

holiday
helpers
adopt a family

2026 Corporate Sponsorship Opportunities

WORKING TOGETHER TO MAKE
CHRISTMAS WISHES COME TRUE!



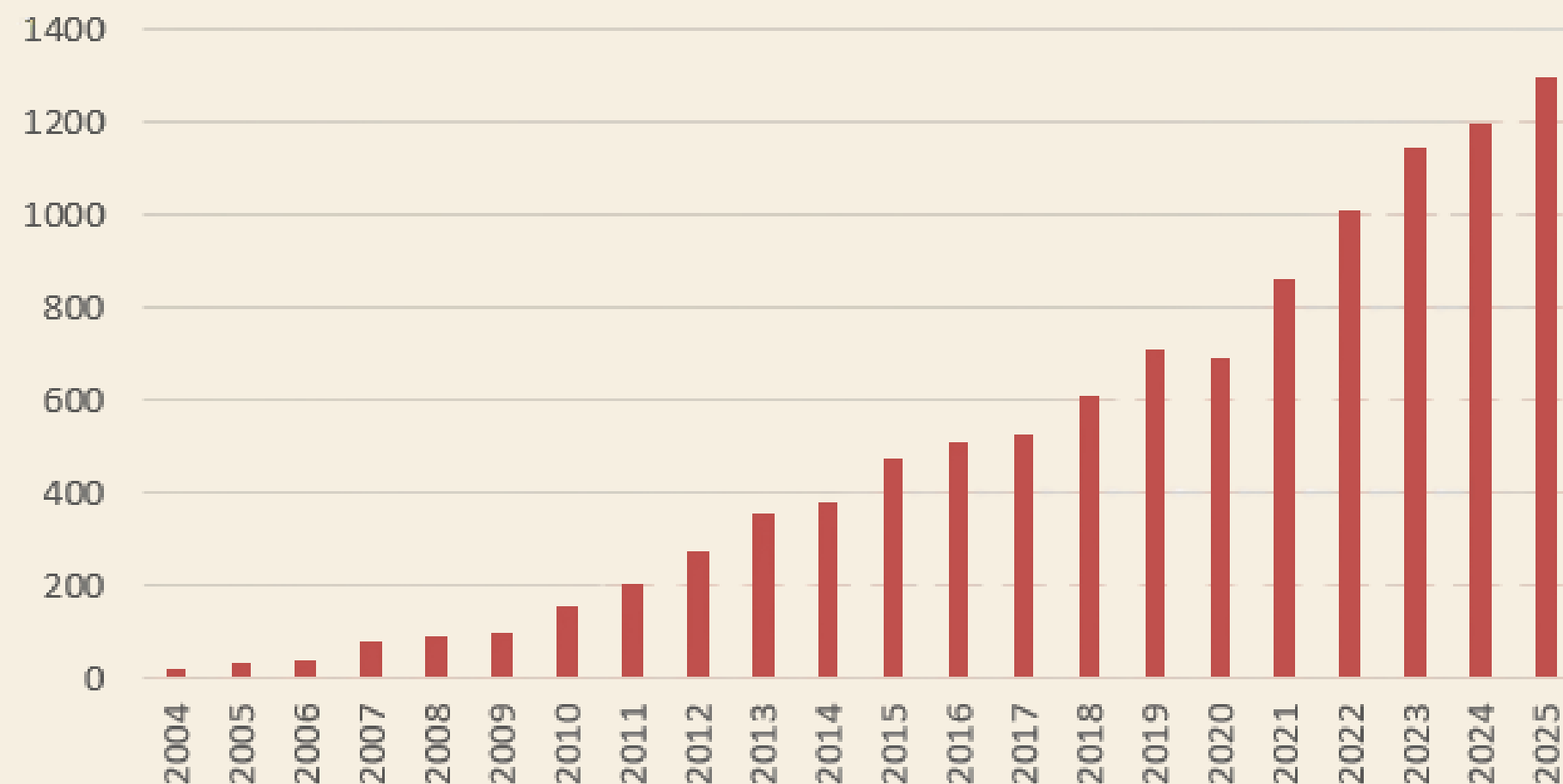


Helping More Families Every Year

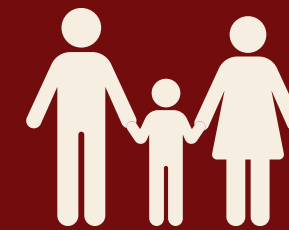
Since 2004, Holiday Helpers has been providing customized poverty relief packages to families living in low-income situations with young children.

OUR GOAL IS TO SPONSOR
1,400 FAMILIES IN 2026!

In the GTA, Hamilton, Durham and York Regions



Supporting Families for 22 Years



10,766

Families
Sponsored



39,191

Total People
Helped



20,829

Children
Sponsored



5,000+

Volunteers
in 2025



65+

Partner agencies
referring families
annually

76% in GTA

10.6% in Hamilton

6.2% in Durham

7.2% in York

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What Each Family Receives:

- 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
- Warm winter jackets, hats and mittens for all family members
- Personalized gifts from each family member's wishlist including toys, household items, or clothing
- In total... the full experience of a magical Christmas morning!

You can't even imagine how happy we were with your gifts. What you left in our hearts and the memories you created are priceless. Every detail, like the Christmas tree, the jackets, the pots and pans, was spectacular.

My son's face when he received his gifts was priceless. You truly made us so happy. We wish that all the help you gave us will be multiplied and that every act of kindness you do will be rewarded.

Thank you again and again, you will always be special to us.

Selina
WL 5490



Why We Need Your Help More Than Ever

HOUSING CRISIS

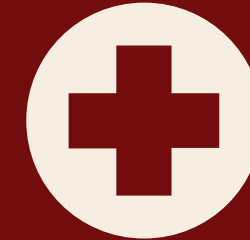


Ontario is experiencing a severe housing crisis. After paying for rent and utilities, many families have little left for food and necessities. The nearly 50% increase in gas prices in 2026 has added additional stress.



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.

My daughter and I were overwhelmed and full gratitude and happiness with everything we received. I can't thank you enough for everything you and the workers from Holiday Helpers have done for us. I never thought it was possible to receive so much support and love from people we've never met before! I'm a single mother, and I work just to provide for her, and it can be very hard to make ends meet.

Thank you so much to you and everyone else who was involved. I hope you know how much one simple act of kindness can change someone's life.

Amelia
WL 6528



THE HOLIDAY HELPERS PROCESS

APPLICATION PROCESS

Family Social Workers submit applications through the online portal

JUNE TO SEPT



SOURCE WISHLISTS

Family portal is open for caregivers to complete their family wishlist. HH reviews all wishlists

SEPT TO LATE NOV



MATCH A DONOR

Based on budget, HH will match a family to a donor. The donor receives the wishlist and family story

SEPT TO NOV



SANTA'S WAREHOUSE

Donors drop-off packages where they are sorted, wrapped and packaged for delivery

NOV TO DEC



PICK-UP & DELIVERY

Packages are either picked up or delivered to all 1,400 families!

DEC



THANK YOU LETTERS

Thank You Letters are received, scanned and sent to donors

JAN TO FEB





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 by donating Christmas trees to families in need during the holidays.

In 2004, April and Sarah made the commitment to grow their idea 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 20,000 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.

PRESENTING PARTNER

2025 SPONSORS

MAGIC MAKERS



JOY SPONSORS



HOPE SPONSORS



COMMUNITY FRIENDS

BIMM
Captiv8 Media
Coactuate

Franklin Templeton
Goodreid Investment Counsel
Honda Canada Foundation

Jones Deslauriers
Kinross
McCutcheon Private Wealth

Pretium
Slalom
Walter's Landscaping



Presenting Partner

\$50,000+



RECOGNITION & BRANDING

- Exclusive designation as Presenting Partner!
- Prominent logo placement on event signage at Santa's Warehouses!
- Logo placement on staff warehouse uniforms
- Logo on Holiday Helpers website homepage
- Featured mention in all press releases and media coverage
- 3 customized social media posts
- Exclusive sponsor spotlight video shared on Holiday Helpers socials
- Prominent recognition in the Annual HH Report
- Featured article in our e-newsletter with opportunity to include QR code for coupon to over 15,000 subscribers
- A co-branded digital badge to proudly display on the sponsor's digital platforms
- Recognition Plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 200 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Welcome the Holiday Helpers Mascot + Ambassador to your office to speak about the community impact of your gift
- Holiday Helpers branded toques
- Opportunity to sponsor up to 15 families



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Magic Maker

\$25,000 - \$49,999

RECOGNITION & BRANDING

- Prominent logo placement on event signage at Santa's Warehouses!
- Logo placement on staff warehouse uniforms
- Logo on Holiday Helpers website
- 2 customized social media posts
- Logo in Annual HH Report
- Sponsor spotlight in e-newsletter
- A co-branded digital badge to proudly display on the sponsor's digital platforms
- Recognition Plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 100 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Welcome the Holiday Helpers Mascot + Ambassador to your office to speak about the community impact of your gift
- Opportunity to sponsor up to 12 families





Joy Sponsor

\$10,000 - \$24,999

RECOGNITION & BRANDING

- Logo placement on event signage at Santa's Warehouses!
- Logo on Holiday Helpers website
- 2 social media posts (1 dedicated and 1 collective Joy Thank You post)
- Logo in Annual HH Report
- Inclusion in 1 e-newsletter
- Digital badge to proudly display on digital platforms
- Recognition plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 40 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 8 families





Hope Sponsor

\$5,000 - \$9,999

RECOGNITION & BRANDING

- Name placement on event signage at Santa's Warehouses!
- Logo on Holiday Helpers website
- 1 collective Hope thank-you post on social media
- Logo in Annual HH Report
- Digital badge to proudly display on digital platforms
- Recognition plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 20 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 5 families





Community Friend

\$3,000 - \$4,999

RECOGNITION & BRANDING

- Name listing on Holiday Helpers website
- 1 collective Community Friend thank-you post on social media
- Inclusion by name in Annual HH Report donor list



EMPLOYEE ENGAGEMENT

- Opportunity for up to 12 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 3 families





Family Tree Sponsorship

\$5.5K - \$70K

TOGETHER WE CAN

Light Up

1,400 HOUSEHOLDS,
WITH THE MAGICAL
FEELING OF
THE HOLIDAYS!

YORK FAMILY TREE SPONSOR

Purchase Holiday Trees for up to
110 Families in the York Region

\$5,500

DURHAM FAMILY TREE SPONSOR

Purchase Holiday Trees for up to
110 Families in the Durham Region

\$5,500

HAMILTON FAMILY TREE SPONSOR

Purchase Holiday Trees for up to
150 Families in the Hamilton area

\$7,500

GTA FAMILY TREE SPONSOR

Purchase Holiday Trees for up to
1,030 Families in Toronto, Mississauga & Brampton

\$51,500

HOLIDAY HELPERS FAMILY TREE SPONSOR

Purchase Holiday Trees for all 1,400 Families
involved in the Holiday Helpers 2026 Program!

\$70,000





Family Tree Sponsorship



RECOGNITION, BRANDING & EMPLOYEE ENGAGEMENT

YORK, DURHAM AND HAMILTON FAMILY TREE SPONSORS

- Logo on ALL tree boxes displayed in the respective warehouse
- Logo on a display Tree for photo opportunities in the respective warehouse
- Logo on Holiday Helpers website
- 1 exclusive thank-you post on social media
- Logo in the Annual HH Report
- Discounted Corporate Volunteer rates for your team to join us in the respective warehouse!
- Digital badge to proudly display on digital platforms

GTA FAMILY TREE SPONSOR

- Same as above plus...
- 3 total exclusive thank-you posts on social media
- Opportunity for up to 50 employees to join us for a half-day of holiday cheer in Santa's GTA Workshop!
- 10 co-branded Tree Ornaments for your team to take home





More Ways for your Team to Get Involved!

SPONSOR A FAMILY

Sign-up to receive the wishlist for a specific family in need, read their story and then make their year a little brighter by purchasing their most needed items. Sign up [HERE!](#)

HOST A GIFT DRIVE

Rather than shopping for a specific family, host a gift drive within your office! The gifts that you collect will be added to packages that need a little more love! Register [HERE!](#)

CORPORATE VOLUNTEERING

Looking for a fun and meaningful way for your team to celebrate the holiday season? Join us for a half-day of holiday cheer at one of Santa's 4 Warehouses in the GTA in Nov or Dec! Help us to sort, wrap and deliver gifts to sponsored families!

CROWDFUND TO SUPPORT A FAMILY

Ask us to set up a unique crowdfunding page for your team to make monetary donations toward a family wishlist! Donate \$, receive a tax receipt, we do the rest!

IN-KIND PARTNERSHIP

Holiday Helpers is ALWAYS in need of; cardboard boxes, warehouse spaces, delivery services, winter coats, hats/mittens, housewares, kitchenwares, gift wrap, and toys. Donate goods or services, receive a tax receipt and become a partner!



2026 In-Kind Partnership Opportunities

WORKING TOGETHER TO MAKE
CHRISTMAS WISHES COME TRUE!



2025 IN-KIND PARTNERS

LOGISTICS PARTNERS



PRODUCTS





Legacy Partner

IN-KIND VALUE: \$100,000+

RECOGNITION & BRANDING



- Prominent logo placement on event signage at Santa's GTA Warehouse
- Logo recognition on the HH website
- 2 customized social media posts
- Logo recognition in the Annual HH Report
- Digital badge to proudly display on digital platforms
- Recognition Plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 40 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 8 families





Home for the Holidays Partner

IN-KIND VALUE: \$50K TO \$99,999

RECOGNITION & BRANDING

- Logo placement on event signage at Santa's GTA Warehouse
- Logo recognition on the HH website
- 1 customized social media post
- Logo recognition in the Annual HH Report
- Digital badge to proudly display on digital platforms
- Recognition Plaque



EMPLOYEE ENGAGEMENT

- Opportunity for up to 20 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 12 families





Santa's Workshop Partner

IN-KIND VALUE: \$10K TO \$49,999

RECOGNITION & BRANDING

- Name placement on event signage at Santa's GTA Warehouse
- Name recognition on the HH website
- 1 collective thank you post on social media
- Name recognition in the Annual HH Report
- Digital badge to proudly display on digital platforms



EMPLOYEE ENGAGEMENT

- Opportunity for up to 10 employees to join us for a half-day of holiday cheer in Santa's Workshop! Together we will gift wrap and deliver packages to families in need!
- Opportunity to sponsor up to 5 families





More Ways for your Team to Get Involved!

SPONSOR A FAMILY

Sign-up to receive the wishlist for a specific family in need, read their story and then make their year a little brighter by purchasing their most needed items. Sign up [HERE!](#)

HOST A GIFT DRIVE

Rather than shopping for a specific family, host a gift drive within your office! The gifts that you collect will be added to packages that need a little more love! Register [HERE!](#)

CORPORATE VOLUNTEERING

Looking for a fun and meaningful way for your team to celebrate the holiday season? Join us for a half-day of holiday cheer at one of Santa's 5 Warehouses in the GTA in Nov or Dec! Help us to sort, wrap and deliver gifts to sponsored families!

CORPORATE SPONSORSHIP

Holiday Helpers would not be able to support 1,400 families without a team of seasonal staff, translators, office space, warehouse supplies, softwares, gift wrapping supplies and delivery trucks. Corporate sponsors make this all possible!

CROWDFUND TO SUPPORT A FAMILY

Ask us to set up a unique crowdfunding page for your team to make monetary donations toward a family wishlist! Donate \$, receive a tax receipt, we do the rest!



2026 Corporate Volunteer Opportunities

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Volunteer in Santa's Warehouse!

Every year the Holiday Helpers team spends 5 months accepting family applications, supporting families in creating a wishlist, sourcing donations and warehouse spaces.

THEN Santa's Warehouses open in 5 cities across Ontario in mid November and we welcome 4,000+ Corporate Volunteers to bring the warehouses to life for 4 magical weeks!

SANTA'S WAREHOUSE LOCATIONS!

Mississauga

Burlington

Durham

York

Scarborough





How your Team will Help

All Corporate Elves will be provided with coffee, tea, water, light snacks and our deepest thanks!

SORTING GIFTS



Hundreds of gifts arrive to Santa's Warehouses everyday from individual wishlist donors, gifts drives and Corporate In-Kind Partners! Help us to sort and thoughtfully select gifts for deserving families based on their Wishlist needs!

WRAPPING PRESENTS



After a family's gift package is sorted and topped up with any missing mandatory items, put your wrapping skills to the test! Wrap, tape, label, repeat! Families tell us that this step makes them feel extra warm and cared for when their packages arrive!

DELIVERING PACKAGES TO FAMILIES



This is where we are always short volunteers! If you and a coworker would like to team up to deliver gifts to a family, please bring an empty vehicle and a valid driver's licence! Enjoy becoming real life Santa Claus for the day!



Corporate Volunteering

A minimum donation is required based on the size of your team.
Tax receipts will be issued for all donations!



Team Size	Minimum Donation
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1 - 10 PEOPLE	\$700
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11 - 20 PEOPLE	\$1,400
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21 - 30 PEOPLE	\$2,100
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31 - 40 PEOPLE	\$2,800
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41 - 50 PEOPLE	\$3,350
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Team Size	Minimum Donation
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51 - 60 PEOPLE	\$4,000
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61 - 70 PEOPLE	\$4,900
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71 - 80 PEOPLE	\$5,600
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81 - 90 PEOPLE	\$6,750
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91 - 100 PEOPLE	\$7,700
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CORPORATE SPONSORSHIP

Holiday Helpers would not be able to support 1400 families without a team of seasonal staff, translators, office space, warehouse supplies, softwares, gift wrapping supplies and delivery trucks. Corporate sponsors make this all possible!

CROWDFUND TO SUPPORT A FAMILY

Ask us to set up a unique crowdfunding page for your team to make monetary donations toward a family wishlist! Donate \$, receive a tax receipt, we do the rest!

IN-KIND PARTNERSHIP

Holiday Helpers is ALWAYS in need of; cardboard boxes, warehouse spaces, delivery services, winter coats, hats/mittens, housewares, kitchenwares, gift wrap, and toys. Donate goods or services, receive a tax receipt and become a partner!