

holiday
helpers
adopt a family

2025 Corporate Partnership Opportunities

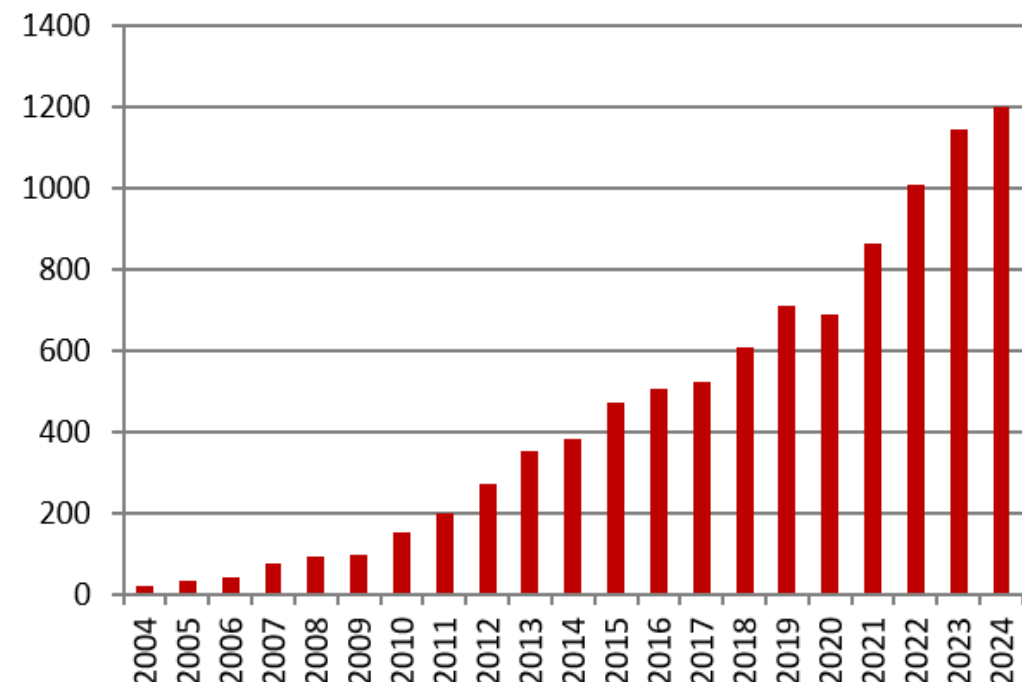
Working together to make
Christmas wishes come true!





Since 2004, Holiday Helpers has been providing customized poverty relief packages to families living in low-income situations, with young children.

Helping More Families Every Year



In 2025, our goal is to sponsor 1,300 families

In the GTA, Hamilton, Durham and York Regions

Supporting Families for Over 25 Years



9,466

Families Sponsored

- 82% in GTA
- 11% in Hamilton
- 7% in Durham
- York - NEW in 2025



4,000+

Volunteers to wrap & deliver gifts each year



34,278

Total People Helped



60+

Partner agencies referring families annually

Bringing Christmas Joy to One Family at a Time

www.HolidayHelpers.org

Charitable Registration #: 83327 3022 RR0001



The HH Story

In 1996, just a few days before Christmas Day, a family in Brampton lost their home in a house fire. The Salvation Army put out a community call-to-action to help the family by donating clothing, housewares, and food.

Sisters, April and Sarah Rutka wanted to help the family, but as students, they had little funds. Knowing how important Christmas was for the family, they collected funds from family & friends to replace the family's burnt tree and decorations. Wanting to do something special each year, April and Sarah continued the tradition they had started. They donated Christmas trees to families in need during the holidays.

In 2004, April and Sarah made the commitment to run their idea to give back into something real. They named it "Holiday Helpers Canada" and began the process of becoming a registered charity.

In the years that followed, Holiday Helpers has grown with local community support. The snowball they had created continued to grow bigger each year.

In the last 20+ years, over 10,000 donors and volunteers have come together with the passion to bring the magic of Christmas to deserving families throughout the Greater Toronto Area. And now into Hamilton, Durham, and York Regions.



What Each Family Receives:

Our goal is to provide each family with the full Christmas experience, which includes:

- An artificial Christmas tree with all the trimmings, including lights, decorations, and a tree topper
- A minimum \$150 gift card to a local grocery store for a warm meal
- Personalized gifts from the family's wish list, including warm jackets, clothing, household items, and toys

We were amazed and shocked by the amount of everything and that there was so much of everything.

My son and I thank you for the warm jackets, for the shoes and for the Lego for my son and for the boxing gloves and much more!

Your Christmas tree reminded us that there are people in Canada who care about others and about Ukrainians who escaped the war with Russia and moved to Canada.

Maryana
WL 4286



REFERRAL PARTNERS

GTA

- Abiona Centre for Infant & Early Mental Health
- Access Alliance
- Black Creek Community Health Centre
- Braeburn Neighbourhood Place - Boys & Girls Club
- Canadian Centre for Victims of Torture
- Catholic Crosscultural Services
- Christie Refugee Welcome Centre
- COSTI
- Dixie-Bloor Neighbourhood Centre
- Dufferin-Peel Catholic District School Board
- Dr Roz's Healing Place
- Ernestine's Women's Shelter
- Malton Neighbourhood Services
- Native Child & Family Service
- Red Door Shelter
- Rexdale Women's Centre
- Romero House
- Sojourn House
- Strides
- Toronto District School Board
- Warden Woods
- Working Women Community Centre
- YMCA Toronto

HAMILTON

- Hamilton-Wentworth District School Board
- Interval House Hamilton
- Immigrant Working Centre
- MICAH House
- Good Shepperd Hamilton

DURHAM REGION

- Durham District School Board
- Horizon House

YORK REGION

- Victim Services of York Region

• Note - this is not an exhaustive list



Why We Need Your Help More Than Ever:

HOUSING CRISIS:



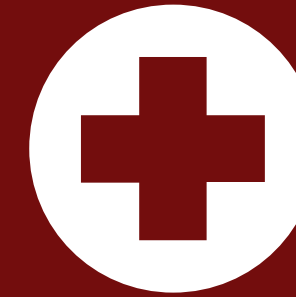
- Ontario is experiencing a severe housing crisis. Our families tell us that after paying rent and utilities, they have little left for food and necessities

FOOD INSECURITY:



- In Ontario, nearly one in four households is experiencing some level of food insecurity. Our families report using a food bank two to three times per month

MENTAL HEALTH



- Low-income families in Ontario experience significant barriers to accessing mental health care and are disproportionately affected by mental health challenges.

Thank you for allowing my children and myself to have a wonderful Christmas. Without your help, it would have not been possible, and I truly mean that.

These past few years have been difficult. As a mother, it hurts when you are unable to do what you have to for your little ones.

Thank you for putting a smile in my children and letting me experience it as well!

Jeymi WL 4283



PLATINUM



2024 PARTNERS

GOLD



SILVER



BRONZE



COMMUNITY



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Presenting Partner

Investment: \$50,000



RECOGNITION & BRANDING

- Exclusive designation as Presenting Partner (e.g., “Holiday Helpers presented by [Your Company]”)
- Prominent logo placement on all event signage, website homepage, digital social campaigns, as well as staff uniforms
- Featured logo and mention in all press releases and media coverage
- Exclusive sponsor spotlight video shared on Holiday Helpers social channels
- Recognition in the Annual HH Report
- Logo on staff uniform



EMPLOYEE ENGAGEMENT

- Opportunity for up to 200 employees to volunteer in Santa’s Workshop to volunteer to help with wrapping, packing, and delivering packages to families
- Holiday Helpers ambassador + one of the founders speaking about the incredible community impact during a lunch and learn.
- Customized virtual volunteer opportunity for remote teams (maybe writing notes from Santa, crafting holiday cards, putting together teen/mom toiletry boxes, etc)
- Branded team shirts or hats for volunteers
- Opportunity to sponsor up to 20 families



MARKETING & PROMOTION

- 3 customized social media posts, including stories, and tagging your company
- Featured article in our e-newsletter with opportunity to include QR code for coupon to over 15,000 subscribers
- Co-branded digital badge: “Proud Presenting Partner of Holiday Helpers”
- On-site signage
- Recognition in our year-end impact video
- Headliner in Annual HH Report
- Recognition Plaque



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Magic Maker

Investment: \$25,000+

RECOGNITION & BRANDING



- Prominent logo on event signage and website sponsor page
- Mention in press releases
- Logo on select marketing collateral
- Logo on staff uniform

MARKETING & PROMOTION



- 2 dedicated social media posts
- 2x Sponsor spotlight in e-newsletter
- On-site signage
- Inclusion in Annual HH Report
- Recognition Plaque

EMPLOYEE ENGAGEMENT



- Opportunity for up to 100 employees to volunteer in Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Holiday Helpers speaker (staff and/or board) for an internal Lunch & Learn about community impact
- Opportunity to sponsor up to 12 families



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Joy Sponsor

Investment: \$10,000+

RECOGNITION & BRANDING



- Logo on website and event signage
- Name mentioned in select media materials

MARKETING & PROMOTION



- X2 social media posts (x1 dedicated and x1 collective Thank You post)
- Inclusion in x1 e-newsletter
- Inclusion in Annual HH Report
- Recognition plaque

EMPLOYEE ENGAGEMENT



- Opportunity for up to 40 employees to volunteer at Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Social media toolkit for employees to share their involvement
- Opportunity to sponsor up to 8 families



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Hope Sponsor

Investment: \$5,000+

RECOGNITION & BRANDING



- Name listing on website and event signage
- Digital thank-you certificate

MARKETING & PROMOTION



- X1 collective thank-you post on social media
- Inclusion by name in Annual HH Report donor list
- Recognition plaque

EMPLOYEE ENGAGEMENT



- Opportunity for up to 20 employees to volunteer at Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Opportunity to sponsor up to 5 families



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Community Friend

Investment: \$3,000+

RECOGNITION & BRANDING



- Name listing on website sponsor page
- X1 Social media collective thank you mention

MARKETING & PROMOTION



- Year-end recognition in e-newsletter sponsor list by level
- Inclusion by name in Annual HH Report donor list

EMPLOYEE ENGAGEMENT



- Opportunity for up to 12 employees to volunteer at Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Opportunity to sponsor up to 3 families



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2025 In-Kind Sponsorship Opportunities

Working together to make
Christmas wishes come true!



2024 IN-KIND PARTNERS

LOGISTICS PARTNERS



PRODUCTS



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Legacy Partner

In-Kind Value: \$80,000+

- Premier Legacy Partner recognition on website homepage and select signage
- Featured sponsor story in e-newsletter
- X2 social media posts tagging your company
- Custom thank-you video to share with your team and clients
- Opportunity for up to 50 employees to volunteer in Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Co-branded Legacy Partner digital badge
- Recognition in Annual HH Report
- Recognition Plaque



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Home for the Holidays Partner

In-Kind Value: \$25,000 to \$49,999

- Logo on website sponsor page and select event signage
- 1 dedicated social media post
- Sponsor profile in x1 e-newsletter
- Opportunity for up to 25 employees to volunteer at Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Recognition plaque and digital badge
- Recognition in Annual HH Report donor list



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Santa's Workshop Partner

In-Kind Value: \$10,000 to \$24,999

- Logo on website sponsor page
- Group social media thank-you post
- Mention in e-newsletter sponsor list
- Opportunity for up to 10 employees to volunteer at Santa's Workshop to help with wrapping, packing, and delivering packages to families
- Digital recognition certificate



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Elf Contributor

In-Kind Value: \$5,000 to \$9,999

- Name listing on website sponsor page
- Social media thank-you mention in collective post
- Year-end recognition in donor newsletter
- Digital recognition certificate



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Corporate Volunteering

NUMBER OF PEOPLE	DONATION	NUMBER OF PEOPLE	DONATION
1 TO 10 PEOPLE	\$650	51 TO 60 PEOPLE	\$3,600
11 TO 20 PEOPLE	\$1,300	61 TO 70 PEOPLE	\$4,500
21 TO 30 PEOPLE	\$1,950	71 TO 80 PEOPLE	\$5,500
31 TO 40 PEOPLE	\$2,600	81 TO 90 PEOPLE	\$6,500
41 TO 50 PEOPLE	\$3,000	91 TO 100	\$7,500





Thank You for taking the time to consider a Partnership with

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www.HolidayHelpers.org
[@HolidayHelpersCanada](https://www.instagram.com/HolidayHelpersCanada)



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