

*Santa*  
*comes to*  
*Bay Street*



IT'S OUR BIG 20TH  
ANNIVERSARY



**TURNING**  
**20**  
**DECEMBER 2023**

**ANNUAL  
SANTA'S WORKSHOP**





## Who We Are

### OUR MISSION



Santa Comes to Bay Street (SCTBS) is a distinguished registered charitable organization, proudly supported by corporate sponsors from Bay Street and beyond. With nearly two decades of unwavering commitment, our mission is clear: to alleviate the hardships faced by women and children residing in Toronto's shelters during the holiday season. Our enduring journey has been made possible through the profound generosity of our dedicated donors. Together, we stand as a beacon of hope, embodying the spirit of giving and compassion in our community.



**THE NEED IS EVEN  
GREATER AGAIN THIS YEAR**



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.



## What We Do



### HOW WE HELP

At SCTBS, we orchestrate "Santa's Workshop," an annual gift bagging event held at 234 Bay Street in downtown Toronto, where we reconnect with the warmth of in-person support. Here, our passionate volunteers select individuals or families from a heartfelt gift registry brimming with the desires of shelter residents. With great care and empathy, they "shop" from our curated collection to assemble personalized gift sacks. Each sack includes vital necessities such as blankets, hats, gloves, and warm clothing, alongside a special gift tailored to the unique wish of every recipient. Our collective efforts create moments of joy and comfort during the holidays, extending a lifeline to those in need.



DONATE



SPONSOR

## The Numbers are Staggering

- One in four children live in poverty in Toronto.
- In 2019, 18.6% of children under the age of 18 experienced the effects of poverty.
- Thirteen city wards in Toronto have areas with child poverty rates over 50%.
- Torontonians have the lowest levels of access to Employment Insurance in Canada.
- Children in racialized families are more than twice as likely to live in poverty than children in non-racialized families.
- The racial pay gap in Canada is large, with racialized Canadians earning between 71-79 cents for every dollar paid to non-racialized Canadians in 2019.



## Get Involved



SPONSOR

### Partner and Sponsor

Sponsorships are available at various levels and offer commensurate benefits. Please see our Sponsorship page for details.



DONATE

### Donate

Make a cash donation. Almost 100% of the funds raised go to the recipients.



ADOPT A FAMILY

### Directly help families in need

Purchase Santa sacks that include necessary items such as blankets, hats, gloves, hoodies and pj's. Many donors commit to covering the cost of 10, 20, or 50 gift sacks. Please see our Sponsorship page for details.



VOLUNTEER

### Volunteer the night of the gift bagging event

Be a Santa ambassador within your organization. The event is an excellent opportunity to engage employees/coworkers for a fun and team-building experience to share during the holiday season. Organize a team at work to purchase gift bags and bring them to the event on December 5th, 2022, from 2 pm to 7:30 pm for some holiday cheer and an opportunity to engage with your community. Please advise us if you plan on sending a corporate team so we can ensure a great experience the night of the event.

### United Way Annual Donations

You can further our cause by directing your United Way campaign contributions towards Santa Comes to Bay Street, channeling your support directly to those in need during the holiday season. Your generosity through the United Way enables us to continue our mission of spreading love and warmth to women and children living in Toronto's shelters. By choosing SCTBS as your United Way beneficiary, you become a vital part of our philanthropic journey, joining hands with corporate partners and donors to make a meaningful impact in our community. Together, we can ensure that the spirit of giving shines even brighter during the holidays.



Toronto Foundation (2020). Toronto's Vital Signs 2019/20.

Campaign 2000 Report Card on Child and Family Poverty in Canada (2019). 2020: Setting the Stage for a Poverty Free Canada. 2017 Toronto Child and Family Poverty Report Card (2017). Unequal City: The Hidden Divide Among Toronto's Children and Youth. United Way of Greater Toronto (2007). Losing Ground: The Persistent Growth of Family Poverty in Canada's Largest City. Canadian Centre for Policy Alternatives (2019). Canada's Colour Coded Labour Market, December 2019.



## Your Contribution makes a difference

Here's a selection of heartfelt thank-you letters we've received from 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

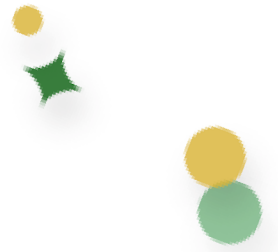
**Mother of 3 children, 1 grandson**



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

**Mary's Home Emergency Shelter recipient**





## Thank you to our 2021 Corporate Sponsors

### PLATINUM SPONSOR LEVEL



### SILVER SPONSOR LEVEL



### SANTA'S HELPERS





## Corporate Sponsorship Benefits

PLATINUM SPONSOR: (one only)

**\$15,000**

- Exclusive opportunity to deliver remarks during the virtual TMX Market Close event
- Prominent recognition on the Santa Comes to Bay Street website throughout the year
- Special acknowledgment across all SCTBS press releases and social media platforms
- Exclusive category sponsorship

GOLD SPONSOR:

**\$10,000**

- Invitation to participate in the virtual TMX Market Close ceremony
- Prominent recognition on the Santa Comes to Bay Street website throughout the year
- Acknowledgment on SCTBS social media platforms

SILVER SPONSOR:

**\$5,000**

- Recognition on the Santa Comes to Bay Street website
- Acknowledgment on SCTBS social media platforms
- Logo placement in the digital program

SANTA'S HELPER SPONSOR

- Inclusion of your 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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- Helen Chau

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- Stephanie Orloff

## OPERATIONAL COMMITTEE

- Carol Elmalem
- Zahra Butani

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## CONTACT

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