

17th ANNIVERSARY



TORONTO'S FINANCIAL DISTRICT

BAY ST.

**ANNUAL GIFT DRIVE
NOVEMBER 2020
NO EVENT!
ONLINE DISTRIBUTION**

Santa
COMES TO
Bay Street

Santa COMES TO Bay Street

WHO WE ARE

Santa Comes to Bay Street (SCTBS) is a registered charitable organization supported by corporate sponsors from Bay Street and beyond. Our goal is to help lighten the burden of the women and children living in Toronto's shelters through the holiday season. The past 17 years have been made possible by the incredible generosity of our donors. We expect this year to be especially challenging for those in shelters due to COVID 19. Unfortunately, we will not be hosting the gift bagging event this year due to the pandemic.

THE NEED IS EVEN GREATER THIS YEAR

HOW WE ARE SAFELY DELIVERING ON OUR MISSION

- Shelter representatives will assist with the selection of gifts online, creating a gift registry.
- Donors and Corporate Sponsors contribute cash to purchase the gift items and necessities for those in shelters over the holidays. Appropriate tax receipts will be issued
- .SCTBS board purchases the gifts through the gift registry and arranges delivery of the items directly to the shelters to limit contact.
- The shelter representatives will sort the gifts and bag them to ensure the recipients receive a personalized gift bag consisting of a unique gift that has been specifically requested by each recipient.
- Shelter staff distribute the gifts in time for the holidays.



17,000

recipients since 2003

\$1,700,000



in gifts and necessities delivered to date

1,750

women & children helped annually



15

organizations supported



400

event volunteers



23

corporate sponsors & growing

With minimal expenditure required for the event and absolutely everyone is a volunteer, almost **100%** of funds raised go directly to the shelters we assist.



Santa
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Bay Street

Email: info@sctbs.ca
Charitable Registration
#83089 8813 RR0001

YOUR CONTRIBUTION MAKES A DIFFERENCE

Quotes from Santa Comes to Bay Street gift recipients and shelter representatives:

"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

"We want to thank you for the work you do, we have received many gifts that made our first Christmas in Canada happy, and from the bottom of our heart we wish you all prosperity. "

~Food bank recipient

"Thanks to donors like you, the lives of thousands of children and youth were brightened this Chanukah as JF&CS provides them with toys and gifts cards to make the holiday that much more special."

~ Jewish Family & Child Service

"Thank you very much, I liked everything. I put a request in for a jacket which I got a beautiful black one. Thank you. This is so nice of you guys, Thank you again"

~ Mary's Home Emergency Shelter recipient

"Thank you for the bags. I am saving it as Christmas presents for the kids to open on Christmas day! My grandson is so excited!"

~Mother of 3 children, 1 grandson

"I really liked the winter boots, warm jacket, socks. Thank you, continue with the generosity."

~Mary's Home Emergency Shelter recipient

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THE NUMBERS ARE STAGGERING

Toronto remains the child poverty capital of Canada. Child and family poverty is a disturbing reality in every ward in Toronto. The 2017 report **Unequal City: The Hidden Divide Among Toronto's Children and Youth** showed similar trends among racialized and newcomer children in the Toronto region (Census Metropolitan Area). However, the data presented in the 2018 report shows that children living in the city of Toronto have higher poverty rates than children in the Toronto region for all groups — all children, racialized and non-racialized groups, specific racialized groups, and racialized and non-racialized groups by generation status — reinforcing Toronto's dubious title of child poverty capital.

- Children with disabilities, and those from newcomer, indigenous, single-parent 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.

Bottom Line: WE NEED YOUR SUPPORT

1. **Partner and Sponsor:** Sponsorships are available at various levels, and offer commensurate benefits. Please see our Sponsorship page for details.
2. **Donate:** Make a cash donation on PAYPAL through our website www.sctbs.ca that will be used to purchase gift items.



Allocate your United Way campaign dollars to help those in need during the holidays



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THANK YOU TO OUR 2019 CORPORATE SPONSORS

GOLD SPONSOR LEVEL



SILVER SPONSOR LEVEL



SANTA'S HELPER:



CORPORATE SPONSORSHIP BENEFITS

PLATINUM SPONSOR \$15,000 (ONE ONLY)

- Invitation to make remarks at the virtual TMX Market Close
- Recognition on Santa Comes to Bay Street website for entire year
- Special acknowledgment in all SCTBS press and social media
- Category exclusivity

GOLD SPONSOR \$10,000

- Invitation to the virtual TMX Market Close
- Recognition on Santa Comes to Bay Street website for entire year
- Acknowledgment on SCTBS social media

SILVER SPONSOR \$5,000

- Recognition on Santa Comes to Bay Street website for entire year
- Logo placement in digital program

SANTA'S HELPER SPONSOR

- Logo in our corporate package



*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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BOARD OF DIRECTORS

Robert Cancelli, **Chairman**
Mary Matthews, **President & Co-Founder**
Stephanie Orloff, **President & Co-Founder**
David Keggin, **Secretary**
Chris Wilkinson, **Treasurer**

EXECUTIVE COMMITTEE

Nick Abe, **Chair**
Brian Tsang
Bryan Blake
Carol Elmalem
David Keggin
Kris Backus
Shoghig Kulidjian

FUNDRAISING COMMITTEE (2019 YEAR)

| | |
|------------------------------------|------------------|
| Shoghig Kulidjian, Co-Chair | Justin Porter |
| David Keggin, Co-Chair | Kate Stothers |
| Morgan Caissie | Blake Newell |
| Robert Cancelli | Bryan Blake |
| Wendy Smith | Eva Luk |
| Janice Koshida | Stephanie Orloff |
| Janet McGee | Janet Greenwood |
| Joyce Supnet | Laura Scott |

VOLUNTEER COMMITTEE

Chris Wilkinson
David Keggin
Pauline De Guzman

FOLLOW US



CONTACT

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Street
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