

BE A HOLIDAY HERO



Christmas Daddies





Did you know?

- ❑ 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: 15% of children live in poverty.
In New Brunswick: 18.7% of children are living in poverty.
In Nova Scotia: 20.7% of children live in poverty.
**These stats are the most recent from 2021*
- ❑ Your contribution helps keep a beloved Maritime holiday tradition alive! Christmas Daddies, Canada's longest-running children's charity telethon, continues its legacy thanks to the support of generous donors and its broadcasting partner, CTV Atlantic.
- ❑ In addition to the CTV Atlantic broadcast, the telethon is streamed live worldwide and aired across Canada via satellite television. After the live event, you can watch the Telethon anytime on the Christmas Daddies YouTube channel.



A Maritime Tradition since 1964

See the story unfold on  [ChristmasDaddiesTelethon](#)

The History of the Christmas Daddies Telethon

The Christmas Daddies Telethon began in November 1964, sparked by a simple yet powerful moment of generosity. Two CJCH Radio & TV employees were having lunch at the Derby Tavern in Halifax when they noticed a young boy repeatedly returning after being ushered away by staff. When they learned he was begging for money to buy food for his mother and baby sister, they passed a hat, collecting around \$15, an astonishing sum at the time.

This moment led to conversations back at the station about how many other families might be facing similar struggles, inspiring the creation of a holiday tradition that continues to support children and families in need.

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

Their solution? The very first Christmas Daddies show was born! With airtime and equipment donated by the TV station, staff volunteering their time, and musicians contributing their talents, the inaugural telethon raised \$1,500 to support less fortunate children.

What started as a modest effort has grown into a thriving tradition. Today, Christmas Daddies has raised over \$39.5 million, helping thousands of Maritime children receive toys, gifts, and food each Christmas. The funds are distributed through The Salvation Army, ensuring they reach those who need them most.

Airing on the first Saturday in December, the telethon is made possible by Bell Media, which donates technical equipment and airtime, as well as artists from across the Maritimes who give their time and talent. Hundreds of CTV Atlantic staff, family members, and friends also volunteer to bring the event to life.

Thanks to the generosity of donors like you, the Christmas Daddies Telethon continues to spread holiday joy, embodying the true spirit of the Maritimes.



Contribution Levels	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Gift under \$5000
* An Hour Opener "This hour of the Christmas Daddies Telethon brought to you by <u>"your name here"</u>	✓			
** On air cheque presentation To air during your company's sponsored hour.	✓			
Talent or Flashback "moment" NOTE: additional "Talent or Flashback moments" may be during same hour.	✓	✓		
Recognition of your company's contribution level on the Christmas Daddies' Holiday Hero Donor page on the Christmas Daddies 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.	✓	✓	✓	✓
Christmas Daddies Award 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. Confirmation required by Nov 15th. If spots are filled we will work with you to come up with another option to include you in the show.

** This segment may be pre-recorded at an earlier date and air during the telethon.



How To Reach Us



Christmas Daddies operates a central office serving Mainland Nova Scotia, Cape Breton, New Brunswick, and Prince Edward Island.

The best way to reach us is via email.

Our regional staff will ensure your message is directed to the appropriate team member:

christmas.daddies@bellmedia.ca

christmasdaddies.org

MAILING ADDRESS:

CTV Christmas Daddies
PO BOX 1653
Halifax, NS B3J 2Z4

COURIER/DELIVERY ADDRESS:

CTV Christmas Daddies
c/o CTV HALIFAX
2885 Robie Street
Halifax, NS B3K 5Z4

Phone: (902) 454-3232

Please press 8 to leave a message



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