



Moorelands Kids

INTENTIONAL ABOUT THEIR POTENTIAL



Unlocking the potential of every child we meet, every way we can!

UNLOCKING POTENTIAL

"Moorelands does a really good job of making sure that a child's journey is well thought out and is intentional within its programming. . . . regardless of the age of the children, there is always something that Moorelands can provide to them whether it is leadership opportunities while they are in secondary school or camp opportunities in the summer." - Joel, City Programs alumni

When a child thrives, they discover their own potential and grow into their possibilities in exciting and unexpected ways.



Tens of thousands of children face barriers in their young lives, and are denied opportunities, encouragement or support.

Moorelands Kids removes barriers and opens doors, helping children to unlock their natural potential.

We nurture each child and their possibilities. And we walk beside the kids as they dare to explore, learn and apply their individual strengths.

We guide and inspire them for their own journeys of developing personal leadership, confidence, character and skills.

Moorelands rallies a powerful community of support for our kids - parents, friends, organizations and financial supporters – partners committed to doing whatever possible to foster kids' success today and tomorrow. Together, we rewrite the future.

Because we are intentional and we work as a community, more children realize and live out their potential. Families have better opportunities. Communities raise up more leaders and champions. And lives are transformed, creating a ripple effect for generations to come.

SINCE 1912,

WE'VE HELPED MORE THAN 140,000 KIDS AND STILL COUNTING

THE MOORELANDS EFFECT

In recent years, studies show how our kids assess themselves after being part of the Moorelands City and Camp Programs:



MORE CONFIDENT

90% of kids reported they felt more confident



MORE RESPONSIBLE

94% of kids reported they felt more responsible



IMPROVED TEAMWORK

91% of kids reported their teamwork skills improved

“Children are not only our future, but also our present. They are the inspiration and motivation that fuel our progress, reminding us of the responsibility to build a world where their dreams can become a reality.”



PEER CONNECTIONS

94% of kids reported they were able to make positive connections with peers while participating in a Moorelands program

WHAT'S AT STAKE IF WE DON'T INVEST IN KIDS?



The label of “Marginalized Communities” does little to describe the impact of being set apart from the mainstream.

A child living in poverty quickly gains experience in being told “no.” They soon learn that there are few opportunities, resources are scarce, and little is invested in their potential.

Children discover that what is “normal” in society is out of reach and likely always will be. Being shut out from opportunities, support and connections that others enjoy is disheartening and corrosive.

As kids witness the struggles of the adults in their lives, they may begin to believe negative judgments about themselves, their family, and their community. Their capacity for hope, ambition, and self-direction can be extinguished. Many conclude there is nothing ahead for them, or nowhere they belong. They see few alternatives and lack guidance and support. Kids become tempted by choices that can precipitate a cascade of interconnected and complex issues.

That cascade undermines their education, puts kids in conflict with law and courts, compromises their health, fosters risky behaviour and can threaten their very lives. Failure to intervene when kids are young leads to a greater social and economic divide tomorrow. Leaving them on their own consigns them to generational cycles of poverty, affecting individuals, communities and all of society, far into the future.

Moorelands Kids exists to close the gaps for as many children and youth as possible.

STATS SHOW

- ▲ In Toronto, one in every four families live in poverty.
- ▲ The average high school dropout rate in Canada ranges from 7-13% but rises to 30-50% in low-income communities.
- ▲ Rising rates of mental health challenges among children and youth highlight the urgent need for intentional and targeted support. Many children carry the burden of trauma, while social media intensifies every mental health challenge.
- ▲ Kids from low-income families face the additional web of interconnected challenges that surround vulnerable communities

“Moorelands is so special, and I make sure to tell anyone I can about it. They incorporate so much love and care into the programs - . . . it was clear that the relationships built and fostered at Moorelands are cherished and impactful.”- Bianca, Holiday Sharing volunteer

KIDS BECOMING ALL THEY CAN BE

We are highly intentional in striving to ensure every young person we meet has opportunities to achieve their full potential and thrive. We believe that every child has the right to succeed in life. Unfortunately, not all children get fair or equal opportunities. Youth who are most vulnerable to behaviours that limit their possibilities and create barriers for their future tend to be from marginalized communities, facing deep-rooted inequality.

Our mission is to support children and youth facing socio-economic barriers through experiential learning programs. Moorelands has built impactful, quality programs resulting in positive growth for children and youth. We also train highly committed staff and volunteers. The Moorelands' experience instills hope and helps kids to create a vision for their future that transcends today's circumstances. Kids develop personal leadership, confidence, character and skills to strengthen their emotional and social well-being.

Kids, staff and volunteers alike are empowered by the support of parents, community leaders, businesses, foundations and individual donors. Together, we are not just shaping lives. We are empowering kids to realize their potential to succeed!

How to change a child's life and future:

1. Create a safe, fun, and caring environment where kids are valued and empowered to succeed.
2. Build positive, long-lasting relationships between kids and staff, and kids and their peers, and communities.
3. Train and support staff well and back them up with dedicated volunteers.
4. Focus on growth. Help children strengthen their emotional and social well-being and gain confidence and resilience.
5. Raise the bar. Encourage accountability and responsibility that may not be expected elsewhere.
6. Provide opportunities for kids to learn, practice, and apply valuable skills.
7. Expect kids to become leaders, that is, a person of positive influence. Kids learn that they can first lead themselves to goals they want to achieve, and then become a positive force for their siblings, peers and the community.
8. Create a strong network of support and community that includes kids, families, staff, volunteers and financial supporters.



"I practice 'Habits & Qualities' every single day. I practice it at City Kids, at home, and at school. -"
Moorelands City participant



MOORELANDS CITY

Discover strengths and build from there

Moorelands City programs provide rich experiences for children and youth in middle and high schools..

We ensure access to life-changing opportunities for children in low-income families. Our programs use a wide range of activities with a toolkit that includes critical thinking, problem solving, and decision making.

Kids also have pathways to enhance their confidence and resilience, develop individual and team leadership skills, teamwork, goal setting skills, and enhance their confidence and resilience.

Moorelands promotes and develops growth, personal leadership and character. We're building on individual strengths within every child. Our programs reinforce values, combat isolation, encourage good choices, celebrate success and help children support each other.





"I learned that leadership is not about power or position, but about empowering others and making better decisions that benefit all. I learned that you should never be hesitant to share your thoughts and opinions. Your ideas are valued, your ideas matter, and your ideas have the power to promote change. Moorelands focuses on engaging and educating youth to maximize their potential as leaders, encouraging them to participate and positively contribute in their schools, communities, and beyond.
 – Clover (former camper who became camp staff)



Framing kids' success!

Our staff learn and apply the various building blocks of Positive Youth Development in all our activities and debriefs with kids. All kids learn to use the "Habits & Qualities" (H&Q) framework that is instantly practical today and valuable for the rest of their lives,

WE FOCUS ON THESE QUALITIES THAT LEAD KIDS TO APPLY AND PRACTICE THESE HABITS

- Respect >>> Choose your response
- Responsibility >>> Decide and plan
- Caring >>> Consider and understand others
- Trustworthiness >>> Achieve more together
- Citizenship >>> Care for yourself



MOORELANDS CAMP



A journey into leadership

“My favorite memory from camp was campout. It was very fun, I loved swimming with my friends and making my own dinner. It was exhilarating to sleep in a tent with my friends and the hike was fun.”
– Rachel, Moorelands Camper, 2025



“A boy came to me on the first day and just did not want to listen to the cabin leaders. But now, he has received a leadership award for his work and his improvement with his fellow campers. He came up to me afterwards and gave me the biggest hug in the world. It’s the best feeling to see the improvement in him and the smile on his face when he achieves something.” – Dylan, Moorelands Camp Staff

Moorelands Camp is an overnight summer camp near Dorset, Ontario, serving kids ages 8-16; a mighty force for changing a child’s entire frame of mind about the world. We enable kids to step away from the challenges of the city and encounter powerful leadership learning opportunities in nature.

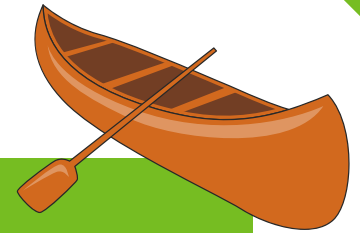
Moorelands Camp provides many children with their only deep experience of nature and outdoor activities.

They rapidly gain skills, rising to the challenges of kayaking, high ropes courses, canoeing, archery, paddle-boarding, and sports. Swimming at all levels is also powerful in giving them a sense of success, as are arts and crafts.

These big successes and all their new relationships are tremendously fun and satisfying for the kids.

Camp powerfully enriches and accelerates their ongoing leadership learning. As soon as they leave, kids start counting down the weeks until they can return.

EXTENDING THE IMPACT OF THE CAMP EXPERIENCE



L.E.D.G.E.

Grade 9 students tackle a 3-day trip (canoeing or hiking) to develop their leadership skill and become good stewards of the environment.

L.E.D.G.E.



S.T.E.P.

This 12-day advanced leadership development program challenges Grade 10 students to develop new levels of service leadership skills. Through a 3-day trip (canoeing or hiking), a one-week job-shadow assignment, and skill-building workshops.

S.T.E.P.



The people you meet here become like family. That's why Moorelands Matters! It brings more smiles, more encouragement and belief in yourself.

- Omar, Moorelands Camper, (S.T.E.P.), 2025

ACKNOWLEDGMENT



Moorelands Community Services (Moorelands Kids) acknowledges that Moorelands Camp operates on the traditional territory of the Anishinaabe and Huron-Wendat Indigenous Nations. We recognize and uphold the rights of Indigenous Communities as we respect Indigenous teachings and are committed to fulfilling our responsibility as caretakers of the land. Our commitment is rooted in the principles of Truth and Reconciliation as well as United Nations' Declaration for the Rights of Indigenous Peoples.

STRONG LEADERSHIP IS ESSENTIAL



Eve Bennett – Chair

Eve Bennett is a values-driven leader with a passion for empowering youth and building stronger communities. As the new Chair of Moorelands Kids, Eve brings decades of experience in human resources and a steadfast commitment to creating opportunities for children in underserved communities to thrive.

Eve's connection to Moorelands Kids runs deep, with years of volunteering and advocacy for programs that inspire confidence, resilience, and leadership in young people. She is excited to lead the organization in its mission to support children and youth facing socio-economic barriers through experiential learning programs.



OUR KIDS ALSO NEED YOU

Every child who succeeds anywhere relies on a strong community

At a time when more kids are being left behind, you can play a critical role in advancing opportunities for children and youth. The community of support for our kids includes parents, staff, volunteers, and a wide range of financial supporters – individuals, businesses and foundations.

Your investment through Moorelands Kids will support our work among many more hundreds of children and youth from low-income communities. Your investment will also help Moorelands to reach out in more marginalized communities, including rural locations where families are isolated due to societal and financial barriers.

By investing in kids' futures through Moorelands Kids you will empower new beginnings for many more children and youth to not just survive, but to thrive.

WHAT YOU WILL PROVIDE WITH YOUR INVESTMENT IN MOORELANDS KIDS

1. Welcoming, friendly, supportive and safe spaces for kids and their parents



2. Exciting opportunities for kids to learn, explore, be active, connect and have fun

3. Nurturing of positive relationships between mentors and peers



4. Easy-to-access, meaningful experiences that are otherwise out of reach

5. Pathways and support for kids to practice and apply leadership skills



6. Sense of community connectedness and citizenship from an early age

HOW TO GIVE



- > Cheque
- > EFT payments
- > Credit Card
- > Gifts of securities

HOW WE WORK WITH OUR SUPPORTING PARTNERS

Moorelands Kids endeavours to build mutually beneficial relationships with our supporters, so that they feel very much part of the Moorelands Community. We provide opportunities for volunteer engagement within both Moorelands City and Moorelands Camp programs, offering a closer connection to the impact of their funding support.

"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, Moorelands City Participant

YOUR IMPACT AS A SUPPORTER

- ✓ More kids escaping the gravitational pull of circumstances and settings that can leave them with few good choices, or real hopes and dreams.
- ✓ More kids who experience greater emotional and physical wellbeing, with enhanced relationships, the capacity to act on opportunities and overcome challenges, and the desire to play a positive role in the community
- ✓ More children getting the most out of childhood and youth, making positive choices, and being able to benefit more from their education
- ✓ More kids contributing more to their family and community, and building futures that benefit everyone around them.
- ✓ More kids whose potential is not squandered; instead their capacity is unlocked and nurtured, opening their lives to greater possibilities in every way.








Moorelands Kids

Unlocking the potential of every child we meet, every way. Our Mission Our mission is to support children and youth facing socio-economic barriers through experiential learning programs. Kids at Moorelands develop leadership, confidence, character and skills to strengthen their emotional and social well-being. We can!

WE EMPOWER KIDS TO REALIZE THEIR POTENTIAL TO SUCCEED!

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