

18th ANNIVERSARY



ANNUAL GIFT DRIVE
NOVEMBER 2021

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 18 years have been made possible by the incredible generosity of our donors. We expect this year to be incredibly challenging again for those in shelters due to the pandemic. Unfortunately, we will not be hosting the main gift bagging event, but we will encourage small groups to safely run their team gift bagging events.

THE NEED IS EVEN GREATER AGAIN THIS YEAR

HOW WE ARE SAFELY DELIVERING ON OUR COMMITMENT

- Shelter representatives will assist with creating a gift registry.
- Donors and Corporate Sponsors contribute funds for purchasing gift items and necessities for those in the shelters SCTBS supports.
- SCTBS board and corporate teams purchase 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 and arranges delivery of the items directly to the shelters to limit contact.
- Appropriate tax receipts will be issued.
- The shelter representatives will distribute the gifts in time for the holidays.



17,750

recipients since 2003

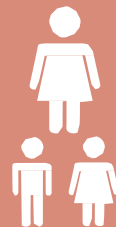
\$1,800,000



in gifts and necessities delivered to date

750

women & children helped annually



15

organizations supported



400

event volunteers year over year



23

corporate sponsors & growing

With minimal expenditure required to run our annual gifting and everyone is a volunteer, almost **100%** of funds raised go directly to the shelters we assist.

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

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.

GET INVOLVED

- 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 that will be used to purchase gift items.
- 3. United Way Annual Donations:** Allocate your United Way campaign dollars to Santa Comes to Bay Street to help those in need during the holidays





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YOUR CONTRIBUTION MAKES A DIFFERENCE

Here is a sampling of the thank you letters received 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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THANK YOU TO OUR 2020 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

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