

Christmas Daddies



Mainland Nova Scotia



Prince Edward Island



New Brunswick

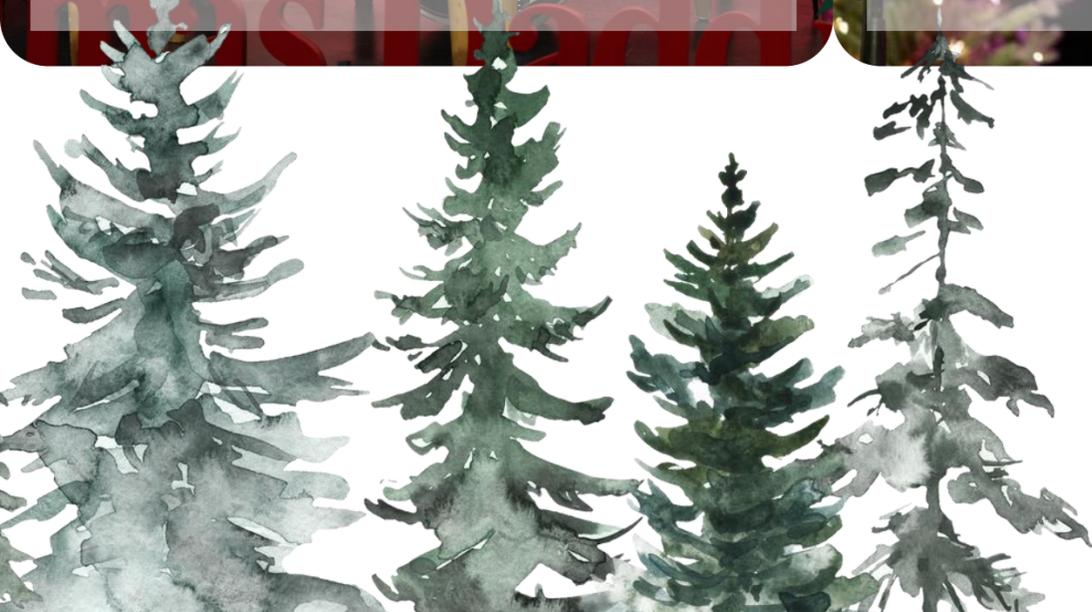


Cape Breton

christmas.daddies@bellmedia.ca | christmasdaddies.org



Making Holiday Magic since 1964





Introduction

Christmas Daddies' Purpose

A beloved Maritime holiday tradition since 1964, Christmas Daddies is one of Canada's longest-running children's charity telethons. It continues its legacy of providing toys, gifts and Christmas dinner to less fortunate children in the Maritimes.

See the story unfold  [Telethon History](#)

Event Date and Participation

Broadcast on CTV Atlantic on the first Saturday in December annually, the Telethon is powered by volunteers - CTV staff, their families, and friends - who unite to create a heartfelt celebration of Maritime generosity. Featuring outstanding local talent, the Telethon showcases the spirit of giving, inspires participation both online and in-person, and reflects the generosity, compassion and community spirit that defines our Maritime region during the festive season.

For 2026, the date is **Saturday, December 5** from **11 am – 6 pm** on **CTV**.

Community Engagement and Values

Thanks to the generosity of donors like you, the Telethon has raised in excess of \$41 million dollars for less fortunate children since its humble beginnings in 1964.





Why donate to Christmas Daddies?

Brand Visibility

Your company or organization can appear on the Telethon broadcast live on CTV to present your cheque.

Positive Community Impact

Donations to Christmas Daddies are returned to the communities from which they originated, helping families in need. If you wish, you can direct your funds to the area of your choice thereby reinforcing your commitment to social responsibility and community support all around the Maritimes.

Corporate Social Responsibility

Community donors play a vital role in Christmas Daddies' success and your direct association showcases dedication to ethical business practices and community values through CSR efforts.

Fundraising Impact

With each \$125 donated, a child receives toys, gifts and Christmas Dinner.

In Prince Edward Island: 16.7% of children live in poverty.

In New Brunswick: 21.9% of children live in poverty.

In Nova Scotia: 22.7% of children live in poverty.

*2025 Report Card on Child and Family Poverty



	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Gift Under \$5,000
Hour Opener * “This hour of the Christmas Daddies Telethon brought to you by (insert your company name here)” and company logo on screen	✓			
Social Media Message Opportunity to record a message, showcasing your involvement with the Telethon, to be shared on Christmas Daddies Social Media channels	✓	✓		
Logo on CD website Recognition of your company’s contribution level on the Christmas Daddies Donors page of CD website	✓	✓	✓	
Promotion on CD Website & Social Media For your fundraiser	✓	✓	✓	✓
“On Air” cheque presentation During the live broadcast on CTV	✓	✓	✓	✓
Christmas Daddies Award of Appreciation For you to display	✓	✓	✓	✓
Direct your funds Provide assistance to your area of choice in the Maritimes	✓	✓	✓	✓

A charitable tax receipt for your donation will be issued by The Salvation Army

** Hour Opener is on a “first come” basis, as we only have 6 spots to offer. Confirmation is required by November 15th*

Contact Information

Contact Details

Roxanne Robinson, Executive Director

Christmas Daddies

Christmas.Daddies@bellmedia.ca

902.454.3232



Sponsorship Information

Further details regarding other sponsorship opportunities for the very popular 50/50 Draw and the Online Auction are provided upon request.

Confirmation and Support

Once you confirm participation, our Christmas Daddies staff will assist with all onboarding of the donor benefits

Mailing Address

CTV Christmas Daddies

C/O CTV HALIFAX

PO BOX 1653

Halifax, NS B3J 2Z4



[@DaddiesTelethon](#)



[@christmasdaddies](#)



[@daddiestelethon](#)



[@DaddiesTelethon](#)



[@ChristmasDaddiesTelethon](#)



christmasdaddies.org