



# Moorelands Kids **Programs Overview**

*We Empower Kids to Realize their Potential to Succeed!*

## About

**Founded in 1912, Moorelands Kids is an innovative children's charity that empowers children and youth to succeed at home, at school, and in their communities.**

As a leading learning charity, we are committed to breaking down barriers for those facing socio-economic challenges, creating positive leadership and social pathways to success.

Through experiential learning programs, we equip children and youth with the skills and confidence needed to achieve their unique potential.



## Our Promise

*We Empower Kids to Realize their Potential to Succeed!*

## Our Programs

**Moorelands Camp and Moorelands City programs are designed to promote growth, personal leadership, and character, enabling children and youth to strengthen their emotional and social well-being.**

Moorelands Kids' programs help children and youth develop the confidence, character, competence, and connections they need to succeed and thrive. Through these programs, children and youth embark on their leadership journey, connecting with staff mentors who foster a safe, fun, and caring environment where kids feel heard, valued, and empowered to succeed.

*Holiday Sharing* is a family program that supports our program participants in a variety of ways during the holiday season. This is also an opportunity for our families to feel more connected to the Moorelands community.



# Leadership Habits and Qualities



Moorelands' Habits and Qualities (HQs) is a unique leadership curriculum, allowing participants to learn, practise and apply valuable life and leadership skills. We set the stage for kids as young as six to become leaders—first of themselves and then in their communities.

**For Moorelands Kids, a leader is a positive influence.**

Moorelands Kids' programs are rooted in the principles of Positive Youth Development (PYD), an intentional approach that recognizes and builds upon young people's strengths promoting positive outcomes.



Our programs, led by a team of highly trained, dedicated staff and volunteers, are designed to provide a safe and nurturing environment where children and youth can realize their potential to succeed. Our impactful experiential leadership learning programs instill the confidence and resilience needed to achieve their unique potential.

# Moorelands City

Moorelands Kids offers programming tailored to meet the needs of children and youth from low-income families. Our programs, including *Moorelands City Clubs* and *Moorelands City Youth*, provide opportunities for personal growth, skill development, and community engagement. Each program is designed to be accessible and inclusive, with a special focus on supporting middle and high school youth in building confidence, leadership skills, and a sense of belonging.

## City Clubs

Designed for youth in grades 6-8, *Moorelands City Clubs* offers a nine-week program each semester, focused on leadership, teamwork and goal-setting. Participants not only develop essential skills but also create meaningful connections with mentors and peers, helping them develop confidence and resilience.

### Activities include:

- Leadership skill initiative and games
- Goal-setting activities
- Hands-on volunteer experience
- Leadership day retreat



## City Youth

*Moorelands City Youth* is an online program designed to empower high school students with advanced leadership skills and social connections. Through 32 weeks of virtual experiences and in-person meetups, this program enables youth to better understand their role as leaders in their community, and equips them with tools to be successful in school and the workplace.

### Activities include:

- Opportunity to earn community volunteer hours
- Possibly social gatherings during the school year
- Leadership day retreats
- Workshops
- Group mentorship



# Moorelands Camp

*Moorelands Camp* is an overnight summer camp near Dorset, Ontario, serving kids ages 8-16 from low-income communities. Costs are significantly subsidized, offering children and youth from low-income families the opportunity to experience nature while developing life and leadership skills.

## Camp activities include:

- Campfires and cookouts
- Swimming lessons
- Team sports and large group games
- Arts & crafts
- Archery
- High ropes course and climbing wall
- Kayaking, paddle boarding and canoeing

*"At camp, we learn leadership skills, like taking responsibility for ourselves. We learn to reflect on our actions and how they affect others."*

*Mariah, Moorelands Camp participant*

## High School Programs



### L.E.D.G.E.

*LEDGE* is an advanced leadership program for youth in Grade 9 (14-15 years old), designed to build upon learnings from *Moorelands Camp*. Participants embark on a 3-day out-trip (canoeing or hiking), learning skills to grow in their leadership and become good stewards of the environment.



### S.T.E.P.

*STEP* is a 12-day advanced leadership development program for youth in Grade 10 (15-16 years old), focused on developing their service leadership skills. *STEP* participants participate in a 3-day out-trip, a one-week job-shadow experience, and a variety of leadership skill-building workshops to prepare them for employment opportunities both inside and outside of *Moorelands Camp*.

***"After coming to camp, my child is able to communicate better and in a more respectful way, and their teamwork has improved as I see them trying to work with others."***

***Camper Parent, 2023***

# Holiday Sharing

During the holiday season, Moorelands Kids' *Holiday Sharing* program supports Moorelands program participants through a variety of programs: *Adopt-a-Family* and *Mitts & a Movie*. Each program is designed to support low-income families during the holidays by providing gifts and groceries. The *Holiday Sharing* program matches families with donors while respecting the dignity of each family as we keep all names anonymous.

## Adopt-A-Family

Through sponsorship, Moorelands Kids and our community of generous donors provide holiday gifts and a grocery gift card to low-income families whose children attended *Moorelands Camp*. Donors are provided with gift-giving guidelines, family size, the children's ages and their favourite things to ensure that gifts will be both useful and cherished. Donor and family matching is anonymous to preserve dignity and privacy.



## Mitts & a Movie

For the teenagers in our City Programs, *Mitts & a Movie* provides each teen with a movie gift card to share with a friend and a pair of mitts or gloves.



*"Thank you so very much for having my daughter and me in this years holiday sharing. I am so incredibly grateful for the gift card we received. Times have been so hard and it was definitely a blessing." - Holiday Sharing Recipient, 2024*

*"Holiday Sharing was the reason I got Christmas presents when I was a kid. My parents couldn't afford a lot of gifts for us, and some years those were the only gifts we got. I can't imagine how much of a relief it was to my parents to have that support."*

*Molly, Camp Staff,  
former camper and  
Holiday Sharing  
recipient*



# Moorelands Kids

**We empower children to succeed at home, at school, and in their communities.**

## **Get Connected!**

251 Consumers Road | Suite 601 | Toronto, Ontario | M2J 4R3  
Phone: 416.466.9987 | Fax: 416.466.0727  
[moorelands.ca](http://moorelands.ca)

Make a charitable donation or learn more about more ways to help at [www.moorelands.ca](http://www.moorelands.ca)  
Moorelands Kids' Charitable Registration # 11923 0241 RR0001

CONNECT WITH US ON SOCIAL MEDIA!



Moorelands Kids shares updates about our programs, teams and fundraising efforts.  
Follow @moorelandskids to stay in the loop! You can also subscribe to our email updates at [moorelands.ca/subscribe](http://moorelands.ca/subscribe).