



THE HH REPORT

2020 A Year in Review



2020 BY THE NUMBERS...

686 total families sponsored
2,416 people received presents
over 7000 boxes delivered
over 30 partner agencies
referring families to HH
over 1,600 volunteers to wrap
and deliver gifts

A celebration of giving & community

2020 was an unprecedented year of lock-downs, closures and job lay-offs. Despite the challenges of COVID-19, our community came together like never before to help those in need. Thanks to the generosity of you and so many others, Holiday Helpers experienced an unprecedented outpouring of support that we were able to pass on to 686 deserving families.

COVID-19 has had a significant impact on families living in low-income, high-density neighbourhoods, and the call for help from these families was greater than ever. In the following pages, Holiday Helpers is delighted to share our HH REPORT and how your donations helped these families.





Unprecedented Support

When the Holiday Helpers team began to plan for the 2020 Christmas season, we were unsure of how many families we would be able to help. With the closures and lay-offs, we doubted how many people would be able to sponsor a family, considering what might have been happening in their own home. We started preparing for the worst case scenario of potentially having to close our Santa's Warehouse. To our amazement, the support from you and our donors was unprecedented. More than ever, people were coming together to help those less fortunate. Instead of exchanging gifts, so many families wanted to give to a family in need. The response was so incredible, we actually had a waitlist for donors to sponsor a family! In the end, we were able to sponsor 686 families in the GTA.

Adapting to a "New Normal"

The year was not without challenges. Like everyone, Holiday Helpers had to pivot and adapt to the new normal. We had to make the tough decision to cancel our "Santa's Warehouse" in our Durham and Hamilton Chapters due to social distancing rules. With our Toronto Santa's Warehouse, we had to make many adjustments to ensure the safety of our team, our volunteers and the families. Some of those changes included:

- **Limited Volunteers:** normally our warehouse would be bustling with over 250 volunteers a day. It was a social event with lots of high fives and team bonding. This year's warehouse looked very different. Each volunteer shift was limited to 15-35 volunteers with social distanced zones. Volunteers wore masks and wrapped in their designated area, socially distanced area.
- **Going Digital:** In previous year, so many of our processes were person-to-person or paper-based. Covid forced us to re-evaluate many of our processes and make them digital. Volunteers signed digital waivers, the volunteer training was recorded and shown on a loop, donors had to schedule drop-offs and much more.
- **Less Wrapping:** in previous years, we would wrap every gift, however we knew we would not be able to finish on time with our limited volunteer numbers. Families in the program had the opportunity to select whether they wanted their gifts wrapped or not. This allowed us to save time and waste, and ultimately enabled us to prepare packages for even more families.
- **Curbside Delivery:** for the safety of our delivery elves, we opted for curbside delivery of packages. The families we delivered to meet our volunteers outside to accept their gifts. They were all helpful and grateful for the support.

Despite a different warehouse vibe, every volunteer that packed boxes, wrapped presents and delivered packages were amazing and so helpful! We are so grateful for everyone who volunteered in this year's warehouse! THANK YOU!



THANK YOU TO OUR 2020 CORPORATE PARTNERS

A huge debt of gratitude goes to our corporate and logistic partners. With their support, we are able to ensure the program continues to grow and help more families.

Gold Partner



Silver Partners



Bronze Partners



Community Partners



WE REACHED OUR GOAL...AND MORE!

With the support of our corporate partners and family sponsors, we are proud to announce this year's fundraising accomplishment...



Did you know that over \$0.92 of every dollar donated to Holiday Helpers goes directly to helping families in need! We pride ourselves on being a fiscally responsible charity.



Thank you for your generous donation. The kids were thrilled with the toys they received! My youngest boy loved his jeep remote control car and the race track. While the eldest couldn't believe he got 3 Legos toys in one day! The kids had lots of happy playtime this holiday!

As a single mom, the warm winter gear, clothing, kitchen appliances, bedding and food gift card took a huge burden off my shoulders! You really helped us a lot and these gifts will be valued for a long time! *Abdi, mom of 2 (#521)*



Your generosity has given us means that I have not been able to provide while getting back on my feet. Your gifts were so thoughtful and beautiful and I was delighted to watch the children open their gifts with such excitement. Of course I had to explain that Santa was extra thoughtful this year because it's been a "tough one" but that he was proud of how we handled it all. Myself, I was so touched to receive the home goods and clothing and footwear. I will never forget this Christmas and I hope one day I will be a position to become a sponsor family and pay it forward.

Rebecca, mom of 3 (#559)

As newcomers to Canada, it is challenging to leave our families and customs, but it is better with people like you!

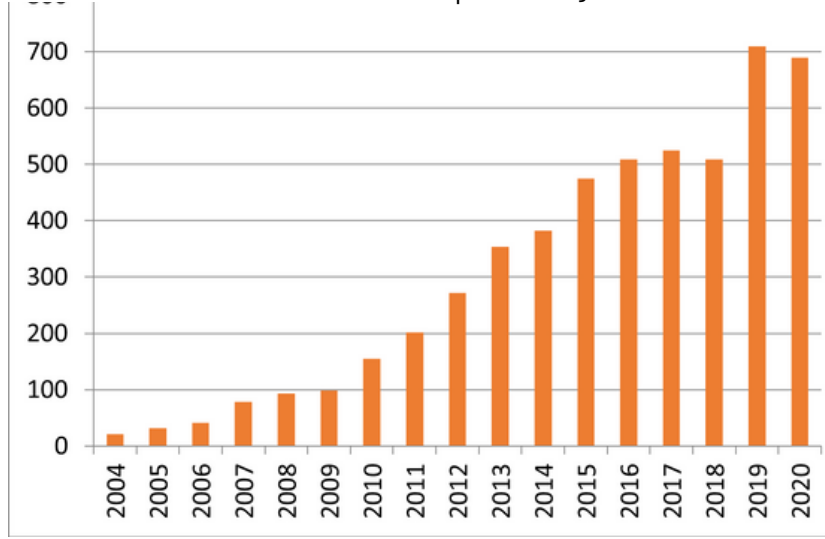
Our girls loved their toys and play with them everyday. We think of you every cold day because your great heart warms our spirit. You made our holiday exceptional! Thank you so much!

Alma, Alejandro, Rosianna and Antonia (#427)



OUR GROWTH

Number of families helped each year.



With your generous annual support, Holiday Helpers has continued to grow and help more families year after year. In 2004 when we started tracking our growth, we helped 21 families. Now if 2020, we were able to sponsor 689!

GOLF TOURNAMENT

Due to COVID-19, the team has decided to postpone our annual 2012 golf tournament. Thank you for your continued support and we hope to do it again in 2022.

THANK YOU!

We would like to thank our small but mighty team for all their work in 2020. It was a challenging year and everyone committed extra hours to make it happen.

We are honoured to work along side you !

Thank you again to all our corporate donors, family sponsors and volunteers who give back each year! We will see you again next Christmas!

April & Sarah Rutka
Holiday Helpers Founders