grow into community leaders

"At LED, we learn the community code and why it's important to think carefully about our actions, attitudes and behaviours before we act. We learn there are consequences for our choices".

Imani, online LED participant, age 13.

Our online programs continue to provide kids with a safe space to build community and make friends while learning and growing. In LED (Lead, Excel, Demonstrate) after-school programs for tweens, kids have been setting group goals and group challenges to provide one another with support through tough times. Challenges include the 'Compliment Challenge' – each member has to pay one other person a compliment before the end of the session; and the 'Be Present Challenge' – with the goal of the whole group participating with their camera and microphone on – a real achievement for shy youth!

Over in our VITAL (Volunteers In Training As Leaders) program, high school youth have been learning about the importance of service leadership. Building on the strength of their amazing Giving Tuesday efforts where they spread kindness and joy in the community, youth have been working hard at setting their own SMART goals for the year and focussing on how they can improve their leadership and communication skills.

With your support, we can continue empowering kids to make a difference in their community.



Help Us Get Back to Camp!

The *Moorelands Camp* team is planning for in-person camp this summer! The connections you make possible throughout the year - *Christmas Sharing* and *Festive Fridays* - are so important in helping us stay in touch with our families and keeping our community strong.

While we work on plans to get campers and staff up to camp safely, we count on your support to make it happen!

Moorelands Kids needs Send a Kid to Camp (SAK) Champions! Reaching into your own network or community, you will create an online challenge, write to your friends or host your own events to help us cover the rising costs of camp. This summer, camp for one child is \$1650, including rising fuel and food costs and health and safety measures.

Need some ideas? Here are a few to get you started:



Take on a physical challenge like a run or bike ride



Host a party or BBQ and ask your guests to make a donation instead of a host gift



Ask friends and loved ones to make a donation to SAK in your honour for your birthday



Host a workplace, community event, or virtual event to send a kid to camp this summer!



Learn more about how you might get involved at moorelands.ca/fundraise or contact Helen for more info: hgaan@moorelands.ca

Together, as a community, we can help kids get back to camp!

Save the Date to Reunite

Please save the date for Moorelands Kids' Annual Meeting:

April 20th at 5pm

More information will be available soon on our website at moorelands.ca/am-2022.

Stay in the Loop!

Moorelands Kids creates fun and educational videos and posts for our community across our social media platforms. FOLLOW, LIKE, and SUBSCRIBE, to take part in the fun. Get all the latest information, from program updates to our Annual Meeting details, to the latest contests for kids and stories. See you online!



Moorelands Kids

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