

Fundraise & Empower Kids to Realize their Potential to Succeed

All kids have the potential to shine as leaders and achievers, but not all are given the building blocks needed to strengthen their skills and self-esteem. Since 1912, Moorelands Kids has been creating opportunities for kids from Ontario's poorest neighborhoods. Your fundraising efforts will help us bridge the opportunity gap for children affected by poverty and will give them the chance to achieve their potential.

At Moorelands Kids, we aim to...

- Help kids develop leadership skills and positive character qualities with Moorelands Habits & Qualities.
- Enable kids to build self-awareness, self-esteem and confidence.
- Connect kids to their communities and positive role models.
- Show kids that the Habits & Qualities they practise in programs are transferable, preparing them to thrive in the world outside.



YOU can help us help kids by committing to raise funds to support our programs:

- Moorelands City Programs - [City Clubs](#) & [City VITAL Youth](#)
- [Moorelands Camp](#)
- [Holiday Sharing](#)

You can choose to designate the funds you raise to a particular program, or you can leave it to us to apply the funds where they are most needed. Please consider fundraising with friends and helping us make a significant impact in the life of a child.

Matched Gifts: Why not double your fundraising efforts? Before you start coordinating your event, check to see if your employer has a “matching gift” program. Many employers sponsor programs to match any charitable contributions made by their employees. They may also offer release time for volunteer efforts.



Frequently Asked Questions

How do I host a fundraising event in support of Moorelands Kids?

To conduct a fundraising event, please contact Colette Halferty, Director of Development and Communications at chalferty@moorelands.ca or by phone 416-466-9987 Ext. 307, at least 15 days prior to your event.

What am I responsible for? What is Moorelands Kids responsible for?

The event organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Moorelands Kids must not be party to any liability coverage without prior knowledge and/or approval. Moorelands Kids accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.

Can I use the Moorelands Kids logo and how do I get it?

Please contact Colette Halferty at chalferty@moorelands.ca for inquiries about logo use.

Can Moorelands Kids provide print and promotional/display materials?

Moorelands Kids can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please send all requests for Moorelands Kids materials at least 10 days prior to your event by email to Colette Halferty at chalferty@moorelands.ca.

Can Moorelands Kids provide volunteers for my event?

Involvement of Moorelands Kids staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.

Tax Receipts

Moorelands Kids adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit www.cra-arc.gc.ca. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Moorelands Kids will provide a tax receipt for the following:

- Direct personal or corporate donations of \$15 or more (unless otherwise requested by the donor)
- Gift-in-kind donations where fair market value is easily determined
- Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Air miles or payment of flights (again, proof of payment must be provided)
- Gifts of artwork provided the artwork has been appraised by a third-party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)