



THE MAGIC OF SNOWFLAKES

HOLIDAY GIVING PROGRAM



TOY/ GIFT CARD DRIVE



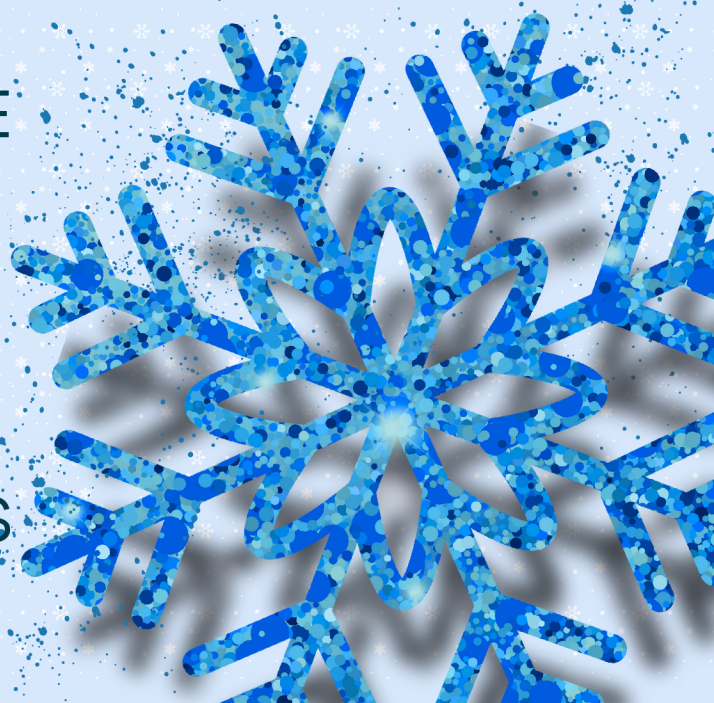
VOLUNTEERING



FOOD DRIVE



MONETARY DONATIONS





WHAT IS THE MAGIC OF SNOWFLAKES?

Whether you celebrate Christmas, Kwanzaa, Hanukkah, or simply the spirit of togetherness, this season brings us together through the joy of giving back.

Our Magic of Snowflakes Program invites everyone—neighbors, community groups, local businesses, and organizations—to join in making the holidays brighter for others. From food drives and gift boxes to our annual gift card drive and volunteer opportunities, there are many ways for each of us to help meet the needs of our community.

Over the past 15 years, we've been able to support over 7,500 families during the holidays, helping bring joy to children and youth through gift-giving. In our day-to-day lives, it's easy to get caught up in our own busyness. But this season reminds us that the heart of the holidays is in giving. The people we help may be closer than we realize—in our schools, our community centers, and even our workplaces.

When we give back, we make it possible for friends and neighbors to feel supported and included during this special time of year. Together, let's share what we have and celebrate the spirit of community, knowing that each donation helps families create warm memories with loved ones.

HOW CAN YOU SUPPORT?



IN-STORE BOXES



Your business can place one of our gift collection boxes in your stores, allowing customers to donate easily during the holiday season.

Your donation ensures that local families, who might otherwise struggle, can provide their children with holiday gifts and meals. By giving to Holiday Helps, you're not just donating a toy—you're giving hope, joy, and comfort to families who need it most.



GIFT CARD DRIVE



Encourage your community, company, or personal network, to collect gift cards for an amount of \$20 and up for our youth in the community.

Gift cards allow us to provide older children, often overlooked during the holiday season, with gifts that truly resonate with their needs and preferences. Your support ensures that every child, regardless of age, feels seen and valued.



VOLUNTEERING



Willing to give your time this holiday this season? Join us by packing gifts, door knocking, and donation sorting to help us keep organized during the season.

This hands-on involvement allows volunteers to see the immediate impact of their efforts, reinforcing the importance of community support during the holiday season. By participating, you help ensure that every family feels the warmth of the season through timely and well-organized deliveries.

HOW CAN YOU SUPPORT?



FOOD DRIVE



Donate non-perishable food items that a family can use during the holidays.

Your donation ensures that local families, who might otherwise struggle, can have delicious, culturally conscious, healthy meals. By giving to Holiday Helps, you're not just donating food—you are providing valuable memories that will last a lifetime.

- Peanut butter
- Pasta
- Canned fruit
- Canned soup
- Rice
- Oatmeal
- Canned stew, chili, etc.
- Beans (lentils, chick peas, kidney beans, etc.)
- Pasta sauce
- Canned fish (tuna in water)
- Canned vegetables (tomatoes, corn, peas etc.)
- Powdered Potatoes
- Hot and cold cereal
- Individually packed snacks (granola bars, apple sauce, pudding cups)
- Jam/fruit spread
- Dried Herbs/Spices
- Boxed Meals (shelf stable)
- Crackers
- Cooking oils
- Canned Meat (Spam, Ham)
- Apple sauces
- Low Sugar items
- Gluten Free
- Dairy Free
- Halal
- Kosher
- Vegan
- Vegetarian
- Toilet paper,
- Cleaning Products,
- Toothpaste,
- Deodorant
- Body Wash
- Various Hygiene Items
- Baby food/Formula

Donations are accepted until Friday, December 12, 2025



MONETARY DONATIONS



We understand that this time of year can be busy, wanting to give back but not having the time is understandable. Make a donation today.

We know that time moves quickly, and we appreciate you wanting to come out and support but being unable to. Through monetary donations \$20 and up, we can provide a tax-receipt to you, while using the funds to purchase the items we need for families, children, and youth.

CONTACT US

For further details on BGCES giving, please email
info@esbgc.ca, subject: Magic of Snowflakes
for support



BGC East Scarborough



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BGC East Scarborough



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