



Doesn't every child and family deserve the magic of the holidays?

Peel Children's Aid Foundation's "Holiday Wishes for All" supports families facing challenges, especially at this time of year.

Holidays should bring light, laughter, family, and hope. For many, it does not. This time of year often adds to a family's burdens, who may struggle to put food on the table and provide warm winter clothing or shelter for their families. Gifts and celebrations are not even on the radar.

Every November and December, the Peel Children's Aid Foundation launches its **"Holiday Wishes for All"** campaign to collect new winter clothing, unwrapped toys and gift cards for vulnerable children, youth, and families in the Peel region.

Peel Children's Aid Foundation raises funds to support innovative and urgently needed programs and services that are not government-funded. Collaborating with the Peel Children's Aid Society provides essential support to strengthen over 8,000 families annually, ensuring children's and youth's safety and well-being. Did you know that 99% of their work occurs with children, youth, and families in their homes?

How can you help?

- *Host a fundraising event with your peers and families. Instead of exchanging gifts this year, purchase new winter coats for a family.*
- *Create a crowdfunding page to share with your network with a giving goal.*
- *Donate. Each \$150 donation supports one child, and each \$500 donation helps a family.*
- *Purchase: Gift Cards, New winter clothing, unwrapped toys – newborn to youth*

In 2022, over \$260,000 was raised for children, youth, and families through the Holiday Wishes for All campaign. We know that the need is even greater this year. The goal for the 2023 campaign is \$350,000.

For more information, please visit <https://peelcaf.org/holiday-wishes/> or contact Ambar Syed, Director of Philanthropy, asyed@peelcas.org or set up an interview, please contact Colleen McCourt, Front Door PR, at colleen@frontdoorpr.com

About Peel Children's Aid Foundation

Peel

Children's Aid Foundation was established in 2003 to raise funds to support innovative and urgently needed programs and services that are not government-funded.

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