



Moorelands Kids

myMoorelands

Our Vision: We Empower Kids to Transform their Lives



Winter 2023

Moorelands Kids' Secret to Sourcing Staff!

David shares his expertise as a Speaker at the American Camp Association (ACA) Staffing Summit

Working in the industry for over ten years, our *Moorelands Camp* Director, David Borsook, has learned a thing or two about how to proactively recruit program staff. As you may know, Moorelands Kids staff are the backbone of all our programs, changing our kids' lives with their guidance and support. As David spoke about at the ACA Staffing Summit, a big part of securing amazing staff every year has been building meaningful development funnels.

Many individuals join us as staff after attending *Moorelands Camp* in their formative years and these individuals are a perfect example of how our programs inspire future leaders. Others come from camp job fairs, university placements and international employment agencies. They go through intensive training to become trusted Moorelands ambassadors. Although it can be a tough job at times, they build lifelong friendships and gain invaluable experience.

In fact, *Moorelands Camp* has become a stepping stone for many youth who are pursuing a career in education, social work or elsewhere. With Moorelands, they gain experience working with a diverse group of children of all ages. Many of the Moorelands programs are designed using established developmental frameworks that students learn while working towards an education or social work degree, allowing them to put their education into practice. Our senior staff members also teach how best to represent this role on future resumes. David will be speaking again about staffing strategies at the Ontario Camp Association Conference in March!



"It is rare to find a work environment that offers as much support as Moorelands does, and thankfully I've had that support and the teachings of the Leadership HQs to confidently advocate for the needs of young people and to have tough conversations with my colleagues in my workspaces."

- Bugzy, After-School and Moorelands Camp Staff



See available camp jobs at moorelands.ca/jobs



Lynda's Letter

As a new year unfolds, many are compelled to reflect and take stock. At Moorelands Kids, we do the same.

In 2023 we are moving forward with a healthy, balanced approach to best practices in our work and mission. The pillars of our new Strategic Plan are **Growth, Modernization** and **Sustainability**. Growth means having the courage and experience to take the next steps. Modernization is using the best tools to keep us innovative. Sustainability is about balance; having sure footing and focus. After 111 years, Moorelands' unique longevity clearly reflects that we are sustainable. To remain so, we must modernize some of our practices. Having listened to our community, we have adapted, moving towards more eco-conscious and cost-effective digital communications for 2023. As we continue to modernize, we will remain true to our foundational values in serving children and youth, but will work to do so more efficiently.

Thank you for your support as we move in this new direction!

Sincerely,

Lynda Tilley
Executive Director
Moorelands Kids



Moorelands Kids' New Strategic Plan

2023-2027

In partnership with our Board of Directors, Moorelands Kids has produced a strategic plan for 2023-2027.

Below you will find key highlights from our plan that will continue to inform our work over the next several years. There are six key factors that are influencing the strategic landscape in which Moorelands Kids operates:

- Diversity, equity and inclusion
- Labour markets
- Demand for transparency and accountability from donors
- COVID-19 effects
- Pending recession
- Increased focus on sustainability and ESG operations



The strategic plan also identifies three key goals to drive Moorelands Kids forward to 2027:

- 1 **GROWTH**
- 2 **MODERNIZATION**
- 3 **SUSTAINABILITY**

Moorelands Kids will strive for the following objectives:

- To develop into a highly recognized organization for our transformative leadership programs for kids and to "serve more kids, serve kids more."
- To enhance our internal practices, enabling better data-driven decision-making to build our brand and reach more kids.
- To create a long-term sustainability plan for fundraising and resourcing.



Moorelands Goes Green

Our Intentional Stewardship of Resources

Moorelands Kids has sustained growth since 1912 through the development of best practices in the stewardship of people, places and programs. This is reflected in our ability to adapt and embrace change whether it is planned or arrives as an unexpected guest.

Moorelands Kids as an organization plans to modernize some of our operations in order to maintain growth. As such, in 2023 we will begin to reduce our environmental costs with less physical mailings, including myMoorelands and the Annual Report. Both of these will primarily transition to a digital format shared via email, and will be available on our website.

If you are subscribed to our email updates, you will receive these mailings automatically. In order to become an email subscriber, please visit moorelands.ca/subscribe/.

However, should you wish to receive a physical copy of myMoorelands and the Annual Report, please complete and return the insert included in this mailing, with your preference to opt for MAIL.

In addition, the full-sized Annual Report including donor names will be shared on our website this year, but any physical mailings or emailed communications will show a condensed version with all the most pertinent information.

Thank you for supporting our efforts to embark on a more sustainable path forward for Moorelands Kids!



Stakeholder Engagement Meeting - Save the Date!

On behalf of the Moorelands Kids' Board of Directors and staff, we would like to invite you to save the date for our **Stakeholder Engagement Meeting** to be held on **Wednesday, April 19th**. This is our opportunity to highlight the successes of this past year and share our goals for the future with our community partners, donors and friends.

We would love to see you at the first in-person Stakeholder Engagement Meeting since 2020, but we will also provide an opportunity to attend virtually if you prefer. Please stay tuned for more details on the time and location!





Thank You for Making Moorelands Kids Part of Your Legacy

THANK YOU
to everyone
who engaged
with us through
our *Legacy Campaign*
in the Fall of 2022! Your
commitment to the work
and mission of Moorelands Kids will
indubitably leave a legacy of kindness, care and
active support for the youth we serve.

We believe that every child has the right to
succeed in life. That is why Moorelands Kids
works to empower children and youth to
overcome the barriers to achieving success.

***Creating opportunities for their success is
our legacy!***

Receiving a Legacy gift from one of our donors
is always an honour. It is a unique way for
supporters to make an extraordinary gift to
Moorelands Kids. Indeed, many of the bequests
received by Moorelands Kids come from people
of modest means with very generous hearts and
compassion for those in need.

A legacy gift enables you to distribute your
assets as you wish, while minimizing taxes and
maximizing the benefits to you, your heirs and
the causes you believe in. You can contact
Colette K. Halferty, Director, Development and
Communications at chalferty@moorelands.ca
should you wish to discuss this in person.



What a Giving Season We Had!

Our 2022 giving season was a HUGE success!
Thanks to our generous community of donors, we
raised over **\$151,600** through our Giving Tuesday
campaign. We also sponsored **143 families** this
Christmas through the *Adopt A Family* program,
and distributed **217 Baby Bundles** to mothers and
their newborns over the holiday season.

This support goes a long way towards
empowering kids, not just during the holidays
but year-round in our after-school programs
and at *Moorelands Camp*. We look forward
to another year of connection,
community, leadership and fun with
the kids and families we serve.



Connect with us!

Keep up with Moorelands Kids on social
media - **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](https://www.instagram.com/moorelandskids)!



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