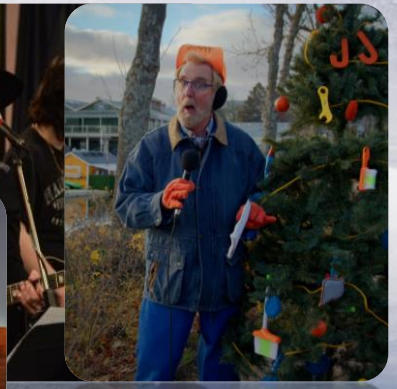


BE A HOLIDAY HERO



Christmas Daddies



A Maritime Tradition since 1964

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

The Christmas Daddies Telethon started back in November of 1964. Two gentlemen who worked at CJCH Radio & TV were having lunch at the Derby Tavern in Halifax when they witnessed a young boy begging for money. The child was quickly removed by the staff but he kept coming back. When they discovered that the boy wanted money to buy food for his mother and baby sister, they passed a hat collecting about \$15 for the youngster, an astonishing amount of money in 1964. That experience prompted discussions back at the station about how many families might be in a similar situation.

“How would these parents give their children the wonderful Christmas every child deserves?”

They came up with an answer and the very first Christmas Daddies show was born! The airtime and the equipment was donated by the TV station, the staff volunteered their time, musicians donated their talent and \$1500 was raised for less fortunate kids.

From this very modest beginning fast forward to today and you'll find a thriving organization that has raised more than \$34 million and is making a difference in the lives of thousands of Maritime children providing toys, gifts and food every Christmas. Christmas Daddies funds are distributed through The Salvation Army.

Broadcast on the first Saturday in December, Bell Media donates the technical equipment and airtime for the event, artists from across the Maritimes donate their talent and hundreds of CTV Atlantic staff, family members and friends donate their time and services 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?



- ❑ There is no minimum donation required to present a cheque on the Christmas Daddies Telethon.
- ❑ With each \$100 donated a child receives toys, gifts and Christmas Dinner. This amount is an approximate as the need may vary from child to child.
- ❑ In Prince Edward Island: 5,380 children live in poverty. In New Brunswick: 21.7% of children are living in poverty. In Nova Scotia: Almost 1 in 4 children live in poverty. These stats are from 2019 which are the most recent.
- ❑ 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.
- ❑ Along with the CTV Atlantic broadcast, the telethon is seen simultaneously as a worldwide live stream 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.



Contribution Levels	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Gift under \$5000
* Sponsor 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 To air during your company’s sponsored hour.	✓			
Flashback presentation with your company’s logo on screen I.E. “This Christmas Daddies moment brought to you by _____”	✓	✓		
Recognition of your company’s contribution level on the Christmas Daddies’ Holiday Hero Sponsor page on our website.	✓	✓	✓	
**On air cheque presentation	see above	✓	✓	✓
Promotion on our website and socials of your organization’s Christmas Daddies fundraisers.	✓	✓	✓	✓
The ability to direct your funds to provide assistance to your area(s) of choice within the Maritimes.	✓	✓	✓	✓
Social media recognition on our platforms, with your organization’s link.	✓	✓	✓	✓
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!	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
* The Hour opener is on a first come basis as we only have 6 spots to offer, if spots are filled we will work with you to come up with another option. **For 2022 -Due to health and safety concerns this segment will be pre-recorded at an earlier date and air during the telethon.				



How To Reach Us

Christmas Daddies has one central office for
Mainland Nova Scotia, Cape Breton,
New Brunswick and Prince Edward Island.

The best way to reach us is by email.
Staff responsible for each region will receive your
message.

E-mail: Christmas.Daddies@bellmedia.ca

Additional Contact Info:

Roxanne Robinson: Executive Director

Mailing address

CTV Christmas Daddies
P.O. BOX 1653
Halifax, NS B3J 2Z4

Courier/delivery address

CTV Christmas Daddies
2885 Robie St.
Halifax NS B3K 5Z4


Phone: (902) 454-3232

Please press 8 to leave a message




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)

 [@daddiestelethon](https://www.tiktok.com/@daddiestelethon)