

BE A HOLIDAY HERO



Christmas Daddies



A Maritime Tradition since 1964

See the story unfold at <https://www.youtube.com/watch?v=rbV2uUpMFvQ>

On a cold and slushy November night in 1964, two gentlemen sat in the Derby Tavern on Gottingen Street in Halifax, Nova Scotia. In stumbled a small boy no more than eight years old, his toes sticking out of his shoes, shivering from the cold. He began to circle the room only to be promptly removed by the bar staff. Moments later, the persistent child returned but was removed once more. The two men watched in wonder when the boy returned yet again. They knew they had to find out what was driving this boy.

“My mother and baby sister are at home, we need bread and milk,” the boy told Jack with tears in his eyes. He was determined to get enough money to bring these necessities home so his family would not starve. A hat was passed around the tavern and the patrons raised \$15 for the lad, an astonishing amount in 1964. While the boy left happy, Jack and Jim couldn’t help but wonder what the child’s family would do for Christmas. They sat at the Derby half the night discussing the child and others like him. They knew there had to be a solution. Jack worked at the most popular radio station and Jim at the television equivalent, surely together they could do something to help.

They came back to work with plans for a telethon, and ATV (now CTV Atlantic) graciously donated the television station and the airtime. The staff eagerly volunteered to make the telethon a reality. The first Christmas Daddies telethon went to air at midnight that year. After only two hours of broadcasting, concerned citizens were coming in off the street, offering their assistance to this worthy cause.

The telethon raised \$1,500 that first year. Since then, Christmas Daddies has grown steadily, and to date has raised close to \$30 million to provide less fortunate children with toys, gifts and food at Christmas. The funds are distributed through The Salvation Army. Their commitment to those in need makes them the most appropriate candidate. CTV Bell Media continues to donate the technical equipment and airtime for the event. Over 250 Maritime volunteers; including CTV Atlantic staff, family members and friends are proud to donate their time and services to continue to make the telethon possible.

In true Maritime spirit the Christmas Daddies Telethon continues to give the gift of Christmas to children across our region, thanks to generous donors like you!



Did you know?

- **With your contribution you will be a part of a cherished Maritime holiday tradition. Christmas Daddies is the longest running children's charity telethon in Canada thanks to its broadcasting partner CTV Atlantic.**
- **Your generosity will be showcased on the most popular television station in the Atlantic Provinces! CTV Atlantic has the largest market share in the Maritimes (19.7% or 54% of the local stations) and reaches an average of 814,000 Adults 18+ each week.**
- **Along with the CTV Atlantic broadcast the telethon is seen simultaneously as a worldwide live webcast and across Canada on satellite television. After the live show, the Telethon can be found permanently on the Christmas Daddies YouTube channel.**
- **Your donation will be eligible for a charitable tax receipt.**
- **You can determine which area of the Maritimes receives your funds.**
- **Your recognition as a Christmas Daddies donor does not end with the telethon . We can tailor a social media package just for you!! Please visit our sites below to get an idea of the possibilities.**

website www.christmasdaddies.org

 [@DaddiesTelethon](https://twitter.com/DaddiesTelethon)

 [CTV Christmas Daddies Telethon](https://www.facebook.com/CTVChristmasDaddiesTelethon)

 [Christmas Daddies Telethon](https://www.youtube.com/ChristmasDaddiesTelethon)

 [christmasdaddies](https://www.instagram.com/christmasdaddies)



Contribution Levels Note: #'s of kids helped per donation amount is an approximation as the need may vary from child to child	Platinum \$25,000 helps 250 Kids	Gold \$10,000 helps 100 Kids	Silver \$5,000 helps 50 Kids
Your organization will open one hour of the telethon with your company's logo on screen. I.E. "This hour of the Christmas Daddies Telethon brought to you by _____"	✓		
On air cheque presentation spot * during your company's recognized hour OR auction bidder audience spot**	✓		
Pre-taped "thank you" from Christmas Daddies to your organization*** or flashback presentation**** To be aired during the telethon	✓	✓	
On air cheque presentation * or auction bidder audience spot**		✓	✓
Recognition in Christmas Daddies Telethon media release	✓		
Postings on our website for your organization's Christmas Daddies fundraisers	✓	✓	✓
Direct your funds to provide assistance to your area(s) of choice within the Maritimes	✓	✓	✓
Recognition of your company's contribution level on the Christmas Daddies Holiday Hero Honour Roll and all our social media platforms	✓	✓	✓
Social media recognition on all our platforms, with your organization's link	✓	✓	
Recognition in the Christmas Daddies closing telethon credits	✓	✓	✓
Christmas Daddies Award and letter of appreciation for you to display	✓	✓	✓
Holiday spirit, knowing you've helped children in your community experience the wonder & magic of the season!	✓✓✓✓	✓✓✓✓	✓✓✓✓

*During an On air cheque presentation you will join a Christmas Daddies' host to present your funds during the telethon.
**As an Auction bidder you will be part of the on air bidding audience in the Halifax CTV studio
***A short video "Thank you " from a Christmas Daddies elf to your company which will air during the telethon
****Donor recognition with a Christmas Daddies flashback segment during the telethon. "This Christmas Daddies moment brought to you by _____"



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