



The Calgary Herald Christmas Fund was created in 1991 by Calgary Herald employees to provide Herald readers with the opportunity to respond to the needs of the city's social agencies. Today, the Christmas Fund provides funding to local charities that address the critical needs that thousands of Calgarians face everyday, including hunger, homelessness, addiction and abuse.

Thanks to the wonderful generosity of Calgarians, the Christmas Fund has raised \$14.2 million dollars for local charities since 1991 and last year alone raised over \$1.2 million dollars. This year marks the 21st anniversary of the Calgary Herald Christmas Fund making a difference in the community.

Every Christmas season, this city has shown a wondrous depth of soul and generosity of spirit. The Christmas Fund campaign has grown substantially over the years but the Calgary Herald's commitment to helping those in urgent need has not wavered. The Calgary Herald is proud to cover one hundred percent of all administrative costs so that one hundred percent of all dollars raised can be shared equally amongst the selected recipients.

This year, the Calgary Herald Christmas Fund launches on Friday, November 18 and runs until midnight on Saturday, December 31, 2011. During the six week campaign, Calgary Herald reporters and videographers will share the stories of the clients who have seen hope and change in their lives thanks in part to the services provided by the selected charities. There will also be guest columns from some of Calgary's key leaders as well as a special Sunday spreads that will highlight the clients and programs being funded. These clients present stories of courage and hope that remind the rest of us to be thankful for what we have and encourage us to give to those who have not.

Calgary Herald Christmas Fund – 2011 Recipients

Brown Bagging for Calgary's Kids - Funds will be used to provide nutritious lunches to kids in Calgary who would otherwise go without. www.brownbaggingit.org

Calgary Drop-In & Rehab Centre - Funds will be directed towards the *Wellness Centre Medical Clinic* program. The program offers services to clients through an integrated medical model that assists clients with their overall health care needs. www.thedi.ca

Calgary Inter-faith Food Bank - Funds will be directed towards their *Hampers for the Homeless* program. www.calgaryfoodbank.com

Calgary Seniors Resource Society - Funds will be used to expand the CSRS *SeniorConnect* program, which focuses on community education, increasing awareness of seniors issues and providing opportunities for citizen participation. Starting in 2012, *SeniorConnect* will be expanding and enhancing the current training to include a vital mental health component that will address critical things such as depression, social isolation, cognitive aging and dementia. www.calgaryseniors.org

CUPS Health & Education Centres - Funds will be used at *CUPS Health & Education Centres* to support the 1) Perinatal Care, 2) Family Centre and 3) Social, Emotional, Early Development programs (SEED). www.cupscalgary.com

Fresh Start Recovery Centre - Funds will be used in Fresh Start's new facility to recover lives previously devastated by addiction by housing, treating and supporting recovery and client programming including a family healing program open to the entire community. www.freshstartrecovery.ca

2011 Calgary Herald Christmas Fund – External Document

Inn from the Cold - Funds raised will help Inn from the Cold provide the vital programs and services needed to create a brighter future for homeless families in our community. www.innfromthecold.org

McMan Youth, Family and Community Services - Funds will be directed towards addressing issues of youth homelessness. Funds will be directed towards the *Hope Homes for Youth* program and the *Hope Homes for Aboriginal Youth* program. www.mcman.ca

NeighbourLink Calgary - Funds will be directed towards the *Infants and Children Under 2 (ICU2)* program and the *Low Income Family Furniture Essentials Support (LIFFE Support)* program which helps to support low income Calgarians. www.neighbourlinkcalgary.ca

Recovery Acres Society – 1835 House - Funds will be directed to the following four treatment / addiction recovery programs 1) the *Day* program 2) the *Short-term Residential* program 3) the *Long term Residential* program and 4) the *Extended Housing* program. www.recoveryacres.org

the alex - Funds will be used towards the operating costs of the *Wellness on Wheels Community Health Bus* and to enhance mobile services. www.thealex.ca

YWCA Sheriff King Home – Your gift makes a difference in the lives of children who have been exposed to domestic violence. Through innovative therapies such as art, music & movement, filial and equine-facilitated therapy, the YWCA Sheriff King Home keeps children safe and helps them heal and build resilience. www.ywcaofcalgary.com

HOW TO CONTRIBUTE:

GO TO www.heraldchristmasfund.com and donate online using our secure server

CALL in your donation to 403-235-7481, from 8:30-4:30pm., Monday to Friday

MAIL in your donation (*cheque or money order*) to: Calgary Herald Christmas Fund, PO Box 1515, Station M, Calgary, Alberta T2P 4K2

SCAN the QR code from a campaign ad that can be found in the Calgary Herald and donate on your mobile device using our secure server

FREQUENTLY ASKED QUESTIONS:

1. Are donors able to make a donation to a specific agency? No. The Christmas Fund is set up as one large fund and the dollars raised are divided equally among the selected charities.

2. What are the administrative costs of the Calgary Herald Christmas Fund? All administrative costs are absorbed by the Calgary Herald. This is one of the ways that the Herald contributes to the Fund. Therefore, one hundred percent of your donation goes directly to the selected charities.

3. I would like to donate clothes, furniture, toys, etc. to one of the agencies. How do I go about doing this? It would be best if you contact the agencies directly to make these arrangements.

4. I have made a donation but have not seen my name in the paper yet. Did you receive my donation? Once we have received your donation, it usually takes 7-10 days until your name appears in the paper. Donor thank you ads appear every Tuesday during the campaign.

5. Will I receive a tax receipt? Yes. Tax receipts are issued for all donations over \$10.00. Tax receipts are generated and mailed by the end of January. Your tax receipt will come from one of the selected charities but is mailed and generated by the Calgary Herald. The Calgary Herald is not a registered charity and therefore cannot directly issue receipts for tax purposes.

2011 Calgary Herald Christmas Fund – External Document

For more information on the Christmas Fund and to submit a proposal for the 2012 campaign, please contact Erin Leggett by phone at 403-235-7238 or by email at eleggett@calgaryherald.com . The deadline to submit a proposal for the 2012 campaign is May 1, 2012.