



Holiday Hope 2025 – Donor FAQ

Q: What is changing this year?

Holiday Hope is moving from pre-packed hampers to a **Holiday Hope Pop-Up Shop**. Families will visit a festive, welcoming space where they can choose gifts that are right for their children. Every family will also receive a grocery gift card to help make the holidays whole.

Q: Why are you making this change?

Because families deserve dignity and choice. Parents and caregivers know their children best. The Shop model allows them to pick items that fit their children's ages, needs, and interests. It also ensures fairness, so every child is supported equally, and it allows donor dollars to stretch further through pooled purchasing.

Q: Can I still shop for a family?

Yes. You can still shop for gifts inspired by **family needs and wish lists organized by age and gender**. Your donations will be displayed in the Shop so families can select what fits their children. The emotional connection of choosing gifts for a family remains, while also ensuring every child receives equitable support.

Q: Are gift cards still needed?

Absolutely. Gift cards are critical to the new model. They provide flexibility for families, ensure older youth can choose for themselves, and help us fill in gaps like grocery support, clothing sizes, or high-need items. Grocery, Amazon, Indigo, and youth-focused cards (\$25–\$100) are especially helpful.

Q: What about financial donations?

Financial gifts allow us to buy high-need items in bulk, supply grocery gift cards, and make sure no child is left out. Pooled donations also help us respond quickly to last-minute referrals.

Q: How can our company or group get involved?

There are many ways:

- Shop together for gifts by age and gender.
- Run a **gift card drive** in your workplace.
- Host a **Top-Up Challenge** or fundraiser and present a team cheque.
- Become a **sponsor** for grocery gift cards or an age group.

- Volunteer as a team at the Pop-Up Shop or Oshawa Centre Gift Wrapping Station.
- Join our Giving Tuesday campaign on Dec 2 with a corporate match.

Q: How can individuals get involved?

- Shop from our wish lists or donate gift cards.
- Make a financial gift online to support pooled purchasing.
- Volunteer at the Shop or Oshawa Centre Gift Wrapping Station.
- Attend our community events.

Q: Will I still hear family stories?

Yes. Family stories remain at the heart of Holiday Hope. Throughout the season, we will share stories that connect you to the children and families your generosity supports.

Q: How many children and youth will be served this year?

We expect to serve more than **800 children and youth** across Durham Region. Your support makes this possible.

Q: Will I receive a tax receipt?

Yes. Tax receipts are issued for donations of \$25 or more. Please keep your retail receipts when donating items so that we can issue the correct acknowledgement.