

Give hope to vulnerable kids this holiday season

This year more than ever, children and youth who have experienced or live at risk of abuse and neglect need the support of caring Canadians to help overcome barriers to a brighter future.

Children, youth and families involved with the child welfare system are facing housing and food insecurities, mental health challenges exacerbated by social isolation, exposure to domestic violence and substance misuse, as well as experiencing poverty. These insecurities are heightened during the holiday season, which is often a time of loneliness and sadness for the populations we serve.

Your workplace team can help Stand Up for Kids during the holidays, and improve outcomes for children, youth and families in our communities.

Fundraise with your workplace team



- Collaborate with colleagues to create a sense of holiday cheer and social connection while supporting vulnerable children and youth.
- Create a custom donation page to align with your team's holiday giving activities. Individual donations will contribute towards the team's goal.
- Donation page can be shared broadly to encourage those in your networks to direct their year-end giving to a cause that resonates with you.
- Consider pairing with a fun holiday initiative such as a virtual lunch, holiday music trivia, best festive sweater/headwear, (home) office decorating etc.

Sponsor a family to attend the Holiday Season Celebration



- This long-standing Children's Aid Foundation of Canada holiday event provides a unique opportunity for children in foster care to experience the joy and celebration of the season. Traditionally, the event welcomes guests to enjoy a hot lunch, entertainment and games, gifts to take home, and the comfort of positive memories. In accordance with public health guidelines, the event has been reimaged in a virtual model this year.
- Your \$500 donation will provide a foster family with the opportunity to experience a virtual Holiday Season Celebration event and physically distanced gift pick-up.

Hold a gift card drive



- In addition to cash donations, corporate groups may collect gift cards.
- These will be distributed to at risk youth and families to purchase holiday gifts, food and other necessities.
- \$25 denominations preferred; suggested retailers include Walmart, Loblaw brands, Shoppers Drug Mart, Amazon, H&M, Indigo, Sport Chek, Tim Hortons, Starbucks, McDonald's, Ultimate Dining Card

We welcome the opportunity to discuss how we can support your workplace team's fundraising efforts. Contact Hira at hchaudhry@cafdn.org to Stand Up for Kids this holiday season.