



Moorelands Kids

**ANNUAL
IMPACT
REPORT
2021**



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President's Report

Overcoming the COVID-SLIDE

Last year I started my report to you by quoting from a UNICEF publication highlighting the impact of COVID-19 on the socio-emotional wellbeing of our children and youth and the impact of isolation on their mental health. Many of you have read *myMoorelands* newsletters and enjoyed brilliant examples of the creative, encompassing ways the Moorelands Kids' staff overcame these negative impacts every day. Here I will speak to you of what Moorelands Kids, as an organization, is doing to overcome the COVID-slide and build forward to a more resilient future.

2021—A Year of Capacity Building

The Board created a strategic plan that will serve the organization for the next three years and help us navigate these ever-changing times. We built up our organizational effectiveness to deal with the negative impacts on children's development, mental health and wellbeing. We already know we will need to address parental anxiety around allowing children to participate in out-of-home activities. These next three years will be years of rebuilding: **Rebuilding Connection** — to families and supporters, **Rebuilding Resiliency** — in the kids we serve and the young staff who serve them, and **Rebuilding Capacity** — to beyond the pre-pandemic levels.

Our Recovery Plan is to reach and support more financially marginalized children - to get them into Moorelands Kids programming and the supports they need.



2022 will be another challenging year, financing the return to pre-COVID in-person programming. We already know that our costs, all around, will significantly increase. Government emergency supports will roll off. Our 2021 carry forward of \$448K will support an operating buffer. It will allow us to put a stake in the ground on a much-needed \$1.6 million installation of washrooms in camp cabins, to protect service continuation in the face of future pandemics.

Our work continues even as the need grows, so thank you all for your continued commitment to Moorelands Kids. 2021 was a year like no other. We saw heartbreak and resilience in the children we serve, even as COVID has increased their need exponentially. We saw the heroic efforts of staff to keep kids resilient and safe. And we saw your trust and commitment to our kids. Thank you for your part in empowering children to overcome and succeed.

Sincerely and in your service,

John Shelly
President, Board of Moorelands Kids

Executive Director's Report

OVERCOMING: To deal with successfully; to prevail over – that's been our buzzword at Moorelands Kids for all of 2021.

Watching our staff, kids and community come together last year was a timely reminder that there is much to be grateful for. Your support of Moorelands Kids helped kids to **overcome** the 2021 challenges of the pandemic. Our programs provide the building blocks of resilience: *communication, connections and problem solving. Our staff come along side, build relationships and empower kids to grow – that's what makes the difference.*

2021 was a year of continued upheaval. Moorelands Kids' staff and programs provided consistency and a safe positive space online. Programs were strengthened, ensuring there was more peer connection time, hybrid programs were created and monthly we bonded with 75 families online at a camp-based, family fun night.

In a recent survey, a parent described her son as *"Literally transformed. All the teachers at school, well meaning adults, nothing had impacted my child more dramatically than Moorelands Kids"*.

That impact is our intention – that children will be empowered to take responsibility for themselves and move forward with confidence.

Our key goal for 2022 is to work with kids face-to-face once again. We are prepared, plans are in place and children are signing up.

I hope that as you read, you will be encouraged to know just how great a difference you are making.

Thank you for being a part of the Moorelands Kids' community and for empowering kids.

We overcame the pandemic challenges and now with your commitment and our programs, we will help our children overcome a legacy of isolation and fear. Together we will help each child build their resiliency and give them hope as we guide them into new experiences and opportunities.

Moorelands strong community was evident on all levels:

Donors continued to support and when an in-person event was not possible, Starry Summer Nights created an amazing Scavenger Hunt. **Staff** took Mental Health Leadership Supports training to support the wellbeing of staff and kids. **Kids** impacted their communities with acts of kindness making Giving Tuesday a huge success.



With Gratitude,

A handwritten signature in black ink that reads "Lynda".

Lynda Tilley
Executive Director,
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.



Highlights 2021

Overcoming the Challenges of Covid

JAN – FEB



CHALLENGE

The year starts with a bleak COVID-19 milestone: cases surpass 600,000. The new Delta variant arrives.



MOORELANDS SOLUTION

Moorelands distributes 57 activity kits to kids in our after-school programs to keep them engaged in joyful activities online. The Stay Home & Stay Active contest encourages participants to stay healthy and active while they're stuck at home. Volunteer Jam Gamble hosts an empowering workshop for VITAL kids on using your voice!



Challenge

Toronto continues with one of the most prolonged lockdowns in the world as Canada observes the first anniversary of COVID-19 being declared a pandemic by the World Health Organization.

Moorelands Solution

Moorelands continues to keep kids connected with monthly Festive Fridays – on average, 75 kids log into Zoom each month to play games and connect with their camp friends and role models. The Stay Home & Stay Creative contest gives kids a creative outlet to communicate their feelings. Moorelands Kids' launches its first ever Catch the Ace lottery.

MARCH



APRIL – MAY



CHALLENGE

Canada enters the 3rd wave and schools return to online learning on April 19th. By May, Ontario schools have been closed for a total of 20 weeks since the pandemic began.



MOORELANDS SOLUTION

VITAL youth put their leadership skills into action as they volunteer at the April and May Festive Fridays. The Send a Kid to Camp (SAK) campaign launches and our staff team takes on the #kms4camp fundraising challenge to cover the 244km distance to camp over the May 24 weekend raising over \$8000!





JUNE – JULY



CHALLENGE

By June, ¼ of eligible Canadians are now partly vaccinated against COVID-19 – good news as Delta becomes the dominant variant.



MOORELANDS SOLUTION

Staff training and production of virtual camp videos begins at camp with the goal of helping campers maintain their connection to the camp environment and nature. Online Camp begins with the distribution of 168 camper kits of supplies to complete activities! Karin Ibscher completes her amazing Kawagamathon fundraiser for SAK raising \$4,590.



AUGUST



CHALLENGE

As Canadians begin to experience more freedom, data shows the impacts of the pandemic on kids' mental health continue – 70% increase in kids reporting mental health decline in some way by Canada's Children's Hospital Foundations.



MOORELANDS SOLUTION

Camp is in full swing keeping kids connected! The Starry Summer Night Committee's fundraising events (online auction, 2nd Annual Aquahug and the Swashbuckler scavenger hunt) raise a combined total of **\$82,148!** On August 19th, Moorelands' hosts a virtual "Lunch by the Lake" for our supporters. 24 Moorelands' campers take part in a 3D modelling camp. Moorelands hosts its 1st in-person program of the year with the LEDGE & STEP rock climbing.

SEPTEMBER – OCTOBER



CHALLENGE

Schools return with parents having the choice between in-person and online learning but many parents worry about how kids will recover from the COVID-Slide. Children have struggled to meet grade expectations and those from racialized and low-income communities experience the greatest gaps.



MOORELANDS SOLUTION

In early September, the Ride Across Ontario in memory of John Offutt raises **\$15,000!** Virtual After-School programs start for the second and Festi-fall gets kids active on October 2nd through a partnership with Active Life Rehab. Staff develop their ability to support those struggling with LEAD mental health training.



NOVEMBER – DECEMBER



CHALLENGE

Health Canada approves Pfizer for children aged 5-11 in November. The Omicron variant arrives in Canada putting a dampener on Holiday plans.



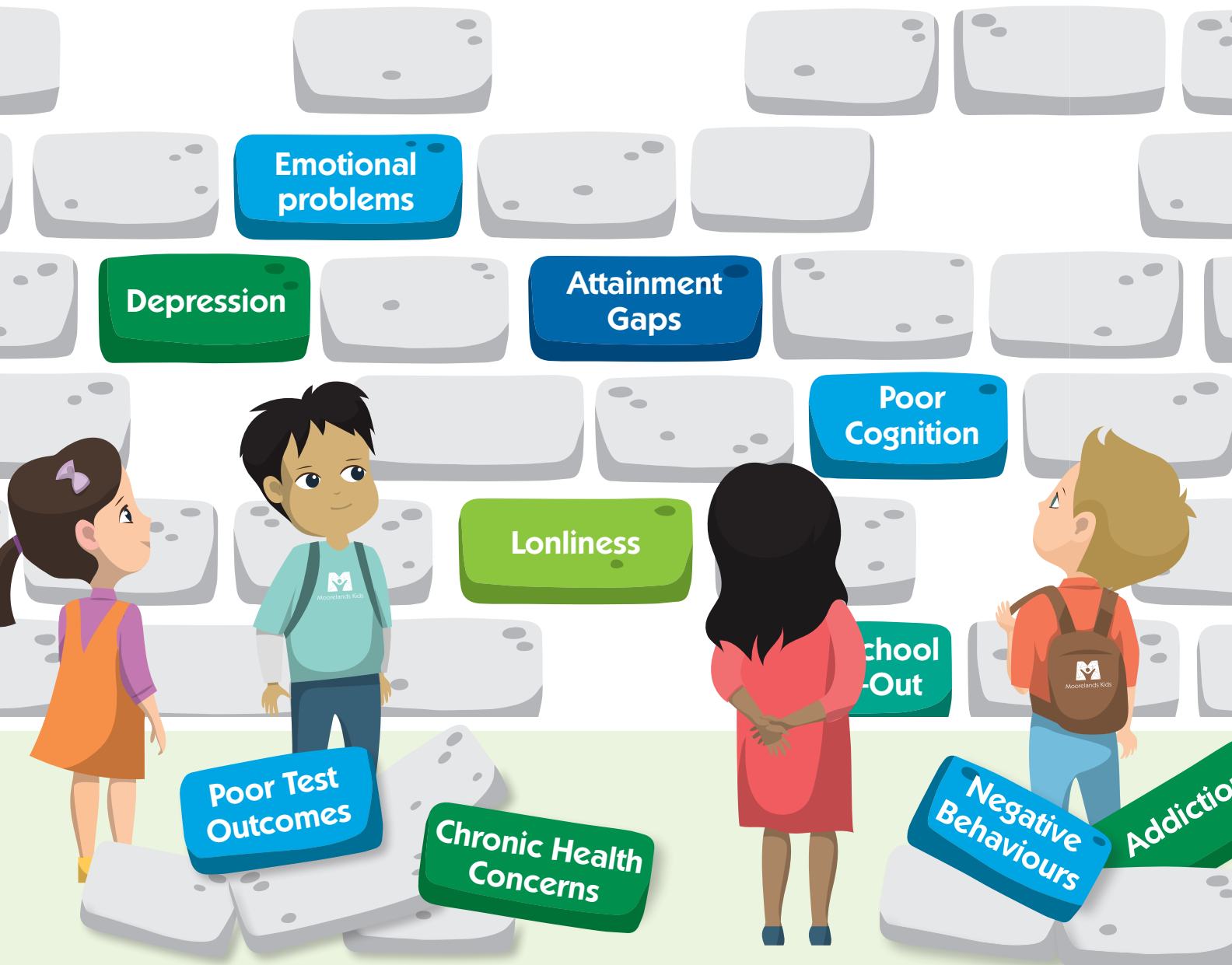
MOORELANDS SOLUTION

Moorelands Kids is recognized by Charity Intelligence as a Top 100 Charity in Canada for the 2nd year in a row for our mission's impact, transparency and accountability. Kids in our after-school programs learn about the importance of being good citizens as they prepare to take part in Acts of Kindness on Giving Tuesday, November 30th. The amazing response to our kids' example of giving and the matching challenge from the Ward Family Foundation sees our community raise **\$133,607** in one day! Christmas Sharing continues the season of giving with 701 children and babies supported by caring donors.

Overcoming the Barriers to Success

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

Moorelands Kids has REAL solutions.



Moorelands Kids' Solutions provide:

4859

welcoming, warm and safe spaces in 2021.

485

Program Hours: affordable, meaningful opportunities to learn, explore, connect and have fun.

75

hours Community Volunteering: VITAL kids practise being good role models and leaders.

BUILD

positive relationships with peers and supportive adults.

97%

of Campers use our Habits & Qualities to be leaders in everyday life, applying MK skills to achieve life-success.

How we empower kids to transform their lives.

Read our full theory of change online:

www.moorelands.ca/what-we-do/



Empowering Kids to Make an Impact!

On Giving Tuesday, your support of our kids empowered them to help the community through acts of kindness – check out how they gave back here:

moorelands.ca/giving-tuesday-2021

Thanks to the generous matching gift from the Ward Family Foundation and your own acts of kindness, we were able to raise \$133,607 to keep this multiplier effect going. Thank you for empowering kids to be strong, positive leaders in their community.



“I use the things I learned in Moorelands at school – especially around the younger kids – to be a good role model and making sure I make the right choices. What I learned is that if I make the wrong choice, they'll see that and it'll be wrong – so Moorelands has helped me see why making good choices and being a good role model is important.”

-Gaynor, LED participant, age 13



“This past year, what's really made an impact (on me) is learning to hold yourself accountable for your actions and be responsible.... Really the point of Moorelands is you come to learn how to be a better leader and then you go back to your community and bring that leadership there.”

-Kelvin, VITAL participant age 16.



“You go in there as a kid never thinking you would want to be a leader. I went in there as a youth, but now I am working to become a staff there.”

-Simon, STEP camper, age 16.

Programs that Empower Kids to Overcome

As the pandemic continued through 2021, Moorelands Kids' programming focus continued to be on giving kids the tools and resiliency they needed to overcome a plethora of intersecting challenges (see p.6). Even before the pandemic, kids from low-income families faced an opportunity gap. As reported in Toronto's 2021 VITAL Signs report¹, neighbourhoods that are home to more low-income and racialized residents bore the brunt of learning disruptions and impacts on their mental health and wellbeing.

Last year, you kept kids connected to our nurturing community and improved their well-being with safe, interactive and fun online programs. Our programming provided a Positive Youth Development structure and stability in a time of turmoil, teaching children life-changing skills and equipping them with the building blocks of resilience.

o·ver·come

/,ōvər'kəm/

verb

1. succeed in dealing with (a problem or difficulty).
-

¹ <https://torontofoundation.ca/vitalsigns2021/>

The Building Blocks of Resilience Provided By Moorelands Kids' Programs



Kids connect to caring and supportive relationships



Kids learn how to set realistic goals and plan the steps to achieve them



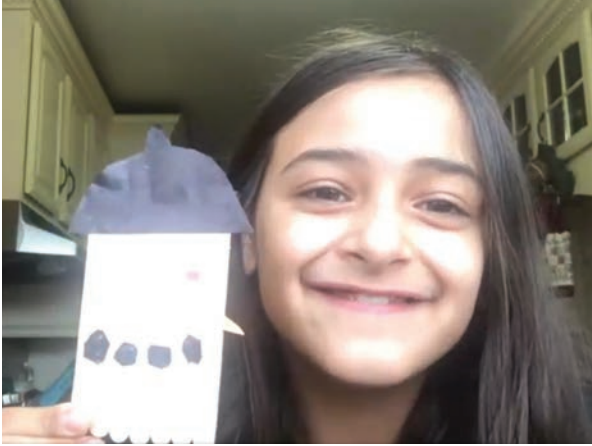
Kids are encouraged to view themselves positively and have confidence in their own strengths and abilities



Kids develop communication and problem-solving skills



Kids hone the ability to manage strong feelings and impulses



BLAST Online

BLAST continued as an online program offered three days/week in 2021. Three *BLAST Online* groups offered 255 spaces of fun, structured and interactive after-school programming at no cost to participants. Participants met twice a week via zoom, Tuesdays and Thursdays at 4 pm for one hour then took part in one weekly activity video every Wednesday at 4pm. 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

Pre-pandemic, *LED* served students attending Valley Park Middle School, Humber Summit Middle School and Gulfstream PS schools. In 2021, *LED* ran as a 32-week online program offered at no cost to participants from across the city. Two groups met every Wednesday at 4 pm, with a total of 50 spaces for kids in Grades 6-8 offered to youth from across the city.

LED provides tweens with the confidence and guidance they need to make good choices as they work to be a positive influence in their community. Online *LED* is specifically designed to help youth navigate the challenging transition from child to teen, building kids' confidence in using technology to connect and nurture relationships in a remote setting while developing problem-solving, teamwork, leadership, goal setting, and communication skills. Registered participants received kits containing all the materials needed to participate in the program.

VITAL Hybrid

While the COVID-19 pandemic brought many challenges, it also brought new opportunities: in fall 2021 we launched our first ever online/in-person hybrid program based on our wealth of learnings from the first year of the pandemic. Hybrid *VITAL* maintains its structure as a 32-week online program – offered at no cost to participants – now with 30 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 and take part in pre-employment workshops that prepare youth for the workplace. In-person meet ups spread across the program year give youth the chance to practice the skills they are developing in program. Leadership retreats at *Moorelands Camp* or a nearby at an outdoor education centre offer youth the change to embed leadership learnings and expand their personal networks and community connections. Experiential learning with real-time support and feedback remain essential elements of *VITAL* with opportunities for youth to gain up to 20 community volunteer hours.

Baby Bundles

Baby Bundles is one of our two family programs, this one aimed at moms and newborns living in isolation or at risk of economic instability. The only one of its kind in Toronto, *Moorelands Kids' Baby Bundles* provides new mothers living below the poverty line with a gift to welcome their baby.

The bundles are used to help connect a new mom with a health care worker and community supports that provide continuing education and assistance. The program is provided at no cost to recipients and we work in partnership with 12 other community agencies to identify new mothers in-need and to deliver the bundles. In 2021, you made it possible for us to deliver 329 *Baby Bundles* to mothers living below the poverty line.

Christmas Sharing

Christmas Sharing brings Christmas to families that otherwise wouldn't have the opportunity to have a traditional Christmas experience and spreads joy to families in need. In 2021, our Adopt-a-Family program was open to participants enrolled in summer 2020 or 2021 *Moorelands Camp* programs or our 2021 after-school programs. 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 continued with the second year of our "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 \$30,050 raised during the Holiday season.



Moorelands Camp Online

In summer 2021, *Moorelands Camp* ran its second year of virtual programming for kids aged 8-16 with 480 spaces and offered at no cost to participants. Building on the learnings of the first year of virtual camp programming, Moorelands offered more flexibility and more live experiences to provide fun and interactive activities that encouraged personal leadership, development and meaningful social connections that were imperative to support campers' mental health, resiliency and well-being. Campers enjoyed a packed schedule combining a smaller amount of video programming with extended real-time games and virtual cabin group-time, allowing kids to connect with each other and caring mentors and debrief their learnings. 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 campfires.

All registered participants received camper kits with materials and supplies to take part in activities. 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.

LEDGE (Learn, Experience, Deepen, Grow, Empower) 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 2021, it was offered as an online program with 16 spaces to introduce participants to become 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) is an advanced leadership and pre-employment program for youth in Grade 10 (15 years old). In summer 2021, an online cabin of 12 participants met two times a week for six weeks every Wednesday for 1.5 hours. Their leadership journey continued as the program prepared them to succeed in school and the workplace. In interactive online sessions, youth built trust and learned about the rigours and challenges of online communication. They developed and practiced essential skills, including problem-solving, project design and team building. *STEP* participants developed pre-employment skills in a week-long job shadowing experience that was extended to two weeks for advanced campers.

At the end of the summer, *LEDGE* and *STEP* campers got together in person for the first time all year to engage in a super fun and challenging rock climbing field trip where they set high goals and helped each other achieve them.



Our H&Q's Help us Transform Lives

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

HABIT:
Choose Your Response

QUALITY:
Respect

GOAL 1: Youth develop self-awareness and confidence.

- 100% of families reported VITAL participants demonstrated increased confidence

HABIT:
Decide & Plan

QUALITY:
Responsibility

GOAL 2: Through positive, intentional connections with peers and caring adults, youth increase resiliency and strengthen their mental health and wellbeing.

- 98% of campers made positive connections with and felt cared for by staff role models

HABIT:
Consider & Understand Others

QUALITY:
Caring

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 LEDGE campers reported improved communication and teamwork skills

HABIT:
Achieve More Together

QUALITY:
Trustworthiness

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.

- 100% of BLAST kids could share one way they are using the Moorelands Kids' Habits & Qualities in their daily lives

HABIT:
Care For Yourself

QUALITY:
Citizenship



“The qualities are somehow engrained in the program. It has been a strange year but having the program and having it with known people and positive tips have been very helpful in Darshan’s classroom activities too.”

-Amina, BLAST parent

Supporting Families, Uplifting Communities

Moorelands Kids partners with the families we serve to help kids reach their potential. By providing wrap-around supports to improve life for the whole family, we uplift both kids and parents, helping them overcome challenges.

Moorelands' programming supports parents and families by:



Reducing anxiety

Knowing their kids are safe, cared for, and engaged in nurturing activities when working parents can't be around.



Strengthening relationships at home

- Increased ability for youth to take care of themselves
- Improved communication between youth and caregivers
- Youth's increased consideration for others and increased sense of responsibility leads to decreased conflict



Increasing a sense of pride

Seeing the positive changes and growth and feeling proud they could provide their children with this opportunity.



Developing a sense of belonging and connection

Family programs and year-round opportunities make parents feel a part of the community and they are supported.



"When they came back from camp, they could take care of themselves, they knew when to do what without asking, I was amazed. Before, I had to constantly do a, b, c, d, e. I felt better that they could take care of themselves."

-Shalini, camper parent



"Something about the first week that he spent there - he was literally transformed. All the teachers at school, well meaning adults, nothing had impacted this child more dramatically [than Moorelands]. I sent a boy and he came back a man."

-Kelly, camper parent

Moorelands Camp: A Place to Expand and Explore – Kaiya’s Story

Posted on April 6, 2022 by Abby Alvarez

Kaiya was nervous about starting summer camp at Moorelands Kids. She’d always been shy—the quiet, reserved child, afraid to step out of her comfort zone. But at *Moorelands Camp*, Kaiya could thrive. Embraced by welcoming staff and faced with new and exciting opportunities, Kaiya learned leadership skills that she can carry with her every day.

“The tool box that Moorelands Kids taught Kaiya allows her to speak to people, use her words and gain confidence,” says Kaiya’s mom, Meheira. “She’s a leader now. Little kids look up to her.”

Camp is a place for kids like Kaiya to expand and explore. At Moorelands, Kaiya feels encouraged and empowered. “If we do something wrong, we learn from our mistakes,” she says. This learning gives her the confidence to try new things without feeling judged or worried.

Kaiya also participates in *VITAL*, Moorelands Kids’ after-school program for high school students. At *VITAL* and camp, she has made friends that she can talk to about camp, dining hall memories, and the leadership skills they’ve learned together. Kaiya calls camp “hidden learning,” because she has fun while developing new skills.

“A leader is someone who takes a role to be responsible.”

– Kaiya, Moorelands camper and *VITAL* participant

Kaiya has experienced drastic changes to her learning due to COVID-19. The abrupt changes have required her to adapt quickly to online school and the lack of social interaction with peers. Still, she is grateful that Moorelands Kids provided some connection when everything else felt so isolating. Her leadership development never halted, despite being away from in-person camp for a while.

At *Moorelands Camp*, Kaiya learned the Moorelands Kids Habits & Qualities and now implements them in her own life. Now, she takes a leadership role and shows greater confidence among peers. When nobody else wanted to do presentations in her drama class, Kaiya volunteered. Even though she was nervous, she took a leap of faith and felt brave.

When asked what it means to be a leader, Kaiya says, “A leader is someone that takes a role to be responsible.” And according to her mom, Kaiya is doing just that!



Bringing Our Work into Focus: Transformation by the Numbers 2021

This year we focused on being a consistent source of support to vulnerable children and families as the Covid-19 Pandemic continued its detrimental impacts. Together we made a tangible difference in the lives of families facing financial challenges.

1034

kids
helped

744

families
helped

130

hours of video
programming
created

283

hours of
virtual camp

81%

increase in hours of
live and interactive
cabin group time

162

hours of live
after-school
programming

329

baby bundles
distributed

701

kids helped
in *Christmas
Sharing*

92

incredible
volunteers

1489

volunteer hours
donated org wide

426

spaces filled at
Moorelands Camp

58%

returning camper
families

42%

new camper
families

41

individual kids
in *BLAST*

47

individual
kids in *LED*

25

individual kids in *VITAL*

12

other community agencies supported
by Moorelands Kids' work

574

new donors

Financial Overview

As Chair of the Finance Committee, it is my pleasure to bring you the results of the Moorelands Kids Audited Financial Statements 2021. I'm also pleased to share Moorelands Kids continues its designation as a Top 100 Charity in Canada by outside reviewing body, Charity Intelligence (Ci) for the second consecutive year. Charity Intelligence's designation is awarded based on a host of measures. Primary among them are 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 2021.**

As an organization, we are committed to being good stewards of the resources, in-kind and in dollars, which you gift to us. The 2021 plan originally stated program costs of \$1.93 million and all children attending programs in-person. When circumstances forced us to adjust our plan back to virtual programming we ended the year having met our financial requirements and the urgent needs of kids and families, despite COVID-19.

As a responsible and agile organization, the Board of Moorelands Kids approved a plan to reduce our organizational spend by over \$450,000 in response to the loss of in-person programming in 2021. While not sustainable over the long-term, these extraordinary efforts afforded us the strategic response it took to deliver you a balanced year. It also allowed us to provide a significant carry-forward of almost \$450,000 to support increased program costs anticipated as we shift back to in-person delivery.

If we meet our fiscal 2022 goals, we hope to direct a portion of the carry-forward to kicking off a capital improvements campaign – a stake in the ground on our much-needed plan to install washrooms in camp cabins. For this, our work is only beginning; we are seeking partners for this capital build, now. I invite you to get in touch to learn more about the many intentional ways this prepares us for the future.

Let's make sure we leave no child unsupported. We are excited to have children get out of their homes and into our programs. We need to ensure that we can fund the related increased costs as we fully operate our programs. Together, we can empower children to reach out of poverty and into opportunity.

Sincerely,

Alison

Alison Larocque, Finance Chair

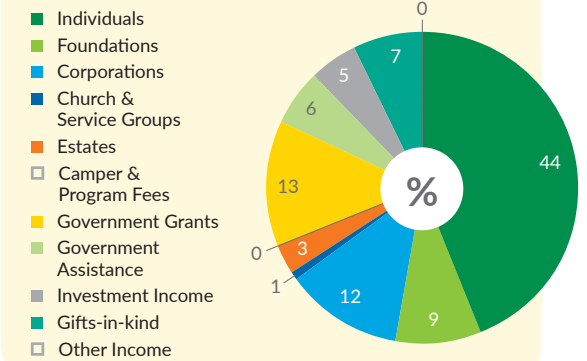
Summary Statement of Operating Activities For the year ended December 31

	2021	2020
Revenue		
Donations and grants	1,650,451	1,435,108
Legacies	50,000	126,000
Program fees	3,385	6,065
Investments Income	98,218	20,984
Government Assistance	124,212	218,389
Other income	124,212	4,294
	1,930,371	1,810,840
Expenses		
Camp	495,767	487,689
City programs	522,667	524,990
Public awareness	68,658	84,620
Administration	68,658	100,930
Fundraising	305,013	244,504
	1,482,099	1,442,733
Carry Forward	448,272	368,107
Inter-fund transfers	(448,272)	(368,107)
Net change in General fund balance	-	-

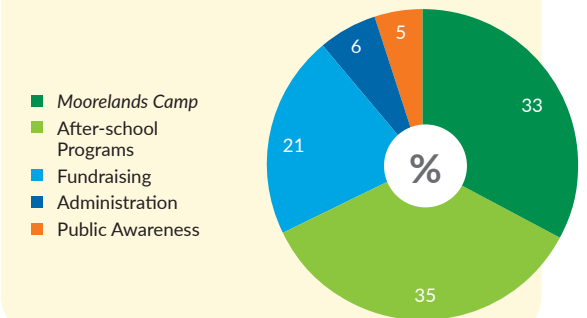
Summary Statement of Financial Position December 31

	2021	2020
Current Assets		
Cash and short term investments	2,615,026	2,254,371
Receivables and prepaid	134,588	110,336
	2,749,614	2,364,707
Current Liabilities		
Payables and accruals	145,151	68,531
Deferred revenue	2,045	9,652
	147,196	78,183
Working capital	2,602,418	2,286,524
Long term investments	571,169	529,366
Capital assets	1,809,813	1,828,323
	4,983,400	4,644,213
Canada Emergency Business Account (CEBA) loan payable	40,000	40,000
Fund Balances		
General fund	--	--
Capital fund	947,624	1,080,001
Operating Reserve fund	1,614,795	1,166,523
Bursary	80,480	72,950
Endowment	490,688	456,416
Invested in Capital Assets	1,809,813	1,828,323
	4,943,400	4,604,213

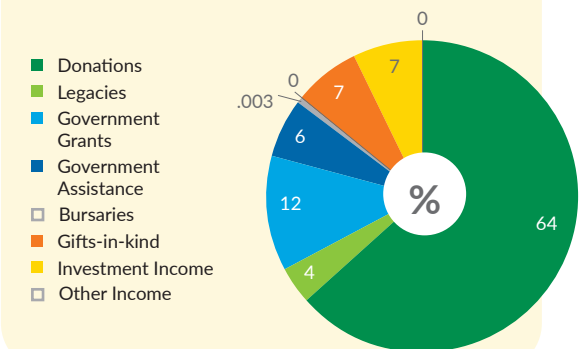
Revenue by Source (Operating Funds 2021)



Operating Expenses 2021



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 2021, despite all that was going on, our volunteers and peer-to-peer fundraisers stepped up to make sure 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:

Roseanne Baker	Neeti Modi
Diana Banh	Mary Mullin
Elizabeth Barry	Nancy Murphy
Kaylyn Boyd-Yeh	Evelyn Murphy
Tatem Boyd-Yeh	Gautami Nair
Mackenna Boyd-Yeh	Dawson Nyffenegger
Jaleel Brown	Ian O'Shea
Owen Burry	Xuan Quach
Margo Coleman	Devin Sanicharan
Kieran "The Dude" Cousins	Marcus Spain
Kari Detzler	Morgan Steinmiller
Julie Digiambattista	Silvia Stoica
Izet Elmazi	Iulian Stoica
Nicole Gulec	Stacey Sutherland
Jamie Houston	Russell "Tiny" Swinehammer
Zainab Jawadwala	Jack Tan
Kelly-K King	Melissa "Nemo" Tilley
Jordan Kwan	Aly Tomas
Fabien Laffa	Sandy Tse
Simone Lumsden	Sarah Van Heuverswyn
Wendy Ma	Sean "Dozer" Wikant
Marsha Mathura	Matt Wilkie
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...Your support transforms lives and helps kids overcome the barriers to success. **Thank you!**

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 2021 Annual Send a Kid to Camp letter-writing campaign.

And those who created their own fundraising activities, including:

- ▶ The Kawagama & Bear Lake Community and the Starry Summer Night Committee who joined together to raise more than \$82,148 through the phenomenal AquaHug, Scavenger Hunt and Online Auction!
- ▶ Andy Dickinson, Paul Miller, Paolina and Hannah Spence aka the Race Across Ontario Team who took on the amazing cycling challenge to raise \$15,000 to send kids to camp in memory of John Offutt
- ▶ Karin Ibsher and her amazing Kawagamathon biking, running and swimming challenge
- ▶ Individuals asking for donations to Moorelands for their birthday in lieu of gifts via Facebook
- ▶ And many more fundraising dinners and personal events...

Why Our Community Believes Resiliency is Important

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



They
Shape
the
Future...

Moorelands would like to take this opportunity to honour the individuals who contributed through their estate in 2021.

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 Doris Jean McCarthy

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▶ Estate of Hugh Robert Chambers

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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“Just a quick note to say how much we enjoyed the experience of volunteering at Christmas Sharing. We were so impressed by how well run the event was, making it very easy to get up to speed on how the system worked and get busy helping. Moorelands does a fantastic job in giving generously to families, keeping the program fun whilst also being respectful. We look forward to joining the team again next year!”

-Áine McGrath
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“ Because of COVID things have been hard but in the house she tries to take more leadership and take on more responsibility. One has to understand what it takes to lead in any group and how to lead yourself and Moorelands has helped with this. ”

-Della, Camper parent

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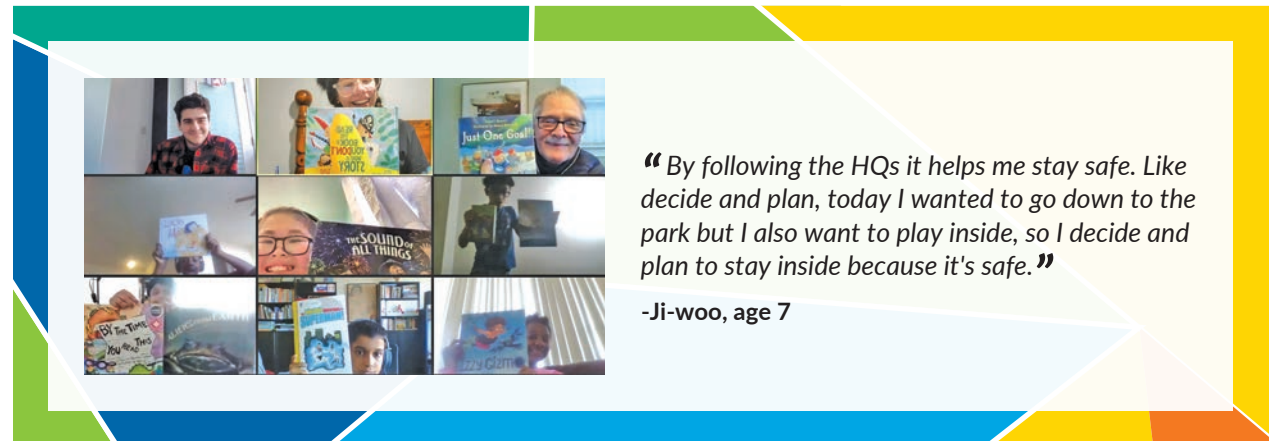
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“By following the HQs it helps me stay safe. Like decide and plan, today I wanted to go down to the park but I also want to play inside, so I decide and plan to stay inside because it's safe.”

-Ji-woo, age 7

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“At LEDGE I learned, ‘Communication is the key.’ Without communication, I am not sure other people would know my creativity. Its taught me to be confident. I use my communication skills outside Moorelands, for example, I show other people at school how to include other people’s ideas instead of always theirs.”

-Amy, LEDGE participant, age 14

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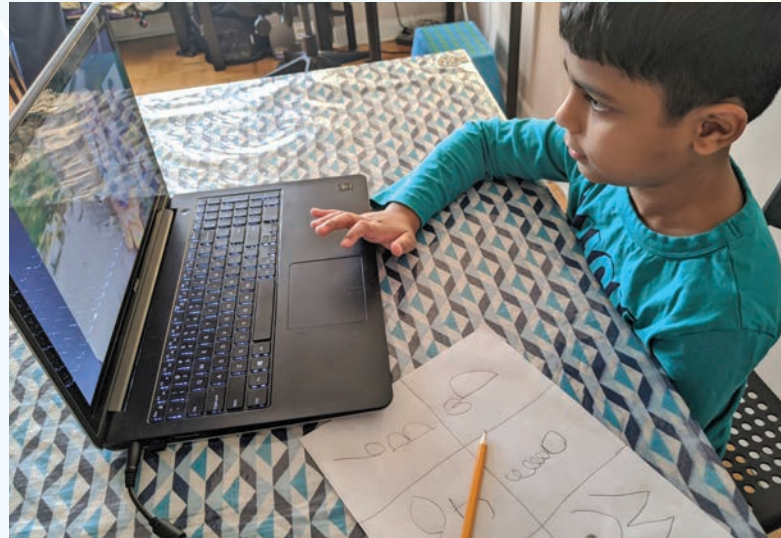
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"Sometimes when I'm at school I use responsibility to make sure to hand in my homework assignments on time."

-Sam, camper, age 11

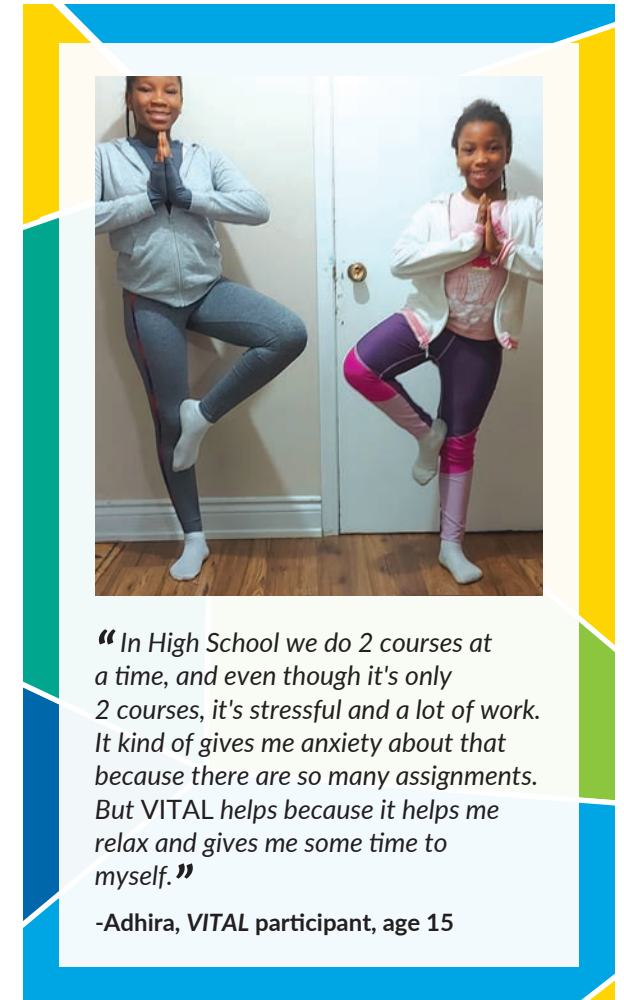


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“ In High School we do 2 courses at a time, and even though it's only 2 courses, it's stressful and a lot of work. It kind of gives me anxiety about that because there are so many assignments. But VITAL helps because it helps me relax and gives me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

-Adhira, VITAL participant, age 15

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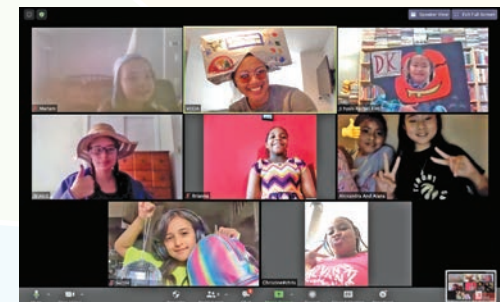
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"I'm not really a social person to begin with, and especially with COVID, I won't really call over the phone a lot. Being on these calls being has helped me socialize and talk to people more often."

-Lucy, VITAL youth, age 14



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Skriffiths Clan

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David Smith

Kimberley Smith

Mary Smith

Paul Smith and Elinor Humphries

Sheryl Smith

Kathleen Smyth



“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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"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



If we...

Create **welcoming, warm and safe spaces** for kids and their parents

Provide meaningful opportunities for kids to **learn, explore, be active, connect and have fun**

Nurture **positive relationships** between peers and with caring adults

Create a sense of **community connectedness** and citizenship from an early age

Provide meaningful opportunities for kids to practise and apply **leadership skills**

Provide **easy-to-access, meaningful experiences** for kids and families

We Expect...

Families to benefit from:

- ▶ More equitable access by families who experience marginalization and exclusion
- ▶ A sense of pride, confidence and reassurance in their choice of Moorelands Kids and the opportunities provided
- ▶ A stronger sense of connection to community

Kids to experience:

- ▶ Greater sense of fun, connection and support
- ▶ New friendships and more positive relationships with peers and adults
- ▶ Greater sense of physical and mental wellbeing including a sense of self-compassion
- ▶ Greater sense of confidence and self-awareness
- ▶ Stronger life, leadership, and communication skills
- ▶ Greater responsibility and contribution to the community / see themselves as someone who can make an impact in the community – sense of being a citizen

So that...

Kids gain, and then carry into their community and their future, a greater sense of:

Resilience

Belonging

Optimism, opportunity and perseverance

Responsibility and respect for all

Their potential as a leader and person of positive influence within their community



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Moorelands Kids' organizational chart is available on our website: moorelands.ca/org-chart/