

Dear family & friends,

Our annual fundraiser benefitting Batshaw Youth & Family Centres is here. Batshaw Youth & Family Centres is a non-profit organization that concentrates its efforts on helping to break the cycle of neglect, abuse and failure experienced by many youth and their families. In 2012, we started getting involved in their holiday gift drive to help make sure the kids under their care were able to get something for the holiday season, bringing some happiness to their lives and warmth to their hearts. The gifts go to children who would be left with nothing during the holidays and we can make a difference. We would like to ask you for your support in reaching our 2019 goal of \$30,000 raised and 500 gifts donated to these less fortunate kids. Please go here to make a donation - <https://thenewsecretsanta.com/donate/>

The Story

In 2012, LinkNow Media decided instead of doing a traditional Secret Santa-type gift exchange at Christmas, to find a local orphanage and give gifts to them. We learned that there currently are no orphanages in Quebec but instead, children are in foster care programs.

We came to learn about the Batshaw Youth and Family Centres, an organization whose mission is to provide psychosocial, rehabilitation and social integration services for children. They provide services related to child placement for children who suffer from neglect, are abused whether it be psychological, physical or sexual, abandoned or have behavioral problems.

When we first approached Frank at Batshaw, our hearts saddened at not only the terrible stories that we heard about how children end up under the care of Batshaw but that there are thousands of children. We learned that there are a lot of kids in the system with great foster parents who have the means to provide for their foster kids. Then there are kids who don't get anything – **nothing for their birthdays, nothing for Christmas.**

The Batshaw Youth and Family Centres asks their kids to write letters to Santa with what they would love for Christmas. Kids will be kids, and some ask for Xboxes and cameras (thanks to some amazing donors, they sometimes even get those things), then there are the sad letters, letters from teenage girls asking for diapers because they don't have the money to pay for food, clothes or a crib for their soon to be born child. These gifts might be the only thing these children get all year, the only light in a world that has been so hard for them.

We are thankful to have an amazing team that has been able to donate a lot over the years.

These are the numbers for our past year's donations:

2012 – 120 Gifts

2013 – \$3800 + 290 Gifts

2014 - \$4300 + 200 Gifts

2015 - \$10,000 + 250 Gifts

2016 - \$33,000 + 550 Gifts

2017 - \$25,000 + 450 Gifts





Last year, in 2018, we raised \$28,000 and 500 gifts for these children, and had two other companies follow suit and started their own fundraising efforts and brought in 400+ additional gifts. It is through the support and donations of many local individuals and businesses that we can raise money for the gift drive.

100% of all proceeds from LinkNow Media's efforts are donated to the Batshaw Family and Youth Centres which in turn go 100% directly to the children. LinkNow covers all costs on their own for all the fundraising efforts so that every penny donated goes to the children.

Please follow the link provided to make your donation. Thank you for your generous support. Together we can warm the hearts and brighten the lives of these deserving children. Wishing you a happy holiday season. <https://thenewsecretsanta.com/donate/>

Please note... There are other ways you can help too. If you want to drop off new toys or new clothes ranging from ages Newborn - 18 Years, you can drop them off at our offices or contact us for pickup. We also hold a raffle and auction as part of our fundraiser so if you would like to donate goods or services to that - it would be greatly appreciated.

You can also share this email or go to our fundraising website for downloadable forms you can put up in your office or ways to share our website online.

You can read more about our initiative and its history in the link attached or by visiting our site <https://thenewsecretsanta.com/>

We look forward to your support and wish you a very happy holiday season.

Best Regards,

Wesley Mendelovitch
CEO
LinkNow Media

