



Toys for Thousands of Children



Toronto, ON – For the past 51 years, the *CP24 CHUM Christmas Wish* program has delivered toys to children and funded support services for low-income, Toronto area families. In 2016, more than 300,000 people relied on the program. Once again this year, Matthew Fernandes, a REALTOR® with Sutton Group - Realty Systems Inc.*, personally organized a toy drive for the cause. He set up a donation box at the office, then promoted it by mailing out postcards, creating social media posts and directly contacting clients.

“I have been holding the toy drive for four years now,” says Matthew. “I am always looking for ways to give back, which I think is very important. I thought it would be a good idea to get involved as I remember one of my favourite parts as a kid during Christmas was of course to open up all my gifts, and could not imagine children out there with nothing to open up during Christmas.”

Matthew typically sets up a donation box in early December then starts to spread the word. Seeing the gifts for children pile up is one of the most satisfying aspects of the endeavour. Donations came from sales associates and staff in the office, friends and neighbours, his own contributions and clients.

“It is a small gesture that is significantly meaningful to the children who are opening up the gifts we have donated. Since I have started four years ago, many of my clients and friends have been consistently donating each year!”



On December 22, 2017, Matthew delivered the toys to the charity’s head office. From there, items were given to various organizations and churches in Toronto for distribution directly to families in need.

In 2016, with the help of the Royal Bank of Canada, LoyaltyOne and many generous individuals, *CP24 CHUM Christmas Wish*, in conjunction with Toronto Social Services, assisted more than 300,000 people with toys and financial support.

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