



Moorelands Kids

myMoorelands

Our Vision: We Empower Kids to Transform their Lives



Holiday 2022

Gearing Up for Giving Tuesday!

Giving Tuesday is almost here! On November 29th, 2022, the Ward Family Foundation will be matching all donations from the Moorelands community of supporters, up to \$35,000. This is a great opportunity to take advantage of this special matching gift as a way to lift up kids for a stronger and brighter future.

The Giving Tuesday movement began in 2012 as a day meant for doing good, supporting your community and encouraging generosity that makes an incredible impact on the lives of others. For Moorelands Kids, Giving Tuesday is a chance for our donors to actively contribute to our greater mission — **to bridge the opportunity gap for kids through skill-building experiences, empowering them to overcome barriers to success.** Last year, our Moorelands community rallied to raise over **\$83,576**. With these funds, we were able to increase staffing, create content for our community and send more kids to *Moorelands Camp*.

This year, our fundraising goal is **\$100,000** to help keep kids connected, resilient and empowered through after-school programs and camp, and to serve families, mothers and newborns in need through *Christmas Sharing* and *Baby Bundles*.

Moorelands Kids thanks you for your support and we look forward to another great Giving Tuesday!



Contribute to the Giving Tuesday campaign at moorelands.ca/giving-tuesday



Lynda's Letter

Dear Friends,

Once again, we find ourselves approaching Christmas with a spirit of excitement about making a difference in the lives of the families we serve through our *Christmas Sharing* program. So many families struggling with poverty are even more vulnerable this year due to the increased cost of living. Taking time to consider those most in need and to give from our hearts can be transformational. Thank you for your continued support of our work and mission!

This year, more than ever, we have seen how incredibly important it is to bring kids back together again in person. Having lived through the isolation of the pandemic, we have witnessed many more kids dealing with mental health struggles, such as heightened anxiety and depression. Our goal, as always, is to equip them with the tools they need to feel connected, experience positive peer relationships, and thrive in a safe environment with our caring staff and mentors.

When you support Moorelands Kids, you are investing in and championing kids to succeed. Without you we could not lift them up to experience a greater sense of self-worth, knowing they are valued and we believe in them. Our dedicated staff ensure that through experiential leadership activities, kids are empowered to become leaders for change in their own lives and in their communities.

Thank you again for your commitment to stewarding kids to success! On behalf of the families we serve, as well as our staff and Board, please know how much we value and appreciate your support.

Sincerely,

Lynda Tilley | Executive Director, Moorelands Kids



Moorelands' Wish List

Just like many of our kids, we have a few things on our wishlist this holiday season!

| | |
|--------------------------|----------|
| School Supplies | \$300 |
| Sports Equipment | \$700 |
| After School Snacks | \$2,000 |
| Camp Mattresses | \$2,000 |
| Archery Supplies | \$5,000 |
| Camp Mini Van | \$60,000 |



David Speaks at ACA Staffing Summit

Our Camp Director, David Borsook, spoke at the American Camp Association Staffing Summit on Wednesday October 26th — stay tuned for more about his presentation!



Paying It Forward

Christmas Sharing makes an impact on future leaders!



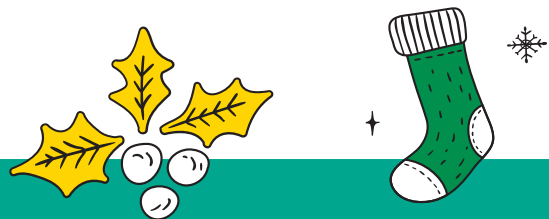
Christmas Sharing is such an important part of the year for all in the Moorelands community. We would like to thank all the family sponsors who have adopted a family or contributed to one of our other *Christmas Sharing* initiatives this year.

A few years ago, one of the camp staff volunteered with the distribution of gifts to families. This camp staff was also a former camper and had experience with both receiving and giving gifts. When I asked her why she chose to volunteer, she responded:

“ Because I know the importance and value of what we are doing. When I was a child, if it wasn’t for Christmas Sharing, there would be no gifts. My mom was a single mom and could barely put food on the table, let alone buy gifts for birthdays or holidays. She relied on Christmas Sharing every year to help her give gifts. It was important to me that after receiving so many wonderful things, that I am here giving back and ‘paying it forward’ to other families. These gifts are more valuable to them than you may realize. ”

Every year, I remember her words and think about how much of an impact a simple box of gifts can have on our future leaders. Would you still like to be involved with Moorelands this holiday season? Consider participating in our Giving Tuesday fund matching campaign on November 29th, or make a financial contribution to *Christmas Sharing* at moorelands.ca/christmas-sharing. Let’s all be part of building up a community where everyone feels valued!

- **David Borsook**, Camp Director



What are the *Christmas Sharing* Initiatives?

Some generous 2021 donors dropping off their contributions!



ADOPT A FAMILY

We connect donors with a specific Moorelands family to purchase gifts for.



MITTS & A MOVIE

We provide highschool students with a pair of mittens and a movie gift card.



TOP UP THE PANTRY

We supplement grocery expenses for families.



SPONSOR A NEWBORN & MOM

We create *Baby Bundles* to support newborns and moms.



Welcome, New Moorelands Staff!

Moorelands Kids would like to welcome some new faces to our staff community!

Colette Halferty (right) has joined us as our new *Director of Development and Communications*. Colette brings many years of experience in the not-for-profit sector and possesses a real passion for making a difference through her work. With a background in Business Administration and Fund Development, Colette has a professional strength and integrity that will help Moorelands Kids grow in new directions.

Leah Bracey (middle) has taken on the role of *Marketing and Digital Communications Coordinator*. Leah has a knowledge and skillset, combined with creative energy, that will lend itself to elevating our social media platforms in new ways to draw more people and organizations to learn about Moorelands Kids.

Deema Hiram (left) is our newest addition to the Fund Development Team, assuming the role of *Communications and Stewardship Manager*. Deema arrives with a knowledge base and experience of working with NGOs in the field, and has an affinity for advocating for children and youth. No doubt her experience will advance the work of Moorelands Kids in developing new partnerships and elevating our visibility to the wider community.



Moorelands Kids

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Too much mail?

If you would prefer to receive a digital copy of myMoorelands, please update your mailing preferences on the enclosed donor card.

Connect with us!

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 and upcoming events to stories from our kids.

Check us out @moorelandskids

