

## Media Memo: Support Local Charities This Holiday Season Amid Mail Disruptions

[Saint John, NB] – New Brunswick charities are calling on media partners to help spread the word about alternative ways to give this holiday season as mail disruptions impact traditional donation methods.

Despite the availability of secure online donation platforms, many donors still prefer mailing cheques – especially during this critical time when most annual donations are made.

The need for community support is urgent. A recent Ipsos poll for CanadaHelps revealed that **1 in 4 Canadians depend on charities for essentials like food, shelter, and healthcare.**

Donations are crucial to funding these services and programs; **many charities receive over 50% of their annual contributions in the final months of the year, with December being the most important month.**

To support fundraising efforts, local charities urge media to highlight alternative giving options, including:

- **Online Donations**
- **Phone Donations**
- **In-Person Giving**

Charities are also innovating with new approaches, such as pop-up donation boxes and enhanced digital outreach, to keep the spirit of giving alive this year.

We encourage media to connect with organizations they support, share their stories, and help amplify the message of giving through accessible channels.

Thank you for championing our community this holiday season.



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