

15th ANNIVERSARY



TORONTO'S FINANCIAL DISTRICT

BAY ST.

Santa
COMES TO
Bay Street

15th ANNIVERSARY



Email: info@sctbs.ca
140 Dunvegan Rd., Toronto
Ontario, M4V 2R3
Charitable Registration #83089 8813 RR0001

FILL SACKS WITH GIFTS, AND HEARTS WITH JOY, THIS HOLIDAY.

Santa Comes to Bay Street (SCTBS) is a registered charitable organization supported by corporate sponsors from the Bay Street area. Our goal is to help lighten the burden of many of the women and children living in Toronto's shelters through the holiday season

How It Works

- Donors and sponsors contribute cash and gifts, volunteer their time, or do both.
- We hold an annual event—"Santa's Workshop"—at the Design Exchange. Volunteers select an individual or a family from a given list, and "shop" from our collection of items to create a personalized gift sack that includes basic necessities (like blankets, hats, and gloves), along with a special gift that has been specifically requested by each recipient.
- Shelter staff collect and distribute the sacks in time for the holidays.



With minimal expenditure required for the event, almost **100%** of funds raised goes directly to the shelters we assist.

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THE NUMBERS ARE STAGGERING

Toronto remains the child poverty capital of Canada, with almost 30% of children living in very-low-income households, according to a Toronto Star report released on October 13, 2015.*

HERE ARE SOME ADDITIONAL FACTS:

- Child poverty rates in Toronto reach over 50% in Moss Park, Oakridge, and Thorncliffe Park.
- Children with disabilities, and those from newcomer, indigenous, single-parent, and non-white households are more likely to experience poverty.
- Child poverty rates in Toronto's 10 most linguistically diverse neighbourhoods are about four times higher than rates in predominantly English-speaking neighbourhoods.

GET INVOLVED:



1. **Partner and Sponsor:** Sponsorships are available at various levels, and offer commensurate benefits. Please see our Sponsorship page for details.
2. **Directly Help Families in Need:** Purchase Santa sacks that include necessary items such as blankets, hats, gloves, hoodies and pj's. Many of our donors commit to covering the cost of 10, 20, or 50 gift sacks. Please see our Sponsorship page for details.
3. **Donate:** Make a cash donation that will be used to purchase gift items. This is a great opportunity to engage employees for a team event. Details about individual giving are available on our website (sctbs.ca). To donate specific gifts, you can sign up and access our wish list database to choose specific items.
4. **Volunteer:** Organize a team at work, purchase gift bags, and come to our gift bagging event on November 26, 2018 event from 1 pm to 7:30 pm for some holiday cheer and an opportunity to engage with your community. At the event, everyone "shops" for a special recipient. This is a wonderful team-building experience to share as the holidays approach.

You and your employees can allocate your United Way campaign dollars to help those in need during the holidays.

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*Santa
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"The holidays can be a difficult time for the women and children staying at our shelter, but your kindness and generosity has provided comfort and joy! With your support, we were able to provide the necessary resources for over 200 families at our shelter and in the community, on their way to create new lives, free from violence, poverty and homelessness."

Margarita Mendez Executive Director
Nellie's Shelter for Women & Children

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CORPORATE SPONSORSHIP OPPORTUNITIES AND BENEFITS

PLATINUM SPONSOR \$15,000 (ONE ONLY)

- Invitation to join us at the TMX Market Open
- Recognition on Santa Comes to Bay Street website
- Dedicated signage in main area at the event
- Full-screen advertisement in digital event program
- Keynote speaking opportunity at gift-bagging event
- Special acknowledgment in all SCTBS press and social media
- Category exclusivity

GOLD SPONSOR \$10,000

- Invitation to join us at the TMX Market Open
- Recognition on Santa Comes to Bay Street website
- Dedicated signage in main area at the event
- Full-screen advertisement in digital event program
- Acknowledgment on SCTBS social media

SILVER SPONSOR \$5,000

- Dedicated signage at front entrance at the event
- Recognition on Santa Comes to Bay Street website
- Logo placement in digital event program

SANTA'S HELPER SPONSOR

- Purchase 10 sacks for \$350, 20 for \$700, 50 for \$1750

Receipts for income tax purposes will be issued for all donations of \$20 or more.

Financial statements (prepared by BDO Dunwoody) are available upon request.

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CONTACT

Mary Matthews, CPA, CA, ICD.D, President and Co-Founder Santa Comes to Bay Street

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